



How do I find **Industry Environment?**

- **Broad overviews of industry trends and projections**
- **Comparative company or consumer data**

Broad:

[First Research](#)

[Mergent Industry Reports](#) Go to **Report Search**, then **Industry Reports**. Note world region options.

[Plunkett Research Online](#) Select an industry; then, **Market Research & Trends and Statistics**

Narrower:

Industry Reports in [Business Source Premier \(BSP\)](#)

Industry Search in [Business Insights: Global](#)

Short 1-2 page reports in [Value Line](#)

Industry Snapshots from the [Economic Census](#)

Company Reports:

See Mergent, BSP, BIE above, plus

[Hoover's Company Profiles in LexisNexis Academic](#)

Local:

1. [Oregon Business Information Center](#) County-level data for broad industry categories

2. Yearly County Business Patterns through [American FactFinder](#). Search for Industry Code and then Geographies

Trade Associations:

Web search: [[industry] association].
Also try [[industry] demographics].

Business Plans:

[Small Business Resource Center](#)

[Business Plans and Profiles Index](#)

Competitors / Contacts within an industry (NAICS, SIC or Keyword search):

[Create a Company List in LexisNexis Academic](#)

Consider learning your "NAICS" code and industry label, which is used in library and government databases.

[North American Industry Classification System \(NAICS\)](#)



How do I find **Market Analysis**?

- Potential customers
- Market trends

Household spending: who spends how much on what
 Ref. HC110.C6 O34 2012

Data by Age, Income, High-Income, Household Type, Race and Hispanic Origin, Region, Education.

Mintel Oxygen

Reports on product categories but also Lifestyles.

Census Bureau “People” reports

Narrative reports explaining Census data.

SBRNet (Sports Business Research Net)

Find data on participation in various sports by age, sex, income, US region, etc.

Pew Research Center Demography Reports

Reports “on population trends and immigration flows.”

Encyclopedia of Major Marketing Campaigns

Profiles important marketing campaigns of the 20th century.

Mintel Global Market Navigator

Historical and forecast market size, market segmentation and market share data for 22 consumer industries across 54 countries worldwide.

SimplyMap

Create thematic maps and reports using demographic, business, and marketing data. Includes [Nielsen Claritas PRIZM Segment Narratives](#).



How do I find **SWOT Analyses**?

Business Source Premier: Search for a company or product; look for SWOT Analysis in the Source Types list.

Business Insights: Global: Search for a company and look for “SWOT Reports” in the Related Content box.

Articles can also be useful:

ABI / Inform -- Business, finance and economics scholarly and trade journals

ABI / Inform Dateline -- Local and regional business news.

Business Source Premier -- Business journals and magazines.

The Oregonian -- Use an index to identify articles and we’ll scan them for you!

PsycINFO -- for articles on consumer behavior.

See Heidi Senior (senior@up.edu; 503-943-8037) for a consultation.