

SOURCES OF SECONDARY RESEARCH



Internal Source:
Your Customer Database

Demographic Data

External Data Sources

Syndicated Sources

Government Sources

- Gender
- Marital Status
- Age
- Income
- Occupation
- Number of children, if any

- Press Releases
- Competitor Websites
- Annual Reports
- Trade Associations
- Federal, State & Local Government Sites
- General Internet Searches

- Simmons
- MRI
- Scarborough
- IRI
- Nielsen
- POS Data

- Rdc.wisc.edu
- BLS.gov
- USA.gov
- GPO.gov
- Statistical Abstract of the United States
- CIA World Factbook
- Census.gov
- EDGAR (SEC)

Psychographic Factors

General Data

Non-Government Statistical Sources

- Interests or hobbies
- Pets
- Cable TV Habits
- General Proclivities

- Standardandpoors.com
- Moodys.com
- Marketingpower.com
- Hoovers.com
- ThomasNet.com
- USAData.com

Analyst Reports

- Sales & Marketing Management Survey of Buying Power
- Standard & Poor's Statistical Service
- Standard Rate and Data Service
- A Guide to Consumer Markets
- Predicasts' Basebook & Forecasts

Sources to append to your customer database

Guides

- DandB.com
- Infousa.com
- Experian.com

- Data Sources for Business and Market Analysis
- Business Information Sources
- AMA Bibliography Series
- Encyclopedia of Business Information Sources
- Brint.com

- Forrester.com
- IDC.com
- HIRC.com
- MarketResearch.com
- IBISWorld.com
- GfK.com

