

## **Library Research Guide for Secondary Market Research**

- Getting Started at the University Library
  - Remote Access to Library Databases
  - Get Research Help
  - Visiting the Library
  - Related Research Guides
- Customer
  - Who is the Customer?
  - What Activities are People Engaging In?
- Distribution – where are they doing/getting/experiencing brand?
  - Locate Potential opportunities in a Geographic Area
  - SIC & NAICS Codes: What Are They and How Do I Find Them?
- Find Demographics for a Geography
  - Find Demographic Information for a Geographic Region
  - DemographicsNow database
  - U.S. Census
- Consumer Research
  - Consumer, Market, and Industry Research databases
  - Mosaic USA Consumer Segmentation
    - About Mosaic® USA Consumer Segmentation
    - Access Mosaic® USA Profiles
  - Mediamark Consumer Survey Data
    - Mediamark University Internet Reporter database
    - Register to Use Mediamark
    - Mediamark Reporter Help
- Articles & Current News
  - Recommended Databases for Finding Articles
  - Search Tips - Best practices for searching library databases
- Citing Sources
  - Citing Sources in APA Style
  - Slideshow: Citing Sources in APA Style - Tips and Examples