

BUSINESS CENTER DATABASES FOR MARKETING RESEARCH

If you're looking for:	Then use...
<ul style="list-style-type: none"> Retail channels 	<ul style="list-style-type: none"> e-Marketer* Business Insights: Essentials* Statista* IBISWorld SimplyAnalytics*
<ul style="list-style-type: none"> Internet commerce trends and reports Digital trends and reports 	<ul style="list-style-type: none"> e-Marketer* Statista*
<ul style="list-style-type: none"> Target market segments and demographic lifestyles Purchasing habits and household expenditures Consumer Insights and preferences 	<ul style="list-style-type: none"> Mergent Intellect SimplyAnalytics* Intel Statista*
<ul style="list-style-type: none"> Advertising activities: advertising expenditures, media exposure and breakdown Ad agencies Advertising and marketing executives Brands Media rates and data for advertising placements 	<ul style="list-style-type: none"> Winmo* SRDS

* Available from home with an NYPL library card