

Market Research

Euromonitor GMID

Research reports and statistics for a variety of consumer and related markets. Geographic coverage includes North America region (U.S., Canada), Asia-Pacific region (and individual countries within it); and World.

Mintel

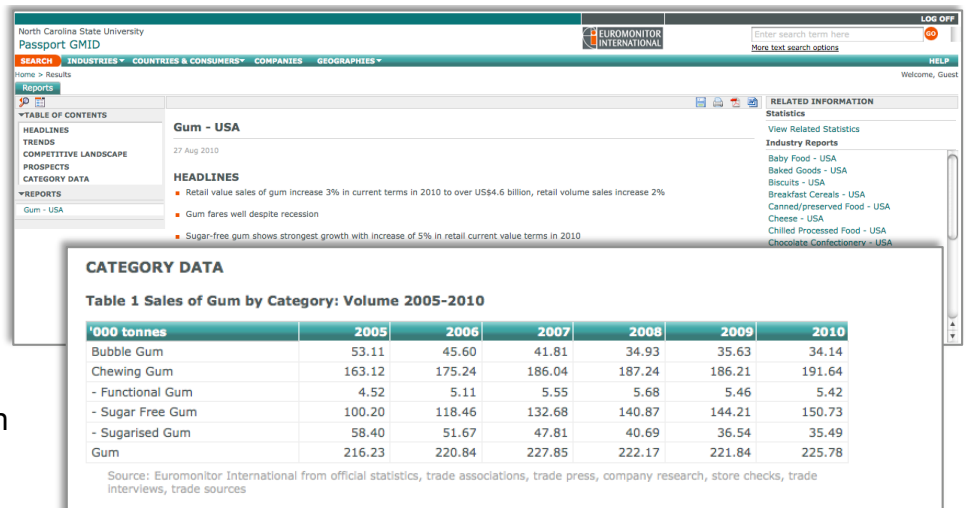
Research reports for U.S., U.K., and other European consumer markets. Reports analyze market drivers, sizes, trends, market segmentation, consumer attitudes and purchasing habits. *First time users must create a profile using NC State email address.*

SimplyMap

Online geographic information application for developing interactive thematic maps and reports using thousands of demographic, business, and marketing data variables.

Roper Center for Public Opinion Research

Questions and results from national public opinion surveys, 1935 to present. *Access requires NC State email.*



Sample view of a report in Euromonitor GMID

Brands & Packaging

Brands and their Companies

Online via Gale Directory Library
DH Hill Library, Learning Commons
T223.V4 A22

Business Source Premier

Advanced search > limit by "product review" or click on More Options and search by "product name".

LexisNexis Academic

Power search > limit by index term "branding" or "product management".

PaperChem

Search for "packaging" or "marketing".

Advertising & Media

ReferenceUSA

Online directory of U.S. businesses and residents used for generating marketing lists. Info on businesses include size of company, top personnel, credit rating, yearly sales ranges, etc. Residents' database includes home value and household income. *Limited to 50 records per download. 25 when off-campus.*

Advertising Redbooks

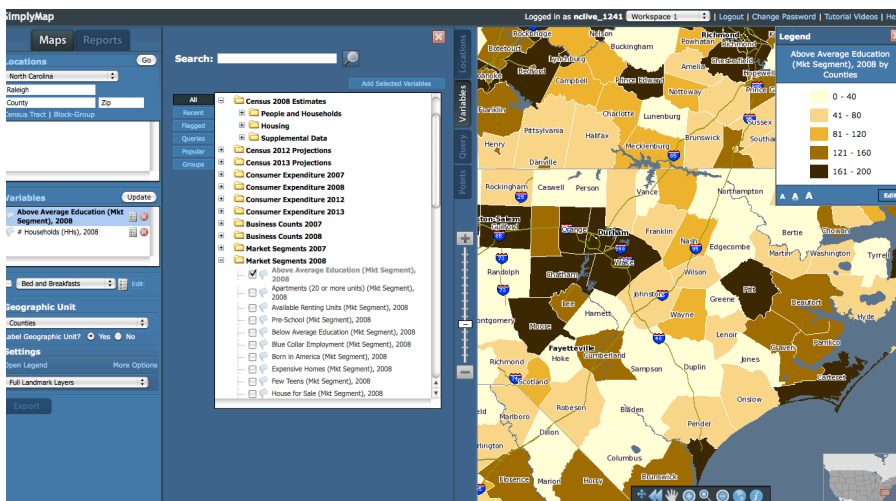
(Lexis Nexis)
An online directory database of U.S. and international advertising agencies, clients and expenditures. *Access limited to two simultaneous users.*

Broadcasting & Cable Yearbook

DH Hill Library Stacks (4th floor)
HE8689 .B77

Gale Directory of Publications and Broadcast Media

Online via Gale Directory Library
DH Hill Library, Learning Commons
Z 6951 .A97



Sample view of market segmentation in SimplyMap

Access any of these
resources at
[www.lib.ncsu.edu/
databases](http://www.lib.ncsu.edu/databases)