

# Goizueta Business Library

*Creating Bridges to Knowledge*

**Consumers – Get to Know 'Em!**  
**BBA Research Certificate, Fall 2007**  
**Danya Leebaw, Business Librarian**

## Understand the Consumer

- Demographics (age, income, markets)
- Psychographics (attitudes, lifestyles, opinions, interests)
- Behaviors (day-to-day habits, media usage)

...in order to develop marketing strategies, creative and design recommendations, and media allocations.

## Overall Target Insights

### Mintel

- Hundreds of market research reports, primary and secondary data
  - Refer to the "Consumer" section of most reports
  - One of the best resources at the library for psychographics
- ❖ *Who is most likely to purchase my product or brand?*
  - ❖ *Why do people purchase my product or brand?*
  - ❖ *What drives the purchasing habits of:*
    - *Different age groups, income groups, ethnic groups?*

## Selecting Markets

### American Factfinder

- <http://factfinder.census.gov>
  - Research demographic, social, and economic data by zip code
  - Quick and easy, plus cool mapping features!
- ❖ *Which markets have the highest concentration of my target?*
  - ❖ *What other factors should I consider when making my recommendation?*

## Connect with the Consumer

### PRIZM "You Are Where You Live"

- <http://www.claritas.com/MyBestSegments/Default.jsp?ID=20>
  - Characterizes people in zip codes by 66 distinct lifestyle types
- ❖ *What are my target's lifestyle traits?*
  - ❖ *Based on these, how can marketing best connect with them?*

## Going Global

### Global Market Information Database

- Consumer lifestyle reports and sales data for industries and brands around the world
- ❖ *What are trends for my brand or product, and target, in other countries?*
  - ❖ *Should we consider expanding to another country?*
  - ❖ *What should we keep in mind if we do?*

<http://business.library.emory.edu>



**ASK a Librarian**

## Other Great Resources for Consumer Insights

### [eMarketer](#)

- Market research reports and data relevant to new media and entertainment

### **Lifestyle Market Analyst (from SRDS)**

- Bus Ref HF5415.33 .U6 L54
- Comparative demographic and lifestyle data for all DMAs

### [NationMaster](#)

- <http://www.nationmaster.com/index.php>
- Vast amount of data from sources such as the CIA World Factbook and the UN
- Generate maps and graphs on all kinds of statistics

### **New Strategist Series**

- Primarily Bus Ref HF HC110 .C6
- Books examine attitudes, trends, demographics by major age and ethnic groups

### [Reuters/University of Michigan Surveys of Consumer Sentiment](#)

- <http://www.sca.isr.umich.edu/>
- Measures consumer confidence over time with data back to 2000

### **Simmons – New E-Resource Coming Soon!**

- Cross-tabulate demographics, psychographics, consumer purchases, and media consumption including Hispanic

### **Sourcebook of Zip Code Demographics**

- Bus. Ref. HA203/S66
- Demographic and economic measures by zip code

### **Statistical Factbook of the Direct Marketing Association**

- Bus Ref HF5415.126 .F33
- Overall consumer trends and detailed media consumption data

### **Survey of Buying Power and Media Markets**

- Bus. Ref. HF 5437 /S35
- Demographic, income and retail spending data by city, county and state

## Questions?

Email your question, stop by the library, or schedule a consultation.



# ASK a Librarian



EMORY

GOIZUETA  
BUSINESS  
SCHOOL