Databases & Resources for Core New PRODUCT Project

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Introduction

This packet provides you with screen shots of some of the library databases that will be most helpful for your course project such as the Industry Survey Locator Tool, IBISWorld Industry Reports, Mintel Reports, TableBase, Factiva and University Reporter.

The Pardee Librarians have put together a guide for your course: SM 323 New Product Development: http://library.bu.edu/sm323products as well as a list of top databases that SM 323 students have found to be helpful in the past: http://library.bu.edu/sm323products/topdatabasesandbooks

This guide is part of the SM323 Library Portal.

For assistance using these databases, please contact the reference librarians and reference assistants available at the Pardee Library: http://www.bu.edu/library/management/about/staff/
These are the databases that students from SM323 find to be the most helpful in their work for Core.

**Industry Survey Locator**
This database was developed and is maintained by Pardee Librarians to provide one stop shopping to individual US (and some global) industry surveys linked in our business databases. Databases include Hoover’s, IBISWorld, MarketLine, Mintel, NetAdvantage, and Value Line. Does not include BMI, Frost & Sullivan, and Gartner reports.

**Selected Industry Associations**
Compiled with help from a 323 student, these primarily trade associations and some government websites have useful data.

**Associations Unlimited**
Contains information and descriptions of industry trade associations worldwide.

**Mintel Academic**
Mintel reports provide information on markets for consumer products, travel, lifestyles, and leisure. Our subscription predominately covers products and markets in the United States. Each report combines data & analysis of the competitive landscape and consumer profiles. For instructions see the Mintel Graphing Tutorial.

**University Reporter (Formerly MRI+)**
The Product Data Reports present cross tabulations of product/service data by demographic characteristics and media audiences. Please see Pardee Library’s Business Tutorial: University Reporter (Formerly MRI+) for instructions.

**Tablebase**
Data in tabular and chart form. Market share, advertising expenditures, and other marketing related statistics from trade magazines and reports.

**Factiva**
Wide range of business news, trade publications and websites.

**See also similar databases for business articles and newspapers:**

- ABI/INFORM Complete
- Business Source Complete
- Nexis Uni (formerly LexisNexis Academic)
- Business & Industry
  Provides articles on companies, products, industries and covers many trends.
- Business and Management Practices
  Provides some company specific information.
**American Fact Finder**  
Demographic and economic statistics by county, city, town.

**U.S. Census Bureau**  
Population and economic statistics. Try “Index A to Z” (upper right on top toolbar).

**Economic Census: Industry Snapshots**  
The Industry Snapshots present key statistics from the Economic Census and per capita ratios using data from Population Estimates for a user-selected industry. To choose the industry you are interested in: enter the 2012 North American Industry Classification System (NAICS) code or keyword into the NAICS SEARCH box or choose the industry from the SELECT AN INDUSTRY menu to the left.

**SRDS (Standard Rate & Data Service)**  
Standard Rate & Data Service (SRDS) provides media advertising rates, contact information, circulation information, etc. for magazine, newspaper, television, direct marketing, radio, online, and out-of-home domestic and international markets. Claritas SMS provides demographic and consumer market segmentation data by geographic place (DMA, county, or state). Users can access pre-defined report templates to generate Pop-Facts Demographics Reports and Segmentation Reports.

**ReferenceUSA**  
ReferenceUSA is a company directory database with approximately 52 million businesses listed.

**Books**

**Marketing Books**  
List of Marketing Books located in the Pardee Library Reference Collection. Invaluable books on market segmentation, demographics and psychographics and spending. (See the Who’s Buying Series)

**Manufacturing & Distribution USA**  
Location: Pardee Reserve- Reference HD9723 .M365  
Industry information arranged by NAICS code, including competitors, materials, statistics, inputs and outputs. The latest copy is at the Pardee Services Desk on the Reserve-Reference (High Use) shelves.

**Marketer’s Guide to Media**  
Location: Pardee Reserve- Reference HF5826.5 .M45  
Estimates for costs of placing ads in media’s such as television, magazines, and radio programs. Demographic breakdowns for television include information by geography, age, sex, and length of commercial. Prices for TV advertising. The latest copy is at the Pardee Services Desk on the Reserve-Reference (High Use) shelves.
Understanding Your Industry

The Pardee Library has many resources for understanding your industry such as industry reports, industry statistics and ratios, trade news and business articles. One of the first steps in understanding your industry is becoming familiar with the industry codes associated with your industry. The North American Industry Classification System is a system of industry codes developed by the U.S., Mexico and Canada to address the changing nature of the industries. These codes are important because several reference sources and databases are organized by these codes. Below is a link to the NAICS website and the NAICS Search feature to help you look up the NAICS codes for your industry.

http://www.census.gov/eos/www/naics/index.html

2017 NAICS Structure

To better understand the NAICS Code structure, take a look at the 2017 NAICS structure: http://www.census.gov/cgi-bin/ssa/naics/naicsrch?chart=2017. This structure is organized by sector and industry group and provides industry definitions.
Pardee Library Home Page
Industry Survey Locator

http://www.bu.edu/library/management/research/industrysl/

Sample Search: Cookware

This database was developed by Pardee Librarians to provide access to industry surveys linked in our databases. An industry survey contains information on industry trends, competitors, market segmentation and associations.

Type the industry name or term (example: cookware) in the search box and click on the Search button.

Available in the Industry Survey Locator

Notes about the ISL: Remember that not all reports are reflected in your results so please search the database for new and updated reports, especially those in Mintel and MarketLine (Formerly Datamonitor). Finally, the ISL is not able to show reports from Gartner, excellent for those looking for technology related reports or Frost & Sullivan, an excellent source for reports in healthcare, technology and energy fields.

The Industry Survey Locator includes many links to the following, and lists print sources held at the Pardee Library Services Desk: [What’s Included]

For additional information see the Industry Survey Locator tutorial.

JUMP to:

Selected Industry Associations
Industry Survey Locator
Partial Results List for Cookware

Cooking Enthusiasts
- Mintel \textit{location: Mintel}

Cookware
- Mintel \textit{location: Mintel}

Global Household Cooking & Appliance Manufacturing
- IBISWorld Global Industry Reports \textit{location: IBISWorld}

Hand Tool & Cutlery Manufacturing
- IBISWorld Industry Reports \textit{location: IBISWorld}

Household Appliance Manufacture
- First Research Industry Reports \textit{location: ABI-Inform}

Household Appliances
- MarketLine (Formerly Datamonitor) \textit{location: Business Source Complete}

Household Appliances: Global
- MarketLine (Formerly Datamonitor) \textit{location: Business Source Complete}

Report Contents Page

This is one of the industry reports available in the Industry Survey Locator. We have many recent reports available in this database. The next two screen shots are from this report. One screen shot is a Report Contents page and the other one is a product segmentation chart.

Product Segmentation Chart

![Product Segmentation Chart](chart.png)
Pardee Library Database: Mintel

Sample Search: Cookware

This database provides market research reports that include market, consumer, brand, and company information.
Pardee Library Database: Mintel

Search Results
The cookware market experienced declining sales from 2016-17 in part due to competitive pressure from the growing small kitchen appliances category, lessening the need for cookware items. High penetration and long purchase cycles also challenge category growth, as market sales rely on new users and trade-ups.

Report includes information on competitors, market segments, distribution channels and consumer purchases.
Pardee Library Database: Mintel

Table of Contents Page of Mintel Report:

Small Kitchen Appliances - US – December 2017

This is a related report to the Mintel Cookware report.
Pardee Library Database: Mintel

Partial List of Reports
Pardee Library Database: TableBase

Partial List of Search Results for Cookware

TableBase provides tabular data from trade publications. Click on the download button to see the full text of the article that contains the chart. Trade publications are industry publications. We have many trade publications available full text in our article databases.

Chart from trade journal: HFN: Home Furnishings News.
United States housewares sales by category in percentages for 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home environment/floor care</td>
<td>22%</td>
</tr>
<tr>
<td>Kitchen electrics</td>
<td>18%</td>
</tr>
<tr>
<td>Personal care electrics</td>
<td>16%</td>
</tr>
<tr>
<td>Cleaning</td>
<td>12%</td>
</tr>
<tr>
<td>Storage</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Cookware</strong></td>
<td>8%</td>
</tr>
<tr>
<td>Kitchen tools &amp; gadgets</td>
<td>6%</td>
</tr>
<tr>
<td>Bakeware</td>
<td>3%</td>
</tr>
<tr>
<td>Cutlery</td>
<td>3%</td>
</tr>
</tbody>
</table>

Note: Table made from pie chart.
Pardee Library Database: Factiva

Sample Search: Cookware and Trends

Factiva provides articles from industry publications, general business publications and U.S. and international news publications. We have several article databases available through the library such as ABI-Inform, Business Source Complete and Nexis Uni.
Pardee Library Database: Factiva

Article Results List

Sample article titled: “State of the Industry” from trade journal: Gourmet Retailer.
Pardee Library Database: University Reporter (Formerly MRI+)

Sample Search: Cookware

This database contains the demographics of consumers that have purchased or used products. The source of this data is surveys sent to households.
HOW TO INTERPRET DATA FROM THE UNIVERSITY REPORTER

For this report we are focusing on female drinkers of bottled water. If you look at the “Details/Usage/Brands” section on the left side of the screenshot you’ll see Bottled Water highlighted, which indicates that our analysis is focusing on Bottled Water. And, specifically, people who drank Bottled Water in the past six months. Our Target is who or what we are looking at in regard to our category. There are many targets in the report, but for this example, we are focusing on and detailing the metrics related to Women.

Base Total ‘000: The base for this report is “Total Adults.” The Base total number indicates the total number of the demographic (in this instance) that are in the population. There are 122,870,000 women in the U.S. population.

‘000 = Projected Audience. There are 84,983,000 women who drink bottled water in the total Continental U.S. population.

% Detail: (aka Vert%) is the % of category users who are women. In this case, 54.69% of bottled water drinkers are women in the Continental U.S.

% Target: (aka Horz%) is the % of women who drink bottled water. In this case, 69.17% of all women in the Continental U.S. drink Bottled Water.

Index: The propensity of bottled water drinkers to be women and vice versa as compared to the Base. Index=105 means bottled water drinkers are 5% more likely than the rest of the base (total adults) to be female. It also means that women are 5% more likely to be bottled water drinkers than anyone else in the base of total adults.

Revised by Dorice Moylan, August 2018