YOUR TARGET MARKET:
RESEARCHING YOUR CUSTOMERS
BUSINESS & CAREER CENTER
SUMMER 2018
YOUR CUSTOMERS

• To whom are you selling?
  • Individual consumers, businesses, government agencies

• What are their characteristics?
  • Geographic and demographic profile
  • Buying habits
  • Psychographic profile
RESOURCES WE WILL COVER

- Overview of Government Information
- Gale Virtual Reference Library
- SimplyAnalytics
- ReferenceUSA
- Mintel Reports Academic
- Statista
- Business & Career Center Website
EXAMPLES OF GOVERNMENT INFORMATION

• 2010 Census offers basic data on the population: age, sex, race, and home ownership, in different geographic areas. Updated every 10 years.

• American Community Survey is updated more frequently and provides more detailed, timely data such as income, marital status, occupation, educational attainment and more.

• The Consumer Expenditure Surveys (CE) program provides data on expenditures, income, and demographic characteristics of consumers in the United States.
FINDING GOVERNMENT DATA: NATIONAL & LOCAL

- American FactFinder is the online interface for the U.S. Census: [http://factfinder.census.gov](http://factfinder.census.gov)
  - Use “Community Facts” for basic demographic data

  Breaks down 2010 Census data and 2010-2014 American Community Survey data by neighborhood

- Consumer Expenditure Survey: [https://www.bls.gov/cex/](https://www.bls.gov/cex/)
  Tables, databases, and reports on consumer spending
ACCESS BROOKLYN PUBLIC LIBRARY’S ELECTRONIC RESOURCES FROM HOME

1. Go to www.bklynlibrary.org
   a. For the desktop: click on LEARN on the left-hand side, then Learning Resources.
   b. For mobile device: click on the 3 bars next to the logo on the left-hand side and click LEARN then Learning Resources.

2. Select the BUSINESS tab and select a database. If you’re not sure which one, you can browse all

3. You’ll be prompted to enter your 14-digit barcode on the back of your library card and your 4-digit PIN.
Remote availability through Brooklyn Public Library’s website: 
- Go to Learn --> Learning Resources 
- Click on “Business and Career” in the Subject tab 
- Scroll down to find “Gale Virtual Reference Library”

This database is full of E-books that can be viewed through the web browser as well as downloaded. They **DO NOT** need to be checked out.

Select “Business” under subjects to find titles on consumer spending.
TOP TITLES ON CONSUMER SPENDING INCLUDE:

- American Buyers
- Best Customers
- Household Spending
- Who’s Buying series

Published in book format, available online through BPL – Gale Virtual Reference Library

Some of these are also available in print at Business & Career Center
WHAT IS SIMPLYANALYTICS?

• SimplyAnalytics is a Web-based product that allows you to create thematic maps, rankings, and comparison reports using Census data, consumer, and business data.

• Helps you better understand the demographics and spending habits within:
  - States
  - Cities
  - Counties
  - ZIP codes
  - Congressional districts
  - Census tracts and block groups
ACCESS TO SIMPLYANALYTICS

• Through Brooklyn Public Library’s website:
  ▪ Go to Learn --> Learning Resources
  ▪ Click on “Business and Career” in the Subject tab
  ▪ Scroll down to find SimplyAnalytics

• Accessible only on-site on BPL Central Library public computers

• All work done under the same library card # will be saved for future logins

• You can also save maps, rankings, and comparison reports to a flash drive or send them to your e-mail address
THREE KEY FEATURES OF SIMPLYANALYTICS

- Create a Map
  - Can study one data variable and one location at a time

- Create a Comparison Report
  - Can compare multiple variables of data over multiple locations

- Create a Ranking
  - Can “rank” data across different ZIP codes, counties, etc.
Nielsen PRIZM and PRIZM Premier are data variable choices under “Market Segments’.

This divides the population into 60+ different market segments, divided by income, urbanicity, age, and lifestyle.

Detail on the different market segments is available on the Nielsen/Claritas website: https://segmentationsolutions.nielsen.com/mybestsegments/ (then click on “Segment Details”)

Bklyn Public Library
ReferenceUSA is a series of databases and their database for customer research is called “U.S. Consumers/Lifestyles”

- Using the “Advanced Search,” you can construct customer lists based on Geography and purchasing behavior using “Lifestyles”
- You can use this information to compile mailing lists etc.
1. Searching Lifestyles Home Improvement
2. After accessing ReferenceUSA, select the Consumers/Lifestyles database.
3. Select “Advanced Search”
4. Select “Lifestyles” on the left hand side. We also suggest you select for geography.
5. Under the Lifestyles window that opened in the center of the page, select the plus button next to Apparel. Make a check mark next to Home Improvement.
6. Complete the other filters you selected from the left hand side, such as geography. Then select update count to view the number of records that include your search criteria. Select “view results” to see records.
MINTEL REPORTS ACADEMIC

• Provides market research reports with analysis of consumer groups, markets and brands
• Reports include a “Consumer section” – This covers consumer attitudes and preferences as well as target consumer profiles
• Reports also include market information: leading companies in the industry, sales statistics, projections, etc.
ACCESS TO MINTEL

• Through Brooklyn Public Library’s website:
  ▪ Go to Learn --> Learning Resources
  ▪ Click on “Business” tab
  ▪ Scroll down to find Mintel Reports Academic

• Accessible only on-site on BPL Central Library public computers

• CANNOT save, print, or email reports (“You may only read the reports, search, view, retrieve and display the information”)
3 WAYS TO ACCESS MINTEL REPORTS

• Schedule
  ▪ Browse reports by month

• Category Overview
  ▪ Locate reports by Sector, Theme, or Demographic

• Search Box
  ▪ Sort results by:
    ▪ Reports (full information)
    ▪ Report Section (portion of a report)
    ▪ Analyst Insight (commentary about a particular topic)
STATISTA

• This database is full of statistics, studies, and infographics that cover a wide variety of industries and topics relating to customer research.

• This database can be searched remotely, but to download “dossiers” and certain infographics, you MUST come to the Business and Career Center.

• You can search by keyword or go through the tabs on the tabs on top. “Digital Markets” is the feature that covers e-commerce questions.
Under the tab “Expert Tools” go to the Digital Market Outlook menu item and then select a market and region.

You are provided with all information about a given market regarding:

- Revenue trends
- User trends*
- ARPU* (Average Revenue per User)
- Global comparison
- Market indicators

*depending on the individual market
BUSINESS & CAREER CENTER WEBSITE

• Go to bklynlibrary.org/business and click on the “Small Business” tab
• Click the “Events Calendar” link under “Events and Classes” for other upcoming events.
• Check out the “Subject Guides” box for authoritative research guides such as “How to Research Your Target Customer.”
QUESTIONS?

- Ask a Librarian (help with short questions via email) - [www.bklynlibrary.org/ask-librarian](http://www.bklynlibrary.org/ask-librarian)
- Book a Librarian (in-person, one-on-one help) – [www.bklynlibrary.org/only-bpl/book-librarian](http://www.bklynlibrary.org/only-bpl/book-librarian)
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