



# Research Resource Cheat Sheet

Where to start looking!

This document gives an overview of various document and source types you can use in your research.

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## General

[Industry Reports](#)

[Articles, Interviews, News](#)

[Trend Reports](#)

## Companies

[Company Profiles](#)

[Sec Filing Data](#)

## Consumers

[Demographic Data](#)

[Consumer Research](#)

[Appropriate Use](#)

# General

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## Industry Reports

industry
  company
  consumer
  trend

### WHAT THEY ARE

Industry reports are an efficient way to get a snapshot of what's happening in a particular industry. They typically include current conditions, risk factors, key statistics, key companies, and market segmentation.

### USE TO

Know your industry's status, get data and statistics on market share, find key players, and get analysis on upcoming risks or opportunities.

### SOURCES

- One Business (Quantic)
- Statista (Quantic)
- [Deloitte Industry Outlooks](#)
- Local library  
([How to check what you have access to](#))

## Articles, Interviews, News

industry
  company
  consumer
  trend

### WHAT THEY ARE

includes everything from influential bloggers and industry experts to articles in the Wall Street Journal or specialized trade publications. Some are accessible via a Google search, but others you'll find searching in news and trade databases.

### USE TO

Keep up with current happenings in your industry, with your competitors, or understand relevant political, technological, or environmental factors that might affect your business.

### SOURCES

- One Business (Quantic)
- Google News
- General searching
- Podcasts, blogs, social media

## Trend Reports

industry
  company
  consumer
  trend

### WHAT THEY ARE

Trend analysts synthesize vast quantities of data to identify and document patterns that might become relevant to business decisions.

### USE TO

Fine-tune an offering for a better product/market fit, anticipate an emerging consumer base, or forecast a shrinking market.

### SOURCES

- [Think with Google](#)
- Trend Researchers- most charge fees, but offer some content for free, like [Trendwatching](#)
- Search for your industry and 'trends'

# Companies

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## Company Profiles

industry  company  consumer  trend

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### WHAT THEY ARE

Similar to industry reports, but for a specific public or prominent private company. The level of information analysis varies and can include news, recent transactions, or financial data.

### USE TO

Understand the competition, gain insights into emerging developments among competitors.

### SOURCES

- One Business (Quantic)
- Statista (Quantic)
- [Google Finance](#)
- Local library ([How to check what you have access to](#))

## SEC Filing Data

industry  company  consumer  trend

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### WHAT IT IS

- 10-K (annual report)
- 10-Q (quarterly report)
- DEF 14A (proxy report)
- 8-K (current events)

### USE TO

Get an overview of a company's business, financial health, legal affairs, and management events.

### SOURCES

- [EDGAR](#)
- Google
- Statista (Quantic)

# Consumers

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## Demographic Data

industry  company  consumer  trend

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### WHAT IT IS

Use demographic and economic indicators to help inform strategic planning.

### USE TO

Round out your understanding of the types of consumers you will serve.

### SOURCES

- [Census, National Statistics Boards](#)
- [Local library \(How to check what you have access to\)](#) *Demographics Now* is an excellent source for this.

## Consumer Research

industry  company  consumer  trend

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### WHAT IT IS

This can be in the form of proprietary reports (usually behind paywalls—check your local library!) or commentary published in articles. Keeping tabs on what your users like will help round out your view of them so that you can anticipate their changing needs.

### USE TO

Better understand your customer's needs, motivations, and habits so that you can fine-tune your business to earn customers and their loyalty.

### SOURCES

- [Local library \(How to check what you have access to\)](#)
- [Google and Google Scholar](#) - enter your target user group and “consumer behavior”
- [Who else is interested in your population? Seniors? What does the AARP publish? Millennials? What research centers look at this population? \(Pew does.\)](#)

# Appropriate Use

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