### Key Databases

<table>
<thead>
<tr>
<th>Name</th>
<th>Page on Guide</th>
<th>Good For</th>
<th>Tips!</th>
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<tbody>
<tr>
<td>IBISWorld</td>
<td>Research: INDUSTRIES &amp; MARKETS</td>
<td>Overall, “big picture” industry information. Reports cover over 700 established and niche US industries.</td>
<td>Use “Search Within This Report” tool to keyword search for information of interest to you.</td>
</tr>
<tr>
<td>Mintel</td>
<td>Research: INDUSTRIES &amp; MARKETS</td>
<td>Evidence of market need. Valuable market research for US retail and consumer industries.</td>
<td>Check out a report’s “Consumer” section for demographic and behavioral information.</td>
</tr>
<tr>
<td>Mergent Intellect</td>
<td>Research: COMPANIES</td>
<td>Creating a list of companies by industry, location, and/or other criteria.</td>
<td>Start by using the NAICS website (linked on the guide) to find the industry’s classification code.</td>
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</tbody>
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### Key Research Questions

**What is the outlook for my industry?**
Growth rate, trends, opportunities, etc.

**Source(s):**

**Who are my competitors?**
Direct and indirect

**Source(s):**

**What is my market size?**
Estimate using TAM/SAM/SOM model

![Diagram of TAM, SAM, and SOM](image)

Source(s):