

Market Research

“**Market research** is the process of gaining information about customers in a market through field research or desk research. Field research involves collecting primary data through such methods as interviewing customers, issuing questionnaires and holding panel discussions with small groups of people who meet on a regular basis to discuss a specific subject, led by a moderator. Desk research involves collecting secondary data by looking at information and statistics collected by others and published, for example, by the government.”

Source: "Market Research," in *Capstone Encyclopedia of Business* (Capstone Publishing, 2003), via Credo Reference, accessed August 2014.

Syracuse University Libraries offers several sources for secondary market research data. The “**Market Research**” tab of the **Business Information Guide** (<http://researchguides.library.syr.edu/business>) is a good starting point for finding this type of information.

Example of how to locate relevant market research data via the Business Information Guide:

Let’s say you’re interested in learning more about the market for fitness centers in the United States. On the “Market Research” tab of the Business Information Guide, you will find a number of resources.

Click on **MarketResearch.com Academic** and search for **fitness** to reveal reports such as, “Weight Management Trends in the U.S.” and “Fit Consumers in the U.S.: Tapping into the Active Lifestyles of Sports and Fitness Participants.”

From **Mintel Reports**, you can download the “Health and Fitness Clubs - US - June 2013” report.

An **Advanced Search** for **gym or fitness**, limited to the **United States** (using the **Geography** filter) in **eMarketer** will return results such as “Most Frequent Free-Time Activities According to US Millennial Internet Users,” which shows that 25% of males and 17% of females “Go to the gym, exercise, or play indoor sports.”

In **SimplyMap**, you can select different **Variables** to map, such as “Health and Personal Care Store Sales,” “Percentage of Households with Income \$50,000 to \$74,999,” etc. You can use the **Businesses** search in SimplyMap to map businesses operating under NAICS code **713940 Fitness and Recreational Sports Centers** to **view your potential competition** in relation to your **target market**. (Note that you can access the **United States Census data** featured in SimplyMap *directly* by going to [American FactFinder](#).)

In **Tablebase**, you can search for **fitness** to reveal tables such as “United States survey percentages of Americans regarding changes they have made to lose or maintain their weight by behavior/activity.” You can often find the original source via Syracuse University Libraries’ **Journal Locator** and then search or browse the source publication for additional relevant market information.

By browsing the “Market Research & Trends” section of the **Sports Industry Research Center** in **Plunkett Research Online** you will find information about the fitness center market such as, “America’s 75 million surviving baby boomers, with time and money on their hands plus a growing concern about their quality of life, will boost the health club and home exercise sectors further.”

Richard K. Miller & Associates Market Research Reports include a report titled *Leisure Market Research Handbook 2012-2013*, which has a section on “**Fitness & Health Clubs**.”