

**Objective:** To collect already existing data, often from public and private databases, such as trend reports market statistics, and industry content to inform on business problems.

Three main categories of secondary research:

## Public Sources

- Accessible and free
- Most commonly government statistics (i.e. US Census Bureau and the Bureau of Labor & Statistics)



## Internal Sources

- Data your client already has in-house about its company (i.e. revenue per sale, customer retention, and other historical data)



## Commercial Sources

- Usually costs money to obtain and often consists of market reports with industry insight compiled by an agency (i.e. local newspapers and journals)



**miLEAD Kresge Library Guide:** gives miLEAD consultants access to 50+ databases that can be used to access information from many different topics. <https://kresgeguides.bus.umich.edu/miLEAD/home>

## Available tabs:

### Healthcare Industry Reports & Stats

- A good starting point for broad entry-level secondary research and houses a number of helpful databases
- “Market Reports” often have multiple copies so make sure you find the most recently published reports
- “Report overviews” are concise overviews of the entire report and are great for market at a glance
- Introduction/Overview: can be used to identify the scope of the report and serve as a foundation for conducting more focused research. Tells you who is writing the market, why they are writing it, and who it is intended for.

### Articles & Textbooks/ Patents and Prior Art

- A great source for economic information on relevant markets in more of a press-release or news update format
- Information is readily available in these reports, try to focus only on the information relevant for the scope of your project
- As long as you cite the market report as the source of the data, it is encouraged to make infor tables like this into more visually informative graphs
- Most secondary research reports offer at the very least a list of companies in a market space or profiles detailing each company
- The most detailed economic data on a market is usually under the “Major Market” sections of a market report

### Company Research Reports

- A good place to continue research on companies identified in your market of interest

### Important details in secondary reports

- The most important information is what is best addresses your clients question and the scope of the project
- Use the “find” feature of your web browser to to search key words