

**Secondary Market Research Tutorial - Getting To Know Your Industry**  
**Module 2: Understanding Industry Research**

**Typical Industry Information Types and Sources**

Type of information	Example of source
Statistics	Economic statistics, customs databases, government statistics
Industry overviews	Industry associations, trade magazines, pre-packaged industry or market research reports, investor reports
Product information	Product brochures, product reviews, press releases
News/trends/innovations	Newspapers, online magazines, social media posts, blogs
Financial information	Global company financial databases, local company financial databases
Company information	Directories, association member list, regulated reports (via SEDAR, EDGAR), analyst reports, company histories (website About), strategic directions (annual reports)
Demographic information	Government surveys (e.g. census)
Consumer behaviour	Academic research, public opinion polls, market research reports