<table>
<thead>
<tr>
<th>Program Component</th>
<th>Suggested sources</th>
<th>How to find them....</th>
</tr>
</thead>
</table>
| Macro Market Situation | • Information on the size, growth, and trends of the overall market and any relevant sub-segments of the market. | Industry surveys in:  
  • Datamonitor 360  
  • Passport (GMID)  
  • Mintel  
  Article searches in:  
  • Business Source Complete  
  • LexisNexis Academic  
  • Factiva |
| Competitive Situation | • Strength and weakness of major competitors  
  • Success of various competitive strategies | Individual company analysis:  
  • Datamonitor360  
  • Hoover’s  
  Article searches:  
  • Business Source Complete  
  • Factiva |
| Customer Situation | • Description of target buyers or end users in demographic, psychographic, and lifestyle terms  
  • Target buyer/end user wants, needs, attitudes, and perceptions of category products and services  
  • Where target buyers/end users are located and how to reach them | • Demographics Now  
  • Passport(GMID)  
  • Local Market Audience Analyst  
  • Mintel  
  • American Factfinder (U.S. Census) |
| Advertising | • Advertising Age’s website. This contains information on the U.S. largest media companies, magazines and newspapers; the leading national advertisers and marketers; executives salaries and much more. | • http://adage.com/datacenter/  
  This site requires an id and password. Please ask at circulation desk for this information. |
| Advertising | • AD$PENDER | • Ad$Pender provides a fast, top-level summary of the multi-media advertising marketplace. This web-based tool spans five years of national summary spending trends, accessible by industry, parent company, and brand. Data is available via customizable reports with easy data exporting abilities to popular spreadsheet and flowchart programs. |