



Public Relations Research Library Resources at UGA

<http://www.libs.uga.edu>

Business Resources

Find information about the industry and competition

To use the resources below, go to GALILEO→Business & Economics→Company Information

Mintel Reports: Market research reports on U.S. industries, i.e., “Health and Fitness Clubs,” “Attitudes Towards Diet and Exercise,” “Leisure Activities,” and “Fitness Clothing.” Reports include sections such as Market Size and Trends, Market Segmentation, Advertising and Promotion, and the Consumer. *Note:* although Mintel is free to UGA students, you will be asked to set up an account.

Business Source Premier: Articles from business magazines, trade periodicals, and academic journals in business

Factiva: Articles from newspapers (including the *Wall Street Journal*), business and trade magazines, newswires, and broadcast transcripts; also includes some company profiles and reports.

Local Information

Find information about local fitness clubs, recreational opportunities, and demographics for Athens

Athens Banner Herald <<http://www.onlineathens.com>>: Athens’ local paper is free on the Web, but its search engine isn’t very good. Try Google’s ‘Advanced Search’ instead: type in your subject, then put `onlineathens.com` in the ‘Domain’ box.

Demographics USA: County Edition and **Zip Code Edition**

Shelved outside of Reference Desk

Gives data on demographics (race, income, occupation), store purchases, and consumer buying power.

Lifestyle Market Analyst

Shelved outside of Reference Desk

**Note: Has sections on the Atlanta metropolitan area and the U.S. as a whole, but not a section specific to Athens. Provides data from consumer questionnaires on sports participation and other hobbies.*

Sport, Recreation, and Leisure

Find information about other facilities, exercise habits, and leisure sport participation

To use the resources below, go to GALILEO→Social Sciences→Recreation and Sport

ERIC (at EBSCOHost): Journal articles in the field of education--use the search term "Higher Education" to research universities. For the topic of recreational sports at universities, you'll also want to search journals in health and psychology. To expand to those areas:

1. Open ERIC (at EBSCOHost)
2. Click on the 'Choose Databases' tab at top
3. Mark the checkboxes for **Academic Search Premier, ERIC, and PsycINFO.**

CAB Direct: Journal articles in recreation and leisure studies.

Additional Resources

Research Guide

<http://www.libs.uga.edu/researchcentral>

Choose 'Research by Subject Area' for more resources.

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