

SECONDARY SOURCES: A GUIDE

Ipsos Knowledge Centre

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Internal Use Only



WHAT ARE SECONDARY DATA SOURCES AND WHY SHOULD WE CARE?

- *Secondary sources* are the places where we can go to look for information to supplement and support our own research*. We use secondary sources to add **important context** to pitches and proposals, to design our **samples and survey plans**, to **enrich our analysis**, and to provide **extra substance** to our findings and reports.
- The process of referring to these sources is sometimes called desk research, which is what we do when we want to discover what is already known, identify knowledge gaps, fill gaps in our own findings, substantiate insights, find case studies of other brands, or form hypotheses to guide our exploration.
- So, secondary sources can be very valuable – they can save us a lot of time and money when compared to carrying out primary research.

**Note that they are NOT the same thing as what is defined as secondary data in the [ESOMAR Code](#).*

CITING REFERENCES

You should always cite all the sources used in your final output. Ipsos' preferred referencing style is numbered footnotes which are then referenced at the end.

The format we use is:

- #Author(s)
- (Date)
- Title of Article
- Name of Source
- url (if available)

For more on this topic, you can refer to: [The Curator's Guide To Data Sources](#)

Example:

"A recent study of paediatric food allergy prevalence in the US found that prevalence of any FA was 6.9% and the percentage of the entire cohort who had multiple allergies was 2.2%(1)."

(1) Rose, Francesca B.; Rose, Tyler M.

February 10, 2025

Paediatric food allergy prevalence and trends by race and ethnicity.

Asia Pacific Allergy

https://journals.lww.com/apallergy/fulltext/9900/pediatric_food_allergy_prevalence_and_trends_by.91.aspx

USER GUIDE

Ipsos does not have enterprise-wide access to all the paid-for sources of information. This means that we have to be careful to respect our licencing agreements, where we have them. Therefore, we have provided you with the lead name(s) of those responsible for the individual accounts. They will be happy to support you with any enquiries.

This guide is divided into 6 sections:

- I. **Open data:** several governmental and supra-governmental organisations have set up portals to access their data sets
- II. **Market data:** several market research organisations collect and sell market data “on-shelf”
- III. **Literature and documentation:** academic research published in journals or media articles
- IV. **Trends:** a few organisations are specialised in spotting emerging consumer trends
- V. **In-house support:** Ipsos teams that can do some of this work for you
- VI. **Ipsos tools: Generative AI, Social Listening, and newsfeeds:** Ipsos Facto, Synthesio, and IKC resources

OPEN DATA

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Open data is data that is openly accessible, exploitable, editable and shared by anyone for any purpose, even commercially

Open Data (global or regional level)

Name	Description	Best for	Example topics	How to access
World Bank	DataBank is World Bank's analysis and visualisation tool that contains collections of time series data on a variety of topics. You can create your own queries; generate tables, charts, and maps; and easily save, embed, and share them.	Demographics and economics. The richest global data base.	Mobile cellular subscriptions (per 100 people) from International Telecommunication Union (ITU) World Telecommunication/ICT Indicators Database.	Online
European Union	1 544 726 data sets from 36 countries. Also contains interesting data stories (use cases).	Central access to data from various European countries.	Public Health, Consumption, etc.	Online
Eurostat	The statistical office of the European Union, enabling comparisons between different countries. Survey data (Eurobarometer).	<ul style="list-style-type: none"> • Sampling • Building tables 	<ul style="list-style-type: none"> • Government, society and economy. • Trade, industry, environment. • Public Opinion in general. 	Online
OECD	Access to the Organisation for Economic Co-Operation & Development database with stats and indices.	<ul style="list-style-type: none"> • Compare country indicators • Better Life Index 	<ul style="list-style-type: none"> • Income levels. • Internet penetration. 	Online
Global census data	The International Data Base (IDB) was developed by the U.S. Census Bureau to provide access to accurate and timely demographic measures for populations around the world.	<ul style="list-style-type: none"> • Demographic information • Population pyramids 	National demographics, e.g: <ul style="list-style-type: none"> • Population • Mortality • Fertility 	Online
ITU	The International Telecommunication Union (ITU) is the United Nations specialized agency for information and communication technologies – ICTs. Access to global telco and Internet statistics.	<ul style="list-style-type: none"> • Internet access and subscription statistics • Broadband and 5G coverage • Digital usage trends 	<ul style="list-style-type: none"> • Fixed- and mobile-telephone subscriptions; • Fixed- and mobile-broadband subscriptions; • Population covered by a mobile-cellular and a mobile-broadband network; • International bandwidth usage; • Households with a computer and with Internet access; • Individuals using the Internet, total and by sex and age. 	Online
Datareportal	Free reports with global and local data on actual online behaviours.	<ul style="list-style-type: none"> • Digital behaviours • Social media penetration 	<ul style="list-style-type: none"> • Social Media Use • Internet access • E-commerce 	Online



Open Data (country level)

Name	Owner	Description	Best for	Example topics	How to access
data.gov	US Government	Data.gov aims to improve public access to high value, machine readable datasets generated by the Executive Branch of the Federal Government. The site is a repository for Federal, state, local, and tribal government information made available to the public.	Data, tools, and resources to conduct research, develop web and mobile applications, design data visualizations	Public health data like e.g. U.S. Chronic Disease Indicators (CDI)	Online
datagouv	French Government	Data published by French central government, local authorities and public bodies	Identify public data sets (43,379 data sets), data tools and case studies (similar with US website)	Live data on gasoline prices, conversation threads on hundreds on research projects	Online
General Social Survey (GSS)	University of Chicago	The General Social Survey (GSS) is a project of NORC at the University of Chicago monitoring societal change and studying the growing complexity of American society. The GSS is a publicly available resource and GSS Data Explorer is the interface with users.	Long term social trends in the US	Values, attitudes, beliefs, etc.	Online
UN Population Division Data Portal	United Nations	The 2022 Revision of World Population Prospects is the twenty-seventh edition of official United Nations population estimates and projections that have been prepared by the Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat.	Sampling and forecasting	This latest assessment considers the results of 1,758 national population censuses conducted between 1950 and 2022, as well as information from vital registration systems and from 2,890 nationally representative sample surveys The 2022 revision also presents population projections to the year 2100 that reflect a range of plausible outcomes at the global, regional and national levels.	Online



MARKET DATA

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Generally paid-for data and collected through consumer, shopper, patient, healthcare practitioners and retail panels

Market Data

Name	Description	Best for	Example topics	How to access
Euromonitor	Provides strategic market research. Creates data and analysis on thousands of product categories and services around the world.	<ul style="list-style-type: none"> Market data by geography and demographic/ economic status; Category trends and leading players by geography. 	<ul style="list-style-type: none"> Trends, consumers, premiumization, healthy living, shopping and business dynamics. 	Strategy3 has access to some Euromonitor reports (only for Retail sector) and all Euromonitor sector capsules (these are 2-3 page versions of full reports, cover multiple sectors). Ask Julie Goh .
Mintel	Global market intelligence agency that offers industry trends and insights, consumer and market sizing.	<ul style="list-style-type: none"> Industry/market consumer reports; Market sizing and forecasting reports. 	<ul style="list-style-type: none"> Food & drink; Beauty; Lifestyle. 	<ul style="list-style-type: none"> Free reports + reports available for purchase. Robyn Clayton, Joshua Goldbas both have access to Mintel reports – mainly US, but some others too.
Statista	Aggregator of statistics and studies from over 22,500 sources relating to market and consumer data. It covers 170 industries and over 80,000 topics.	<ul style="list-style-type: none"> Market sizes and forecasts. Company information; Spotting relevant public reports. 	<ul style="list-style-type: none"> Digital Market Outlook: up-to-date figures on markets of the digital economy; Industry forecasts: these show how various industries in different countries develop. 	Julie Goh , Elen Alexov , Robyn Clayton , Joshua Goldbas all have premium access.
WARC	Marketing Effectiveness database. Focuses on insights, expertise and KnowHow.	<ul style="list-style-type: none"> Benchmarks – tools designed to help clients understand ROI on media spend; Trends on brands and advertising. 	<ul style="list-style-type: none"> Ad effectiveness; Brand building; Media mix, digital. 	Ask Lauren Kenneth .
IQVIA	A CRO (pharma data specialist) equipped with multiple data bases including MIDAS globally and National Sales Perspectives (NSP) and National Prescription Audit (NPA) in the US	<ul style="list-style-type: none"> Real World Evidence Trends and market share through retail and non-retail channels across 77 countries 	<ul style="list-style-type: none"> Patient out-of-pocket (OOP) costs Trends in R&D Etc. 	
Economist Intelligence Unit	Country and industry data and analyses	<ul style="list-style-type: none"> Macroeconomic forecasts Macro Forces 	<ul style="list-style-type: none"> Country analysis Industry outlooks Etc. 	Julie Goh has access to EIU's ViewPoint / Country Analysis Advanced database.



Market Data

Name	Description	Best for	Example topics	How to access
ARF	ARF brings together advertisers, agencies, media companies, research companies and ad tech into one conversation about how to be better at what we do.	<ul style="list-style-type: none"> Advertising; Empirical research. 	<ul style="list-style-type: none"> Ad effectiveness & ROI; Targets and segments; Very similar with WARC. 	Elen Alexov is the NA contact.
eMarketer	An aggregator of data and research on how digital is transforming marketing, media and commerce.	<ul style="list-style-type: none"> Brand / communications, or segment (e.g. millennials) data reports/analysis. 	<ul style="list-style-type: none"> Digital trends; Media / retail behaviour. 	Paid reports. A few subscription accounts with Ipsos. Joshua Goldbas is a seat holder.
IRI	Consumer, shopper, and retail market intelligence on CPG, retail, and healthcare industries.	<ul style="list-style-type: none"> Forecasting (used by Inno SL) Category-level sales and volume trends in major markets 	<ul style="list-style-type: none"> Weekly and monthly CPG sales reports 	Online for free data and ask Inno SL for paid-for content.
Forrester	Technology and trends advisory service that uses consumer survey content. Access to free blogs.	<ul style="list-style-type: none"> Existing and potential impact of technology; Syndicated research on technology. 	Impact of technology in sectors such as: <ul style="list-style-type: none"> Retail; Transport; Healthcare; banking. 	Paid content, assessable via database subscription
Gartner	Specialising in Tech sector reports, featuring their famous "cool companies", "magic quadrant" and "hype cycle" coverage.	<ul style="list-style-type: none"> Tech and IT industry; Trend reports; Strategic outlook for IT and CIOs. 	<ul style="list-style-type: none"> Artificial Intelligence; Disruptive Tech Trends. 	Paid content and some free reports . Limitations as outlined in their Gartner usage policy here: https://www.gartner.com/en/about/policies/research-docs
AlphaSense	Aggregating database with access to news articles, equity analyst reports, and expert interviews	<ul style="list-style-type: none"> Trade and consumer media literature searching' Industry insights, Competitive analysis, SWOT. 	<ul style="list-style-type: none"> Consumer trends Industry sector analytics Public company outlook and financials ESG issues 	Ipsos users with access include Joshua Goldbas (a US-based contractor offering paid desk research) and Julie Goh (Strategy3).



LITERATURE & DOCUMENTATION

Research published by third parties in reports, journals, books, and other types of content

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Literature and documentation

Name	Description	Best for	Example topics
Factiva	Literature searching database using Boolean logic for specific words or phrases. Licenses over 7000 international sources -- most accessible on the public web <ul style="list-style-type: none"> • Business information; • Newspapers, journals, magazines, television and radio transcripts. 	Information about companies such as Apple, Samsung, Facebook, Amazon, and Toyota.	Ipsos users with access include Joshua Goldbas (US-based contractor offers paid desk research) and Julie Goh (Strategy3).
Google Scholar	This is a tool which indexes the full text/metadata of scholarly literature.	Academic journals, books, conference papers, dissertations, theses, abstracts, technical reports, patents and legal rulings.	<ul style="list-style-type: none"> • Neuroscience; • Sociology; • Psychology.
JSTOR	digitized back issues of academic journals, full-text searches of almost 2,000 journals.	Provides access to more than 12 million journal articles, books, images, and primary sources in 75 disciplines.	<ul style="list-style-type: none"> • Sociology; • Psychology; • Marketing science.
Local Libraries	<ul style="list-style-type: none"> • Books; • Journals; • Archives; • Manuscripts. Consider using your local library e.g. British Library , New York Library , Russian State Library , BnF, etc..	In order to peruse paper versions of sources which are not accessible online or only beyond the paywall.	Some libraries may require membership, so check the relevant website.

TRENDS

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Organisations that specialise in identifying and observing trends

Trends

Name	Description	Best for	Example topics	How to access
Ipsos Global Trends	Our study, comprised of 24,220 interviews across 31 markets, shows signs that today's crises are causing people to retreat and focus more inwardly on themselves and their world rather than on the broader problems swirling around them.	<ul style="list-style-type: none"> • Attitudinal Trends • Change Framework 	<ul style="list-style-type: none"> • Story 1: The polycrisis wears on. • Story 2: Climate action collides with reality. • Story 3: Brand values lose ground to value brands. • Story 4: Science faces headwinds. • Story 5: Globalisation: a local story. 	All materials hosted in the IKC's global trends knowledge zone .
Trendwatching	Global trend-spotting agency, and a provider of consumer behaviour and business intelligence services.	<ul style="list-style-type: none"> • Horizon-scanning; • Innovations; • Innovation services. 	<ul style="list-style-type: none"> • Healthcare; • Luxury; • Financial Services; • Consumer Electronics; • Food & Beverages. 	Contact Julie Goh .
Marketing Week	A business magazine and website which focuses on the marketing industry.	Broad range of marketing information: <ul style="list-style-type: none"> • Advertising; • Digital; • Product development. 	<ul style="list-style-type: none"> • Brand specific information; • Marketing strategy; • News. 	Marketing Week marketing news, opinion, trends
VML	Merger of VMLY&R and Wunderman Thompson. Global agency for research, trends and innovation that that focuses on identifying shifts in tech, lifestyle, health, culture, retail and food/drink	<ul style="list-style-type: none"> • Emerging consumer and societal trends • Industry-specific lens 	<ul style="list-style-type: none"> • Wellness and Aging • Technology, AI 	Insights



IN-HOUSE SUPPORT

Ipsos Curators

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In-house support

Name	Description	Best for	Example topics	How To Access
UU Centre of Curation	A team of curation specialists, expert in bringing together multiple data sources into a digestible insight story.	<ul style="list-style-type: none"> Client projects requiring curation of research reports, secondary sources, cultural insight, stakeholder interviews Frameworks for understanding multi-data sets, bringing insight to life 	<ul style="list-style-type: none"> Hot topics like Sustainability, Health & Wellness Category/consumer understanding 	<ul style="list-style-type: none"> US: Robyn Clayton LATAM: Luciana Obniski EU/SSA: Clement Degrave APAC/MENA: Gulbin Ozal
Strategy3 Knowledge Centre	A team of knowledge specialists in the field of secondary research, based in Asia, that can provide colleagues globally with desk research for proposals and projects.	<ul style="list-style-type: none"> Market research reports; Company financials; Research in English, Chinese, Bahasa Indonesia & Bahasa Malaysia. 	<ul style="list-style-type: none"> Macro-economic data; Industry statistics; Market trends Company listings; Company financials. 	<ul style="list-style-type: none"> Contact Julie Goh.
Joshua Goldbas	Joshua is a contractor working with the US Innovation team, offering market intelligence and secondary source services to colleagues globally.	<ul style="list-style-type: none"> Competitive intelligence; Networking with external experts Qualified lists of companies Tech impact on behavior, privacy. 	<ul style="list-style-type: none"> Banking and finance; Company listings; New technologies. 	<ul style="list-style-type: none"> Contact Joshua directly.
Mathieu Doiret (Global IKC)	Mat is part of the central and global IKC team (he is based in Paris).	<ul style="list-style-type: none"> Stat queries; Advice on other secondary data sources to be used. 	<ul style="list-style-type: none"> Category and market trends; Demographics. 	<ul style="list-style-type: none"> Contact Mat directly.



IPSOS TOOLS: GENERATIVE AI, SOCIAL LISTENING, AND NEWSFEEDS

Ipsos Facto, Synthesio, and IKC resources

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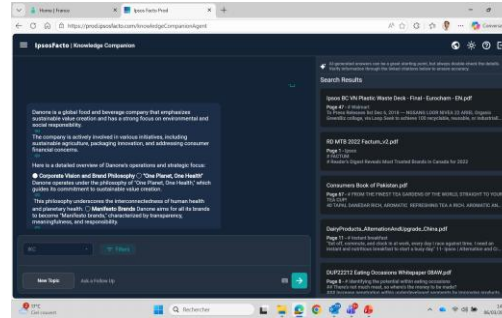
Gen AI and Newsfeeds

Ipsos Facto Chat



This is not a search engine. It cannot be used to find secondary data, only to analyse or synthesize it.

Ipsos Facto Knowledge Companions



An efficient way to conduct desk research *within* Ipsos' walled garden in a more targeted way. But like *Ipsos Facto Chat* it cannot access secondary data which hasn't already been uploaded by other Ipsos colleagues.

IKC Newsfeeds

Latest Research

- All News
- ESG
- Tech
- Luxury
- Nicotine
- Food & Beverages
- Financial Services
- More

This feature of the IKC offers access to theme-based newsfeeds where articles from a variety of relevant media or content providers are found within [Knowledge Zones](#), or the [research feed](#).



And for social trends, you now can access [Ipsos Signals!](#)

The screenshot shows the Ipsos Synthesio dashboard. At the top, there's a header with 'Ipsos Synthesio' and 'Ipsos' on the left, and a user profile 'M. Doiret' on the right. Below the header, there are tabs for 'Workspaces' and 'Query Hub'. A search bar contains 'Signals GenAI Demos' and a search icon. To the right of the search bar, it says 'Total of dashboards: 12 / 20' and a 'Flashdash' button. Below this is a table with columns: ID, NAME, LAST UPDATED, LAST OPENED, STATUS, and EXPIRE AT. The table lists five items:

ID	NAME	LAST UPDATED	LAST OPENED	STATUS	EXPIRE AT
412765	Beverages (English)	2025/03/26	2025/03/26	ACTIVE	2025/12/31
414720	Cosmetics (English)	2025/03/26	2025/03/25	ACTIVE	2025/12/31
410320	Finance (English)	2025/03/26	2025/03/26	ACTIVE	2025/12/31
412944	Food (English)	2025/03/26	2025/03/26	ACTIVE	2025/12/31
412564	Health & Wellness (English)	2025/03/26	2025/03/26	ACTIVE	2025/12/31

The screenshot shows the results of a GenAI search for 'Vegan Diet - Trend Clusters (Micro Trends)'. The search is in the 'Health & Wellness (English)' category. The results are displayed in a list format. The first result is titled 'Vegan Diet - Trend Clusters (Micro Trends)' and shows a date range of '2022/03/26 - 2025/03/26' and '1 active filter'. Below this, it states 'Signals GenAI has uncovered 3 insights and grouped them into 1 category.' The insights are listed as 'Plant-Powered Performance', 'Gut Health Revolution', and 'Holistic Wellness'. The second result is titled 'muscle performance. Recovery often includes physical therapy, massage techniques, and consistent' and shows a date of '2025/03/26 12:48 PM'. The third result is titled 'pumping muscles or increasing endurance, BCAAs are a must for optimum recovery and performance. Born' and shows a date of '2025/03/26 12:36 PM'. There are buttons for 'Show more', 'Quantify this insight', and 'Back to list'.

Watch the demo: [Ipsos Signals Gen AI Demo | Ipsos](#)



If you have any questions about the content of this guide, please get in touch with mathieu.doiret@ipsos.com or ikc@ipsos.com