1. Why do you think the following two market size estimates so different?
   
   a. Euromonitor International: **128,408,300** units of wearables estimated to be sold worldwide in 2017.  
      * Retrieved Oct. 5, 2017 from Euromonitor’s Passport database at SFU Library
   
   b. “Gartner, Inc. forecasts that **310.4 million** wearable devices will be sold worldwide in 2017”  

2. Layered business information...
3. Likely publishers...

4. Foundations for estimates + Bending constraints
# Research Resources

## 1. Starting Points

<table>
<thead>
<tr>
<th>a. SFU Library &gt; Business &gt; Additional Resources</th>
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<tbody>
<tr>
<td><a href="http://www.lib.sfu.ca/help/research-assistance/subject/business/additional">http://www.lib.sfu.ca/help/research-assistance/subject/business/additional</a></td>
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<th>b. Small Business Accelerators (UBC)</th>
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<td><a href="http://sba.ubc.ca/">http://sba.ubc.ca/</a></td>
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<tr>
<th>c. VPL: Business &amp; Economics Resources</th>
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<td><a href="https://www.vpl.ca/subject/business-careers">https://www.vpl.ca/subject/business-careers</a></td>
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<th>d. Librarians!</th>
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## 2. SimplyAnalytics

- Available at SFU for guests and via VPL
- Map census and spending data, including current estimates and some forecasts, across Canada.
- Map psychographic clusters and business locations.
- Create detailed ring studies and ranked reports

## 3. IBISWorld

- Industry (not market) reports with strong US/Canada focus.
- Available at SFU for guests

## 4. Frost & Sullivan

- Market reports on emerging technologies.
- Available at SFU for guests
5. **Factiva**

- Available at SFU. Also available for a fee-for-service through VPL’s InfoAction service.
- Includes some hidden gems such as *TechNavio* market forecasts, but the **news** content (35,000 sources) is the best feature.

6. **Passport**

- Restricted license at SFU (current students only), but VPL has a smaller version available for VPL cardholders.
- FMCG market reports and data at a national level for 100 countries.

7. **Statista**

- Fast route to statistics on most marketing topics.
- Can often link out to original sources.

8. **Other?**