**Library Resources for Marketing 495**

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**How to Get Started?**
To access these databases, select **Subject & Course Guides** from the Library’s homepage (**http://www.lib.miamioh.edu**), and then click on **Marketing**. I have a specific guide set up for **Mkt 495** [http://libguides.lib.miamioh.edu/Mkt495](http://libguides.lib.miamioh.edu/Mkt495). For step-by-step videos on using these databases, go to that same Marketing page ([http://libguides.lib.miamioh.edu/Mkt495](http://libguides.lib.miamioh.edu/Mkt495)) and click on the **Database Videos** link in the middle of the screen.

**MEDIAMARK** (also known as MRI+)

This database has information on **who buys products and services** in the US. It also includes information on the **demographics** of the respondents and their exposure to different **media**.

**Mediamark has a NEW interface** ([https://www.gfkmrismartsystem.com](https://www.gfkmrismartsystem.com)). This is the KEY you will need to initially login **EVK2X04L**. Then you will need to create YOUR OWN ACCOUNT. Use your miamioh.edu email account, which is how it verifies that you are affiliated with Miami. It will send your registration information to that email account.

Once you have logged in, click on the **University Reporter Icon** to enter the system.

Find products or activities by searching through the categories or use the **keyword** search box at the top of the screen.

The main MRI Reporter window should now be on your screen. It has **three areas** that you can modify.

One is the **Report type**. Besides the Standard Report, you can also choose a Trend Report, which will show you the numbers of individuals (in thousands) that participated in the activity, purchase that brand, etc. for the most recent 3 years. For example, 71,501 would be 71,501,000 (multiply by 1,000).

There is also a **Base** option which may give you the option of looking just at men or women consumers, or principal shopper, depending on the target audience you are most interested in.

Lastly, there is the **Details** section, which lists the various brands or options within the product category you can choose.

**RED text** in a row of data indicates a **small sample size** for that particular population, so that **row of data is not statistically significant** and should NOT be considered. The rest of the data in the table is valid, just **ignore ALL data in RED**
Sorting & Downloading

The data can be sorted by any of the columns by simply clicking on the title of the column you wish to sort by (e.g. Index). It will first sort the data smallest to largest. To sort largest to smallest, click the column heading again. To re-sort the data in the original fashion, just click on the column one more time.

The data can also be saved to an Excel spreadsheet. Click on the Excel Icon at the top right corner of the screen to download to Excel. Remember though that the text will now be black and white so IGNORE any rows that have a UNW of less than 50.

### UNW Column: Total number of people that met the criteria in their survey.
In the Spring 2014 survey, there were 633 respondents in the survey aged 18-24 that bought Nike shoes in the last 12 months. If this number is LESS than 50, the text will be RED and the data should be ignored for that row as it is too small a sample size and is statistically insignificant.

### '000 Column: The projected number of people that fit both of your criteria, by thousands.
Mediamark estimates that 8,824,000 people between the ages of 18-24 purchased Nike shoes in the last 12 months.

### Vert % Column: The percent calculated by dividing the '000 column value in the row by the '000 column value in the total row = 8,824/49,453=17.84%. What this MEANS is that 17.84% of ALL people purchasing Nike shoes in the last 12 months have been between the ages of 18-24.

### Horz % Column: The percent calculated by dividing the '000 column value in the row by the Total '000 value in the base column = 8,824/???=29.2%. (Currently Mediamark is not providing the Total Column, so we have to take their word for it.) What this MEANS is that 29.2% of people between the ages 18-24 have purchased Nike shoes in the last 12 months.
**Index Column:** The percent calculated by dividing the Horz % in the row by the Horz % in the Total row \((29.2/20.87 = 140)\). The index for an average consumer is always 100.

If the **INDEX NUMBER** is **above 100**, your group is **more likely** to do something than the average consumer. If it is **below 100, they are less likely** to do something than the average consumer.

You **ALWAYS SUBTRACT 100 from the index #**, so if the index is 140 that means people between the **ages of 18-24** are **40%** \((140-100)\) **more likely than the average consumer** to have purchased Nike shoes in the last 12 months.

**SRDS MEDIA SOLUTIONS**

SRDS includes **advertising rates and contact information** for the following types of advertising: Business Publication Advertising Sources, Consumer Magazine Advertising Source, Newspaper Advertising Source, Out-of-Home Advertising, Online Advertising Source, and International data. It does **NOT have information for specific Television shows or Radio programs**.

- Under Business Publications, SRDS has information on 80 automotive trade journals and 71 automotive titles under Consumer magazine. They also include information on direct and digital marketing opportunities among these groups. You can also find trade publications there for industries such as consumer electronics, sound systems, publication for audiophiles, etc.

- For websites, you can get information on **who is visiting the sites** (demographics) as well as website metrics such as length of visit and number of page views.

- SRDS is a great source for determining **costs of running an ad in a print publication**, including consumer magazines, newspapers, and trade publications.

- A table listing that includes **abbreviations like 1 ti, 3 ti, 6 ti** etc. is showing you the discounted rate that an advertiser would get if they ran the same ad one, three, or six times in a given year.

- For **Online or Outdoor advertising**, you can get contact information for specific market areas and then you can **contact the companies directly** for rate information.

**SIMPLYMAP**

SimplyMap allows you to **create tables and maps** based on a wide variety of marketing and demographic data, including life stages and psychographic variables.

- **You DON’T need to create an account** to login, just click on the **Login as a Guest** link (below the Create an Account button).

- You can use the **Wizard tool** to walk you through creating a map or report, or just click on the type of information you want to create in the **top toolbar**.

- Click on the Variable link on the left side and use the Search option to find specific terms.
If you want to look at all the cities or counties in a state comparing multiple variables, choose a Location Report (under Tabular reports). If you want to rank states or cities based on a single variable, choose a ranking report. In a Ranking report, go to the top right part of the screen and choose to view 250 rows at a time to include all cities or counties in a state.

For psychographic data, use the Life Stages and Claritas PRIZM variables. For demographic information, use the Census variables.

In variables where you can choose between a # and a %, choose the %, so you can more accurately compare the data across different locations.

Close out the screens using the X at the right corner of the variable window to see the map or table behind it.

Use the Actions Icon at the far right upper side of the screen to download or email your tables or maps.

A quick reference guide is at http://tinyurl.com/SMRefGuide or click on the Help Link at the top right part of the screen for short videos on creating maps and reports.

BUSINESS SOURCE COMPLETE

This is an excellent source for journal articles. It indexes over 10,000 journal titles, with approximately 80% available as full-text. It includes both scholarly business journals such as “Harvard Business Review” and also popular titles such as “Business Week” and “Fortune”. You can also link to full-text articles in the Wall Street Journal.

Use the word “or” to search on several terms at once (i.e. “connected car” or infotainment). Put quotes around phrases to search for the exact phrase.

Use the pull-down menu to narrow your search to a subject term, company entity, etc.

Use an * as a truncation symbol (i.e. auto* finds automobile, automotive, etc.)

Use the Source Types on the left side of the Screen to limit to Trade Journals, etc.

Change the sort at the top of the Results list screen from Relevance to Date Descending to see the newest articles at the top of the list.

Articles that are available as HTML or PDF full-text can be emailed.

If the article does NOT say HTML or PDF, click on the “Find It” button. The articles are often available online through another database or at the library in print.

Ebsco can also provide citation help. Once you select an article, click on the Cite icon on the right side of the screen to get citation information for that specific article in many citation styles. You can also have citation information sent to you when you email an article to...
yourself. Once you click on the email icon, look on the right side of the screen. Click on the button for Citation Format and choose the citation style you will be using.

**IBISWORLD**

- **IbisWorld** is a source for in-depth, full-text **US industrial market research reports**. This is a great place to **the automotive industry as well as audio equipment industry**. It contains almost 700 detailed reports covering the major Census categories of mining, construction, wholesale and retail distribution, manufacturing, agriculture, transportation, education, financial services, arts, entertainment, accommodations and food service, etc. IbisWorld can be searched by **keyword or NAICS codes**. Search on terms like audio equipment to find reports on **audio equipment manufacturing** or terms **automotive or infotainment**.

- Once you click on a report, use the **PDF link (round icon at the top left side of the screen)** to get the full report. The regular reports are in-depth, usually 30-40 pages long.

**GLOBAL MARKET INFORMATION DATABASE (GMID)**

GMID contains **US and international full-text market research reports** for consumer goods, and **statistics** on market penetration, consumer demographics, market share, market size, pricing etc.

- You can use the **search box at the top right** side of the screen and search on a term like car or audio or infotainment. Once you get a list of results, use the **Geography Box** in the left-hand tool bar to limit to results to USA. (Hint – scroll down the Geography box to pick USA. DO NOT choose North America).

- You can also find US consumer trend reports here.

**CONNECTED CAR TRADE ASSOCIATIONS, WEBSITES & REPORTS**

Connected Car Council (C3) [http://www.cthreereport.com/](http://www.cthreereport.com/)

Consumer Reports 2013 Infotainment Article [http://tinyurl.com/paawrl9](http://tinyurl.com/paawrl9)

Consumer Reports 2014 Infotainment Article [http://tinyurl.com/kr5tmxj](http://tinyurl.com/kr5tmxj)

Edmunds Car Technology Trends Article [http://tinyurl.com/klgmxda](http://tinyurl.com/klgmxda)

Telefonica Connected Car Report [http://tinyurl.com/lk3xg73](http://tinyurl.com/lk3xg73)


GMSA Connected Living Automotive Site [http://tinyurl.com/lu6rlk9](http://tinyurl.com/lu6rlk9)

GMSA Connected Car Technology Report [http://tinyurl.com/pdbucud](http://tinyurl.com/pdbucud)

Nielsen Connected Car Info [http://tinyurl.com/ofnwgxc]

Nielsen Connected Life Infographic [http://tinyurl.com/lmh7pkm]


Cisco Connected Cars Page [http://tinyurl.com/nz5l3fh]

Informa Industry Outlook Report [http://tinyurl.com/obd7tzx]

Juniper Research Whitepaper on Connected Cars [http://tinyurl.com/qyzfceg]

Ernst & Young Report on Auto Telematics [http://tinyurl.com/novxho]


Connected Vehicle Policy Needs [http://tinyurl.com/qxnv8mo]

AUTOMOTIVE TRADE ASSOCIATIONS & WEBSITES


Auto Alliance Innovation Page [http://tinyurl.com/n788fpg]

Automotive News Trade Journal [http://www.autonews.com/]

US Automotive and Related Industries Trade Associations List [http://tinyurl.com/kldz9un]

CITING SOURCES

Last but not least, remember to CITE your sources. Go to the Marketing page [http://libguides.lib.miamioh.edu/mkt] and click on the Citing Sources tab for information on citing specific business databases, such as Ibisworld, SRDS, and etc. Citation machine can help you with citing website [http://www.citationmachine.net/apa/cite-a-website] or here is an online article with tips [http://tinyurl.com/WebsiteCiting]

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