



Marketing Research Resources

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MARKETING & ADVERTISING HANDBOOKS

The Advertising Age Encyclopedia of Advertising King Ref HF 5803 .A38 2003 v.1-3

Successful Direct Marketing Methods King Ref HF 5415.126 .S757 2008

The Handbook of Field Marketing King Ref HF 5415.126 .W55 2008

Hey, Whipple, Squeeze This! : A Guide to Creating Great Ads King Ref HF 5825 .S88 2008

Public Relations Handbook King Ref HD 59 .T474 2008

MARKET RESEARCH & PLANNING

Handbook of marketing scales: multi-item measures for marketing and consumer behavior research King Ref HF 5415.3 .B323 2011

How to Write a Marketing Plan King Ref HF 5415.13 .W48 2011

Marketing Plans for Service Businesses King Ref HD 9980.5 .M388 2006

Marketing metrics: the definitive guide to measuring marketing performance King Ref HF 5415.2 .M35543 2010

CONSUMER PROFILES

American buyers: demographics of shopping King Ref HC 110.C6 A54 2010

American Generations King Ref HC 110.C6 M583 2010

American Time Use: Who Spends How Long At What King Ref HD 69.T54 A46 2007

The Baby Boom: Americans Born 1946 to 1964 King Ref HN 60 .R868 2009

Best Customers: Demographics of Consumer Demand King Ref HC 110.C6 R87 2010

Demographics of the U.S.: Trends and Projections King Ref HB 849.49 .R875 2007

Generation X: Americans Born 1965 to 1976 King Ref HC 110.C6 G46 2009

The Millennial: Americans Born 1977 to 1994 King Ref HQ 796 .M4797 2009

Older Americans: A Changing Market King Ref HQ 1064.U5 A447 2009

Racial and ethnic diversity: Asians, Blacks, Hispanics, Native Americans, and Whites King Ref E 184.A1 R817 2009

Who We Are: Asians King Ref E 184.A75 W56 2007

Who We Are: Blacks King Ref E 185.615 .W475 2007

Who We Are: Hispanics King Ref E 184.S75 W48 2007

CONSUMPTION, DEMOGRAPHIC, AND RETAIL DATA

American Incomes King Ref HC 110.I5 R87 2009

American Marketplace: Demographics and Spending Patterns King Ref HA 203 .A635 2009

Demographics USA County Edition King Ref HF 5415.3 .S332 2008

Demographics USA Zip Edition King Ref HF 5415.3 .D466 2008

Household Spending: Who Spends How Much on What King Ref HC 110.C6 O355 2010

Who Buys What King Ref HF 5415.32 .W56 2009

ADVERTISING/MEDIA

Advanced TV advertising King Ref HF 6146.T42 H355 2011

Advertising Campaign Strategy King Ref HF 5837 .P38 2006

Advertising media planning King Ref HF 5826.5 .S57 2010

Ad \$ Summary Available online at

<https://proxy.lib.muohio.edu/login?source=opac&url=http://www.lib.muohio.edu/purl/AD-SUMMARY-2010>

Americas Market & Mediafact King Ref HC94.A1 A545 2009

Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying King Ref HF 5826.5 .K38 2010

Marketer's Guide to Media King Ref HF 5805 .M435 2010

The Media Handbook: A Complete Guide To Advertising Media Selection, Planning, Research, And Buying King Ref HF 5826.5 .K38 2010

Successful Local Broadcast Sales King Ref HF 5439.B67 W43 2008

Television in the Americas to 2014 King Ref HF 6146.T42 T45

MEDIAMARK

Mediamark Research Reports (MRI+)

This database consists of **consumer survey data** and shows the **usage of products and services** based on **demographics** of the respondents and their exposure to **different media**.

To access it, go to the **Research by Subject** area on the Library's Homepage (<http://www.lib.muohio.edu/>) and click on **Marketing**. Mediamark is linked in the middle "Quick Links" section of the Marketing page.

IMPORTANT - Use YOUR OWN unique ID & Password to access Mediamark through the Library homepage, only use MY account information (provided below) once you are on the MRI Mediamark page that asks for an email address .

Logging into Mediamark

To access the Mediamark database, users must also have **an account**. **You can either register and create your own account or use mine**. To register, you **MUST use your MUOHIO.EDU email account**, which is how it verifies that you are affiliated with Miami. It will send your registration information to that email account. **If you do not want to register, you may use MY account**. My email address is hurstsj@muohio.edu and the password is hurstsj.

Getting Started with Mediamark

Once you are in the system, click on the link to **Mediamark Reporter** (upper right corner of the screen). On the next screen, **click** on the **top Report Volume** (e.g. Fall 2009 Product). This should already be highlighted at the top of the screen. This will bring up a list of **product categories** ranging from automobiles to apparel to food to household products. Either choose a category by clicking on it or search by **keyword**, especially if you are looking for a specific **brand name**.

This will tell you how to read and interpret the data.

<http://www.maag.ysu.edu/service/research/mediamarkreport.pdf>

MARKET SHARE

A good source for **Market Share** data is **Mediamark**. Choose a product and click on the link at the top of the product page to **View Summary**. You will need to find your product again in the list of items. The **Summary Report** is a single table of **market share data** for specific brands within the category you selected. It also gives information about **light, medium, and heavy users** of the product. There is a button to **print out a copy** of the summary report at the bottom of the screen.

ONLINE INDEXES/DATABASES

How to Get Started?

To access these databases, select **Research by Subject** from the Library's homepage (<http://www.lib.muohio.edu>) and click on **Marketing** (<http://libguides.lib.muohio.edu/mkt>)

Business Source Complete

Use this Ebsco database to find magazine and journal articles on specific companies, advertising campaigns, advertising agencies, etc.

Business & Industry.

Another source for articles. Search by **keyword, type of industry, company name, or brand**. You can also limit to information on individual countries or by specific **marketing terms** (i.e. market share, campaign, sales, etc.) Most of the articles are available as **full-text**.

SRDS Media Solution

This database includes **advertising rates** for print publications such as newspapers and magazines, and **contact information** for Out-of-Home Advertising, and Interactive (online) Advertising. It also has **website statistics** including # of unique visitors and their demographics. Use the Local Market Audience Analyst (LMAA) module of SRDS to find demographic and psychographic information based on geography or consumer life stages or life styles. Note to use the LMAA module, you **MUST** use Internet Explorer (IE) as your browser.

Global Market Information Database

A rich source of **statistics** and **full-text market research reports** for consumer goods, including company and brand share data. Use the search tree to limit your search to the products and countries you're researching.

Marketline

Marketline consists of **full-text research reports on 10,000 companies** in the US and internationally, and **2,000 industry reports**. Use the links at the top of the screen to limit to **company profiles or industry reports**.

WEBSITES

Psychographics

http://www.esri.com/data/community_data/community-tapestry/index.html

ESRI Community Tapestry data, information on population psychographics based on zip codes.

<http://www.strategicbusinessinsights.com/vals/presurvey.shtml>

Includes descriptions of the VALS types and the VALS questionnaire.

<http://www.clusterbigip1.claritas.com/MyBestSegments/Default.jsp>

Use to locate PRIZM segments by segment type or Zip Code.

Media Planning and Buying Calculators

http://www.srds.com/frontMatter/sup_serv/calculator/index.html

Use these to compute cost per thousand, cost per rating point, reach, frequency and more.

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