

## **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: Interactive, Database, And Customer-Based Marketing for Digital Age King Ref HF 5415.126 .S757 2008

Concise Encyclopedia of Advertising King Ref HF 5803 .C59 2005

Encyclopedia of Major Marketing Campaigns King Ref HF 5837 .E53 V. 1-2

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

The Ultimate Guide to Search Engine Marketing King Ref HF 5415.1265 .B768 2007

Multicultural Marketing in America King Ref HF 5415.127 .M85 2003

Public Relations Handbook King Ref HD 59 .T474 2008

### **MARKET RESEARCH & PLANNING**

Advertising Media A to Z: the Definitive Resource for Media Planning, Buying, and Research King Ref HF 5826.5 .S848 2004

Advertising Campaign Strategy King Ref HF 5837 .P38 2006

Advertising Media Planning King Ref HF 5826.5 .K45 2008

How to Write a Marketing Plan King Ref HF 5415.13 .W48 2006

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

Marketing Plans: How to Prepare Them, How to Use Them King Ref HF 5415.13 .M313 2007

The Marketing Research Guide King Ref HF 5415.2 .M35585 2006

**Measuring Marketing: 103 Key Metrics Every Marketer Needs King Ref HF 5415 .D366 2007**

**Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying King Ref HF 5826.5 .K38 2007**

## **CONSUMER PROFILES**

**American Generations King Ref HC 110.C6 M58 2008**

**American Men: Who They Are & How They Live King Ref HQ 1090.3 .A457 2006**

**American Women: Who They Are & How They Live King Ref HQ 1421 .A486 2008**

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

**Best Customers: Demographics of Consumer Demand King Ref HC 79.C6 R87 2006**

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

**Generation X: Americans Born 1965 to 1976 King Ref HC110.C6 G46 2006**

**Getting Wiser to Teens King Ref HF 5415.32 .Z648 2004**

**Lifestyle Market Analyst King Ref HF 5415.32 .L554 2008**

**The Millennials: Americans Born 1977 to 1994 King Ref HQ 796 .M4797 2004**

**Older Americans: A Changing Market King Ref HQ 1064.U5 A447 2006**

**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 2007**

**American Marketplace: Demographics and Spending Patterns King Ref HA 203 .A635 2007**

**Demographics USA County Edition King Ref HF 5415.3 .S332 2007**

**Demographics USA Zip Edition King Ref HF 5415.3 .D466 2007**

**Household Spending: Who Spends How Much on What King Ref HC 110.C6 O355 2007**

**Who Buys What King Ref HF 5415.32 .W56 2006 v.1-2**

## ADVERTISING/MEDIA

Ad Rates for 2006-2007 Prime Time TV Season

[http://www.frankwbaker.com/2006\\_2007\\_ad\\_rates.htm](http://www.frankwbaker.com/2006_2007_ad_rates.htm)

Ad \$ Summary Available online at <http://tinyurl.com/Ad-Summary07>

Americas Market & Mediafact King Ref HC94.A1 A545 2008

The Buyers Guide to Outdoor Advertising King Ref HF 5843 .O82 2005

Marketer's Guide to Media King Ref HF 5805 .M435 2007

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 listed under **MRI +**.

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

[http://www.lib.muohio.edu/indexes/mri/MRI\\_Reporter.pdf](http://www.lib.muohio.edu/indexes/mri/MRI_Reporter.pdf)

### 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](mailto: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 **Product category** (e.g. Fall 2008 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**.

## 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 then click on **Marketing**.

### Business & Industry.

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 and contact information** for the following types of advertising: Business Publication Advertising Sources, Consumer Magazine Advertising Source, Newspaper Advertising Source, Out-of-Home Advertising, and Interactive Advertising Source.

### Global Market Information Database

A rich source of **statistics and full-text market research reports** for consumer goods, including company and brand share data. To get started use the orange **Search** box in the upper left hand of the screen to do a **text search**. Do a Title search on a **product category and country** (i.e. coffee and USA). Also make sure to look at the reports (included below the list of statistics)

### Marketline

**Marketline** consists of **full-text research reports on 10,000 companies** in the US and internationally, and **2,000 industry reports**. To find industry reports, use the left-hand toolbar to limit to industry profiles and a specific country.

## WEBSITES

### Psychographics

[http://www.esri.com/data/community\\_data/community-tapestry/index.html](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.sric-bi.com/VALS/>

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](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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