



Library Resources for Marketing 335

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HANDBOOKS & CLASSIFICATION MANUALS

North American Industry Classification System King Ref HF 1042 .N677 2002

Replaces the Standard Industrial Classification (SIC) system. However, many publications still use traditional SIC codes.

Search the **WWW version** of this manual:

<http://www.census.gov/naics/2007/NAICOD07.HTM>

Standard Industrial Classification Manual King Ref HF 1042 .A55 1987

Describes the U.S. government's industry classification system. Many government and business publications list industry information arranged by S.I.C. code.

Search the **WWW version** of this manual: <http://www.osha.gov/oshstats/sicser.html>

INDUSTRY REPORTS

Economic Census

The **Census Website** at <http://www.census.gov/> has links to the **2002 Economic Census** which is available online at <http://www.census.gov/econ/census02/>

Other valuable Census data include **State & County Business Patterns**

<http://censtats.census.gov/cbpbnaic/cbpbnaic.shtml> and the **Annual Survey of Manufactures**
<http://www.census.gov/econ/overview/ma0300.html>

SYNDICATED DATA

Mediamark Research Reports

This database has information on who buys products and services in the US. It includes information on the 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** +. Currently to use the Mediamark database, you must use **Internet Explorer** as your browser.

Before you click on the MRI link, however, you may want to use the tutorial, which will help you navigate the program. This is **available on the start-up page**, or go to it directly at

http://www.lib.muohio.edu/indexes/mri/MRI_Tutorial.pdf.

There is also a link to a handout on **how to read the data**. This information can be found below.

How to Read an Internet Reporter Report

Below is a screen capture of a Reporter Report, complete with explanations of key numbers. Please note that all the numbers are based on the 2002 Fall MRI study, and that the projected numbers (000) are expressed in thousands.

	A	B	C	D	E	F	G
1		Beverages					
2		Regular Cola Drinks, Not Diet					
3		Drank in Last 6 Months Total					
4		Adults 18+					
5		Total '000	Proj '000	Pct Across	Pct Down	Index	
6							
7	Total	204964	119291	58.2	100	100	
8	Adults 18-34	64715	46006	71.1	38.6	122	
9	Adults 18-49	130165	84623	65	70.9	112	
10	Adults 25-54	120777	74669	61.8	62.6	106	

Base counts: in the MRI Fall 2002 study weighted to Total '000, there were 64,715,000 Adults 18-34 in the 48 contiguous United States

Projected Count (000): projected to the full population, 46,006,000 Adults 18-34 have drunk a Regular Cola Drink, Not Diet in the Last 6 Months.

Percent Across: out of Adults 18-34, 71.1% drank Regular Cola Drinks, Not Diet in Last 6 months.

Percent Down: out of all the people who drank Regular Cola Drinks, Not Diet, 38.6% are Adults 18-34.

Index: people who drank Regular Cola Drinks, Not Diet, are (122-100=) 22% more likely than the general population to be Adults 18-34; also, Adults 18-34 are 22% more likely than the general population to drink Regular Cola Drinks, Not Diet.

How the Numbers are Derived	
Pct. Across= 71.1	The percent calculated by dividing the Proj '000 value in the row by the Total '000 value in the base column=46006/64715=71.1%.
Pct. Down= 38.6	The percent calculated by dividing the Proj '000 value in the row by the Proj. '000 value in the base row=46006/119291=38.6%.
Index=122	The percent calculated by dividing either the Pct. Across in the row by the Pct. Across in the base row (71.1/58.2).

Logging into Mediamark

Remember that you have to be using **Internet Explorer** as your browser to use the Mediamark database.

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 for your own account, 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.**

Once you are in the system, click on the link to **Mediamark Reporter** towards the **middle of the screen and then double-click on the most current Product category** (e.g. Fall 2007 Product).

This will bring up a list of over 20 **product categories** ranging from automobiles to apparel to food to household products. Select a **category** by **clicking** on it or search by **keyword**. Keyword searching is especially useful if you are looking for a specific brand name product (e.g. Pringles) or a type of activity (e.g. camping).

Main MRI Report

The main MRI Reporter window should now be on your screen. It has **three areas** that you can modify. One is a list of all the products within the **Category** you chose (e.g. Apparel). There is also a **Base** option which may give you the option of looking just at men or women consumers individually, depending on the product you chose. Lastly, there is the **Target**, which lists usage levels, types of items, and/or individual brands within the product category you chose.

Whenever you select an item from any of these areas, it will automatically recalculate the right-hand table of data. This data shows **usage patterns for consumers of various ages, education levels, races, income levels, and other demographic criteria.**

See the table on the previous page on how to read the data.

The main report also looks at variables such as **media exposure** to newspapers, magazines, television, radio and the internet. These are done based on overall exposure to these media, so for example for newspapers, consumers are divided into quintiles where the one-fifth of consumers with the lowest newspaper readership is in Quintile 1 and the fifth with the highest newspaper readership is in Quintile 5. The data is also given based on exposure to **specific media outlets**, including cable channels, specific magazine and newspaper titles, a few internet portals, and television and radio formats, such as jazz, rock, police dramas, game shows, etc.

Sorting, Downloading, Printing

The data can be **sorted** by any of the columns. You can do this using the **Options Button** or by simply **clicking on the title of the column you wish to sort by** (e.g. pct down). An **Asterisk** indicates a **Small** sample size for that particular population so take that into account. If you use the Options feature to change how it sorts, it will **continue to sort the data** that way until you change it again. You can also use the Options feature to change the variables that are included in the table (e.g. look just at demographic factors, or just magazines, etc.)

The **Index #** shows how likely it is that a person with those demographic characteristics or user of that type of media also consumes the product. If the Index # is **Greater** than 100, they are **More** likely to use the product, if it is **Less** than 100; they are **Less** likely to use the product.

The data can also be printed out or saved to an **Excel** spreadsheet. Click on Spreadsheet to download to Excel. **Make sure to note the name of the file and location where the file is saved.** A full **printed report** is approximately **12 pages.**

Summary Report – Market Shares

You may also want to look at the **Summary Report** which is linked at the **top of the screen (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.

Lifestyle Market Analyst (King Ref HF 5415.32 .L554 2008)

This is available BOTH in print and certain selected sections are available online as E-reserves (password Mkt335).

The **Lifestyle Market Analyst** provides **three types** of information. The first section outlines the **demographics** of people based on their participation in certain types of activities or “lifestyles”. The second section **correlates these “lifestyles”** with other “lifestyles” that the participants are most like to engage in as well. The third section of each profile lists the

prevalence of the “lifestyle” in **200 US cities**. See the table below for examples of the kinds of lifestyles profiled in this work.

The 25 Lifestyle Profiles that are available online include:

Automotive Work	Own a Cellular Phone
Bicycling Frequently	Own a Dog
Boating/Sailing	Own a DVD Player
Camping/Hiking	Photography
Casino Gambling	Physical Fitness/Exercise
Cruise Ship Vacations	Recreational Vehicles
Dieting/Weight Control	Sewing
Electronics	Shop by Catalog/Mail
Fashion Clothing	Travel in USA
Flower Gardening	Vegetable Gardening
Foreign Travel	Watching Sports on TV
Golf	Wines
Own a Cat	

These sections were chosen to correspond most closely with data available from **Mediamark**. There are **50 additional Lifestyle Profiles available in the print book**, however, along with the accompanying geographical and demographic sections.

IbisWorld

This is a database linked from the Library's Homepage, (<http://www.lib.muohio.edu>) under “**Research by Subject**” in the “**Marketing**” section.

IbisWorld is a source for in-depth **full-text US industrial market research reports**. 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. Search by keyword, NAICS or SIC codes. IbisWorld closely follows the way the census is laid out, so you can find a report on almost any Census category. Once you find your report, click on PDF or Word in the left-hand toolbar to get the full-text report. Reports include industry definition, statistics, segmentation, market characteristics, industry conditions, key factors, key competitors, industry performance, and industry outlook.

Please send comments or suggestions to: **Susan Hurst** at hurstsj@muohio.edu, **203 King Library, 529-4144**.