Marketing Research Resources

Updated by: Susan Hurst

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


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


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


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


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


Americas Market & Mediafact King Ref HC94.A1 A545 2009


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

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

Questions/Comments –Susan Hurst, hurstsj@muohio.edu (513-529-4144) 203 King