

Market Research Topics

Conducting Market Research:

Library Databases:

ABI/Inform Global: <http://www.usfca.edu/library/databases/abi.html> Includes citations and summaries and full text from about 1000 business periodicals that contain company and industry information, as well as products, services and notable people.

Business and Company Resource Center:

<http://www.usfca.edu/library/databases/busandcom.html>

Contains industry information, company profiles, brand information, rankings, investment reports, stock quotes, consumer marketing data, corporate chronologies and histories, and more.

Business & Industry: <http://www.usfca.edu/library/databases/bni.html> Contains company, industry, market and product information. Includes content from over 1000 trade and industry publications, regional, national and international newspapers, business dailies and newsletters Covers all industries and is international in scope.

GMID: Global Market Information Database:

<http://www.usfca.edu/library/databases/gmid.html>

Excellent for country, industry, and consumer statistics and market research. Search by country or industry.

LexisNexis Academic:

<http://www.usfca.edu/library/databases/academicuniv.html>

Search the **Business > Industry & Market** section for industry data from numerous sources. Or do a general news search on your industry.

Net Advantage:

<http://www.usfca.edu/library/databases/netadvantage.html>

Includes research, data, and commentary on companies, industries, stocks, bonds, and funds, from popular Standard & Poor's research products such as Industry Surveys, Stock Reports, Corporation Records, The Register of Corporations, Directors and Executives, The Outlook, and Mutual Fund Reports among others.

TableBase: <http://www.usfca.edu/library/databases/tablebase.html> Useful for finding statistical information from journals and reports on industries, companies, products, countries and markets.

Books:

The market research toolbox: a concise guide for beginners / Edward F. McQuarrie Call number: HF5415.2 .M383 2006

Researching customer satisfaction & loyalty: how to find out what people really think / Paul Szwarc Call number: HF5415.335 .S98 2005

Brands laid bare [electronic resource]: using market research for evidence-based brand management / Kevin Ford.; INTERNET; HD69.B7

Asking questions: the definitive guide to questionnaire design: for market research, political polls, and social and health questionnaires / Norman M. Bradburn, Seymour Sudman, Brian Wansink Call number: H62 .B63 2004

Mastering global markets: strategies for today's trade globalist / Michael R. Czinkota, Ilkka A. Ronkainen, Bob Donath Call number: HF1416 .C955 2004

Papers from the business innovation in the knowledge economy conference 2003 [electronic resource] / Guest editors, Lynn M. Martin and Julie Abbott.; INTERNET; HD30.2

Questionnaire design: how to plan, structure, and write survey material for effective market research / Ian Brace Call number: HF5415.3 .B683 2004

Market research matters: tools and techniques for aligning your business / Robert Duboff, Jim Spaeth Call number: HF5415.2 .D83 2000

U.S. Demographics and Consumer Behavior:

Books:

American Incomes: Demographics of Who Has Money. Call number: Ref. HC110.I5 A447

The American marketplace: demographics and spending patterns. Call number: Ref HA214 .A6

The baby boom : Americans aged 35 to 54. Call number: Ref HN60 .R868 2001

Generation X: Americans aged 18 to 34. Call number: Ref HC110.C6 M544

Household Spending: Who Spends How Much on What. Call number: Ref. HC 110 .C6 H68
Data and trends in spending in major industries.

Lifestyle Market Analyst. Call number: Ref. HF 5415.3 .L56
Demographic, geographic, and lifestyle information arranged by Designated Market Area (DMA), lifestyle, and consumer segment.

The Millennials: Americans under age 25. Call number: Ref HQ796 .M4797 2001

Rand McNally Commercial Atlas and Marketing Guide. Call number: Ref G1019 .R22
With detailed maps, this guide provides manufacturing census information. It also includes population statistics and estimated projection; income, purchasing power and sale data; retail/wholesale trade census.

The Sourcebook of Zip Code Demographics Call number: Ref. HA203 .S66
Data on population, households, families, income, race, age, and spending potential for various products.

Survey of Buying Power and Media Markets.

Call number: Ref HC 110 C6 S35 (**kept at the Reference Desk**)

Information on Metropolitan Statistical Areas (MSAs) and Designated Market Areas (DMAs) including cities and counties in California. Data includes rankings of buying power, retail sales, median age, race, income, sales in a variety of retail sectors, and five-year market projections.

Web Sites:

Association for Consumer Research (ACR): <http://www.acrwebsite.org/>

Provides free access to newsletter, papers, and presentations from conferences on consumer research.

Bureau of Labor Statistics: US Labor Department: Consumer Expenditure Survey:

<http://www.bls.gov/cex> Statistics and reports on consumer expenditures, unemployment rates, and much more.

U.S. Census Bureau County and Zip Code Business Patterns:

<http://censtats.census.gov/cbpnaic/cbpnaic.shtml>

Provides information on numbers of establishments, employment and payroll in a variety of industries. Organized by North American Industry Classification System (NAICS).

International Consumer Statistics

United Nations Demographic and Social Statistics:

<http://unstats.un.org/unsd/demographic/>

Includes information on demographics of countries, income and consumption, and more.

US Census Bureau International Data Base (IDB): <http://www.census.gov/ipc/www/idbnew.html>

Statistical tables of demographic, and socio-economic data for 227 countries and areas of the world.

U.S. Census Bureau: <http://www.census.gov>

Demographic characteristics, total population, and social and economic census data for the U.S. and international locations. Useful in determining market size.

World Development Report (**Print resource**) Call number: Ref. HC59.7 .W659

Includes country demographic information.

Industry/Business Market Research

Books:

Business Rankings Annual Call number: Ref HG 4057 B88

Contains lists of ranked companies, products, services, and activities compiled from a variety of published sources.

California Retail Survey Call number: Ref HF 5429.4 C3 C35

Statistics on retail organized by city, county, and retail sector. Also includes rankings, forecasts, growth rate and market share. Information goes back ten years.

Encyclopedia of Major Marketing Campaigns Call number: Ref HF5837 .E53 2000

Survey of 500 major U.S. marketing campaigns in the 20th century. Includes information on company, products, marketing strategies, competition, outcomes and more.

Market Share Reporter Call number: Ref HF 5410 M35

Provides market shares for companies in the form of pie charts and bar graphs.

Web Sites:

Census Bureau Economic Programs

<http://www.census.gov/econ/www/> Business economic statistics by geography, sector, and frequency.

US County Business Patterns

<http://www.census.gov/prod/www/abs/cbpttotal.html> Economic data by industry in smaller areas of the country.

Marketing/Advertising:

The Advertising red books. Advertiser, business classifications

Call number: Ref HF5805 .S7

Advertising Age: <http://www.adage.com/> Industry data, calendar of marketing conferences and events.

Advertising World: <http://advertising.utexas.edu/world/index.asp>

American Marketing Association: <http://www.ama.org/>

Tutorials, articles, and Web-casts on marketing strategy.

Business Marketing Association: <http://www.marketing.org/>

Resources for B2B marketers and communicators. Provides salary surveys and a monthly journal.

Marketing on the Internet: <http://iws.ohiolink.edu/moti/> Details the process of marketing products and services, and using the Internet to perform these functions and gather information.

MarketingProfs.com: <http://www.marketingprofs.com/> This site provides articles and information on marketing. Requires free registration.