



MARKET RESEARCH

This guide provides an overview of resources available in Milner Library useful in market research, including market research methods and techniques and market analysis. For additional materials consult the subject online catalog, using the subject heading:

MARKETING RESEARCH

Or use the related headings:

CONSUMER PANELS
MARKET SURVEYS
SALES FORECASTING

INTERVIEWING IN MARKETING RESEARCH
MOTIVATION RESEARCH (MARKETING)
RETAIL TRADE--RESEARCH

For other related headings, consult the *Library of Congress Subject Headings* (LCSH) books, located near the catalog terminals. The call number to browse for materials on marketing research is HF5415.2. Industry and company analysis methods and resources are covered in separate library guides: ***Industry and Competitor Analysis*** and ***Research a Company***. For electronic resources, visit the **Marketing** page at the Library's Web site at:

<http://www.library.ilstu.edu/page/504>

ALL SOURCES ARE LOCATED ON FLOOR FOUR UNLESS OTHERWISE NOTED

HANDBOOKS AND GUIDES

Complete Handbook of Profitable Marketing Research Techniques

(Ref HF 5415.2 .V49 1982)

Includes sections on data collection, research design, attitude measurement, sampling procedures, data analysis, and computer techniques. Old, but still useful.

Entertainment, Media and Advertising Market Research Handbook

(Floor 6 Ref GV 174 .E58 2003)

Handbook of Customer Satisfaction and Loyalty Measurement

(Ref HF 5415.355 .H55 2000)

Handbook of International Market Research Techniques (Ref HF 5415.2 .H29 2000)

Marketing Scales Handbook (Ref HF5415.3 .B785 1992)

The Practical Guide to Sales & Marketing Management (Ref HF 5438.4 .G368 1998)

DICTIONARIES

The Blackwell Encyclopedic Dictionary of Marketing (HF 5415 .B4552 1997)

Dictionary of Marketing & Advertising (Ref HF 5415 .R577 1995)

Dictionary of Marketing Research (Ref HF 5415.2 .M47 1987)

Dictionary of Marketing Terms (Ref HF 5415 .D4874 1995 and Online)

The International Dictionary of Marketing (Ref HF 5415 .Y33 2002)

Marketing: The Encyclopedic Dictionary (Ref HF5412 .M47 1999)

MARKET ANALYSIS

The American Marketplace (Ref HB 848 .O3401 1990/91)

Provides data on trends in education, health, income, labor force, living arrangements, population, race, spending, and wealth.

America's Top Rated Cities 4 vol. (Floor 2 Ref HT 123 .A669 2000)

Compilation of economic, social, and quality of life statistics for major U.S. cities.

Commercial Atlas and Marketing Guide (Ref G 1019 .R22 – atlas case)

Provides economic, business, and social statistics for all states and trading areas in the U.S.

Demographics USA - County Edition (Desk Ref HF 5437 .S3202)

Includes demographic data, market rankings, retail sales, and projections for metro markets and TV markets. Has users' guide for advertising, marketing, and sales planning applications.

Editor & Publisher Market Guide (Ref HF 5905 .E38)

Annual guide to market rankings for metro areas.

Household Spending: Who Spends How Much on What (Ref HC 110 .C6 O34)

Provides average, indexed, and aggregate expenditures and market shares by age, income, household type, and household size for household spending on consumer products and services. CD-ROM at floor 5 Reference.

The Lifestyle Market Analyst (Ref HF 5415.33 .U6 L54)

Annual market, lifestyle, and consumer segment profiles for the 212 ADI markets, 57 "lifestyle interests," and 42 consumer segments.

MRI Mediamark Reporter (CD-ROM workstation on Floor 4)

Provides statistics on markets and products/services.

The Sourcebook of Zip Code Demographics (Ref HA 203 .S6601)

Presents demographic and market data by zip code within state.

Statistical Handbook on Consumption and Wealth in the United States

(Ref HC 110 .C6 S73 1999)

Standard Rate and Data Service (Desk Ref HF 5905 .S723 through .S74)

Sample issues provide advertising rates and market data for various media in markets throughout the U.S. Includes publications, radio, and television.

PUBLIC OPINION

American Public Opinion Index (Ref HM 261 .A463) and **Data** (MFiche HM 261 .A462)
Index covers nearly 200 polling organizations in annual volumes 1981-2000. Index is by topic, listing question and source. Data is arranged by source and includes sample size and methodological data as well as response. Coming soon: **Polling the Nations**, the online successor resource.

The Gallup Poll (Ref HN 90 .P8 G3)

Annual summary of the results of polls conducted by the Gallup Poll. Arranged chronologically with a topical index.

The Gallup Poll Monthly (HM 261 .A1 G3403)

Monthly report of surveys conducted by the Gallup Poll. Articles include survey identification, questions and results, and conclusions based on the responses.

STATISTICAL SOURCES

County and City Data Book (Doc. Ref C 3.134/2:C 83/2/)

Provides detailed statistics for cities and counties in all fifty states. 2000 edition is the latest.

Demographics of the U.S. (Ref HB 849.49 .R875 2003)

Economic Census (online: <http://www.census.gov/econ/census02/>)

County Business Patterns (Doc. C 3.204/3- Floor 2 and online:

<http://www.census.gov/epcd/cbp/view/cbpview.html>)

The *Economic Census* is conducted every five years, in years ending in 2 and 7. It is updated by the annual *County Business Patterns*. Each state volume gives number of employees, establishments, and payroll by NAICS numbers by county.

Standard & Poor's Statistical Service (Desk Ref HC 101 .S74701)

Current and historical economic, labor, price, and production statistics. Updated monthly.

State and Metropolitan Area Data Book (Desk Ref HA 202 .S84 1997-1998)

Companion to the *County and City Data Book* above.

Statistical Abstract of the United States (Desk Ref HA 202)

Annual publication providing data on all subjects collected by all branches of the federal government. Includes sources for all data presented.

Statistical Universe (Online)

The Lexis-Nexis source for statistics on all subjects; includes the *American Statistics Index*.

Statistics Sources (Ref Z 7551 .S83)

Topical listing of sources for statistics on all subjects. Includes list of source publications and a bibliography of key statistical sources. Published annually.

Survey of Buying Power and Media Markets (HF 5415.3 .S25)

A supplement to *Sales & Marketing Management*.

Survey of Current Business U.S. Department of Commerce (HC 101 .A1312)

Monthly publication with topical articles and two statistical sections: "Business Cycles Indicators," and "Current Business Statistics."

DIRECTORIES

AMA International Membership Directory (Ref HF 5415 .A2 A5705)

Lists members of the American Marketing Association and member companies in such areas as health care marketing, marketing consultants, marketing research, and trade shows.

Green Book: International Directory of Marketing Research Houses and Services

American Marketing Association (Ref HF 5415.2 .G6902)

Standard Directory of Advertising Agencies (Ref HF 5805 .S72)

Lists each agency's major accounts and billings by media. Three issues per year.

BIBLIOGRAPHIES

The Bibliography of Marketing Research Methods 3rd ed. (Ref Z 7164 .M18 D52 1990)

Subject listing of over 14,000 sources of information on marketing research, data collection methods and data analysis techniques. Most are journal articles.

Data Sources for Business and Market Analysis 4th ed. (Ref HF 5415.124 .F7 1994)

Covers all areas of marketing, with the emphasis on government publications.

Marketing Information 2nd ed. (Ref HF 5415.124 .M37 1987)

Guide to sources of information for all aspects of marketing, including consumer/buyer behavior, advertising, marketing research, sales forecasting, promotion, and special topics.

PERIODICAL INDEXES

ABI / INFORM (Online)

Academic Universe (Online) – Business component

Business Abstracts (Online)

Business Source Elite (Online)

Predicasts F & S Index (Floor 4 Index Table 1)

Three sets, covering the United States, Europe, and International. The industry/product section is arranged by major industry groups using a modified SIC number system. The company section is arranged alphabetically by company name. Contains information from hundreds of financial publications, business oriented newspapers, trade magazines, and special reports.

PERIODICALS

Advertising Age (HF 5801 .A276 - most recent issues at desk)

American Demographics (HB 881 .A1 A464)

Articles focus on market segmentation, consumer attitudes, and marketing strategies.

Sales & Marketing Management (HF 5438 .A3401 - current year at desk)