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DAKOTA STATE *dsu* UNIVERSITY

# Marketing Research in the Mundt Library
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## Examples of kinds of questions that can be answered

| Questions about demographics | Questions about industry/company/product |
|---|---|
| What age groups spend the most on certain kinds of products? How many people are in various age groups in a specific county? How many people are in various income groups in a specific county? What are the demographics of a specific town in SD? | What trade associations might provide useful information? What articles have been written about a specific kind of business or industry? What are the revenues, number employees, and officers of specific companies? What competitors are in a certain county or state? What marketing strategies are being used for a specific brand? |

Library Catalog (http://www.departments.dsu.edu/library/libcat.htm)
1. Books, reference materials, videos and other resources that are in the library
2. *Search "all SDLN libraries" to find items at other libraries not in the Mundt collections.*

## Key Sources of Demographic Information

### 1. Sales/marketing data

a. "Survey of Buying Power" is a special issue (usually published in September) of the journal *Sales & Marketing Management*
   📖 print: journal located in Periodicals section on first floor of library
   ✆ online: Journal available in Business Source Premier and ABI-Inform (perform publication search)
   - For counties and cities it gives population, population by age group, number of households, retail sales by store group, buying income, and buying power index.

### 2. U.S. national, state, county, and town level data on a variety of topics: population, housing, economic & social characteristics

a. *South Dakota Community Abstracts* (print) or *South Dakota Cities & Counties* (online)
   ✆ online: http://www.sdgreatprofits.com/CitiesCounties/index.htm
   📖 print: REFERENCE HA631 .S77
   - provides information about population, income, education, etc. for each county and each community in South Dakota

b. U.S. Census Bureau
   ✍ online: http://www.census.gov
   - provides data on population, housing, economic (income, etc), and social characteristics (age, sex, race) for towns, counties, states and nation.
   - use American Fact Finder (in left navigation bar of census home page) to find stats
   - choose Census 2000 data, People category, or Business category, etc.
   - Or browse Subjects A-Z

c. *Statistical Abstract of the United States*
   📖 print:  Reference HA 202 .U54
   ✍ online:  http://www.census.gov/statab/www/
   - Compiles numerous statistics on a broad range of subjects (current and past years)

d. *County Business Patterns*
   ✍ online:  http://www.census.gov/epcd/cbp/view/cbpview.html
   - Economic statistics for counties and compare industry by counties

e. LexisNexis Statistical
   🔒 online restricted: choose LexisNexis Statistical in yellow "search tools" section of Mundt Library home page or go to http://www.departments.dsu.edu/library/statuniverse.htm
   - Provides statistics of all kinds collected from a variety of sources.

f. FedStats
   ✍ online: http://www.fedstats.gov/
   Provides access to numerous statistics produced by more than 70 agencies in the United States Federal Government
   - use "A-Z" to explore the kinds of statistics available

g. *Regional markets : the demographics of growth and decline.*
   Provide demographic and geographic trends by changes in population (regional, state, metropolitan and county).
   📖 print:  Reference HA 214 .E94 1999

## 3. Consumer Profile
a. Surveys of Consumers (University of Michigan)
   ✍ online:  http://www.sca.isr.umich.edu/ (select Public acces)

b. *Best customers: demographics of consumer demand*
   Reveals who the best and biggest customers are for hundreds of individual products and services
   📖 print:  Reference HC79.C6 R87 2001

c. *American Income: demographics of who has money*
   Provides demographics and explores the consequences of technological and social changes
   📖 print:  Reference HC110.I5 A447 1999

d. *American Generations: who they are, how they live, what they think*
   Information on distinct character, products advertising, media of generations and age groups
   📖 print:  Reference HC110.C6 M545 1998

e. *Generation X: Americans aged 18 to 34*
   📖 print:  Reference HC110.C6 M544 2001

f.  *The Lifestyle market analyst*
    Lifestyle profiles of customers (locations, how they spends their time/money, how to reach them)
    📖 print:  Reference HF5905.S73 L54

g.  Opinion Polls
    🔒 online restricted: choose Lexis-Nexis Academic in yellow "search tools" section of library home
    Once in L-N Academic select Reference on the left side.  Polls are available from many news and
    polling organizations.

### 4. Countries data

a.  *Statesman's Year-Book*
    📖 print:  REFERENCE JA51 .S7
    - data similar to that of the source below is provided.  Countries are listed alphabetically.

b.  *CIA World Factbook*
    ✍ online:  http://www.odci.gov/cia/publications/factbook/
    - use the "Country Listing" to select countries and see the information about each country
      (including area, population, birth date, death rate, life expectancy, literacy rate, GDP per
      capita, inflation rate, fuel consumption and more)

c.  *The Europa World Year Book 2003 (*2 volumes)
    📖 print: REFERENCE JN1 .E85
    - The coverage of each country includes an economic and demographic survey using the latest
      statistics on area and population, health and welfare, agriculture, forestry, fishing, industry,
      finance, trade, transportation, tourism, the media and education.

## Key Sources of Company & Industry Information

### 1.  Company data and profiles (description, number of employees, revenues and other financials, etc.)

a.  *Business Source Premier* (EBSCOhost)
    🔒 online restricted: choose EBSCOhost in yellow "search tools" section of library home
    page or go to http://www.departments.dsu.edu/library/ebsco.htm
    - Business Source Premier  provides  detailed Company Profiles for the world's 10,000 largest
      companies (includes SIC & NAICS).  Also search for trade and scholarly articles on a
      company. Use the "Company Profiles" tab.

b.  *Standard and Poor's Corporation Records*
    📖 print:  REFERENCE HG4501 .S76636
    - company profiles

c.  SEC's  *Edgar database*
    ✍ online:  http://www.sec.gov/edgar/searchedgar/companysearch.html
    - Annual reports and other company documents prepared for the Securities & Exchange
      Commission (SEC).
    - Company documents for the SEC provide corporate background, marketing, financial, and
      other valuable information about public companies.

d. Annual **Fortune 500** issue of *Fortune* **magazine** (usually published in April) and
**Global 500** issue (usually published in July).
&#128214; print: located in Periodicals section on first floor of library
&#9758; online:  Issues are available in *ABI-Inform* and *Business Source Premier*
- For each company in the FORTUNE 500, this issue provides profits, rank by profits, percent change in profits from earlier year, assets, rank by assets, stockholder's equity, rank by stockholders' equity, market value, rank by market value, profits as percent of revenues (percentage and rank), profits as percent of assets (percentage and rank), profits as percent of stockholders' equity (percentage and rank), total return to investors, and more.

e. *Market Share Reporter*
&#128214; print:  REFERENCE HF5410 .M35
- For various products or industry segments, lists companies with largest market share.

f. *Business Ranking Annual*
&#128214; print: REFERENCE HG4050 .B88
- rank businesses by numerous categories (over 5,000 rankings)

2. **Industry Data and Profiles (descriptions, overviews, statistics, etc)**
a. Classification Systems
- North American Industry Classification System (NAICS)
&#128214; print: REFERENCE HF 1042 .N6 1997
&#9758; online:  http://www.census.gov/epcd/www/naics.html

  o Use this source to find out the NAICS code(s) for the product/industry in which you are interested by clicking on the button labeled "NAICS Search."  Industry classification was devised by the Federal government to aid in the collection and presentation of statistical data on the wide array of industries, and the Federal government arranges census statistics by the classification scheme. Furthermore, many publishers have adopted the federal industrial codes as a method for arranging company and industry directories, guides, and indexes.

- Standard Industrial Classification (SIC).
&#128214; print: REFERENCE HF 1042 .S73 1987
&#9758; online:  http://www.osha.gov/oshstats/sicser.html (Standard Industrial Classification Search)
  - The NAICS is replacing the SIC.  Used for many years in the U.S

b. *Encyclopedia of American Industries*
&#128214; print: REFERENCE HC 102.E53 2001
- this two-volumes set provides detailed, comprehensive information on each SIC industry in essay and graphic form and is arranged by SIC codes.

c. *U.S. Industry and Trade Outlook*
&#128214; print: REFERENCE HC101 .U54 2000
&#9758; online:  http://www.ita.doc.gov/td/industry/otea/outlook/chapters.html
- This is an industry-by-industry overview of the U.S. economy.  The 1998 and 1994 editions will provide historical information/context.
- 1994 edition available at gopher://gopher.umsl.edu/11/library/govdocs/usio94

**3. Articles about companies, industries, and business topics published in newspapers and in trade and scholarly journals** (NOTE: To find titles in the Library or available online, you will need to check the two lists: Print/Microfilm Periodical Titles List and Full Text Electronic Journal Holdings. http://www.departments.dsu.edu/library/Journals/intro.htm)

a. *Business Source Premier* (EBSCOhost)
🔒 online restricted: choose EBSCOhost in yellow "search tools" section of library home page or go to http://www.departments.dsu.edu/library/ebsco.htm

- Provides full text for more than 7,400 business journals (scholarly and trade) and other sources, including full text for nearly 1,100 peer-reviewed business publications. The database also includes other sources of full text information such as country economic and company profiles.

b. *LexisNexis Academic* -business category [online restricted: in LexisNexis]
🔒 online restricted: choose LexisNexis Academic in yellow "search tools" section of library home page or go to http://www.departments.dsu.edu/library/lexisnex.html

c. *Regional Business News.*
🔒 online restricted: choose EBSCOhost in yellow "search tools" section of library home page or go to http://www.departments.dsu.edu/library/ebsco.htm

- Provides comprehensive full text coverage for regional business publications. Regional Business News incorporates coverage of 75 business journals, newspapers and newswires from all metropolitan and rural areas within the United States. This database is updated on a daily basis.

d. *Sioux Falls Argus Leader Index*
🔒 online restricted: choose SD Library Network in yellow "search tools" section of library home page or go to http://www.departments.dsu.edu/library/sdln.html

- Index to articles published in the paper
- Articles themselves are in print or on microfilm in the Mundt Library
- Provides company and industry news of local interest that may not be covered in national news.

e. *ABI/INFORM*
🔒 online restricted: choose Proquest in yellow "search tools" section of library home page or go to http://www.departments.dsu.edu/library/prodirec.html

- Provides scholarly and technical/trade articles in all functional areas of business and management including; accounting & auditing, economics, computer systems and information science, engineering management, finance and financial management, health care, law and taxation, management science, marketing advertising and sales management, personnel, banking, etc.

**4. Company directories (contact information; sometimes includes corporate officers, NAIC codes, etc.)**

a. *South Dakota Directory of Manufacturers and Processors*
📖 print: REFERENCE HC107.S8 D5

b. *South Dakota business-to-business sales & marketing directory.*
📖 print: REFERENCE HF5065.S8 D34

c. Standard corporation descriptions
📖 print: REFERENCE HG4501 .S76636

- company profiles

## 5. Trade associations

    a.    *Encyclopedia of Business Information Sources*
        📖 print: REFERENCE HF5353 .E9

    b.    *Encyclopedia of Associations*
        📖 print: REFERENCE HS17 .G334