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# Resources for "Scholaristas": Advertising & Secondary Market Research on the Cheap

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# Resources for “Scholaristas”: Advertising & Secondary Market Research on the Cheap

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American Academy of Advertising Conference  
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Part of a Panel session on -  
Finding Creative Ways to Curate Content, Research & Teaching Resources  
on a Budget: Surviving the “Scholarista” Era

## Contents

A. Free Resources on the Web.....	2
1. Advertising General.....	2
2. Media Research: Magazines.....	3
3. Media Research: Newspapers.....	3
4. Media Research: Television.....	4
5. Media Research: Radio.....	5
6. Media Research: Internet and Mobile Advertising.....	5
7. Media Research: Out of Home Advertising.....	7
8. Media Research: Direct Marketing.....	8
9. Market Research.....	8
10. Consumer Spending.....	10
11. Consumer Profiles & Lifestyle Info.....	10
12. Consumer Trends.....	11
13. Attitudes, Opinions, Polls.....	12
14. Demographics.....	13
15. International Markets.....	14
16. B2B Market Info: Statistics.....	14
17. B2B Market Info: Free Directories.....	15
18. Retail Trends.....	16
19. SEC Filings.....	16
20. Trade Association and Industry Trade Periodical Web sites.....	16
21. Scholarly Research.....	18
22. Trade News.....	19
23. Ad Examples.....	19
24. Free Online Marketing Dictionaries.....	20
B. Print Resources Commonly Found at University Libraries (and Some Large Public Libraries)....	21

## A. Free Resources on the Web

### 1. Advertising General

#### **AdAge DataCenter**

<http://adage.com/datacenter/>

Offers profiles of ad firms, rankings of agencies, and numerous advertising industry statistics. Also special reports on topics such as the Hispanic market, global marketing, brands, advertising media, interactive marketing, and search marketing. Some reports free, some free with registration, and many subscription only.

#### **Agency Compile**

<http://www.agencycompile.com/>

The poor man's free version of Advertising Red Books.

#### **Advertising Educational Foundation (AEF)**

<http://www.aef.com>

The AEF site offers free educational materials for college students and professors such as case studies, book excerpts, and online videos (including clips of CLIO award winners).

#### **Find Your DMA Market Search - Viamedia**

<http://www.viamediatv.com/advertising/finddma.aspx>

Find designated marketing areas by zip code. View DMA demographic profiles.

#### **Ipsos website**

<http://ipsos-na.com/knowledge-ideas/>

Free registration gains access to a rich *Knowledge & Ideas* library of articles and online videos on topics related to advertising, customer loyalty, marketing, and media strategy. Content is especially strong for topics related to digital marketing and to the affluent market.

#### **Kantar Media Intelligence web site**

<http://www.tns-mi.com/>

*Latest Press* gives information, forecasts, and statistics on advertising. *News & Resources* includes commercials that can be viewed online and reports on the advertising industry. TNS statistics are also often quoted in business periodicals, such as *Advertising Age* or *Brandweek*.

#### **Marketing Charts**

<http://www.marketingcharts.com/>

This site compiles statistical charts on advertising media topics from many sources. Can be searched by keyword or browsed by media type.

#### **Print in the Mix - Rochester Institute of Technology**

<http://printinthemix.rit.edu/>

"Print in the Mix: A Clearinghouse of Research on Print Media Effectiveness brings together valuable information and research from a wide-range of credible sources on the role and effectiveness of print in the marketing media mix." Offers statistics from surveys and studies related to various forms of print advertising, as well as a few case studies and links to reports and organizations related to print advertising.

**Schonfeld & Associates web site**

<http://www.saibooks.com/>

Site gives some advertising to sales ratios by broad industry sector.

**Sponsorship.com by IEG**

<http://www.sponsorship.com/>

News of recent sponsorship deals, lists of events and organizations seeking sponsors, a job bank, a lexicon of sponsorship related terms, surveys and statistics on sponsorship (including list of top spending sponsors). Most useful tool is a search by company to retrieve news on sponsorship activities. Registration required for some content; some content subscription only

## 2. Media Research: Magazines

**MRI+ (Mediamark Research Inc.)**

<http://www.mriplus.com>

"Magazine planning data resources providing an information link between the planner and publisher." Info includes ad costs, circulation figures, magazine descriptions, audience demographics, ad deadlines, etc. Interactive features to specify ad size, dates, etc. and receive a total cost. Consumer & trade magazines can be searched by title, subject class, circulation or audience, publisher, etc. Students can use for free by registering with a .edu email address.

**MPA – The Association of Magazine Media**

<http://www.magazine.org/insights-resources/pib>

Offers data by periodical title on advertising paging and expenditures, as well as research reports on readership, media effectiveness, audience behavior, etc. Also, industry news, case studies, a glossary of terms, and career info.

**Audit Bureau of Circulation - Free Reports**

<http://www.auditedmedia.com/free-reports.aspx>

Provides some free data for newspapers, consumer magazines, business publications, and farm publications.

## 3. Media Research: Newspapers

**Audit Bureau of Circulation - Free Reports**

<http://www.auditedmedia.com/free-reports.aspx>

Provides some free data for newspapers, consumer magazines, business publications, and farm publications.

**NewsLink**

<http://newslink.org/>

Handy for finding links to media web sites, especially for newspapers, radio, and TV. You can find links by state to major newspapers, radio stations, and TV stations. Also, links to newspaper sites by country and some links to magazine sites.

**Newspaper Association of America**

<http://www.naa.org>

Site offers overall stats on newspaper advertising expenditures, readership, newspaper web

audience, & average issue demographic composition. Produces an annual report with a great deal of info on the newspaper industry including overall data on newspaper readership by household income, occupational category, home value, education level, length of residency. The most recent copy of *Circulation Facts, Figures & Logic* is for sale, but older copies are free on the site. Many other research reports require member logins.

#### **Newspaper National Network Research**

<http://www.nnnlp.com/insights>

This site has overall statistics on print and digital newspapers, and special studies on topics such as coupon usage, sports media consumption, use of the food section, shopper behavior, etc.

## **4. Media Research: Television**

#### **Cabletelevision Advertising Bureau**

<http://www.thecab.tv/>

Site has brief profiles of cable networks which include estimates of network viewers, base demographics, and programming genres. Complete profiles in PDF form offer more details on audience demographics and lifestyles, as well as info on specific TV programs. Profiles can be browsed by multicultural group, programming genre, demographic segment (age & gender breakouts), sports category, or family/gender type. There is also a regional cable directory, although not all states are included. The Media Tools section offers useful features such as a Standard Ad Calendar, Media Calculator, formulas for media metrics (Media Math), and more.

#### **TVB - Television Bureau of Advertising**

<http://www.tvb.org/>

Use *Markets & Stations* section to see DMA profiles including stats and links to local stations. *Ratings* section has Local Television Market Universe Estimates for DMAs from Nielsen (also by ethnic audiences), as well as list of top programs by age segments; Nielsen data on some top shows, news programs, sports broadcasts, & award shows; stats on top syndicated programs; HUT tables; and info on time-shifted viewing. *Planning* section has info on Diginet channels. Site also offers industry statistics and trend info.

#### **NAB Online Resource Guide**

<http://www.nabonlineresourceguide.org>

This online member directory of the National Association of Broadcasters has useful search features. You can use it to identify radio and TV stations by state or city. Disadvantages: Only members are listed. Stations are not linked, so you must google station names for more info.

#### **NewsLink**

<http://newslink.org/>

Handy for finding links to media web sites, especially for newspapers, radio, and TV. You can find links by state to major TV stations.

#### **Arbitron**

<http://arbitron.com/home/content.stm>

Many free studies of media audiences for radio, cable TV, internet, and online radio--including studies of multi-cultural audiences. Although some parts of the site may only be accessed by Arbitron clients, there are many free reports.

### **TV by the Numbers**

<http://tvbythenumbers.zap2it.com>

Provides current stats on TV viewers for specific broadcast and cable TV programs.

## **5. Media Research: Radio**

### **NewsLink**

<http://newslink.org/>

Handy for finding links to media web sites, especially for newspapers, radio, and TV. You can find links by state to major radio stations.

### **NAB Online Resource Guide**

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### **Arbitron**

<http://arbitron.com/home/content.stm>

Profiles of radio stations, ratings of stations, and rankings of radio markets.

Many free studies of media audiences for radio, cable TV, internet, and online radio--including studies of multi-cultural audiences. Although some parts of the site may only be accessed by Arbitron clients, there are many free reports.

### **Radio Ad Lab**

<http://www.radioadlab.org/>

Radio advertising studies.

### **Radio Advertising Bureau**

<http://www.rab.com/public/adchannel/home.cfm>

This information rich site offers detailed radio audience statistics and consumer studies. Many of the consumer studies are also useful beyond the radio context. The creative section includes a large database of MP3 radio ads which can be searched by industry, product type, and other criteria. Some parts of site require free registration. This complicated site can take some patience to navigate (tabs at top help), but rewards with a lot of content.

## **6. Media Research: Internet and Mobile Advertising**

### **Google Trends**

<http://www.google.com/trends>

Search a word to see a chart showing popularity of the word as a Google search term.

### **Online Publishers Association**

<http://www.online-publishers.org>

Find specifications and samples for OPA online ad units. Site also offers news related to online advertising and relevant research reports, such as studies on smartphone and tablet users, online ad effectiveness, marketer preferences, etc.

### **Local Search Association**

<http://www.localsearchassociation.org>

Billed as "the largest trade organization of print, digital, mobile and social media that help local businesses get found and selected by ready-to-buy consumers." Site offers free reports on usage of yellow pages headings (print & online), a glossary of terms, and archived webinars on local search topics.

### **Interactive Advertising Bureau IAB**

<http://www.iab.net>

IAB is a trade association for "online, interactive broadcasting, email, wireless and interactive television media companies." The IAB site has educational materials on interactive marketing including case studies, research summaries, industry statistics, and industry guidelines.

### **Mobile Marketing Association (MMA)**

<https://mmaglobal.com>

A non-profit trade association for companies that are "players in the mobile marketing value chain." Site offers brief articles and case studies, a glossary of mobile marketing terms, and job listings for free. Other content may be for sale or for members only.

### **Word of Mouth Advertising Association - womma**

<http://womma.org>

Word of mouth marketing includes viral marketing, buzz marketing, grassroots marketing, cause marketing, etc. The womma site offers an explanation of the concept (WOM 101), a code of ethics, case studies, and more. Some reports available only to members.

### **ClikZ Stats**

<http://www.clickz.com/stats/>

Reports internet usage & e-commerce statistics from numerous sources. Includes monthly usage stats, internet usage by country, type of access stats, demographic stats, online ad stats, & many e-commerce stats (online spending, opinion polls, shopping cart abandonment rates, etc.)

### **comScore Networks (including Media Metrix)**

[http://www.comscore.com/Press\\_Events/Press\\_Releases](http://www.comscore.com/Press_Events/Press_Releases)

This company provides audience ratings and measurement services for e-commerce. The press releases on their site provide some useful information.

### **comScore Datamine**

<http://www.comscore.com/datamine.com>

Another way to find some info from comScore (above). You can search by keyword for charts or browse by "Data Gem Category."

### **DoubleClick**

<http://www.google.com/doubleclick/insights/research.html>

DoubleClick offers services to help companies with digital marketing. The Insight part of the DoubleClick web site offers full text of useful trend reports and research on online advertising, ecommerce, target demographics, internet audiences, etc.

### **eMarketer**

<http://www.emarketer.com/>

Site offers "data, research, and analysis on e-business, online marketing, and emerging technologies." Although full reports are expensive, students may find the recent articles useful-- these often include statistical charts. Examples of recent report topics include: online music sales, African Americans online, CRM spending, VoIP, email advertising, physician use of technology, etc.

### **Internet Retailer Magazine**

<http://www.internetretailer.com/magazine/>

Monthly magazine offers articles, statistics, and surveys related to e-commerce. Many free articles at site; but some content not free.

### **Internet World Stats**

<http://www.internetworldstats.com/>

Internet statistics, broadband penetration, Facebook subscribers, and population data displayed by region and country. Data is often from Nielsen//NetRatings and International Telecommunications Union.

### **Pew Internet & American Life Project**

<http://www.pewinternet.org/>

"The Pew Internet & American Life Project produces reports that explore the impact of the Internet on families, communities, work and home, daily life, education, health care, and civic and political life." Reports may give marketers insight on how consumers use the internet.

## **7. Media Research: Out of Home Advertising**

### **OOH Media Marketplace**

<http://oohmediamarketplace.com>

Find firms that provide numerous types of out-of-home advertising, such as billboards, transit advertising (subways, buses, airports, etc), place-based advertising (malls, stadiums, cinemas, etc), and more.

### **Outdoor Advertising Association of America**

<http://www.oaaa.org>

The Resource Center has statistics on out-of-home advertising, creative examples, and info on public service OOH advertising. The Out-of-Home Advertising section offers profiles of OOH media formats that describe how they are used and purchased, as well as a glossary, and comparisons to other media types. The Creative section, includes a gallery of Obie awards and a large image library that can be searched by product category, brand, advertiser, or agency. Site also offers a Code of Industry Principles. Many other resources available only to members.

### **Road 2.0**

<http://library.duke.edu/digitalcollections/outdooradvertising/>

Duke University provides a searchable library with "more than 30,000 images of outdoor advertisements." Can be searched by company, product, and more.



### **Arbitron**

<http://arbitron.com/home/content.stm>

Includes media audience studies on "out-of-home" media such as cinema advertising, outdoor advertising, airport advertising, and "in-car" media.

## **8. Media Research: Direct Marketing**

### **ListFinder – at Direct magazine web site**

<http://listfinder.directmag.com/>

Search by keyword to find descriptions of lists for sale. Can include postal, email, and telemarketing lists, as well as package inserts and statement stuffers.

Note: Page may look strange. Search box is near page bottom.

## **9. Market Research**

I often introduce students to secondary market research by telling them that it will usually take either a lot of money or a lot of time—and sometimes both—to gather secondary market research. If your university doesn't have any academic subscriptions to market research report databases, you may still be able to find some industry surveys or short market research reports in common academic business database subscriptions. These can be good places to start secondary market research. Examples include:

*S&P Industry Surveys* in NetAdvantage (or possibly in print at the library)

*Datamonitor* reports in Gale's Business Insight database

*Just Auto* reports in ProQuest's ABI/INFORM

*Freedonia* reports in ProQuest Entrepreneurship

A few free sources of industry profiles:

### **IBIS World Industry Snapshots**

<http://www.ibisworld.com/snapshot/industry/?id=ValuationResources>

Brief industry snapshots describe U.S. industries at the 5 digit NAICS level. "Drill down" through the hierarchical industry menu to find snapshots which include NAICS code and definition, a few key figures (industry revenue, industry employment, number of enterprises, historical growth rate), major players, brief statement of industry conditions, and links to related industries (often supplier industries, customer industries, or distributor industries). Only the brief snapshots are free.

### **Dwight D. Eisenhower School Student Industry Studies**

<http://www.ndu.edu/es/programs/academic/industry/reports/>

This school for National Security and Resource Strategy has graduate students analyze selected defense-essential industry sectors. These include agribusiness, aircraft, biotechnology, education, electronics, energy, environment, financial services, health care, information technology, land combat systems, manufacturing, news media, privatized military operations, reconstruction & nation building, robotics, shipbuilding, space, strategic materials (metals & other materials), and transportation. Past reports have also included construction, munitions, supply chain management, and weapons.

It can also be helpful to search on market research firm web sites, even when you can't access the full reports. Sometimes key bits of info can be gleaned from report descriptions. Sometimes it can be useful to see the report table of contents, as this may give you ideas of information to search for in articles and other sources. Examples include:

**Computer Industry Almanac Inc.**

<http://www.c-i-a.com/>

This company produces market research reports "about the PC, PDA, Smartphone, Cellular Subscribers, Information Appliance and Internet Industry." Full reports are expensive, but the press releases on the site provide some useful statistics.

**Datamonitor**

<http://www.datamonitor.com/store/>

Reports on a wide array of industries in many countries. Reports are too expensive for students; however the report ads often include useful info such as the rate of market growth, forecast of market size, or other statistics. Covers automotive industries, energy, financial services, food & drink, pharmaceuticals & healthcare, technology, logistics and transportation, and personal care products. Includes B2B industries.

**Euromonitor International**

<http://www.euromonitor.com/>

Despite "euro" in the name, Euromonitor covers the whole globe. Strong coverage of consumer product markets in 200+ countries. Although full reports are too expensive for students, report descriptions sometimes include a small amount of useful info. Searchable blog can yield brief articles on your product.

**Forrester**

<http://www.forrester.com/rb/research>

Forrester is known for reports on IT & technology sectors. Use search box to explore. May be able to find statistical charts on your topic.

**Freedonia**

<http://www.freedoniagroup.com>

Reports on many industries, esp. industrial products. Full reports too expensive for students; but report description may offer info such as industry growth forecast. Industries include automotive & transportation, chemicals, construction & building materials, electronics, energy/power equipment, household appliances, industrial components & equipment, biotechnology & medical products, packaging, & plastics.

**Frost & Sullivan**

<http://www.frost.com/prod/servlet/press-en-press.pag>

Covers industrial sectors that many firms don't cover; conversely F&S doesn't tend to cover consumer market products. Sectors include aerospace & defense; automotive & transportation; chemicals & materials; food & beverage ingredients; electronics (including semiconductors); environment & energy; healthcare; industrial automation; & communications technologies.

*Almost no free info on site.*

## 10. Consumer Spending

### Consumer Expenditure Survey

<http://www.bls.gov/cex/home.htm>

The Bureau of Labor Statistics conducts regular surveys of American buying habits. This site offers reports and tables from the surveys. The site is complex, so it will likely take some time to find what you want.

### State & County QuickFacts

<http://quickfacts.census.gov/qfd/index.html>

Includes quick access to overall retail and wholesale statistics by state, county, or city.

## 11. Consumer Profiles & Lifestyle Info

### ESRI Community Tapestry (lifestyle segmentation system)

[http://www.esri.com/data/esri\\_data/tapestry.html](http://www.esri.com/data/esri_data/tapestry.html)

Describes typical lifestyles of residents in specific geographic areas. Although full reports are sold, you can get some brief free reports on specific zip codes at the site. These free reports provide descriptions of the top three lifestyle segments, plus general demographics.

### My Best Segments - Nielsen

<http://www.claritas.com/MyBestSegments/Default.jsp>

Offers three types of brief lifestyles reports for specific zip codes. Other information is subscription based. Check Zip Code Look-up section for reports.

### Pew Research Center - Lifestyle Trends

<http://www.pewsocialtrends.org/topics/lifestyle/>

Reports based on both Pew surveys and government data cover many topics related to attitudes & values, technology trends, leisure activities, and more.

### Ipsos

<http://ipsos-na.com/knowledge-ideas/>

A free registration gains access to a rich *Knowledge & Ideas* library of articles and online videos on topics related to advertising, customer loyalty, marketing, and media strategy. Content is especially strong for topics related to digital marketing and to the affluent market.

### American Time Use Survey

<http://www.bls.gov/tus/>

Provides statistics on the amount of time spent per day on various activities, including work activities, household activities and childcare, and various leisure activities such as sports, watching TV, reading, etc. Some charts provide time use by demographic variables such as sex and age.

### Global TGI (Target Group Index)

<http://globaltgi.com/knowledgehub/>

TGI surveys consumers in 60 countries. Info on international consumer preferences & attitudes can be found in free reports and newsletters on the site. Also, info on % penetration of products in various countries. Registration required to access free reports.

### **Mediamark Research & Intelligence - MRI (now GfK MRI)**

<http://www.gfkmri.com/>

Mediamark compiles multimedia audience research including "demographic, lifestyle, product usage and exposure to all forms of advertising media." Site offers information on Mediamark's products and services, including detailed information on survey methodology. News section offers press releases, white papers, and other items of interest.

### **Nielsen**

<http://en-us.nielsen.com/>

Nielsen sells reports which detail consumer insights and trends. There are some free reports and news stories at the site. Some of the free reports require that you register on the site.

### **Simmons**

<http://www.experian.com/simmons-research/simmons-consumer-research.html>

Simmons gathers data on "consumer behavior, including media consumption and product preferences" to create consumer studies, analytic tools and segmentation models. Site has information on Simmons' products and methods. Except for some blog articles, most reports on this site are not free.

### **VALS Strategic Business Insights**

<http://www.strategicbusinessinsights.com/vals/>

"VALS specifically defines consumer segments on the basis of those personality traits that affect behavior in the marketplace." The site has information on the VALS system. Of particular interest are the online interactive VALS Survey and the Free GeoVALS Study. Only some parts of site are free.

## **12. Consumer Trends**

### **Iconowatch Blog - Iconoculture**

<http://blog.iconoculture.com/>

Blog articles on consumer trends. Use keyword search or categories on left side to view trends in specific areas.

### **JWT Trends**

<http://www.jwt.com/#!/trends>

News on consumer trends from J Walter Thompson.

### **SymphonyIRI Group**

<http://www.symphonyiri.com>

This analytics and consulting company focuses on retail and the consumer packaged goods industry. Find useful consumer insight and industry trend info on the site. Free registration gives access to most content in the Insights Library.

### **Trend Briefings**

<http://www.trendwatching.com/trends/>

These reports from trendwatching.com discuss trends in consumer behavior, branding, and advertising. A large number of free reports are available; however the creative names used for the reports mean you sometimes must do some investigating to see what they are about!

## 13. Attitudes, Opinions, Polls

### American Customer Satisfaction Index (ACSI)

<http://www.theacsi.org/>

"ACSI measures satisfaction with over 200 companies in 43 industries..." ACSI tracks customer satisfaction over time. "Companies can use the data from the Index to assess customer loyalty, identify potential barriers to entry within markets, predict return on investments, and pinpoint areas in which customer expectations are not being satisfied." Scores are available for industries and some companies.

### GfK MRI

<http://www.gfkmri.com/>

Companies purchase info from MRI based on the extensive *Survey of the American Consumer*. There are numerous free tables with consumer info on the GfK site. Try the site search box.

### Anxiety Index - JWT

<http://anxietyindex.com/anxietyindex/>

"It tracks the levels and intensity of consumer anxiety and, importantly, the drivers of anxiety. The index examines safety and security concerns—the threat of terrorism, potential and current military hostilities, crime, etc.—and economic worries, such as the cost of health care, the cost of living and job security. The AnxietyIndex also uncovers consumer insights that help inform business and marketing strategies during times of high or low anxiety." Tip: Use more details link in graphic.

### Harris Polls

<http://www.harrisinteractive.com/Insights/HarrisVault8482.aspx>

Use keyword searches to find reports or browse by date. Many polls are useful for marketers, even though most are on political topics.

### Ipsos Polls

<http://ipsos-na.com/news-polls/>

Includes polls on both consumer attitudes and social issues.

### J.D. Power

<http://www.jdpower.com/>

The J.D. Power site has consumer ratings and awards for companies or brands in several industries: automotive, electronics, energy, finance, healthcare, home improvement, insurance, retailers, telecommunication, and travel.

### Reputation Institute

<http://www.reputationinstitute.com/>

This reputation management firm, conducts yearly worldwide surveys to develop a list of most respected companies. Site offers survey results and articles on corporate reputation topics.

### AARP Surveys & Statistics

<http://www.aarp.org/research/surveys/>

"National- and state-based research on the needs, concerns, and interests of AARP members and the 50+ population as a whole." Topics include shopping behavior, internet & social media use, pet ownership, health issues, transportation, etc.

**cpanda - Cultural Policy and the Arts National Data Archive - Princeton University**

<http://www.cpanda.org/cpanda/>

Includes archived polls related to consumer participation in cultural activities and attitudes on music, art, cultural activities, etc.

## 14. Demographics

### **American Demographics**

<http://www.demographics.com/>

American Demographics is a special section of *Advertising Age* offering articles on demographic topics of interest to advertisers. Searching the *Ad Age* site might yield useful stats for a project.

### **State & County QuickFacts (also includes cities)**

<http://quickfacts.census.gov/qfd/index.html>

This U.S. Census Bureau site offers quick access to population and housing statistics for states, counties, and cities.

### **American Factfinder**

<http://factfinder2.census.gov/>

The U.S. Census Bureau offers so much information that this site can be a bit overwhelming. You can find statistics on population, housing, businesses, and local governments broken down by state, city, county, or zip code.

### **Census Interactive Population Map**

<http://www.census.gov/2010census/popmap/>

Use this source when a visual representation of U.S. demographics would be useful.

### **People and Households - Data By Subject - US Census**

<http://www.census.gov/population/www/>

U.S. Census Bureau statistics on topics such as population projections, children, computer ownership and use, disability, grandparents, health insurance, language use, school costs, working at home, and numerous other population characteristics.

### **Pew Social and Demographic Trends**

<http://www.pewsocialtrends.org/>

"The Pew Research Center's Social & Demographic Trends project studies behaviors and attitudes of Americans in key realms of their lives, including family, community, health, finance, work and leisure. The project explores these topics by combining original public opinion survey research with social, economic and demographic data analysis."

### **Statistical Abstract of the United States**

<http://www.census.gov/compendia/statab/>

A good starting point when looking for statistics, the *Statistical Abstract* reports basic statistics from government and other sources. Although the Census Bureau is no longer updating this site, it's still useful for identifying sources. Checking the original source (which is named underneath tables) can lead to more up-to-date and/or more detailed statistics.

## 15. International Markets

### **CIA World Factbook**

<https://www.cia.gov/library/publications/the-world-factbook/>

Country profiles include information and statistics on the country's geography, population, government, economy, communications, transportation, military, and relations with other countries. Includes many small countries that may not be covered by other sources.

### **Euromonitor's Country Factfiles**

<http://www.euromonitor.com/algeria/country-factfile>

Free marketing-related statistics for countries: GDP measured at purchasing power parity, consumer expenditure, annual disposable income, etc. Lifestyle indicators may include food expenditure, Internet users, car registrations, and consumer electronics. Market size figures may include soft drinks, tobacco, cosmetics/toiletries, & tourism. Use pulldown menu to change country. Factfiles are free--but other reports on this site are not free.

### **Global Edge Country Insights**

<http://globaledge.msu.edu/countries/countrylist.asp>

Provides links to many sources, some country pages will have a have useful link to a U.S. government produced *Country Commercial Guide*.

### **Background Notes**

<http://www.state.gov/r/pa/ei/bgn/>

This source by the U.S. Department of State provides quick statistics and information on a country's economy, geography, people, history, government, U.S. relations, and more. Includes reports for small countries that may not be covered elsewhere.

### **Country Studies**

<http://lcweb2.loc.gov/frd/cs/>

Each Study presents a book length survey of the country, with chapters on history, geography & population, social systems, education & culture, economy, agriculture, industry, transportation & trade, science & technology, government, political process, foreign relations, criminal justice & security, and national defense. Studies are not updated every year; site also offers country profiles that are updated more often.

### **Export.gov**

<http://www.export.gov/>

This site by the U.S. government has market research, trade leads, and information on how to export. To access some parts of the site, such as Market Research, you must register for an account, which is free for students.

## 16. B2B Market Info: Statistics

### **County Business Patterns**

<http://www.census.gov/econ/cbp/>

*County Business Patterns* is an annual series that provides economic data by industry for the nation, states, and counties. This site provides links to various forms of the data, including data by 5-digit zip code or metropolitan area using either SIC or NAICS codes. Data can be downloaded to spreadsheets.

### **ZIP Business Patterns**

[http://www.census.gov/epcd/www/zbp\\_base.html](http://www.census.gov/epcd/www/zbp_base.html)

"ZIP Business Patterns presents business counts, by size, for hundreds of industries...plus summaries by ZIP code (without industry breakdown) for employment, payroll, and counts by employment size."

### **Business Expenses Survey**

<http://www.census.gov/econ/bes/>

Part of the Economic Census that is done every five years, the Business Expenses Survey provides "estimates on operating expenses for retail, merchant wholesale, and selected service firms." Previously called the *Business Expenditures Survey*.

## **17. B2B Market Info: Free Directories**

### **Yellow Pages**

<http://www.yellowpages.com/>

Search by name or by a combination of business category and U.S. city.

### **Thomas Net (Thomas Register)**

<http://www.thomasnet.com/>

This extensive directory of North American industrial firms can be searched by product or service, company name, or brand name. Brief directory information often includes the company Web site and sometimes includes a full online product catalog.

### **MacRAE's Blue Book**

<http://www.macraesbluebook.com/>

Use this industrial directory to search by product to find manufacturers, distributors, or suppliers of industrial products and components. Or search for an industrial company to find brief info, certifications, and products.

### **Solusource (formerly Thomas Global Register)**

<http://www.solusource.com/>

A free directory of worldwide manufacturers and distributors classified by product/service categories.

### **Kompass**

<http://www.kompass.com/>

This free directory on the Web includes 1.9 million companies in 75 countries. Free search capabilities include searches by product/service, company name, trade name, or executive. All searches can be limited by world region or a specific country. Free information is usually just address and phone number, but sometimes also a business description, executives, or product and services.

### **Europages**

<http://www.europages.co.uk/>

A business-to-business directory listing 600,000+ European companies (including Eastern Europe). Search by company name, or product.



## 18. Retail Trends

### **Stores.org**

<http://www.stores.org/>

The web site for the trade periodical Stores offers some interesting rankings: Top 100 Retailers, Hot 100 Retailers, and Top 250 Global Retailers. Other features include a retail industry calendar, industry buying guide, retail industry software guide, loss prevention resource guide, free web seminars, and updated news.

### **RetailWire**

<http://www.retailwire.com/>

Offers retail industry professionals current headlines, news discussions, white papers, & webinars. News discussion archives can be searched by keyword. Free registration required for some parts of site

### **Census Bureau Statistics on Retail**

<http://www.census.gov/retail/>

Includes: Monthly Retail Trade and Food Services report, Annual Retail Trade Survey, & quarterly Retail E-Commerce Sales Report. Offers numbers on sales, inventories, purchases, operating expenses, gross margin, gross margin as percent of sales, accounts receivable, & more.

### **Progressive Grocer**

<http://www.progressivegrocer.com/>

This trade periodical often reports on useful consumer and grocery store trends.

### **SymphonyIRI Group**

<http://www.symphonyiri.com>

This analytics and consulting company focuses on retail and the consumer packaged goods industry. Find useful consumer insight and industry trend info on the site. Free registration gives access to most content in the Insights Library.

## 19. SEC Filings

### **EDGAR - company search**

<http://www.sec.gov/edgar/searchedgar/companysearch.html>

All companies traded on U.S. stock exchanges must file various reports with the Securities and Exchange Commission (SEC). The SEC makes these reports available via EDGAR. This includes the 10-K, 10-Q, 8-K, proxy, registration, and other forms (but often not the Annual Report to Shareholders). A surprising amount of marketing info can sometimes be found in a company's 10-K report.

## 20. Trade Association and Industry Trade Periodical Web sites

The amount of useful info available on a trade association web site will vary. Some sites offer huge amounts of free information; while others only sell info or make it available only to members behind a login. *S&P Industry Surveys* often mention the most important associations for industries. You may discover names of associations in news reports or find them in the *Business Insights* database. This free directory can also help identify trade associations:

## Gateway to Associations

<http://www.asaecenter.org/Directories/AssociationSearch.cfm?>

The American Society of Association Executives sponsors a free directory of associations on their website. Because this directory provides links to association sites, it can lead you to useful sources of industry-specific information. You can try keywords in the field labeled "Association name contains:" to find associations for specific industries.

Examples of useful trade association and trade periodical sites:

Apparel: **American Apparel & Footwear Association (AAFA)**  
<http://www.apparelandfootwear.org>

**Women's Wear Daily - WWD web site**  
<http://www.wwd.com/fashion-resources/?module=tn>

Automotive: **Aftermarket Business web site**  
<http://aftermarketbusiness.search-autoparts.com/>

**AutoFacts.com**  
<http://www.autofacts.com/>

**Deloitte Automotive Reports**  
[http://www.deloitte.com/view/en\\_US/us/Industries/Automotive-Manufacturing/index.htm](http://www.deloitte.com/view/en_US/us/Industries/Automotive-Manufacturing/index.htm)

**J.D. Power**  
<http://www.jdpower.com/>  
J.D. Power is a market research firm often quoted in automotive industry news. Much of the info isn't free, but there are consumer ratings by brand and some free reports on the site.

**Price Waterhouse Automotive Reports**  
<http://www.pwc.com/gx/en/automotive/industry-publications-and-thought-leadership.jhtml>

Entertainment:

**Industry Reports- MPAA**  
<http://www.mpaa.org/policy/industry>  
Reports from the Motion Picture Association of America may offer insights & statistics on movies, television, theatre, new media, etc.

**Recording Industry of America**  
<http://www.riaa.org/>

**Theme Entertainment Industry Association**  
<http://www.themeit.com/>  
- amusement park statistics

Food, Restaurant, & Hospitality Industries:

**Beverage Industry**

<http://www.bevindustry.com/>

**Cruise Lines International Association**

<http://www.cruising.org/>

**Center for Hospitality Research**

<http://www.hotelschool.cornell.edu/chr/>

Telecommunications:

**FCC Reports**

<http://www.fcc.gov/reports>.

## 21. Scholarly Research

### a. GoogleScholar

In addition to article databases your library subscribes to, GoogleScholar (which is free) can be very useful for finding scholarly research in advertising. GoogleScholar works best if you use a link from your library's web site (so it is configured to link to library subscriptions for full text articles). If GoogleScholar isn't listed on your library's web site, talk with your librarians.

Sometimes when you identify an article from a journal your library doesn't have access to, GoogleScholar can help you locate a pre-print or post-print version of the article in academic library repositories.

### b. Open Access Journals

**Directory of Open Access Journals**

<http://www.doaj.org/>

**Advances in Consumer Research**

<http://www.acrwebsite.org/volumes/>

**Contemporary Marketing Review**

<http://www.cmr.businessjournalz.org/>

**Global Advances in Business Communication Journal**

<http://commons.emich.edu/gabc/>

Peer reviewed articles on global aspects of business communication, including global aspects of integrated marketing communications (IMC), and e-semantics (cross-cultural, language based issues related to many forms of digital media).

**Journal of Electronic Commerce Research - JECR**

<http://www.csulb.edu/journals/jecr/>

**Journal of Interactive Advertising - JIAD**

<http://jiad.org/>

### **c. Google Scholar Citations**

<http://scholar.google.com/intl/en/scholar/citations.html>

Create a profile on GoogleScholar that links to and tracks citations to your articles.

## **22. Trade News**

Your library likely has a subscription to either ProQuest's ABI/INFORM or EBSCO's Business Source Complete and both provide access to many advertising trade periodicals. If your library also has Gale's Business Insight (or even Gale's general databases), Factiva, or Lexis Academic, you likely have access to some additional trade periodicals. Don't feel too deprived if you don't have all of these, as there is a great deal of overlap in the trade periodical content.

In addition, advertising trade periodical web sites can be very useful, such as:

### **BtoB**

<http://www.btobonline.com/>

### **Brand Packaging**

<http://www.brandpackaging.com/>

### **Direct**

<http://chiefmarketer.com/direct-marketing>

### **Internet Retailer**

<http://www.internetretailer.com/magazine/>

### **MultiChannel Merchant**

<http://multichannelmerchant.com/>

### **NielsenWire**

<http://www.nielsen.com/us/en/newswire.html>

### **Promo**

<http://chiefmarketer.com/promotional-marketing>

### **Warc News**

<http://www.warc.com/News/>

(this part of Warc doesn't require subscription)

## **23. Ad Examples**

### **Advertolog.com**

<http://www.advertolog.com/>

An archive of advertising content including TV spots, print advertising, and award winners. Content is international and covers many industry categories. Advanced search allows you to search by a combination of keywords, award show winners, industry (business sector), brand, country, and/or agency. Some content free without a subscription

**adforum**

<http://www.adforum.com/>

Adforum's online creative library offers ad examples for TV, print, cinema, magazine, out of home, radio, web, interactive, newspaper, direct marketing print, and more. Large number of US ads, but also international. Can be searched by combination of keyword, country, media type, & year. You can also find creative examples by agency. Some parts of site not free.

**Ads of the World**

<http://adsoftheworld.com/>

"Ads of the World is an advertising archive and community. The archive showcases campaigns from around the world categorized and updated daily." Browse ads by media type, country, region, or industry. Interesting to browse, but does not allow precise searches.

**adverlicio.us**

<http://adverlicio.us/>

This free archive of online ad examples can be searched by keyword, or browsed by industry, brand, celebrity, or ad size. Looks like these are primarily US based ads.

**GlobalADsource database**

<http://www.globaladsource.com/>

You can search this very large international database of ads (print, internet, audio, video, & outdoor) and view very small thumbnails of some ads for free. Advanced search allows you to combine keywords, ad type, country, brand, and or product category.

**Ad\*Access** (historical ads)

<http://library.duke.edu/digitalcollections/adaccess/>

"An image database of over 7,000 U.S. and Canadian advertisements covering five product categories - Beauty and Hygiene, Radio, Television, Transportation, and World War II propaganda - dated between 1911 and 1955."

**AdViews** (historical TV commercials)

<http://library.duke.edu/digitalcollections/adviews/>

A large database of vintage television commercials maintained by Duke University.

**Vintage Ad Browser**

<http://www.vintageadbrowser.com/>

Ads from 19th century through 2000's. "This site aims to collect vintage ads from a variety of sources, including comic books, CD-Roms, websites, APIs, your submissions, book, magazine & comic book scans, and more. At the moment, this site contains 123,311 ads."

## 24. Free Online Marketing Dictionaries

**AMA Dictionary of Marketing Terms**

[http://www.marketingpower.com/\\_layouts/Dictionary.aspx](http://www.marketingpower.com/_layouts/Dictionary.aspx)

Over 4000 definitions of marketing terms from the American Marketing Association.

### **Marketing Dictionary Monash University**

<http://www.buseco.monash.edu.au/mkt/dictionary/>

Brief definitions of marketing terms. Because this dictionary was created by an Australian university, some terms have an Australian focus.

### **Mobile Marketing Association Glossary**

<http://www.mmaglobal.com/wiki/mma-glossary>

Explains terms used in mobile marketing.

## **B. Print Resources Commonly Found at University Libraries (and Some Large Public Libraries)**

### **Broadcasting and Cable Yearbook - R.R. Bowker (annual).**

Directory of radio and television broadcasters and cable television providers may also include statistics on markets served.

### **Editor & Publisher Market Guide**

In addition to basic info on newspapers, offers sales data for communities in U.S. & Canada. Population data includes projections of disposable income, household income, & per capita income, as well as indices designed by E&P to compare communities by cost of living, crime, and "better living." Also, community rankings by disposable income & sales in each retail category.

### **Encyclopedia of Associations (electronic version: Associations Unlimited)**

This comprehensive directory be used to identify industry associations.

### **New Strategist Publications**

This company publishes multiple books with detailed tables from the Consumer Expenditure Survey, such as *Household Spending: Who Spends How Much On What, Who's Buying for Pets, Who's Buying for Travel*, etc. Academic libraries may have these in eBook form and some are available in ProQuest Entrepreneurship.

### **Rand McNally Commercial Atlas & Marketing Guide**

*Principal Business Centers* section (vol 1) gives total sales by county or city for: total retail, general merchandise, apparel store, food store, health & drug store. Also disposable income.

### **Ulrich's Periodical's Directory (print or electronic versions) or**

### **Magazines for Libraries (print)**

Either can be used for basic info on magazines.



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