



# Research Guide: Marketing

This research guide is a bibliography listing some of the many reference sources for marketing and demographic information available at FLITE. These materials are designed to give students and researchers a starting point for a particular topic and will usually point the way toward other, more in-depth sources relating to that topic.

## General Marketing and Demographic Data

**American Attitudes: Who Thinks What About the Issues That Shape Our Lives:** This source examines ongoing changes in the opinions of Americans and analyzes the social and demographic trends behind those changes.

**Located in Reference: HN 90 .P8 M58**

**American Cost of Living Survey:** The *American Cost of Living Survey* is a compilation of reported prices for nearly 600 products and services in 443 cities in the U.S.

**Located in Reference: HB 235 .U6 A35**

**American Men: Who They Are and How They Live:** A benchmark of men's lives in the year 2000. Included in the pages are all-important census data showing the size, age distribution and racial composition of American males. A large number of charts and tables are presented.

**Located in Reference: HQ 1090.3 .A457**

**American Women: Who They Are and How They Live:** Very similar to *American Men*, this source is designed to provide statistical data on American females.

**Located in Reference: HQ 1421 .A486**

**American Incomes: Demographics of Who has Money:** Income information is detailed in a bevy of tables and charts with sources indicated.

**Located in Reference: HC 110 .I5 A447 2001**

**Americans 55 and Older: A Changing Market:** A wide variety of statistics on the "older set" of Americans over the age of 55 is presented in easy-to-read tables. The source data is included if further information is needed.

**Located in Reference: HQ 1064 .U5**

**County and City Data Book:** Published by the Census Bureau as a supplement to the *Statistical Abstract of the United States*, this is a convenient summary of statistics on the social and economic structure of the counties and cities of the United States.

**Located in Reference: HA 202 .A36**

**Demographics USA:** This source contains data on population, income, and retail sales for states, counties, and MSA's. A unique feature is the Buying Power Index which allows for comparisons of the potential consumer buying power of a particular area to other areas, or to the nation as a whole.

**Located in Reference: HF 5415.2 .S94**

**Demographics of the U.S.: Trends and Projections:** This volume examines the demographic trends from 1950 to the end of the 20<sup>th</sup> century and projects many of these trends into the future.

**Located in Reference: HB 849.49 .R875**

**Household Spending: Who Spends How Much on What:** This source lists where Americans spend their money. A wide array of charts and data tables provide the answers.

**Located in Reference:** HC 110 .C6 O34

**International Marketing Data and Statistics:** IMDAS is a compendium of statistical information on the countries on the Americas, Asia, Africa, and Oceania. Published annually, it provides a wealth of detailed and up-to-date statistical information relevant to international market planning.

**Located in Reference:** HA 42 .I56

**Market Share Reporter:** The *Market Share Reporter* is an annual compilation of reported market share data on companies, products and services.

**Located in Reference:** HF 5415.2 .M37

**Places, Towns and Townships:** This source contains statistical information about U.S. places and the people who live in them. Data are presented for all incorporated places covered by the Census.

**Located in Reference:** HA 203 .P58

**Sourcebook of Zip Code Demographics:** The *Sourcebook* presents 2000 census data arranged by zip codes and the name of the state, to create a detailed compendium of statistical data on consumer markets.

**Located in Reference:** HA 203 .S68

### Specialized Marketing and Demographic Information

**Beverage Industry Annual Manual:** This book provides specialized information on the beverage industry including production and marketing data.

**Located in Reference:** HD9348 .U5 B474

**Mediamark Research [20 vol]:** A survey that provides the advertising industry with detailed demographic and marketing segments of media audiences. Each volume covers a specific product or service

**Located in Reference:** HF 5415.3 .M43

**Simmons...Study of Media and Markets:** Based on a national probability sample of 22,468 people 18 years of age and older, *Simmons* provides extensive marketing and demographic information on over 500 products and services and also includes usage and advertising information. The most recent edition is on Reserve.

**Located in Reference:** HF 5415.3 .S78 (Most recent on Reserve. Ask at Checkout Desk)

**World Directories:** These directories, published by Euromonitor International, aim to bring together a wealth of information on the industry, ranging from sources of information and a listing of major companies to statistical information on their respective industry.

- **Cosmetics and Toiletries Marketing Directory:** Located in Reference: HD 9970.5 .C67 W67
- **Drinks Marketing Directory:** Located in Reference: TP 630 .W6
- **Food Marketing [2 volumes]:** Located in Reference: HD 9000.3 .W77
- **Retail Directory and Sourcebook:** Located in Reference: HF 5429. W672