

Marketing
Information Reference Sources
Howe Library, University of Vermont

The Top Seven

For most questions about marketing, start with these:

1. Best customers: demographics of consumer demand

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HC79.C6 B45

Using data from the Bureau of Labor Statistics' Consumer Expenditure Study, examines spending patterns by demographic characteristics of households. Covers 300 products and services and reveals which types of households spend the most.

Search Tips: Consult Appendix B to see average quarterly spending on products by only those households that purchased those products.

2. Business rankings annual

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HG4050 .B87

Provides tables and statistical information that rank companies, markets, brands, etc.

Use the three-volume cumulative index to locate entries by industry, company name or brand.

3. Essentials (formerly National consumer study)

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/cgi-bin/purl?cat=uvmdb&id=2579710>

Large and powerful database providing the characteristics of people who use various products/services and about the media that reach them. Covers demographics, psychographics (attitudes), consumer preferences.

Search Tips: Select from thousands of variables and create your own cross-tabulations (step-by-step instructions available at <http://researchguides.uvm.edu/NationalConsumerStudy>), or click "Quick Reports" to more easily generate basic reports for any variable.

4. International consumer markets 2018-2019

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/cgi-bin/purl?cat=uvmdb&id=4022479>

A large compendium of international information, including rankings and data about global markets, global consumers, trade, industry sectors, countries, and regions.

5. Market share reporter

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HF5415.2 .M336

An annual compilation of market share data on companies, products, and services. Data are gleaned from reports, journals, and newspapers, and are organized by SIC code.

Search Tips: Has several indexes to allow look-up by product, service, company name, brand name, and place name.

6. QuickFacts

Free World Wide Web Site

<http://www.census.gov/quickfacts/table/>

An easy-to-use source providing U.S. Census data for the nation, states, counties, and cities and towns with 5,000 or more inhabitants.

Search Tips: Enter a state, county, city, town, or zip code in the upper left corner.

7. RKMA market research reports

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/vwebv/holdingsInfo?bibId=5507033>

A collection of e-books that compiles marketing data from various sources regarding consumer behavior, consumer marketing, business-to-business marketing, and several industry sectors. It also includes volumes on the business impact of the COVID-19 pandemic.

Search Tips: Within a volume, browse the table of contents or use your browser search function to locate data of interest within a volume.

Additional Sources

adViews

Free World Wide Web Site

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

Digital archive of thousands of TV commercials for major companies and brands, created or collected by the D'Arcy Masius Benton & Bowles advertising agency, dated 1950s-1980s

American trademark designs: A survey with 732 marks, logos, and corporate-identity symbols

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HF5869.A217 1976

Depicts hundreds of famous trademark symbols, arranged by industry.

Brands and their companies

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HG4057 .A1 B73

Alphabetical listing of more than 200,000 current and defunct consumer brand names, including product description and manufacturer or distributor.

Business publications

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/cgi-bin/purl?cat=uvmdb&id=2112010>

Describes business, technical and trade publications, with circulation data and advertising rates.

Search Tips: At the top of the home page, click "Magazines" > "Business Publications" > "Select Business Classes" OR "Select Healthcare Classes" to see a list of publications on a topic.

Census business builder

Free World Wide Web Site

<https://cbb.census.gov/sbe/#>

Select a type of business (e.g., retail clothing store) or enter a NAICS industry code and select a location (state, county, town, or zip code). Census Business Builder will generate a report and a map showing demographic, socioeconomic, and housing characteristics of the population; data on number of establishments and revenue in the industry in the selected place; and top-level information about consumer spending.

CensusScope

Free World Wide Web Site

<http://www.censusscope.org/index.html>

An easy-to-use source for current and historical demographic data from the U.S. Census at the national, state, metro area, and county levels. Also includes rankings, maps and charts.

Center for Rural Studies web site

Free World Wide Web Site

<http://www.uvm.edu/crs/>

Contains a wealth of population, social, and economic data for towns and counties in Vermont, including results of the annual "Vermont Poll."

Search Tips: Click "Menu" and explore the links.

Cities of the United States

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): G153. 4. C55

Profiles 229 cities in the United States, offering demographic information and a discussion of each city's economic situation and outlook.

Consumer behavior 2022

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu.ezproxy.uvm.edu/vwebv/holdingsInfo?bibId=5507046>

A compilation of data from various sources regarding American consumers. Covers demographics; spending; activities; and shopping behaviors, attitudes and preferences. Also provides data by segment (affluent, ethnic groups, gender, generations, geography, and more).

Consumer magazines

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/cgi-bin/purl?cat=uvmdb&id=2112028>

Search for consumer magazines by subject of interest and provides circulation data and advertising rates. Useful for identifying magazines on a particular theme (e.g., weddings, fishing, sports).

At top left of home page, click "Magazines" > "Consumer Magazines" > "Select Consumer Classes" to generate a list of magazines by topic.

Consumer marketing 2022

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu.ezproxy.uvm.edu/vwebv/holdingsInfo?bibId=5507047>

A compilation of data from various sources about marketing to consumers. Covers a wide range of topics including coupons, pricing, "buy local" initiatives, celebrity endorsements, direct selling, inclusive marketing, and artificial intelligence.

data.census.gov

Free World Wide Web Site

<http://data.census.gov>

A centralized place to access data and digital content from the U.S. Census Bureau, including demographic data on the U.S. population.

Search Tips: Either 1) type keywords describing the data you need in the single search box, or 2) click "Advanced Search" and use the filters ("topics," "geography," "years") to select variables of interest. You may choose variables from more than one filter.

Dictionary of marketing

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/cgi-bin/purl?cat=uvmdb&id=2691927>

Over 2,100 entries on traditional marketing techniques (from strategy, positioning, segmentation, and branding, to all aspects of marketing planning, research, and analysis), as well as leading marketing theories and concepts. Both classic and modern marketing techniques are covered.

Dictionary of trade name origins

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HF5869.R66 1983

Brief entries (some with logos) giving the origins of hundreds of trade names. Each entry includes a description of the product.

Editor & publisher newspaper data book

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): Z6940 .E34

Covers newspapers in the United States and Canada. Section I lists daily newspapers; section II lists news services and organizations; section III lists non-daily, community, and niche newspapers. Provides contact information, publication day(s), circulation, staff names, and areas served.

Encyclopedia of advertising

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HF5803 .A38

Lengthy essays about advertising agencies, brands, campaigns, and advertising concepts and terminology.

Encyclopedia of consumer brands

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HF5415.3 .E527

Includes essays highlighting 600 of the most popular brands in America, discussing how a product originated and was first marketed, how it evolved, and how it fares compared with its competitors.

Includes brand logos and photos.

Encyclopedia of major marketing campaigns/strategies

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HF5837 .E53

Profiles more than 1,000 notable marketing and advertising campaigns of the 20th and 21st centuries, such as Nike's "Just do it" and General Electric's "We bring good things to life." Includes visuals for a few entries.

Search Tips: Consult all three volumes, which were published at different times. Volume 3 expands international coverage.

Famous American trademarks

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HF5869.B37 1971

Provides the stories behind the development of 95 well-known trademarks and symbols, such as Band-aid, Campbell Soup, Goodyear, Levi's, and Smokey the Bear. Includes the symbol for each.

Gale directory of publications and broadcast media

Printed Material (book, report, etc.)

Howe Reference Desk (1st Floor): Z6951 .A97

A guide to newspapers, magazines, journals, radio stations, TV stations, and cable systems in the United States, Canada, and the rest of the world. Provides contact information, description, subscription rates, circulation or wattage, and some ad rates.

Gallup website

Free World Wide Web Site

<http://news.gallup.com/home.aspx>

Offers free access to data points from Gallup polls on politics, the economy, and a variety of other topics.

Hoover's handbook of private companies

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HG4057 .A28616

Provides facts on 900 large, influential, privately held U.S. enterprises (including not-for-profits, universities, and government-owned corporations). Provides company overview, history, executives, competitors, and recent historical financial data. Also ranks companies in various categories.

Household spending: Who spends how much on what

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HC110 .C6 H68

Reveals how American households allocate their spending dollars, based on unpublished data collected by the Bureau of Labor Statistics' Consumer Expenditure Survey. Includes summary household spending statistics by various consumer segments as well as detailed spending statistics organized by major product and service categories.

How do you spell Haagen-Dazs? : the how to say it spelling dictionary of brands, companies, places and products

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HD69.B7 H38

A dictionary that provides the correct spelling of about 25,000 trade names, company names, and acronyms that are usually unavailable in standard dictionaries.

IBISWorld industry market research

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/cgi-bin/purl?cat=uvmdb&id=1625905>

Comprehensive current and historical reports on more than 1,300 U.S. industries and 74 reports on global industries. Reports cover industry statistics, history, outlook, conditions, major companies, market characteristics and segments, financial ratios, and more.

Search Tips: To browse reports, first click "Industry Research" (options are then broken down by US or Global.) Then follow these instructions: For current reports on large, established U.S. industries, click "US" > "US Industry Reports (NAICS)." For information about small or new industries, click "US" > "US Specialized Industry Reports." For previous reports dating back to 2001, click "US" > "US Industry Archives." For reports on consumer behavior, financial markets, demographics, commodities, and economic indicators, click "US" > "US Business Environment Profiles." To see international industry reports, click "Global" > "Global Industry Reports." NOTE: The selection of reports changes without notice, so if you find one that's useful, print or download it to ensure continued access.

National consumer study

The name of this database has changed. Please see "Essentials" on page 1.

Newspaper media

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/cgi-bin/purl?cat=uvmdb&id=2112027>

Select a market and/or newspaper type to generate a list of newspapers and their circulation data and advertising rates.

Search Tips: To get a list of newspapers in a region, at the top left of search page, click "Newspapers" > "Newspapers, Reps & Press Associations" > "Select DMAs and National Market."

PolicyMap

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/cgi-bin/purl?cat=uvmdb&id=2741282>

Use this to access and map information on U.S. communities and markets, drawing from thousands of continuously updated data points related to demographics, income and spending, housing, lending, quality of life, economy, education, and health.

Radio media

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/cgi-bin/purl?cat=uvmdb&id=2962927>

Provides information on AM/FM commercial radio stations in the U.S., with format detail, demographics, and contact information.

Search Tips: To get a list of radio stations in a region, click "Radio" (at top of screen) > "Radio Stations, Networks, Owners & Reps" > "Select Metro and Non-Metro Markets."

Redbooks. Advertisers, business classifications

Printed Material (book, report, etc.)

Howe Reference Stacks: HF5805 .S712

Features data on over 9,000 U.S. and Canadian companies that spend at least \$50,000 on national/regional advertising, providing company address, SIC/NAICS codes, a short business description, revenue, number of employees, trade names, advertising expenditures (for some companies), and agencies employed.

Redbooks. Agencies

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HF5805 .S7

A directory of agencies in the United States and Canada, organized in the following categories: branding, advertising, digital, event and sponsorship marketing, full service, media buying, multicultural, production, and public relations. Includes staff names, annual billings (for some), major accounts, and areas of specialization.

Roper Center for Public Opinion Research

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/cgi-bin/purl?cat=uvmdb&id=1643792>

Provides poll results from the Roper Center on topics including foreign policy, economics, education, social concerns, science, technology, health, politics, and personal beliefs.

Search Tips: Use "Search Questions and Datasets" to search for poll results.

SBDC Net

Free World Wide Web Site

<https://www.sbdcnet.org/>

This national information clearinghouse of the U.S. Small Business Administration provides guides on various aspects of operating a small business or franchise, free market research reports for several dozen small business (e.g., bakery, bike shop), and links to industry associations and data sources.

Social explorer

Subscription Database (Remote access for UVM affiliates only)

<http://voyager.uvm.edu/cgi-bin/purl?cat=uvmdb&id=2688389>

Allows users to create maps and reports based on current and historical data from the U.S. Census (1790-present), and other statistical sources covering dozens of topics including demographics, crime, health, religion, and carbon emissions. Also includes data from the United Kingdom, Canada, Europe, and the world.

Symbols of America

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HF5869 .M7 1986

Includes hundreds of trademarks arranged by theme and industry. Entries were selected for both historic and artistic merit, including the best-known marks from a broad range of industries, with an emphasis on symbols rather than words.

Television & cable factbook

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HD9696. T46 T442

This four-volume set provides television market rankings, TV ownership data, lists of U.S. television stations by call letters, and facts about TV and cable stations including location, ownership, personnel, geographic coverage, and number of subscribers. Organized by state. CEASED PUBLICATION WITH 2017 EDITION.

Vermont business magazine--book of lists

Printed Material (book, report, etc.)

Howe Reference Desk (1st Floor): HA675 .V53

Information about business in Vermont, including lists of helpful resources, chambers of commerce, trade associations, regional planning commissions, development organizations, and firms that support businesses. Also ranks businesses.

Vermont economic-demographic profile

Free World Wide Web Site

<http://www.vtmi.info/profile2021.pdf>

Offers demographic, economic, industry, employment and wage data for Vermont at the county and town level. Also offers information on tax revenues, home sales, and education statistics.

Vermont tourism research center

Free World Wide Web Site

<http://www.uvm.edu/vtrc>

Information, publications, statistics, data and reports on the Vermont tourism industry, tourist visits, and Vermont products.

Search Tip: Click "Tourism in Vermont" to access reports.

Ward's business directory of U.S. private and public companies

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HG4057.A1 W373

This multi-volume set provides an alphabetic directory of public and private companies, and also ranks companies within industries and states. Useful for identifying major players and competitors.

Who's buying. . .series

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HF5415.3 .W46

A series of reports providing consumer expenditure and demographic data in many product/service lines: apparel, travel, restaurants and carry-outs, pets, information products, health care, entertainment, alcoholic beverages, home improvement, furnishings, and more.

Why did they name it. . .?

Printed Material (book, report, etc.)

Howe Reference Stacks (1st Floor): HF5869 .C27 1964

Short histories of 69 famous brand names, products, and people who launched them. Includes brand names such as Aunt Jemima, Morton Salt, Chevrolet, Dixie Cups, Jello and Avon; and products such as potato chips, the zipper, and chewing gum. Very few symbols.