

RDS TableBase provides detailed information on sales figures, market share and forecasts from authoritative sources for business and information professionals. Use RDS TableBase for up-to-date strategic statistical data on companies, products, industries, markets and demographics from companies around the world.

Effective search techniques

Words/Phrases

- Searches table title, table text and table notes for an occurrence of the term(s).
- Provides automatic stemming so no manual truncation is needed.
- Words typed next to each other are searched as a phrase.
- Multi-select chooses one or more terms in the scroller boxes. PCs: click and hold the Control key. Macs: click and hold the Apple key.

Boolean searching with and or not

Three logical Boolean operators that can be used to combine words or phrases.

Adj

Finds words in a specified order within a stated proximity to each other. For example, **cellular adj5 telephones** finds documents where **telephones** follows **cellular** by five words or less.

Near

Finds words within a stated proximity without regard to order. For example, **price near10 copper** finds documents where **price** and **copper** are within 10 words of each other in any order.

Parentheses

Groups terms. For example, **price and (copper or steel)** finds documents that include the term **price** and either **copper** or **steel**.

Sample question: How do you find sales figures for sport utility vehicles in the U.S.?

Try this search using Advanced Search:

Words/Phrases: sport utility vehicles

Concept Term: sales

Industry: automotive

Document Type: check box: **Must contain table**

Geo Region: check box: **U.S.A.**

Notice it is not required that all fields be used in a search.

Sample Advanced Search:

1 Words/Phrases:

In Database: Business & Industry Business & Management Practices TableBase

Use CTRL to multi-select

2 Dated from: to (mm/dd/yyyy)

3 Company:

4 Concept Term: And Or

5 Marketing Term: And Or

6 Industry: And Or

7 Document Type: And Or Must contain table

8 SIC/Product:

9 Geo Region: And Or U.S.A.

10 From a specific source:

Sample Advanced Search Results:

11 Words/Phrases: sport utility vehicles

12 Bookmark

13 Marked Items

14 Title List

15 Help

16 Search Results, matches 1-10 of 10

17 TableBase

18 Basic Search | Advanced Search

- Words/Phrases:** words or phrases in the table, table title or table notes
- Dated from:** limit by date of publication
- Company:** limit by company
- Concept Term:** events, facts, markets or ideas; see the Concept Term list on reverse
- Marketing Term:** marketing/advertising concepts; see the Marketing Term list on reverse
- Industry:** limit by industry; see the Industry list on reverse
- Document Type:** limit by document type; see the Document Type list on reverse.
- SIC/Product:** limit by single product code
- Geo Region:** limit by specific countries or regions
- From a specific source:** choose specific publication source(s)

- Revise Search:** add or delete items from your search strategy
- Bookmark:** save the persistent URL for the Web page you are currently viewing
- Marked Items:** display all checked tables/documents
- Title List:** view a list of sources that comprise the database
- Help:** for detailed information about the product
- Selected search terms are shown with the Search Results
- Check documents to save for viewing later via the **Marked Items** link (located at the top of the screen)
- Basic Search and Advanced Search:** return you to a blank search screen

Concept Term	Marketing Term	Industry	Document Type
<p>Concept Term finds articles that deal with a range of events, facts, markets or ideas. All records in <i>TableBase</i> are indexed to one or more Concept Terms. Select terms from the Concept Term text box. Choose one or more terms using multi-select. Using these Concept Terms will provide more focused results than using Words/Phrases.</p> <p>Ad budget Affinity marketing African American market Baby Boomer market Blogs Capacity Capital expenditures Case studies Cause related Celebrity product endorsements Chief marketing officer Cinema advertising College market Communications license Company forecasts Competitive strategies Consumption Corporate strategy Demographics Distribution license Divestiture Downsizing E-Commerce Energy use Ethnic market Exploration Exports Facility closings Financial statistics Foreign operations Franchising Generation X Global brands Global markets Governmental assistance Government finance Green market Guerrilla marketing Hispanic market Imports Industry forecasts Intellectual property Inventory Joint venture Labor relations License agreements Litigation Market share</p> <p>Market size Marketing campaign Marketing innovation Materials use Mergers & acquisitions Mobile marketing Mystery shopping Name Change Neuromarketing New company New laws New media New process Number outlets Online gambling Online gaming Orders Output Outsourcing Patents Pollution Privatization Product development Product discontinued Product introduction Product recalls Public radio Public relations Public television Qualitative research Quality Quantitative research R&D expenditures Sales Securities Shipments Small business Sports marketing Tax rates Test marketing Trade issues Trade promotions Traditional media Trends Urban market Users Wartime advertising Wireless advertising Youth market</p>	<p>Marketing Term deals with the advertising or marketing of consumer products or services. Select terms from the Market Term text box. Choose one or more terms using multi-select.</p> <p>Account activity Ad inserts Ad recall Ad tip ins Ad volume Agency self-regulation Association advertising Brand equity Business-to-business Cable TV advertising Campaign awards Campaign design Campaign effectiveness Campaign slogan Campaign spokesperson Campaign theme Catalogs Character symbol Cobranding Community advertising Consumer behavior Contests Cooperative campaign Corporate advertising Corporate sponsorship Corrective ads Coupons Crisis communications Direct mail Direct response TV marketing Distribution channels General agency General campaign General media General product marketing General research Global campaign Infomercials Interactive Line extensions Loyalty Magazine advertising Media costs Media-buying service Movie theater NAD review National campaign Network TV advertising New campaign Newspaper advertising Online</p> <p>Other general Outdoor Placement Point-of-purchase Political advertising Positioning-repositioning Premium-luxury products Print ad coupons Print advertising Professional advertising Public opinion Public service advertising Radio Regional campaign Sales promotion Sampling Sports campaign Teaser campaign Telemarketing TV advertising Umbrella marketing Yellow pages</p>	<p>Industry searches all product codes (SICs) within a specific industry. This is especially effective for multi-product industries or industries with both a manufacturing and service component. Select terms from the Industry text box. For single products use the SIC/Product code field. Choose one or more terms using multi-select.</p> <p>Aerospace & defense Ag chemicals Agriculture Airline Alcoholic beverages Apparel Applications software Automotive Baked goods Banking Beer Beverage Broadcasting Building products Business services Candy Chemical Coal Computer Construction Consumer electronics Dairy products Department stores DIY Electronic components Energy Entertainment Fast foods Financial services Food Footwear Forest products Frozen prepared foods Glass packaging Health care delivery Home furnishings Household appliances Household cleaners Industrial machinery Information industry Inorganic chemicals Insurance Mail order Marine transportation Medical devices & diagnostics Metal packaging Metals Mining</p> <p>Mobile communications Network hardware and software Nonalcoholic beverages Office equipment Oil & gas Online services Organic chemicals (industrial) Packaging Paints & varnishes Paper packaging Paper products Payment cards Personal care products Personal computers Pet food Pharmaceutical Pipeline distribution Plastic packaging Plastics Portable computers Professional management services Publishing Railways Real estate Recording Restaurants Retailing non-food Sanitary paper products Securities Semiconductors Snack foods Software Sporting goods Supermarkets Telecom equipment Telecom services Telecommunications Textiles Tobacco Toys & games Transportation Travel & leisure Trucking Utilities</p>	<p>Document Type describes both publication types, and the nature or structure of the information within the record. Select terms from the Document Type text box.</p> <p>Brokerage Report Industry overview Ranking Report Survey Time Series Trade Association Report</p>