

## USE TABLEBASE WHEN YOU NEED STRATEGIC STATISTICAL DATA ON COMPANIES, PRODUCTS, INDUSTRIES, MARKETS, DEMOGRAPHICS AND COUNTRIES FROM AROUND THE WORLD

**TableBase on the Web** provides access to tabular and statistical information from statistical annuals, trade association reports, industry reports prepared by investment research groups, government agencies, international organizations, newsletters and journals. **The table is the focus of the database** with originating textual material included when available. Each table has a unique enhanced title to provide you with the relevant elements at a glance. All table titles include the product, industry or company, concept (sales, market share, forecasts), measure (tons, dollars, units), year(s) of the data, country or region, and more.

### QUESTION: LOCATE SALES FIGURES FOR SPORT UTILITY VEHICLES IN THE US

Try the search as shown:

**Keywords** suv or sport utility vehicles

**Concept Term** Sales

**Industry** Automotive

**Check** USA box

### Using Advanced Search

**Keywords:** suv or sport utility vehicles

**Words in Title:**

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

**Company:**

**Concept Term:** R&D expenditures, Ranking, Sales, Securities

**Marketing Term:** Any Marketing Term, Account activity, Ad inserts, Ad recall

**Industry:** Apparel, Applications software, Automotive, Baked goods

**Document Type:** Any document type, Brokerage Report, Industry Overview, Ranking

**SIC/Product:**

**Geo Region:** Any Geographic Region, Afghanistan, Albania, Algeria, U.S.A.

Search results, matches 1 - 15 of 15

Date	Title	Source	Text Available
September 28, 1998	US top ten luxury automobile models ranked by percent market share based on sales volume in 1997 vs 1996, with each brand's measured media advertising spending in dollars for both years; also, total luxury automobile market size by sales in units and total sector ad outlays for 1996 and 1997	Advertising Age	<input type="checkbox"/>
September 28, 1998	US top ten luxury sport utility vehicle models ranked by percent market share based on sales volume in 1997 vs 1996, with each model's measured media advertising spending in dollars for both years; also, total luxury sport utility vehicle market size by sales in units and total sector ad outlays for 1996 and 1997	Advertising Age	<input type="checkbox"/>
June 15, 1998	US top five sub-compact and family sedan models, and top nine truck / sport utility / minivan models by sales in units, with advertising expenditures in dollars, manufacturer and lead advertising agency for 1997	Brandweek	<input type="checkbox"/>
May 27, 1998	US top 25 compact sport-utility models by units sales for 1997 vs 1996	Automotive News Market Data Book Supplement	N/A

### Multi-select

You may choose one or more terms from the scroller boxes. **PC** - click and hold Control key **Mac** - click and hold Apple key

**Keywords**  
words or phrases in the table, table title or table notes

**Words in Title**  
word(s) must be in the table title

**Dated**  
limit by date of publication

**Company**  
table must list this company

**Concept Term**  
events, facts, markets or ideas

**Marketing Term**  
marketing/advertising concepts

**Industry**  
retrieves all tables about selected industry

**Document Type**  
specific types of tables

**SIC/Product Code**  
single products

**Geo Region**  
specific countries or regions

*It is not required that all fields be used in a search.*

**Search terms are shown**

**New Search**  
returns you to a blank search screen

**Display Marked Tables**  
brings up all checked tables/documents

**Refine Search**  
add or delete items from your search strategy

**Table Icon**  
displays only one table at a time

**Document Icon**  
displays one complete document (table and accompanying text)

**Check documents to save for later viewing**

**Check tables to save for later viewing**

### Keywords Searching

Use this for unique words not in the scroller boxes such as brand names, unit of measure, years, or buzz words. Combine **Keywords** with appropriate **Concept**, **Marketing** or **Industry** terms to focus results. **Keywords** will search the table title, table text and table notes for an occurrence of the term(s).

- **Keywords** provides automatic stemming so no manual truncation is needed.
- Words typed next to each other are searched as a phrase.
- Combine words using Boolean operators: **and** or **not**
- **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 5 words or less.
- **Near** finds words within a stated proximity without regard to order. For example, **price near10 copper** finds occurrences where **price** and **copper** are within 10 words of each other in any order.
- **Parentheses** are used to group terms. For example, **price and (copper or steel)** finds documents that include the term **price** and either **copper** or **steel**.

**Concept Terms** find articles that deal with a range of events, facts, markets or ideas. All records in TableBase on the Web are indexed to one or more **Concept Terms**. Select terms from the **Concept Term** text box. You may choose one or more terms using **Multi-select**. Using these **Concept Terms** will provide more focused results than using **Keywords**.

Ad budget	Copyright	Forecasts	Joint venture	Orders	Sales
Affluent market	Copyright license	Foreign business	Labor relations	Output	Securities
African American market	Corporate strategy	Franchising	Litigation	Outsourcing	Shipments
Antitrust regulations	Costs	Gay and Lesbian market	Market share	Patent license	Survey
Applications	Cover story	Generation X market	Market size	Patents	Tax rates
Asian American market	Defense spending	Geographic profile	Marketing campaign	Plant closing	Test marketing
Baby boomer market	Demographics	Government assistance	Materials use	Pollution	Time series
Bankruptcy	Distribution license	Government budget	Mature market	Price trends	Trade issues
Capacity	Divestiture	Green market	Men's market	Privatization	Trademark license
Capital expenditures	Downsizing	Headquarters relocation	Mergers & acquisitions	Product development	Trademarks
Capitalization	Energy use	Health statistics	Minority market	Product discontinued	Trends
Communications license	Environmental regulations	Hispanic market	Name change	Product introduction	Users
Company overview	Ethnic market	Imports	New company	Product recalls	Women's market
Consumption	Exploration	Industry overview	New laws	Public relations	Youth market
	Exports	Inventory	New process	Quality	
	Financial data		News brief	R&D expenditures	
			Number outlets	Ranking	

**Marketing Terms** deal with the advertising or marketing of consumer products or services. Select terms from the **Marketing Term** text box. You may choose one or more terms using **Multi-select**.

Account activity	Campaign spokesperson	Direct mail	Loyalty	Placement	Radio
Ad inserts	Campaign theme	Direct response TV marketing	Magazine advertising	Point-of-purchase	Regional campaign
Ad recall	Catalogs	Distribution channels	Media costs	Political advertising	Sales promotion
Ad tip ins	Character symbol	General agency	Media-buying service	Positioning-repositioning	Sampling
Ad volume	Cobranding	General campaign	Movie theater	Premium-luxury products	Sports campaign
Agency self-regulation	Community advertising	General media	NAD review	Print ad coupons	Teaser campaign
Association advertising	Consumer behavior	General product marketing	National campaign	Print advertising	Telemarketing
Brand equity	Contests	General research	Network TV advertising	Professional advertising	TV advertising
Business-to-business	Cooperative campaign	Global campaign	New campaign	Public opinion	Umbrella marketing
Cable TV advertising	Corporate advertising	Infomercials	Newspaper advertising	Public service advertising	Yellow pages
Campaign awards	Corrective ads	Interactive	Online		
Campaign design	Coupons	Line extensions	Other general		
Campaign effectiveness	Crisis communications		Outdoor		
Campaign slogan					

**Industry Names** allows searching of all product codes (SICs) that are within a specific industry. This is especially effective for multi-product industries or industries having both a manufacturing and service component. Select terms from the **Industry** text box. For single products you may want to use the **SIC/Product Code** field. You may choose one or more terms using **Multi-select**.

Aerospace & defense	Construction	Industrial machinery	Paints & varnishes	Retailing non-food
Ag chemicals	Consumer electronics	Information industry	Paper packaging	Sanitary paper products
Agriculture	Dairy products	Inorganic chemicals	Paper products	Securities
Airline	Department stores	Insurance	Payment cards	Semiconductors
Alcoholic beverages	DIY	Mail order	Personal care products	Snack foods
Apparel	Electronic components	Marine transportation	Personal computers	Software
Applications software	Energy	Medical devices & diagnostics	Pet food	Sporting goods
Automotive	Entertainment	Metal packaging	Pharmaceutical	Supermarkets
Baked goods	Fast foods	Metals	Pipeline distribution	Telecom equipment
Banking	Financial services	Mining	Plastic packaging	Telecom services
Beer	Food	Mobile communications	Plastics	Telecommunications
Beverage	Footwear	Network hardware and software	Portable computers	Textiles
Broadcasting	Forest products	Nonalcoholic beverages	Professional management services	Tobacco
Building products	Frozen prepared foods	Office equipment	Publishing	Toys & games
Business services	Glass packaging	Oil & gas	Railways	Transportation
Candy	Health care delivery	Online services	Real estate	Travel & leisure
Chemical	Home furnishings	Organic chemicals (industrial)	Recording	Trucking
Coal	Household appliances	Packaging	Restaurants	Utilities
Computer	Household cleaners			

**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.

Brokerage Report	Report	Time Series
Industry overview	Survey	Trade Association Report
Ranking		

Visit the RDS web site at [www.rdsinc.com](http://www.rdsinc.com) for a complete list of geographic names and product codes. Additional copies of this quick reference card can also be downloaded.