

Using TableBase



TableBase provides tabular and statistical data drawn from trade associations, journals, government agencies, investment research groups, and international organizations. The tables provide information, such as market share, sales, forecasts, production, product and brand ranking, industry statistics and demographics. In this database, the table is the focus of each record. Only the table title, table text, and descriptor fields are searchable. The text, which may accompany the table, is not searchable.

Access to TableBase

- Access to TableBase is limited to current Suffolk University students and faculty. To use TableBase on campus, go to the [Sawyer Library web page](#) at www.suffolk.edu/sawlib/sawyer.htm. Select **Databases When You Are On Campus**. Choose **TableBase** from the database list.
- If you are off-campus, link to **TableBase** from [Databases Available Off Campus](#) provided on the Sawyer Library Homepage. You must have a valid Suffolk University ID to use this database from off-campus.
- ***Please note that the Sawyer Library maintains access for only two simultaneous users. Please be sure to Logoff, when you have completed your searching, so that others may use this database!**

Searching TableBase

- From the main page, you may search with a keyword or phrase, using Boolean Operators (AND, OR, NOT). Click the **Help** button for more information on Boolean operators. For a broad search, type search terms in the **Words and Phrases** box. This will search for terms in the table title, table text, and/or table descriptor field. For a more specific keyword search, type your terms in the **Words in Title** box. This searches for terms only on the title of the table. Searches can be limited by **date**. Be sure to follow the format provided when entering date restrictions.

Words and Phrases:

Words in Title:

[Use Boolean Operators](#) [and](#) [or](#) [not](#) [near](#) - use * to truncate words
Optionally, you may limit your search by using the following indexes:
 dated from to (mm/dd/yyyy)

- You may also search by **Company Name**, or **SIC Code**.
The database is capable of searching for the proper SIC code, at the user's request.

Company:

SIC/Product:

To narrow your research, choose from the drop-down menus provided:

Concept Terms include events, facts, markets, or ideas.

Concept Term:
([how to multi-select](#))

Any
Ad budget
Affluent market
African American market

And
 Or

Marketing Terms include advertising concepts.

Marketing Term:
([how to multi-select](#))

Any
Account activity
Ad inserts
Ad recall

And
 Or

Industry includes tables about selected industries.

Industry:
([how to multi-select](#))

Any
Advertising Agencies
Aerospace & defense
Ag chemicals

And
 Or

Geo Regions specify countries or regions.

Geo Region:
([how to multi-select](#))

Any
Afghanistan
Africa
Albania

And
 Or
 U.S.A.

Document Type includes brokerage reports, journals, statistics, and association publications.

Document Type:
([how to multi-select](#))

Any
Brokerage Report
Custom Wire
Electronic Journal

And
 Or

- The "**From a Specific Source**" drop down menu allows you to choose specific sources for your searching. Sources include journal and association titles, named reports, industry publications, news publications, demographic data, and more.

From a specific source:
([how to multi-select](#))

Any Source



Lookup...

- For much more detailed information on searching, click on the **Help** button at the top of the search page. The Help option provides extensive details for searching.



Results:

- A search produces a list of table titles. To view a **Table**, click the icon next to the title.
- To mark a table for retrieval, select the check box next to the title. You can retrieve the table or a list of marked tables at any time during the search.

Date	Title	Source	Text Available
1. September 2003	<input type="checkbox"/>  US top 10 fastest growing restaurant chains by percent increase in sales for 2002 vs 2001, with actual sales increase and sales in dollars for 2002	Frozen Food Age	<input type="checkbox"/> 

- If you would like to view the entire text that contains the table, click on the icon next to **Text Available** on the right side of the screen. This will produce both the table and the article that includes it.
- **Tip:** If you have performed a narrow search by using the **Title** box or entered terms in the **Concept, Marketing, or Industry** boxes and have obtained inadequate results, try searching with just the **Words and Phrases** box. Also, if you have found a table that is relevant, view the concepts and terms at the bottom of this table or article. Use the same words or phrases in your next search to produce more relevant results.
- Search results can be **printed, saved, or e-mailed**. See instructions provided.



[How Do I Print/Save/Email Articles?](#)

- **Tables can be downloaded into Excel:**
 1. Copy table
 2. Paste Table into Excel
 3. Under "Data Menu," click "Text to Columns"
 4. Choose "fixed width" in the "Text Wizard"
 5. Set column widths

*You may wish to print this page in Landscape.