

Market Research - Source Guide

Information Needed	Source
Business Demographics	Demographics Now * Reference USA US Businesses
Business Ratios	Mergent Intellect Key Business Ratios * First Research * BizMiner
Company Counts	Mergent Intellect Advanced Search * Reference USA US Businesses
Company Credit Ratings	Mergent Intellect Advanced Search
Company Family Trees	Mergent Intellect Advanced Search
Company Financials	D&B Business Browser * Mergent Intellect Advanced Search * Reference USA US Businesses
Company Growth & Expansions	America's Newspapers * D&B Business Browser * Business Source Premier
Company Legal Filings	Individual state Secretary of State offices (Oklahoma - www.sos.ok.gov)
Company News	America's Newspapers * D&B Business Browser * Business Source Premier
Company Plant Square Footage	Mergent Intellect Advanced Search
Company Profiles	Mergent Intellect Advanced Search * Reference USA US Businesses
Company Sales & # of Employees	Mergent Intellect Advanced Search * Reference USA US Businesses
Company Strategies	Business Source Premier * America's Newspapers * D&B Business Browser
Company Studies	D&B Business Browser * Business Source Premier
Company Web Site Addresses	Mergent Intellect Advanced Search
Consumer Demographics	Demographics Now * Reference USA US Consumers Lifestyles
Consumer Lifestyle Profiles	Demographics Now * Reference USA US Consumers Lifestyles * Mergent Intellect Consumer Data
Consumer Market Analysis	Demographics Now * Reference USA US Consumers Lifestyles * Mergent Intellect Consumer Data
Consumer Prospect Lists - Households	Reference USA US Consumers Lifestyles * Mergent Intellect Consumer Data
Copyrights	U. S. Copyright Office, www.copyright.gov
Customer Prospect Lists - Establishments	Reference USA US Businesses * Mergent Intellect Advanced Search
Demographics for Market Research	Demographics Now * Reference USA US Businesses & US Consumers Lifestyles
Executive Biographies	Mergent Intellect Advanced Search
Federal Contractors	Mergent Intellect Advanced Search * SAM-System for Award Management, www.sam.gov
Foreign Company Information	Mergent Intellect Advanced Search * D&B Business Browser * Uniworld ¹
Importers & Exporters	Mergent Intellect Advanced Search * Uniworld ¹
Industry & Market Trends & Forecasts	First Research * Business Source Premier * Plunkett's * D&B Business Browser
Market Analyst Reports	D&B Business Browser * Business Source Premier
Market Data	Demographics Now * D&B Business Browser * Business Source Premier * BizMiner
Market Studies	Business Source Premier * D&B Business Browser
Minority Owned Businesses	Mergent Intellect Advanced Search * D&B Business Browser
New Businesses	Reference USA US New Businesses
Non-Profits	Foundation Center * Reference USA US Businesses
Patents	U.S. Patent & Trademark Office, www.uspto.gov * Google Patents, https://patents.google.com
Pricing	First Research * Company Websites
Product Development & Launches	Business Source Premier * America's Newspapers
Property Ownership	Tulsa County Land Records
Public & Private Company Profiles	Mergent Intellect Advanced Search * D&B Business Browser
Public Company Filings & Analysis	D&B Business Browser * Securities & Exchange Commission, www.sec.gov
Trademarks	U.S. Patent & Trademark Office, www.uspto.gov

¹ Listed as *American Firms Operating in Foreign Countries* and *Foreign Firms Operating in the United States*.

Notes: Resources in **RED** are available with staff assistance. Resources in **GREEN** are free websites.

All other resources are online and freely available to library card holders remotely. Visits to libraries are not required.

Available online resources are found at www.tulsalibrary.org. Click on "Research & Learn" tab. Select resource from alphabetical list.

Contact for Assistance: AskUs by phone: 918-549-7323. Email: askus@tulsalibrary.org.