

Market Research - Source Guide

Information Needed	Source
Business Demographics	Demographics Now * Reference USA US Businesses
Business Plans: creating plans - samples	Gale Small Business Builder * Gale Virtual Reference Handbook, Business Plans Handbook
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 * Reference USA US Businesses
Company Family Trees	Mergent Intellect Advanced Search * Reference USA US Businesses
Company Financials	D&B Hoovers * Mergent Intellect Advanced Search * Reference USA US Businesses
Company Growth & Expansions	America's Newspapers * D&B Hoovers * Business Source Premier
Company Legal Filings	Individual state Secretary of State offices (e.g., Oklahoma - www.sos.ok.gov)
Company News	America's Newspapers * D&B Hoovers * 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 & SWOT Analysis	Business Source Premier * America's Newspapers * D&B Hoovers
Company Studies	D&B Hoovers * 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
Consumer Market Analysis	Demographics Now * Reference USA US Consumers Lifestyles
Consumer Prospect Lists - Households	Reference USA US Consumers Lifestyles
Copyrights	U. S. Copyright Office, www.copyright.gov
Customer Prospect Lists - Businesses	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 Hoovers
Importers & Exporters	Mergent Intellect Advanced Search
Industry & Market Trends, Forecasts	First Research * Business Source Premier * Plunkett's * D&B Hoovers
Market Data	Demographics Now * D&B Hoovers * Business Source Premier * BizMiner
Market Studies & Analyst Reports	D&B Hoovers * Business Source Premier
Minority Owned Businesses	Mergent Intellect Advanced Search * D&B Hoovers
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 Hoovers
Public Company Filings & Analysis	D&B Hoovers * Securities & Exchange Commission, www.sec.gov
Trademarks	U.S. Patent & Trademark Office, www.uspto.gov

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** tab. Select from alphabetical list. Contact for Assistance: AskUs by phone: 918-549-7323. Email: askus@tulsalibrary.org. © 2020

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