

# 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 * <b>BizMiner</b>
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 - <a href="http://www.sos.ok.gov">www.sos.ok.gov</a> )
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	<b>U. S. Copyright Office, <a href="http://www.copyright.gov">www.copyright.gov</a></b>
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 * <b>SAM-System for Award Management, <a href="http://www.sam.gov">www.sam.gov</a></b>
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 * <b>BizMiner</b>
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	<b>U.S. Patent &amp; Trademark Office, <a href="http://www.uspto.gov">www.uspto.gov</a></b> * <b>Google Patents, <a href="https://patents.google.com">https://patents.google.com</a></b>
Pricing	First Research * <b>Company Websites</b>
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 * <b>Securities &amp; Exchange Commission, <a href="http://www.sec.gov">www.sec.gov</a></b>
Trademarks	<b>U.S. Patent &amp; Trademark Office, <a href="http://www.uspto.gov">www.uspto.gov</a></b>

**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](http://www.tulsalibrary.org). Click on **Research** tab. Select from alphabetical list. Contact for Assistance: AskUs by phone: 918-549-7323. Email: [askus@tulsalibrary.org](mailto:askus@tulsalibrary.org). © 2020

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