

# Market Research Resource Guide

*Note: This is not a comprehensive list of all available business research resources. This list is intended to be a research tool and should not be construed as an endorsement of or recommendation for any product or service.*

## 1. VIRGINIA SMALL BUSINESS ASSISTANCE

- Virginia Department of Business Assistance – Resources for small business assistance  
<http://www.dba.virginia.gov>
- Virginia Economic Development Partnership (VEDP) – Small Business Startup Info  
<http://www.yesvirginia.org/startbusiness/default.aspx>

## 2. VIRGINIA ECONOMIC AND DEMOGRAPHIC DATA

- Virginia Labor Market Information - Facts and figures – maps, demographics, workforce profile, etc.  
<http://www.vawc.virginia.gov/analyzer/default.asp>
- Employment by place of residence, unemployment rates, occupational wage estimates and occupational projections  
<http://www.vawc.virginia.gov/analyzer/startanalyzer.asp>
- Regions and counties – information on Virginia’s counties and cities including Community Profile reports for each jurisdiction  
<http://www.vawc.virginia.gov/gsipub/index.asp?docid=342>
- U.S. Census - County Business Patterns – annual series that provides subnational economic data by industry; useful for studying the economic activity of small areas, analyzing economic changes over time, and as a benchmark for statistical series, surveys, and databases between economic censuses.  
<http://www.census.gov/econ/cbp/index.html>
- U.S. Economic Census - Geographic Series report – statistics, released every five years, focused on establishments with paid employees from the national to the local level.  
<http://www.census.gov/econ/census07/>



### 3. MARKET RESEARCH – YOUR INDUSTRY

#### Data resources:

- U.S. Economic Census -Industry Series report – reports for many industries including the number of businesses within an industry, sales volume, number of employees, etc.  
[http://factfinder.census.gov/servlet/DatasetMainPageServlet?\\_program=ECN&\\_tabId=E\\_CN1&\\_submenuId=datasets\\_4&\\_lang=en&\\_ts=246366688395](http://factfinder.census.gov/servlet/DatasetMainPageServlet?_program=ECN&_tabId=E_CN1&_submenuId=datasets_4&_lang=en&_ts=246366688395)
- **First Research** - The leading industry intelligence company that provides quarterly industry profiles to help understand a client's business issues.  
[www.firstresearch.com](http://www.firstresearch.com)

#### Industry and trade association directories:

- ASAE & The Center for Association Leadership -“Gateway to Associations” directory – searchable by name, interest area, geographical location or a combination.  
<http://www.asaecenter.org/Directories/AssociationSearch.cfm>
- Ultimate Trade Show Resource – search engine for locating industry events, trade shows, seminars (access to detailed information is free with registration).  
<http://www.tsn.com/>

### 4. MARKET RESEARCH – YOUR COMPETITION

#### Databases - locate and research competitors (and clients):

- D&B Million Dollar Database – subscription service providing information on approximately 1,600,000 U.S. and Canadian leading public and private businesses, including industry information, number of employees, annual sales, type of ownership, principal executives and biographies.  
<http://www.dnbmdd.com/mddi/>
- **Hoover's** – company data including description, contact information, competitors, and key personnel, as well as industry information (free but in-depth material requires subscription).  
<http://www.hoovers.com>
- Mergent Online – subscription service with information on 15,000 U.S. public companies and 20,000 non-U.S. public companies, including detailed company histories, business descriptions and financial statements.  
<http://www.mergentonline.com>

- Reference USA (InfoUSA) – subscription service listing over 11 million U.S. businesses searchable by company name, type, size or location or a combination.  
<http://www.infousa.com>

#### **Statistical survey:**

- Survey of Business Owners (SBO) – report published every five years (part of Economic Census), includes the number of businesses, types of businesses, sizes of firms, and their revenues.  
<http://www.census.gov/csd/sbo/index.html>

## **5. MARKET RESEARCH – YOUR CUSTOMERS**

#### **Consumer information:**

- Consumer Expenditure Survey – consists of two surveys, the quarterly Interview survey and the Diary survey, that provide information on the buying habits of American consumers, including data on their expenditures, income, and consumer unit characteristics.  
<http://www.bls.gov/cex/>
- New Strategist Publications – free consumer trend newsletter; online bookstore featuring publications on generations, consumers and money, and “Who’s Buying” reports available for purchase.  
<http://www.newstrategist.com/>

#### **Demographic data:**

- **Environmental Systems Research Institute (ESRI)** – extensive demographic data/reports, in-depth market analysis & information, and interactive color-coded maps for spotting patterns and trends.  
[http://www.esri.com/data/esri\\_data/index.html](http://www.esri.com/data/esri_data/index.html)
- U.S. Census Bureau – leading source of data about the nation's people and economy.  
<http://www.census.gov>
- Virginia Department of Transportation (VDOT) – traffic count database  
<http://www.virginiadot.org/info/ct-TrafficCounts.asp>
- Statistical Abstract of the U.S. – summary of statistics on the social, political, and economic organization of the U.S.  
<http://www.census.gov/compendia/statab/>

- American Community Survey (ACS) – an ongoing survey by the U.S. Census Bureau that provides data about your community every year. The ACS collects information such as age, race, income, commute time to work, home value, veteran status, and other important data from U.S. households.  
<http://www.census.gov/acs/www/index.html>

## 6. GENERAL INFORMATION

- CCH Business Owner’s Toolkit – links to forms, articles, advice, newsletter, etc.  
<http://www.toolkit.cch.com>
- Enoch Pratt Free Library (EPFL) Business Center – business research assistance; access many print and electronic subscription services with an EPFL library card.  
<http://www.prattlibrary.org/locations/businesscenter/index.aspx?id=1246>
- Marketing Virtual Library – very comprehensive internet-based source of marketing information, including tutorials, research reports, articles, etc.  
<http://www.knowthis.com>
- Virginia Public Libraries – this link will direct you to libraries which can provide business research assistance and access to many print and electronic resources (call library for details).  
<http://www.publiclibraries.com/virginia.htm>
- Blue Ridge Regional Library – local library system with regional branches located in Bassett, Collinsville, Martinsville, Ridgeway, and Stuart.  
<http://www.brri.lib.va.us/>

**Associations** – internet access to selected content is often free with registration; paying members can access entire website:

- American Marketing Association – source for information, knowledge sharing & development.  
<http://www.ama.org>
- Direct Marketing Association – access research, education, and networking opportunities.  
<http://www.the-dma.org>
- Marketing Research Association – provides education, networking, publications, conferences.  
<http://www.mra-net.org>



**Directories of market research companies** (lists of firms that **sell** market research services):

- The GreenBook, Worldwide Directory of Marketing Research Companies and Services – search for market research companies and find focus group facilities.  
<http://www.greenbook.org/>
- MRA's Blue Book Research Services Directory – Search by location, business specialty, etc.  
<http://www.bluebook.org/>

**Selected handbooks:**

- AMA Complete Guide to Marketing Research for Small Business
- The Directory of Business Information Resources (Grey House Publishing)
- Guerrilla Marketing: Secrets for Making Big Profits from Your Small Business by Jay Conrad Levinson
- Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money by Robert J. Kaden
- State of the Art Marketing Research by Albert Blankenship, George Breen & Alan Dutka

An electronic copy of this guide can be found on the M-HC EDC website: [www.YesMartinsville.com](http://www.YesMartinsville.com)  
(From the homepage, click the 'Small Business' Tab at the top, then click 'Resources' and the file is under the Marketing paragraph and is entitled 'Market Research Resource Guide')

