



## Market Research Resources

*PolicyOne compiled the following list of resources to serve as a starting point for conducting market research. There are numerous other resources available to assist companies with the information they need to conduct market research. These have been checked by PolicyOne Research to be a good starting point for small or start-up businesses. For additional information contact PolicyOne at [www.policyoneresearch.com](http://www.policyoneresearch.com), [info@policyoneresearch.com](mailto:info@policyoneresearch.com), or 207-510-6055.*

**Maine Small Business Development Centers** – Maine Small Business Development Centers (Maine SBDC) and its technology-focused group, the Maine Small Business & Technology Development Centers (Maine SBTDC), provide comprehensive business management assistance, training, resource and information services to Maine's micro, small and technology-based business communities - <http://www.mainesbdc.org/>

**Rutgers University Libraries Market Research Page** – market research resources from Rutgers University – provides numerous links, articles, guides, and data sources - [http://www.libraries.rutgers.edu/rul/rr\\_gateway/research\\_guides/busi/markres.shtml](http://www.libraries.rutgers.edu/rul/rr_gateway/research_guides/busi/markres.shtml)

**Conducting market Research** – from Ohio State University Community Development Fact Sheet - CDFS-1252-94, Small Business Series - <http://ohioline.osu.edu/cd-fact/1252.html>

**Finding Customers: Market Segmentation** – from Ohio State University Community Development Fact Sheet CDFS-1253-94, Small Business Series - <http://ohioline.osu.edu/cd-fact/1253.html>

**Market Research Links** - from the Small and Home Based Business Virtual Resource Library – University of Maine Cooperative Extension - <http://www.umext.maine.edu/hbbsite/html/research.htm>

**Market Research World** – website that offers online resources and research related articles relevant to market research buyers, researchers, newcomers to the industry, students and individuals with an interest in the market research industry -

<http://www.marketresearchworld.net/>

**Inc. Magazine Online – Market Research Page** – Articles, resources and links for market research - <http://www.inc.com/guides/marketing/24018.html>

**Bizminer.com** - online delivery of detailed industry analysis to small and large businesses and entrepreneurs through its local and national Marketing Plan Research Profiles, Financial Analysis Profiles, Local Business Summaries, State Market Index Profiles, Franchise Profiles and Business Risk Index series - <http://www.bizminer.com/>

**Hoover's, Inc.,** - delivers comprehensive company, industry, and market intelligence. The site has some free information, but most information is available only through purchase -

<http://hoovers.com>

**MarketResearch.com** - aggregator of global business intelligence representing a complete collection of published market research, available on-demand -

<http://www.marketresearch.com>

**The James J. Hill Reference Library and bizinfo library** - private non-profit business reference library, located in Saint Paul, MN. Since 1921, the Hill Library has housed a world-class collection of practical business information resources and is considered one of the most comprehensive business libraries in the country - <http://www.jjhill.org/index.cfm> includes on-line business library at [www.bizinfo library.org](http://www.bizinfo library.org)

**Small Business Development Center National Information Clearinghouse** - serves as a resource providing timely, relevant research, web-based information, and training to SBDC counselors and their small business clients - <http://sbdnet.org/>

**Quirk's Marketing Research Review** – Online magazine regarding market research -

<http://www.quirks.com/>

**What is Market Research?** – a video by Dr William Cohen, Author & Founder, Institute of Leader Arts - <http://www.videojug.com/interview/small-business-market-research>

**Estimating Market Potential Check-List** – a report by Kent Wolfe, the University of Georgia

Center for Agribusiness and Economic Development, College of Agricultural and Environmental Sciences, Center Report 06-08, September, 2006 – step by step guide to estimating market potential - <http://www.caed.uga.edu/publications/2006/pdf/CR-06-08.pdf>

### **Data Sources**

**ETI Purchasing Power and Workforce Density** - The University of Wisconsin, Milwaukee Employment and Training Institute provides comparison data on purchasing power and workforce density for all census tracts, residential ZIP codes, and the 100 largest metro areas in the U.S. - <http://www4.uwm.edu/eti/PurchasingPower/purchasing.htm>

**Fed Stats** - This government site is linked to over 100 agencies that provide federal data and statistics - <http://www.fedstats.gov/>

**USDA Economics, Statistics and Market Information System (ESMIS)** - The system contains nearly 2500 reports and datasets. These materials cover U.S. and international agriculture and related topics - <http://usda.mannlib.cornell.edu/MannUsda/homepage.do>

**U.S. Census Bureau American FactFinder** – provides comprehensive access to US Census Bureau datasets - <http://factfinder.census.gov/home/saff/main.html?lang=en>

**American Community Survey** - The American Community Survey is a nationwide survey conducted by the U.S Census Bureau. The ACS collects and produces population and housing information every year instead of every ten years as with the decennial US Census - <http://www.census.gov/acs/www/>