



## LIBRARY MEDIA CENTER

<http://www.everettcc.edu/depts/library/>

Reference (425) 388-9354 ~ Circulation (425) 388-9353

# Online Market Research

## **Free Web Sites**

### **Data and Statistics**

[http://www.usa.gov/Topics/Reference\\_Shelf/Data.shtml](http://www.usa.gov/Topics/Reference_Shelf/Data.shtml)

From USA.gov, links to demographic, geographic, economic, and other statistics.

### **Economic Indicators**

<https://www.esa.doc.gov/ei.cfm>

From the U.S. Department of Commerce. Up-to-date data on key indicators, such as Advance Monthly Sales for Retail and Food Services. Sign up to have new data e-mailed to you on a regular basis.

### **Export.gov**

<http://www.export.gov/mrktresearch/index.asp>

Access industry and country-specific market reports. Useful for international research. Viewing some reports requires free registration.

### **FedStats**

<http://www.fedstats.gov/>

A gateway to statistics from over 100 federal agencies.

### **Firstgov.gov: Business and Nonprofit Gateway**

[http://www.firstgov.gov/Business/Business\\_Gateway.shtml](http://www.firstgov.gov/Business/Business_Gateway.shtml)

Direct links to various government services with information businesses need, including the Internal Revenue Service, Social Security Administration, and state licensing offices.

### **Researching Your Market**

<http://www.sba.gov/library/pubs/mt-8.pdf>

A 16-page, online publication from the Small Business Administration on doing marketing research.

### **State Data Centers**

<http://www.census.gov/sdc/www/>

Select a state for links and contact information to local business resources.

### **U.S. Bureau of Labor Statistics**

<http://www.bls.gov/>

Includes statistics on industries, wages, and spending.

## **U.S. Census Bureau**

<http://www.census.gov/>

Various tools and gateways for finding both quick and detailed information about the population and economy.

## **U.S. Patent and Trademark Office**

<http://www.uspto.gov/>

Database allows you to check patents and trademarks before launching your own product or business.

## **Databases Accessible Through Local Libraries<sup>1</sup>**

### **Everett Community College Library**

<http://www.everettcc.edu/depts/library/databases.htm>

- ProQuest: ABI/INFORM Trade and Industry—articles from trade journals in different industries

### **Everett Public Library**

<http://www.epls.org/elogin.asp>

- ReferenceUSA—search for addresses and phone numbers of people and companies

### **King County Library System**

<http://search3.webfeat.org/KCLSSubjectSearch.asp?int=b&cat=Business+%26+Investing>

- ABI/INFORM Global—articles from worldwide business periodicals
- Associations Unlimited—directory of organizations and associations, including industry trade associations
- Business and Company Research Center—collection of company and industry information
- D&B Million Dollar Database—directory information on U.S. companies
- ReferenceUSA

### **Sno-Isle Libraries**

<http://www.sno-isle.org/page/?ID=1246&cat=2>

- Business and Company Research Center
- EBSCO Business Resources—articles from business publications
- Predicasts Prompt—articles on companies, products, and markets
- Reference USA
- Standard & Poor's Net Advantage—includes company records and industry trends

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<sup>1</sup> These sites can be accessed from home with a card from the appropriate library. See individual library web sites for information on library card eligibility. This is a **sample**, not an exhaustive list, of business databases available from each library.