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Every business plan must include a section on Marketing. This is one more area small business owners experience difficulty in when preparing their business plan. While Business Polish is here to help you research and write your marketing plan, there are many sources for self-education available at the library. Business Polish has teamed up with the City Of Glendale's Public Library to develop this listing of valuable sources small business owners will find available on this topic at the library. It is likely small business owners in any city will also find these books available for check-out in their local libraries. The document is not copyrighted, but should give credit to both Glendale Public Library and Business Polish when reproduced.

***Special Thanks to Kathy Hamel, Business Librarian***

# Marketing and Demographic Research

**Small Business Reference Series**
**Glendale Public Library**
**5959 W. Brown St.**
**Glendale, AZ 85302**

**American Generations: Who They Are, How They Live, What They Think**
**317.3 M682a 2000**
Tables and text describing trends among generations and the generational differences in attitude, behavior, education, health, housing, income, population, racial and ethnic make-up, spending and wealth.

**Best Customers: Demographics of Consumer Demand**
**339.48 R961b Business Reference**
Describes the best and biggest customers for hundreds of individual products and services. Examines spending patterns on products and services by demographic characteristics of households, including age, household income and type, and region of residence. Details average spending, indexed spending, and market share.

**Community Profile Analysis (formerly Market Profile Analysis)**
**330.9791 M345 Business Reference**
Comprehensive data tool for evaluating existing markets, locations, and proposed sites for offices, stores, and businesses. Provides information on population, household, education and labor force, industry and occupational factors, and business market factors.

**County and City Data Book**
**352.0002 C855 Business Reference**
A local supplement to the Statistical Abstract of the United States, this source provides statistics on a wide range of topics, from demographics to industry to health and mortality.

*Tailored for Small Businesses*
*Start-up & Planning Services Branding & Business Identity Packages Graphic Design & Web Services*
*General Business Consulting Small Business & Minority Certifications (8(a), SDB, DBE, MBE, WBE)*
*See www.BusinessCertifications.com and www.MinorityCertifications.com*

**Demographics USA, City Edition**
**330.973 D383c Business Ref**
Over a thousand pages of demographic, economic, and commercial/industrial data. Covers population and race/ethnicity, household related data, Effective Buying Income, retail sales data, number of establishments by industry, number of establishments by size, consumer expenditure data, Buying Power Indices, and Graduated BPI's for every U.S. city or town of 2,500 population or greater.

**Demographics USA, County Edition**
**658.83 D383c Business Reference**
Over 1,500 pages of maps and demographic, economic, and commercial/industrial estimates for counties. Included are statistics for population, households, families, income, race, age, retail sales, and Effective Buying Income. Also included are projections for major categories such as population, households, and retail sales.

**Demographics USA, Zip Code Edition**
**658.83 D383z Business Reference**
Over 1,500 pages of demographic, economic, and commercial/industrial estimates based on zip code. Information covers population, households, families, income, race, age, retail sales, and Effective Buying Income. Also included are projections for major categories such as population, households, and retail sales.

**Editor and Publisher Market Guide**
**658.835 E23 Business Reference**
Annual guide of market data for U.S. and Canadian daily newspaper cities, with information on location, transportation, population, households, banks, automobiles, principal industries, climate, water sources, retail outlets, newspapers, disposable income, income per capita, and more.

**Household Spending: Who Spends How Much on What**
**658 H842 Business Reference**
Average household spending data collected by the BLS Consumer Expenditure Survey. Tables detail spending on entertainment, food and alcohol, health care, housing, personal care, transportation, spending trends, and more.

**Lifestyle Market Analyst**
**658.834 L722**
Good for preliminary market analysis at local, regional, or national levels. Profiles over 12 million households providing extensive lifestyle data on the interests, hobbies, and activities popular in each geographic and demographic market.

**Market Share Reporter**
**380.105 M345 Business Reference**
A resource for ready reference, marketing research, economic analysis, planning. Provides information on corporate, brand, product, service, and commodity market shares.

**Rand McNally Commercial Atlas and Marketing Guide**
**912 R187co Business Reference**
Annual atlas combining demographics and business data. Marketing data covers population, income, effective buying index, sales data, number of households, retail sales and sales for general merchandise, apparel, food, drug stores, the number of airlines, railroads, universities, and much more. Includes maps, tables, and charts.

**The Sourcebook of County Demographics**
**339.41 S724 Business Reference**
Statistics on income, purchasing power, and market surveys by county within the U.S. Spending potential indices for 20 product and service categories, maps, and more than 80 demographic variables for every U.S. county.

**The Sourcebook of Zip Code Demographics**
**317.3 S724 Business Ref**
Information for population, households, families, income, race, age, and spending potential for various products, based on zip code. Four profiles review population change, composition, income, and spending potential, as well as state and national comparison summaries. Predominant industries are listed in the business data section.

**State and Metropolitan Area Data Book**
**371.3 S797 Business Reference**
A local supplement to the Statistical Abstract of the United States, this source provides statistics on a wide range of topics, from demographics to industry to health and mortality.

**Statistical Abstracts of the United States**
**317.3 S797 Reference Desk**
The standard source for statistics on the social, political, and economic organization of the United States, published by the U.S. Census Bureau.

**U.S. Census**
**www.census.gov**
The latest census statistics for Arizona and the nation are available through the American Factfinder database at the U.S Census Bureau's web site.

**U.S. Market Trends and Forecasts**
**332.6 U581 Business Reference**
Useful for research ranging from industry analysis preparation to business and investment planning. Topics include market size, market shares, market sectors, market value, competition among firms, customer profiles, market history and forecasts, and competitive analysis.

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