The Montrose Regional Library offers some basic resources for business research. For more in-depth research, visit the Tomlinson Library at Colorado Mesa University.

**American attitudes: what Americans think about the issues that shape their lives.**
CMU Reference Collection

**American marketplace: demographics and spending patterns.** New Strategist, c2011.
CMU Reference Collection

**Best customers: demographics of consumer demand.** New Strategist, c2008.
CMU Main Floor

**Consumer Expenditure Survey**
[www.bls.gov/cex/](http://www.bls.gov/cex/)
Information on the buying habits of American consumers, including expenditures & income.

**Lifestyle Market Analyst**, 2008 edition
CMU Reference Collection
Information on demographic and lifestyle activities.