



Business Research Consumer Behavior

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/

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.

