



Business Research

Market Research

Market research helps you answer questions about the size of the market for your product or service, if the market is growing or shrinking, and what is the market share of your competitors.

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 Community Survey

www.census.gov/acs/www

Demographic, social, economic, housing, & financial information for midsize communities.

American FactFinder

<http://factfinder2.census.gov>

Demographic analysis of existing and potential customers.

Who, what, and where of America: understanding the American Community Survey. Bernan, c2010.

CMU Reference Collection

Business Rankings Annual. Gale, c2010

CMU Reference Collection

County Business Patterns

www.census.gov/econ/cbp/index.html

Annual series providing subnational economic data by industry.

EDGAR database

www.sec.gov/edgar.shtml

Online annual reports filed by US public companies with the Securities & Exchange Commission.

Market Share Reporter. Gale, 2011

CMU Reference Collection

Reference USA

www.montroselibrary.org

Montrose Library online database. Information on millions of businesses & households in the US.

US Dept of Commerce Market Research Library

www.buyusainfo.net

Online international market research.

320 S 2nd Street, Montrose, CO, 81401
970/249-9656, www.montroselibrary.org



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