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.
Demographics USA, City Edition
330.973 D383c Business Reference
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.

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)
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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Whether marketing to domestic or international markets, demographic information can provide important insights about a target market and how to address consumer needs. As discussed during this our discussion of consumer behavior, demographics refer to statistical information about the characteristics of a population. Marketers typically combine several variables to create a demographic profile of a target market. Marketing research should seek to understand a complete picture of how demographic characteristics tend to influence consumer behavior in a given market, rather than simply applying stereotypes from elsewhere. Licenses and Attributions. CC licensed content, Original.