

# Marketing Research Resource Guide



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## Marketing Research Resource Guide

The Department of Business and Economic Development has compiled the following list of business research resources in order to assist Maryland businesses with marketing their products and services. Most of these resources can be accessed via the internet; \*asterisked\* items are available at many libraries and some of these can be accessed remotely with a library card.

**Note:** This is not a comprehensive list of all available business research resources. This list is intended to be a research tool and should not be construed as an endorsement of or recommendation for any product or service.

### 1. Maryland economic and demographic data

Maryland Department of Business and Economic Development – rankings, comparative data, etc.  
<http://www.choosemaryland.org/>

- *Facts and figures – maps, demographics, workforce profile, utilities, etc.*  
<http://www.choosemaryland.org/factsstats/Pages/default.aspx>
- *Regions and counties – information on Maryland’s 23 counties and Baltimore City, including “Brief Economic Facts” brochures for each jurisdiction.*  
<http://www.choosemaryland.org/moveyourbusiness/pages/countiesandregions.aspx>

Maryland Department of Labor, Licensing and Regulation – workforce data.  
<http://www.dllr.state.md.us/>

- *Employment by place of residence, unemployment rates, etc.*  
<http://www.dllr.state.md.us/lmi/laus/index.shtml>
- *Occupational wage estimates*  
<http://www.dllr.state.md.us/lmi/wages/index.shtml>
- *Occupational projections*  
<http://www.dllr.state.md.us/lmi/iandoproj>
- *Workforce investment area fact sheets for Maryland, all counties, and Baltimore City*  
<http://www.dllr.state.md.us/lmi/wiafacts/>

Maryland Office of Planning – collects, analyzes, and publishes social, economic and geographic information and produces maps relating to the state and its political subdivisions.  
<http://www.mdp.state.md.us/>

- *Maryland State Data Center – population, housing, employment, labor force, and income statistics.*  
<http://www.mdp.state.md.us/msdc>

Federal Reserve Bank- Fifth District – provides regional economic analysis for the District of Columbia, Maryland, Virginia, North Carolina, South Carolina and most of West Virginia.  
[http://www.richmondfed.org/publications/research/region\\_focus/](http://www.richmondfed.org/publications/research/region_focus/)

U.S. Census - County Business Patterns – annual series that provides sub national economic data by industry; useful for studying the economic activity of small areas, analyzing economic changes over time, and as a benchmark for statistical series, surveys, and databases between economic censuses.

<http://www.census.gov/econ/cbp/index.html>

U.S. Economic Census - Geographic Series report – statistics, released every five years, focused on establishments with paid employees from the national to the local level.

<http://www.census.gov/econ/census07/>

## **2. Market research – your industry**

### **Data resources:**

AeA (formerly the American Electronics Association) - nationwide non-profit trade association representing all segments of the technology industry (some free info; access to entire website for members).

<http://www.aeanet.org>

Maryland Department of Labor, Licensing and Regulation – industry data.

- Employment by industry  
<http://www.dllr.state.md.us/lmi/ces/index.shtml>
- Industry cluster reports  
<http://www.dllr.state.md.us/lmi/industryclusters/>

U.S. Economic Census – Industry Statistics Sampler - statistics for many industries including the number of businesses within an industry, sales volume, number of employees, etc.

<http://www.census.gov/econ/industry/>

### **Industry and trade association directories:**

ASAE & The Center for Association Leadership - “Gateway to Associations” directory – searchable by name, interest area, geographical location or a combination.

<http://www.asaecenter.org/Directories/AssociationSearch.cfm>

\*Associations Unlimited, including Encyclopedia of Associations\* – directory containing information for approximately 444,000 international and U.S. national, regional, state, and local nonprofit membership organizations in all fields.

<http://www.gale.com/servlet/ItemDetailServlet?region=9&imprint=000&titleCode=GAL7&type=4&id=110996>

\*Harris Maryland Manufacturers Directory\* – online version is Harris Selectory.

Maryland Life Sciences Database – Interactive directory of bioscience companies in Maryland;

<http://marylandbiocenter.org/Bioscience%20of%20Maryland/Pages/marylandbiodirectory.aspx>

Ultimate Trade Show Resource – search engine for locating industry events, trade shows, seminars (access to detailed information is free with registration).

<http://www.tsnn.com/>

### **3. Market research – your competition – don't overlook individual company websites!**

#### **Databases -- locate and research competitors (and clients):**

*\*D&B Million Dollar Database\** – subscription service providing information on approximately 1,600,000 U.S. and Canadian leading public and private businesses, including industry information, number of employees, annual sales, type of ownership, principal executives and biographies.  
<http://www.dnbmdd.com/mddi/>

*Hoover's* – company data including description, contact information, competitors, and key personnel, as well as industry information (free but in-depth material requires subscription).  
<http://www.hoovers.com>

*\*Mergent Online\** – subscription service with information on 15,000 U.S. public companies and 20,000 non-U.S. public companies, including detailed company histories, business descriptions and financial statements.  
<http://www.mergentonline.com>

*\*infoGROUP (infoUSA)\** – subscription service listing over 14 million U.S. businesses searchable by company name, type, size or location or a combination.  
<http://www.infousa.com>

*SpecPrint/State Department of Assessments and Taxation* – subscription service listing new corporations registered in Maryland, updated on the 15<sup>th</sup> of each month.  
<http://www.specprint.com/state.htm>

#### **Press releases:**

*Business Wire* – search last 30 days of press releases, but registration (free) required for full text.  
<http://home.businesswire.com/portal/site/home/index.jsp>

*PR Newswire* – business news and press releases searchable by company and industry.  
<http://www.prnewswire.com/>

#### **Statistical survey:**

*Survey of Business Owners (SBO)* – report done every five years (part of Economic Census), includes the number of businesses, types of businesses, sizes of firms, and their revenues.  
<http://www.census.gov/csd/sbo/index.html>

### **4. Market research – your customers**

#### **Consumer information:**

*Consumer Expenditure Survey* – consists of two surveys, the quarterly Interview survey and the Diary survey, that provide information on the buying habits of American consumers, including data on their expenditures, income, and consumer unit characteristics.  
<http://www.bls.gov/cex/>

*New Strategist Publications* – free consumer trend newsletter; online bookstore featuring publications on generations, consumers and money, and "Who's Buying" reports available for purchase.  
<http://www.newstrategist.com/>

### **Demographic data:**

ESRI – free demographic and lifestyle data using ZIP Code Lookup feature.

[http://www.esri.com/data/esri\\_data/business.html](http://www.esri.com/data/esri_data/business.html)

U.S. Census Bureau – leading source of quality data about the nation's people and economy.

<http://www.census.gov>

- American Community Survey (ACS) – an ongoing survey by the U.S. Census Bureau that provides data about your community every year. The ACS collects information such as age, race, income, commute time to work, home value, veteran status, and other important data from U.S. households.  
<http://www.census.gov/acs/www/index.html>
- Statistical Abstract of the U.S. – summary of statistics on the social, political, and economic organization of the U.S.  
<http://www.census.gov/compendia/statab/>

## **5. Operating a business in Maryland**

### **Information and assistance:**

- Governor's Office of Minority Affairs - Minority Business Enterprise (MBE) program - assistance to minority firms in Maryland with contract and procurement; referrals and consultation.  
<http://www.oma.state.md.us/>
- Maryland Small Business Development Center – free, confidential assistance for small and emerging businesses.  
<http://www.mdsbdc.umd.edu/>

### **Licenses:**

- Maryland Business Licensing Information – interactive website that provides information about the permits and licenses that a Maryland business may need.  
<http://www.blis.state.md.us/>
- Maryland Professional and Occupational Licensing Information – electronic license applications and renewals, examination information, etc.  
<http://www.dlr.state.md.us/license/index.shtml>

### **Procurement:**

Maryland Department of Budget and Management – reviews procurement for statewide services.

<http://dbm.maryland.gov/agencies/procurement/Pages/ProcurementHome.aspx>

Maryland Department of Business and Economic Development, Office of Military and Federal Affairs, Business Resource Guide – provides assistance and information to access procurement opportunities with federal research and development facilities in the state

<http://www.choosemaryland.org/aboutdbed/Documents/Publications/BusinessOppsManual2010.pdf>

Maryland Department of General Services – contracting; bid/proposal administration.

<http://www.dgs.maryland.gov/overview/logistics.htm>

## **Taxes:**

*Comptroller of Maryland – information for state business taxpayers, including tax due dates, newsletter, electronic filing, etc.*

<http://business.marylandtaxes.com/default.asp>

- *Maryland Business Tax Accounts Registration – download registration forms*  
<https://interactive.marylandtaxes.com/webapps/comptrollercra/entrance.asp>

## **6. Doing business internationally**

*Background Notes – facts about countries including people, history, government, political conditions, economy, and foreign relations.*

<http://www.state.gov/r/pa/ei/bgn/>

*Export.gov – U.S. government's portal to links to country information including market studies, extensive product and industry reports, and trade agreement information.*

<http://www.export.gov/>

*Maryland Department of Business and Economic Development - International Operations group – export assistance*

<http://www.choosemaryland.org/international/pages/default.aspx>

*World Trade Center Institute – networking and educational opportunities, events, consulting and research.*

<http://www.wtci.org>

## **7. Business assistance services**

*Chambers of Commerce in Maryland – provide small business advocacy, professional services, networking opportunities, business development resources and more.*

[http://www.sailor.lib.md.us/MD\\_topics/art/rec\\_cha.html](http://www.sailor.lib.md.us/MD_topics/art/rec_cha.html)

*Maryland Department of Business and Economic Development - Office of Small Business – provides business owners with individualized assistance to navigate regulations, permitting, and other issues.*

<http://www.choosemaryland.org/aboutdbed/pages/businessandenterprisedev.aspx>

*SCORE "Counselors to America's Small Business" – free and confidential small business advice for entrepreneurs, including "how-to" articles and business tools.*

<http://www.score.org>

*U.S. Department of Commerce, Minority Business Development Agency – only federal agency created specifically to foster the establishment and growth of minority-owned businesses in America; provides access to financing, the marketplace, education and technology.*

[http://www.mbd.gov/index.php?section\\_id=2](http://www.mbd.gov/index.php?section_id=2)

*U.S. Small Business Administration – learn about business plans, taxes, SBA-backed loans, government contracting opportunities, disaster assistance and business training programs.*

<http://www.sba.gov/smallbusinessplanner/index.html>

*USA.gov – portal to business information from U.S. local, state and federal government agencies.*

[http://www.usa.gov/Business/Business\\_Gateway.shtml](http://www.usa.gov/Business/Business_Gateway.shtml)

## **8. General information**

*\*Business & Company Resource Center\** – subscription service providing access to a wide variety of global business information including competitive intelligence, career and investment opportunities, business rankings, company histories, etc  
<http://www.gale.com/BusinessRC/>

*CCH Business Owner's Toolkit* – links to forms, articles, advice, newsletter, bookstore, etc.  
<http://www.toolkit.cch.com>

*\*EBSCOhost - Business Source Premier\** – subscription database with over 1,900 full-text periodical articles as well as a business database.  
<http://www.ebscohost.com>

*Enoch Pratt Free Library (EPFL) Business Center* – business research assistance; access many print and electronic subscription services with an EPFL library card.  
<http://www.prattlibrary.org/locations/businesscenter/index.aspx?id=1246>

*Marketing Virtual Library* – very comprehensive internet-based source of marketing information, including tutorials, research reports, articles, etc.  
<http://www.knowthis.com>

*Maryland Public Libraries* – this link will direct you to libraries which can provide business research assistance and access to many print and electronic resources (call library for details).  
<http://www.publiclibraries.com/maryland.htm>

**Associations** – internet access to selected content is often free with registration; paying members can access entire website:

*American Marketing Association* – source for information, knowledge sharing and development.  
<http://www.marketingpower.com/Pages/default.aspx>

*Direct Marketing Association* – access research, education, and networking opportunities.  
<http://www.the-dma.org>

*Marketing Research Association* – provides education, networking, publications, conferences.  
<http://www.mra-net.org>

*National Cooperative Business Association* – educational, public policy, congressional lobbying and cooperative business development programs.  
<http://www.ncba.coop/>

**Directories of market research companies** (lists of firms that **sell** market research services):

*The GreenBook, Worldwide Directory of Marketing Research Companies and Services* – search for market research companies and find focus group facilities.  
<http://www.greenbook.org/>

*MRA's Blue Book Research Services Directory* – Search by location, business specialty, etc.  
<http://www.bluebook.org/>

**Regional newspapers:**

Bmore Media

<http://www.bmoremedia.com>

citybizlist Baltimore

<http://baltimore.citybizlist.com>

citybizlist Washington D.C.

<http://dc.citybizlist.com>

The Baltimore Business Journal (selected free content; subscriber access to all articles)

<http://www.bizjournals.com/baltimore>

The Baltimore Examiner

<http://www.examiner.com/baltimore>

The Baltimore Sun

<http://www.baltimoresun.com>

The Business Monthly

<http://www.bizmonthly.com/index.shtml>

The Daily Record (selected free content; subscriber access to all articles)

<http://www.mddailyrecord.com>

The Washington Business Journal (selected free content; subscriber access to all articles)

<http://www.bizjournals.com/washington>

The Washington Examiner

<http://www.examiner.com/dc>

The Washington Post

<http://www.washingtonpost.com>

**Selected handbooks:**

*\*AMA Complete Guide to Marketing Research for Small Business\**

*\*The Directory of Business Information Resources\** (Grey House Publishing)

*\*Guerrilla Marketing: Secrets for Making Big Profits from Your Small Business\**  
by Jay Conrad Levinson

*\*Guerrilla Marketing Research: Marketing Research Techniques That Can Help Any Business Make More Money\**  
by Robert J. Kaden

*\*How to Start a Business in Maryland, Virginia, or the District of Columbia\**  
by Jim Burk

*\*State of the Art Marketing Research\**  
by Albert Blankenship, George Breen and Alan Dutka