



How Market Research Drives Business Growth

List of Resources

This document provides links to resources that were discussed in the *How Market Research Drives Business Growth* webinar.

- View the [slide deck](#)
- Connect w/ [Jay Ballenberger on LinkedIn](#)

Government Sources

- U.S. Census Bureau: <https://www.census.gov/>
- Bureau of Labor Statistics: <https://www.bls.gov/>
- Small Business Administration: <https://www.sba.gov/advocacy>
- Federal Reserve Economic Data: <https://fred.stlouisfed.org>
- U.S. Int. Trade Administration: <https://www.trade.gov>
- U.S. Energy Information Administration: <https://www.eia.gov>

Library Resources

- **Denver Public Library:** All Colorado residents can get a Denver Public Library Card <http://denverlibrary.org>
 - **Get a Card:** <https://www.denverlibrary.org/library-card>
 - **Register for an eCard:** <https://www.denverlibrary.org/get-library-card>
 - **Ask Us:** <https://www.denverlibrary.org/ask>
 - **Research:** <https://www.denverlibrary.org/research>
 - **Business Resources:**
https://www.denverlibrary.org/topics/business-finance/business?topic_id=8745&combine=
 - [Business Plans Handbook](#)
 - [First Research Industry Profiles](#)
 - [Statista](#)
 - [Data Axle](#)

Other Resources

- **ESRI**
 - Tapestry Segmentation: [The Fabric of American's Neighborhoods poster](#)
 - [Esri Tapestry Segmentation](#)
 - Esri data w/ [zip code look-up](#)

- **IBISWorld Reports:** These are typically available at Academic Libraries, such as the following...
 - [Auraria Library](#)
 - [University of Colorado Boulder](#)
 - [University of Northern Colorado](#)
 - [Colorado State University](#)

Resource Demonstrations

- [Business Plans Handbook](#)
- [First Research Industry Profiles](#)
- [Statista](#)
- [Data Axle](#)
- [Encyclopedia of Business Information Sources](#)
- [IBISWorld Reports](#) (available at academic libraries)
- [ESRI](#) (available online)
- [Government sources](#) (Google Power Searching technique)
- [Association sources](#) (Google Power Searching technique)