



Marketing Research Tools 2023

Research Tool	Website	Purpose
Ameristat	www.prb.org	Population data on the US and other countries
Bloomberg	www.bloomberg.com	Delivers business and markets news, data, analysis, and video to the world
BPlans	http://www.bplans.com	Contains sample business plans, templates, more
Bureau of Labor Statistics Industry at a Glance	http://www.bls.gov/iag	Snapshot of national data obtained from different BLS surveys and programs
Business Link North Carolina	www.blnc.gov	General start-up assistance, web site includes forms to register your business in NC
Catawba County Library	www.catawbacountync.gov/library	Free public library system
Census Bureau American Fact Finder	https://www.census.gov/quickfacts	Broad economic information by zip, county, state. Number of businesses by NAICS code
Census Business Builder	https://cbb.census.gov/sbe	Limited number of industries but growing
ChatGPT	https://openai.com/blog/chatgpt	Open AI software used to provide response to text-based generated queries on a variety of topics
FedStats	https://fedstats.sites.usa.gov/	Gateway to stats from over 100 US federal agencies
Fortune 500	http://fortune.com/fortune500/	Annual ranking of the biggest revenue generators in corporate America
Google Analytics	https://analytics.google.com/analytics/web/provision/#/provision	Tools to analyze data for your business such as marketing, content, and products.
Leadfeeder	https://www.leadfeeder.com/	Identify and reveal consumer behaviors of companies and individuals visiting your website.
Mintel	https://www.mintel.com/	Consumer trends, market intelligence, and industry insights
Moodys Analytics	https://www.moodysanalytics.com/	Provides real-estate businesses with scoring and predictive analytics
NC Live	http://nclive.org	Helpful for market research, available through local libraries and community college
North American Industry Classification System	https://www.census.gov/naics/	Site to determine NAICS code for your business



Profit Cents	www.profitcents.com	Financial information and pro-forma statements by NAICS code available through SBC
ProQuest Statistical Abstract of the US	https://statabs.proquest.com/sa/index.html	Comprehensive summary of statistics on the social, political and economic conditions of the United States
SiteProfiler	https://mangools.com/siteprofiler/	SEO analysis tool that provides SEO metrics and insights of any domain or URL.
Survey Monkey	https://www.surveymonkey.com/	Personalized and actionable surveys tailored to specific needs for your business
Tableau Public	https://public.tableau.com/app/discover	Platform to explore, create, and share data visualizations
Think with Google	https://www.thinkwithgoogle.com/	Discover the latest data, Google trends, and market finder.
Type Form	https://www.typeform.com/	Create forms for feedback and general data collection
US Census Bureau American Fact Finder	https://cbb.census.gov/sbe	Detailed statistics about US businesses that are essential to success and growth
US Patent and Trademark Office	https://www.uspto.gov/	To research patents for similar products
Yahoo Finance	www.yahoofinance.com	Get free stock quotes, up-to-date news, portfolio management resources, international market data, social interaction and mortgage rates, etc.