

## Target Market / Additional Resources

<http://trendwatching.com> – Provides monthly reports on a wide variety of consumer trends.

<http://wikipedia.org> – The user-generated online encyclopedia may provide some details and stats for specific industries or keyword phrases. Beware, since this is user-generated and data isn't always completely accurate; however, sources are often listed and you may find links to additional research data.

<http://pulse.ebay.com> – A list of the most popular searches currently conducted on eBay.

<http://forrester.com> – Provides consumer and business data with technology, IT, and marketing categories.

<http://quickfacts.census.gov/qfd/index.html> — Find consumer census data by region including state, county, or city.

<http://www.census.gov/epcd/www/guide.html> — List of census data, including by industry.

<http://infoUSA.com> – Sells mailing lists, though you can use its search functionality to get insight into the size of your target market.

<http://www.marketresearch.com/> — Database of market research reports (fee based).

<http://www.marketingresearch.org/> — Provides market research data and a directory of certified research professionals so that you can find and hire help for conducting market research.

<http://www.scip.org/> — Association of Strategic and Competitive Intelligence Professionals, where you can find firms to hire for assistance.