

# Market Analysis Resources

A fundamental part of marketing research is defining your target market size, or the potential reach for your products or services. It is important to research to determine how many people you can expect to make your customers.

## [U.S. Census Data Tools](#)

This type of research you can use the U.S. Census data tools. The site has more than a dozen online market research tools and free industry research reports that help you gain insight into demographics and geographic locations of populations who might be interested in your offerings.

## [City-Data.com](#)

You can also get lots of great statistical data from City Data. They collect and analyze data from a variety of government and private sources, to create detailed, informative profiles for every city in the United States. From crime rates to weather patterns, you'll find lots of great data you're looking for on City-Data.com.

## [Pew Research Center](#)

For more reports and datasets to use in your market research, search the Pew Research Center. The company conducts "public opinion polling, demographic research, content analysis and other data-driven social science research," all of which offer insights into social, industry, and media trends. The varied and in-depth reports help businesses get a data-focused perspective on the topics shaping industries and geographic areas.

## [Statista](#)

Statista is a good tool for researching data and stats, the site includes datasets on topics in over 600 industries. In addition to providing hard data, Statista also provides many supporting charts and infographics that make the data easy to consume, understand, and use in your market analysis.

## [City Town Info](#)

This is similar to City-Data and gets more detailed demographic information as it relates to careers and geographic areas, use City Town Info. The site allows you to search by region and explore details about what types of jobs and college experience residents of those areas have. The data helps businesses get to know the people living in specific areas around the U.S. and gather insights into what they do, how much they earn, how much education they have, and more.

### [Google Trends](#)

Google offers another one of the best sites for market research with Google Trends. It allows you to get insight into the minds of consumers and audiences. The tool helps you see what topics and stories are popular by displaying reports on the top, most searched for terms. You can use filter functions to see trending stories based on region and category to gain more insight into the areas that are most relevant to your audience and industry.

### [Social Mention](#)

Social Mention is a social media search and analysis platform that aggregates user-generated content into a single stream of information. The tool curates' social posts that mention a target search term. It also provides details about the search term such as audience sentiment (how users feel about the term) and reach (how much influence the term has). To gain insight into your business or industry, you can search both your brand name and related terms to get an idea of how audiences feel about the topic. Track and measure in real-time what people are saying about you, your company, a new product, or any topic across the web's social media landscape. Social Mention monitors roughly 100 social media properties directly, including Twitter, Facebook, FriendFeed, YouTube, Digg, and Google.

### Facebook Audience Insights

Use Facebook Audience Insights to know the Facebook followers who matter to your business, so you can understand what matters to them. Learn about their locations, interests, and behaviors, to create messages that will help your business grow.

### [BizStats](#)

BizStats is a free online source for small business statistics. BizStats collects and adds value to public data, delivering it without cost. BizStats selects raw data to develop value-added calculations and publish the results in an easily accessible format for business owners and professionals.

### [SBA](#)

SBA has a reference guide of existing sources that can save you a lot of time and energy. Use it to answer questions that are both general and quantifiable, like industry trends, demographics, and household incomes. Check online or start with our [list of market research resources](#).