Business Directories
(products, marketing, contacts) (*print*)

American Wholesalers & Distributors Directory
R381.2025/American

California Manufacturers Register
R670/California

Direct Marketing Market Place
R658.802/Direct

Directory of California Wholesaler & Service Companies
R381.2025/Directory

Inside Prospects
R338.74025/Inside
San Diego businesses by SIC and Zip Codes & alphabetical order.

National Trade and Professional Associations of the United States
R061.3/National
(Ask for at Social Sciences Desk)

San Diego County Bioscience and Technology Directories
(Ask for at Social Sciences Desk)

Southern California Business Directory & Buyers Guide
R670.97949/Southern

Thomas Register
R670/Thomas

Tradeshow Week Data Book
R607.3473/Tradeshow

Directories for specific industries, retail and chain stores and import/export directories are also available in the Business Reference Section.

At San Diego Public Library's Central Library, business resources are found in several areas of the library:

Social Sciences & Business Reference Sections, 3rd floor:

- Business Reference materials, including business directories
- Library staff provides assistance

Science & Industry Section, 1st floor:

- Patent & trademark database
- "How to" book on business management & technology topics available for check out
- Staff assistance

California Room, 2nd floor:

- Information focused on San Diego, Southern California, and Baja California
- Business newspapers: San Diego Business Journal, San Diego Daily Transcript…
- Help finding materials in the section

Contact Information:
Telephone reference questions:
(619) 236-5894, #8

Business Resources & Technology Link Workshops:
(619) 238-6630

San Diego Public Library
Central Library,
820 "E" Street
San Diego, CA 92101

businesslink@sandiego.gov

http://www.sandiego.gov/public-library/services/businesstech.shtml

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Business Reference and Marketing Resources at San Diego Public Library.

The San Diego Public Library has print and electronic resources that can help in writing your Business and Marketing Plans.

These and other resources can also provide in-depth background information or timely news for starting, developing, managing and marketing your business.

This brochure highlights some important resources under the topics:

- Demographics (*print*)
- Marketing & Business-to-Business Contacts (*computer databases*)
- Business Directories (products, marketing and contacts) (*print*)

The print resources listed here are found in the Social Sciences & Business Reference Section of the Central Library, on the third floor.
The databases are available at any of the library branches on the library's catalog and available remotely for SDPL library card holders.

The Central Library and the Branches also have circulating "how to" books on various business management and technology topics.

Demographics *(print)*

Americans at Play
R796.50973/Wellner
This resource reveals who participates in which recreational activities and how much they spend to "get away from it all". Includes individual, family and team sports, as well as recreational travel. Trends or expected changes are identified for each activity.

American Generations Series
(Ask for at Social Sciences Section)
Includes individual titles, the Millennials, Generation X, the Baby Boom, and Americans 55 & Older with information on attitudes, income, spending & more.

American MarketPlace: Demographics & Spending Patterns
R304.603/American
Provides demographic, spending and lifestyle statistics and analyzes trends.

Best Customer: Demographics of Consumer Demand
R 658.834/Best
Current best customers and future customer trends are given for a wide range of products and services.

Editor and Publisher Market Guide
R380/Editor (Ask for at Social Sciences Desk)
This annual guide contains market ranking tables showing population, disposable income, income per household, total retail sales, lumber/hardware sales, general merchandise, food sales, automobile sales, gasoline sales, apparel sales, furniture sales, eat/drink sales and drug sales of all MSA and PMSAs and the top 250 counties and cities of the U.S. Facts and figures are provided for all daily newspaper markets listing such data as number of automobiles, principal shopping centers, average weekly wages and much more.

Household Spending: Who Spends How Much on What
R 658.834/Household
This reference work answers: Who buys? What do they buy? And how much do they spend? It examines Americans' spending habits on almost 1,000 products and services by age, income, household type, and geographic regions.

LifeStyle Market Analyst, SRDS
R658.834/Lifestyle
This publication contains information on popular interests, hobbies, and activities in each geographic and demographic market. The directory features data on 76 lifestyles and over 40 demographic segments.

Market Profile Analysis; Dun & Bradstreet.
R 658.83/Market
Demographic information for San Diego County at the most detailed geographic level—by census track—is found in MPA. Similar to other demographic sources, this resource also includes educational level, median home value, household mobility indicators and length of residence.

Survey of Buying Power and Media Markets
R658.83/Survey (Ask for at Social Sciences Desk)
This annual publication includes geographical rankings by age, ethnicity and selected retail groups and merchandise. It also contains five-year projections.

Sourcebook of Zip Code Demographics
R304.60973/Sourcebook (Ask for at Social Sciences Desk)
This annual guide lists over 70 demographic characteristics arranged into four profiles for 29, 600 residential ZIP codes. Offers forecasts through 2006. Data includes population, age, sex, race, Hispanic origin, households, families, household income and annual disposable income by age of householder. Also contains 20 spending potential index categories. Identifies 43 distinctive consumer groups and classifies neighborhoods into these market segments.

Marketing & Business-to-Business Contacts
(*Databases*)

Please use RDS Business Suite to find_____ the following databases:

RDS Business Suite
(available at Central Library only)

- **Business & Industry (B&I)**
  is a multi-industry database with a strong global focus on company, industry, and product information, and an emphasis on facts, figures, and trends that affect businesses.
- **Tablebase**
  provides thousands of hard-to-find market share tables, company and brand rankings, industry and product forecasts, production and consumption statistics, imports and exports, and demographics.

Business Source Premier
Over 8,500 business journals track industry trends. Experts explain changes within their industry. Updated on daily basis.

Standard & Poor's
(available at Central & Branches only)
Industry surveys report on specific industries and forecast possible economic obstacles and other trends that may affect manufacturing, productivity, and consumer buying trends.

ReferenceUSA
This business database allows you to search alphabetically, geographically or by Standard Industrial Classification (SIC Code) to identify specific businesses. This database may be Downloaded onto a computer disc or printed out.

Online database subscriptions are subject to change. If you experience any difficulty, please contact the Social Sciences Section or Business Link for further information, at (619) 236-5894.