**Introduction**

These are links to free, high-quality sources for small business and entrepreneurship research. College students should also check their library’s web site for **subscription business databases**, which are usually the best sources for analysis and data, and will save you a lot of time.

**Industry Analysis**

**Business Guides by Industry, Small Business Administration**  
<http://www.sba.gov/category/navigation-structure/starting-managing-business/managing-business/business-guides-industry>

Links to free information sources by industry.

**NAICS Codes**  
<http://www.census.gov/eos/www/naics/>  
Used to identify and describe industries by many government web sites and subscription databases.

**County Business Patterns**  
<http://www.census.gov/econ/cbp/>   
Provides the number of establishments and payroll size by industry for states, countries, urban areas, and zip codes.

**U.S. Census Bureau Business & Industry**  
<http://www.census.gov/econ/>

Provides links to all the Census industry surveys as well as the Economic Census.

**Demographics & Consumer Markets**

**Census State and County QuickFacts**  
<http://quickfacts.census.gov>   
An easy way to get basic demographic data, with links to American FactFinder for deeper coverage.

**Consumer Expenditure Survey, Bureau of Labor Statistics**  
<http://www.bls.gov/cex/>  
Provides average annual expenditures by demographic for many product and service categories.

**KnowThis**  
<http://www.knowthis.com/>  
Explains the basic principles of marketing and advertising.

**Business Plans**

**Create a Business Plan, Small Business Administration**  
<http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/how-write-business-plan>

Contains information and resources on creating your own business plan.

**Sample Business Plans from Bplans**

<http://www.bplans.com/sample_business_plans.php>

Provides over 500 sample plans.

**Financials**

[**Biz Stats**](http://www.bizstats.com/)

<http://www.bizstats.com/>

Offers financial ratios and other statistics for over 250 industries.

**Economic Census**  
<http://www.census.gov/econ/>  
Provides detailed statistics for industries. Updated every five years.

**Regulation**

**Laws & Regulations, USA.gov**  
<http://www.usa.gov/Topics/Reference-Shelf/Laws.shtml>  
Links to state and federal laws and regulations.

**Business Law & Regulations, U.S. Small Business Administration**

<http://www.sba.gov/category/navigation-structure/starting-managing-business/starting-business/business-law-regulations>

From the SBA "Starting a Business" guide.

**Employment Laws Assistance for Workers & Small Business. U.S. Deptartment of Labor**  
<http://www.dol.gov/elaws/>

Includes an Employment Law Guide.