



COMMERCE 3MC3 & IBH 3AB3

Finding Local Business Information



Ines Perkovic
Business Librarian

Innis Library
KTH-108

Fall 2019

Need targeted, localized information on ...



- [Companies](#)
- [Economy & Industry](#)
- [Consumers & Demographics](#)
- [Advertising & Marketing](#)
- [Local Issues & News](#)



Your Challenges

- Hard to find information for **low levels of geography**
- Many of the establishments you're working with are **small and private** (no obligation to report sales, etc.)
- Statistics Canada and other agencies obligated to maintain **confidentiality**



Course Research Guide

[Library Home Page](#) > [Research Guides](#) tab > [All Guides](#) button > [Business](#) > Course code

Course research guide includes these **library slides** and **all resources** in these slides, *plus* many more.



MCMaster UNIVERSITY LIBRARY Library Guides



McMaster University Library / McMaster LibGuides / Commerce 3MC3 - Applied Marketing Management / Home

Commerce 3MC3 - Applied Marketing Management

Business and marketing resources for the GTHA (Greater Toronto and Hamilton Area)

- Home
- Important Course Information
- Library Slides
- Companies
- Economy & Industry
- Consumers & Demographics
- Advertising & Marketing
- Local Issues & News
- Hamilton Area Resources
- How Library Stuff Works

Important Course Information

This course builds upon material covered in Commerce 2MA3 - Introduction to Marketing. It relies on practical, real world case studies to develop your marketing decision-making skills, and your ability to analyse the business environment in which organisations operate. A major field project, which has student teams working with businesses to audit current practices, study the environment and develop a marketing plan, is a critical part of this course.

- Commerce 3MC3 - Applied Marketing Management
Course outlines for Commerce 3MC3

Library Slides

- Library Slides for Commerce 3MC3



Who are the local competitors and where are they located?

What is the size of the local market?

Companies

How does my company compare to other companies in the industry?

Have the number of companies in the industry changed over the last five years?

What is the nature of the competitive environment?

Canadian Business Database (CBD)

Best source for finding local companies

- Over 2.1 million Canadian companies!
- Includes private & public companies
- Provides **sales, business expenditures, employee size** (usu. in ranges) and **competitors**
- Search by company name, location, sales, industry codes (SIC or NAICS) and more
- **Current year** only

NOTE: Access is limited to **3** simultaneous users

Canadian Business Database

Advanced Search Tab Options

<input type="checkbox"/> Company Name
<input type="checkbox"/> Executives
<input checked="" type="checkbox"/> Business Type ✔
<input checked="" type="checkbox"/> Keyword/SIC/NAICS
<input type="checkbox"/> Major Industry Group
<input checked="" type="checkbox"/> Geography ✔
<input type="checkbox"/> Province
<input checked="" type="checkbox"/> City
<input type="checkbox"/> Postal Code
<input type="checkbox"/> Census Metro Area
<input type="checkbox"/> Street Address
<input checked="" type="checkbox"/> Phone
<input type="checkbox"/> Business Phone
<input type="checkbox"/> Area Code

<input checked="" type="checkbox"/> Business Size
<input type="checkbox"/> Number of Employees
<input type="checkbox"/> Sales Volume
<input checked="" type="checkbox"/> Ownership
<input type="checkbox"/> Public/Private Company
<input type="checkbox"/> Headquarter/Branch
<input checked="" type="checkbox"/> Financial Data
<input type="checkbox"/> Stock Exchange
<input type="checkbox"/> Ticker Symbol
<input type="checkbox"/> Business Expenditures
<input checked="" type="checkbox"/> Special Selects
<input type="checkbox"/> Web Address
<input type="checkbox"/> Yellow Page Ad Size
<input type="checkbox"/> Years In Database
<input checked="" type="checkbox"/> Exclusions

Select
search
criteria &
create
form

Canadian Business Database

Finding all the beauty salons in Hamilton using NAICS

Enter 2-, 4-, or 6-digit [NAICS Codes](#) in the boxes below

812112

NOTE: Canadian and U.S. NAICS codes should be the same up to 5 digits. Can be variation at 6 or more digits. **This source uses U.S. NAICS.**

Key in your industry code(s)

Select province & city

City

Search Tips

Collapse

Remove

Select a Province

Ontario

Filter Choices

Type city name here

and select from list

Acton, ON

Addison, ON

Ahmic Harbour, ON

Ailsa Craig, ON

Ajax, ON

Hamilton, ON

Stoney Creek, ON

Dundas, ON

Ancaster, ON

Canadian Business Database Results

586 beauty salons in Ancaster, Dundas, Hamilton & Stoney Creek

Click column headers to sort entries.

Download or Print up to 50 records per search in Excel, Comma or Tab Delimited formats.

[Review](#)
[Details](#)
[Download](#)
[Print](#)
[Save Search](#)

<input type="checkbox"/>	Company Name	Executive Name	Street Address	City, Province	Postal Code	Phone	Sales
<input type="checkbox"/>	007 Unisex Hairst...	Joe Farruggia	310 King St E	Hamilton, ON	L8N1C2	(905) 527-5529	Record Type Title Employees
<input type="checkbox"/>	A Cut Beyond LTD	Dino Ricci	63 East 36th St	Hamilton, ON	L8V3Y8	(905) 318-5000	Under \$500K
<input type="checkbox"/>	A Touch Of Grace ...	Grace Falco	710 Upper James St	Hamilton, ON	L9C2Z8	(905) 318-9342	Under \$500K
<input type="checkbox"/>	Absolute Beauty		25 Redmond Dr	Hamilton, ON	L8W3K7	(905) 538-9103	Under \$500K
<input type="checkbox"/>	Adam & Eve House ...	Kim Butler	11-44 King St E	Stoney Creek, ON	L8G1K1	(905) 664-5576	Under \$500K
<input type="checkbox"/>	Aesthetic By Anto...	Antonella Romano	393 King St W	Hamilton, ON	L8P1B5	(905) 741-7307	Under \$500K
<input type="checkbox"/>	Aesthetics By Ang...	Angela Capponi	844 Upper Wentworth St	Hamilton, ON	L9A4W4	(905) 318-4454	Under \$500K
<input type="checkbox"/>	Aesthetics By Rachel		87 Buckingham Dr	Hamilton, ON	L9C2G6	(905) 574-5357	Under \$500K
<input type="checkbox"/>	Aesthetics By Wendy	Wendy Thompson	283 Wilson St E	Ancaster, ON	L9G2B8	(905) 318-5847	Under \$500K
<input type="checkbox"/>	Afina Spa		219 Main St W	Hamilton, ON	L8P1J4	(905) 525-2882	Under \$500K
<input type="checkbox"/>	Aglow Studio	Val Le	800 Upper Wentworth St	Hamilton, ON	L9A4W4	(905) 538-3400	Under \$500K
<input checked="" type="checkbox"/>	Albert Snow Hair ...	Albert Snow	1036 King St W	Hamilton, ON	L8S1L5	(905) 525-0831	\$500K-1M
<input type="checkbox"/>	All Dolled Up Sal...		205 King St E	Hamilton, ON	L8N1B3	(289) 389-2053	Under \$500K
<input type="checkbox"/>	All Styles Hair Care		11 Ludlow	Hamilton, ON		(905) 574-5604	Under \$500K
<input type="checkbox"/>	Allusions Hair St...		102-180 Highway 8	Stoney Creek, ON	L8G1C3	(905) 662-1152	Under \$500K

Sample Entry –



Quick Links

EXPAND ALL MINIMIZE ALL

- Location Information
- Industry Profile
- Photo, Map, & Directions
- Business Demographics
- Management Directory
- Business Expenditures
- Nearby Businesses
- Competitors Report

Business Demographics

Location Employees	10	Location Sales Volume	\$510,000
Corporate Employees	<i>Not Available</i>	Corporate Sales Volume	<i>Not Available</i>
Location Type	Single Locations	Credit Rating Score	B
Stock Ticker Symbol		IUSA Number	01-300-9899

Business Expenditures Collapse

These expenditures are an estimated annual expense.

Accounting	\$1,000 to \$2,500	Advertising	\$5,000 to \$10,000
Contract Labor	\$1,000 to \$10,000	Insurance	\$5,000 to \$10,000
Legal	\$1,000 to \$2,500	Management/Administration	\$10,000 to \$25,000
Office Equipment & Supplies	\$20,000 to \$50,000	Package/Container	Less than \$500
Payroll & Benefits	\$100,000 to \$250,000	Purchased Print	\$500 to \$1,000
Rent & Leasing	\$10,000 to \$25,000	Technology	\$2,500 to \$5,000
Telecommunications	\$2,000 to \$5,000	Utilities	\$5,000 to \$10,000

Financial Performance Data⁸

Benchmark Company/Industry Performance

Provides access to more than **1,000 industries** across Canada, including more than **30 performance benchmarks** to help small businesses determine how they measure up to their competitors

Revenue Range

- \$30,000 - \$5M
- \$5M - \$20M

Provinces / Territory / Canada

Ontario

Incorporation status

All Businesses

Distribution by

- Total revenue
- Profit margin

Value in

- Percentage
- Thousands of dollars

Industry options

- Search for an industry
- Browse for an industry

Search for an industry

Search using keywords or NAICS interested in. (required)

812115

Create report

Export report to excel

Latest data year: 2017

N/A = Data not available based on selected status

	Whole industry (reliability)
Number of businesses	16,014
Revenue range:	
Low Value (\$000)	30
High Value (\$000)	5,000
Revenues and expenses	
<u>Total revenue</u>	100.0
<u>Sales of goods and services</u>	N/A
<u>All other revenues</u>	N/A
<u>Cost of sales (direct expenses)</u>	24.2 ^B
<u>Wages and benefits</u>	9.9 ^B
<u>Purchases, materials and sub-contracts</u>	14.3 ^B
<u>Opening inventory</u>	1.5 ^C
<u>Closing inventory</u>	1.5 ^C
<u>Operating expenses (indirect expenses)</u>	61.1 ^B
<u>Labour and commissions</u>	28.2 ^B
<u>Amortization and depletion</u>	2.2 ^C
<u>Repairs and maintenance</u>	1.1 ^C
<u>Utilities and telephone/telecommunication</u>	2.4 ^B
<u>Rent</u>	13.7 ^B
<u>Interest and bank charges</u>	0.8 ^C
<u>Professional and business fees</u>	1.5 ^E
<u>Advertising and promotion</u>	1.5 ^E

Canadian Business Counts

formerly Canadian Business Patterns

Provides counts of Canadian businesses

- Compiled from the *Business Register*, a repository of information on the Canadian business population
- Provides **counts of businesses** by:
 - **industrial activity** (e.g., 2-6 digit NAICS code)
 - **geography** (e.g., province, CMA, etc.)
 - **employment size ranges** (e.g., 1-4, 5-9, etc.)
 - **year** (1988-2018), usu. issued 2x a year, June & December
 - each year must be searched separately
- Consult [user guide](#) for searching tips



NOTE: Data via ODESI is in the Beyond 20/20 format (ivt). To view data on non-library computers you must [install Beyond 20/20 software](#) (Windows only, Free).

Canadian Business Counts: Sample Data

Beauty Salons (812115) in Hamilton (CMA), Ontario

	2018 Dec.	2017 Dec.	2016 Dec.	2015 Dec.	2014 Dec.	
TOTAL	476	457	440	411	398	
Locations without employees*	253	250	235	211	186	
Locations <u>with</u> employees	223	207	205	200	212	
Employee Size Ranges[†] [for locations <u>with</u> employees]						
†Employment size ranges tend to measure the annual maximum number of employees, full time or not.	1-4	140	136	134	127	135
	5-9	50	43	43	43	49
	10-19	27	22	22	25	23
	20-49	6	6	6	5	5
	50-99	0	0	0	0	0
	100-199	0	0	0	0	0
	200-499	0	0	0	0	0
	500+	0	0	0	0	0

** **Locations without employees** (a.k.a. Indeterminate) include the self-employed, i.e. those who do not maintain an employee payroll, but may have a workforce which consists of contracted workers, family members or business owners. These also include employers who did not have employees in the last 12 months*



*What is the economic outlook
of the city, province and
country?*

*How is business
and consumer
confidence?*

Economy & Industry

*What are the general trends and forecasts
within the industry?*

*What are the threats &
opportunities in the industry?*

*What are the service
and product trends in
the industry?*



Conference Board of Canada e-Library

Includes analysis of local economies

Select Browse by Topic on
CBC home page

Economic Trends

- Canadian
- Provincial
- Metropolitan
- International
- Industry Sector Economics
- Consumer and Business Confidence
- Travel and Tourism

- **Economic outlook** reports for Canada, provinces and 27 **cities** including Hamilton, London, Toronto and Windsor.
- Reports cover about 20 key **Canadian industries** (with 5-year forecasts) such as:
 - accommodation
 - construction
 - electrical equipment
 - food manufacturing & food services
 - machinery manufacturing
 - professional services
 - textiles & apparel, etc.
- Indexes of **consumer & business confidence**

[The Daily](#) (Statistics Canada)⁸

Statistics Canada newsletter profiles **NEW** statistical releases.

Articles contain analysis, numbers & additional sources.

Search or browse articles from 2012 to present.

Survey of Household Spending, 2017

[Text](#) [Tables](#) [Related information](#) [Previous release](#) [PDF \(172 KB\)](#)

Released: 2018-12-12

In 2017, the average Canadian household spent \$63,723 on goods and services, up 2.5% from 2016. Spending was highest in the provinces, and was highest in Alberta (\$72,957) and British Columbia (\$71,001), in part due to higher prices in these provinces.

Largest portions of household budgets go to shelter and transportation

[Household spending by household type \(annual\)](#)
(11-10-0224-01)

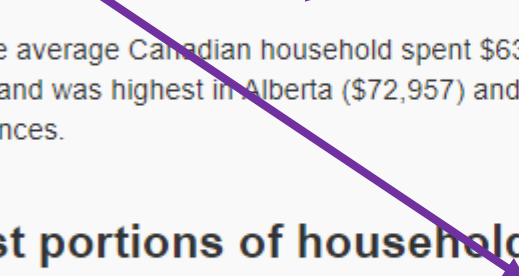
[Household spending by household tenure \(annual\)](#)
(11-10-0225-01)

[Household spending by size of area of residence \(annual\)](#)
(11-10-0226-01)

[Household spending by age of reference person \(annual\)](#)
(11-10-0227-01)

Sample Article

Article identifies tables and publications related to the topic.



Sample Statistics Canada Data Table

Home → Data → Household spending by age of reference person

Household spending by age of reference person ⚠ 1 2 3 4 5

Frequency: Annual

Table: 11-10-0227-01 (formerly CANSIM)

Geography: Canada

Use Add/Remove data button to customize table by geography, variable & time period



Add/Remove data ⓘ

Save my selections

Help

Download options

		Canada ⁶ (map)		
		Average expenditure per household		
Household expenditures, summary-level categories	Age of reference person	2015	2016	2017
		Dollars		
Hair grooming services	Less than 30 years	359	299	337
	30 to 39 years	384	422	398
	40 to 54 years	493	504	494
	55 to 64 years	496	478	465
	65 years and over	406	386	424
Other personal care services	Less than 30 years	128	126	143
	30 to 39 years	142	170	141
	40 to 54 years	160	147	160
	55 to 64 years	147	137	129
	65 years and over	75	73	91

Related information

▶ Source (Surveys and statistical programs)

▶ Related products

▶ Subjects and keywords

Explore Related Information links

MarketResearch.com Academic

Contains demographic & market research reports on specialized niche industries. U.S. focus.

Browse by Industry

Service Industries

Consumer Goods

Demographics

Food & Beverage

Heavy Industry

Life Science

Public Sector

Technology & Media

The Professional Salon Services Market in the U.S.: Beauty Salons and Barbershops

Packaged Facts

4/1/2008

165 Pages - \$3,300.00

(The price shown is for informational purposes only. Student downloads are free of charge.)

Sample Reports

Looking Ahead to Gen Z: Demographic Patterns and Spending Trends

Packaged Facts

7/5/2018

161 Pages - \$2,995.00

(The price shown is for informational purposes only. Student downloads are free of charge.)

Database includes full-text reports by the following publishers: Kalorama, Packaged Facts, SBI Energy and Simba Information.

NOTE: The default search is set to find reports published in the last 5 years. To search for *all* reports in this database, go to **Advanced Search** and select **Any Date** from the **Published** menu.

IBISWorld[®]

Includes U.S., Canadian, Ontario & global industry reports

- Covers over 1,300 **U.S.** , 468 **Canadian**, 51 **Ontario** & 73 **global** industries, many at the 5 digit NAICS level.
- Search or browse for content.

New for 2019 – Ontario reports

Sample Industry Listing (Ontario)

- ▶ ON44112CA - Used Car Dealers in Ontario
- ▶ ON44511CA - Supermarkets & Grocery Stores in Ontario
- ▶ ON44512CA - Convenience Stores in Ontario
- ▶ ON44529CA - Specialty Food Stores in Ontario
- ▶ ON44531CA - Beer, Wine & Liquor Stores in Ontario
- ▶ ON44812CA - Women's Clothing Stores in Ontario
- ▶ ON54121CA - Accounting, Tax Preparation, Payroll & Bookkeeping Services in Ontario
- ▶ ON54133CA - Engineering Services in Ontario
- ▶ ON54151CA - IT Consulting in Ontario
- ▶ ON54161CA - Management Consulting in Ontario
- ▶ ON54181CA - Advertising Agencies in Ontario

Start your search here:

Search by keyword, company or code

salon

Browse Report Listings:

- ▶ US Industry Reports (NAICS)
- ▶ US Industry iExpert Summaries
- ▶ US Specialized Industry Reports
- ▶ US Specialized Industry iExpert Summaries
- ▶ Canada Industry Reports (NAICS)
- ▶ Canada Industry Provincial Reports

- ▶ Canada Business Environment Profiles
- ▶ Canada Business Environment Provincial Profiles

IBISWorld - Sample Report

About this Industry	Industry at a Glance	Industry Performance	Industry Outlook	Products & Markets	Competitive Landscape	Major Companies	Operating Conditions	Key Statistics
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IBISWorld Industry Report 81211CA Hair & Nail Salons in Canada

October 2018 | Olivia Ross

Mouse over tabs and click headings to jump to sections within report

2 About this Industry

2	Industry Definition
2	Main Activities
2	Similar Industries
3	Additional Resources

4 Industry at a Glance

5 Industry Performance

5	Executive Summary
5	Key External Drivers
7	Current Performance
9	Industry Outlook
11	Industry Life Cycle

13 Products & Markets

13	Supply Chain
13	Products & Services
15	Demand Determinants
15	Major Markets

16	International Trade
17	Business Locations

19 Competitive Landscape

19	Market Share Concentration
19	Key Success Factors
19	Cost Structure Benchmarks
21	Basis of Competition
22	Barriers to Entry
23	Industry Globalization

24 Major Companies

25 Operating Conditions

25	Capital Intensity
26	Technology & Systems
26	Revenue Volatility
27	Regulation & Policy
28	Industry Assistance

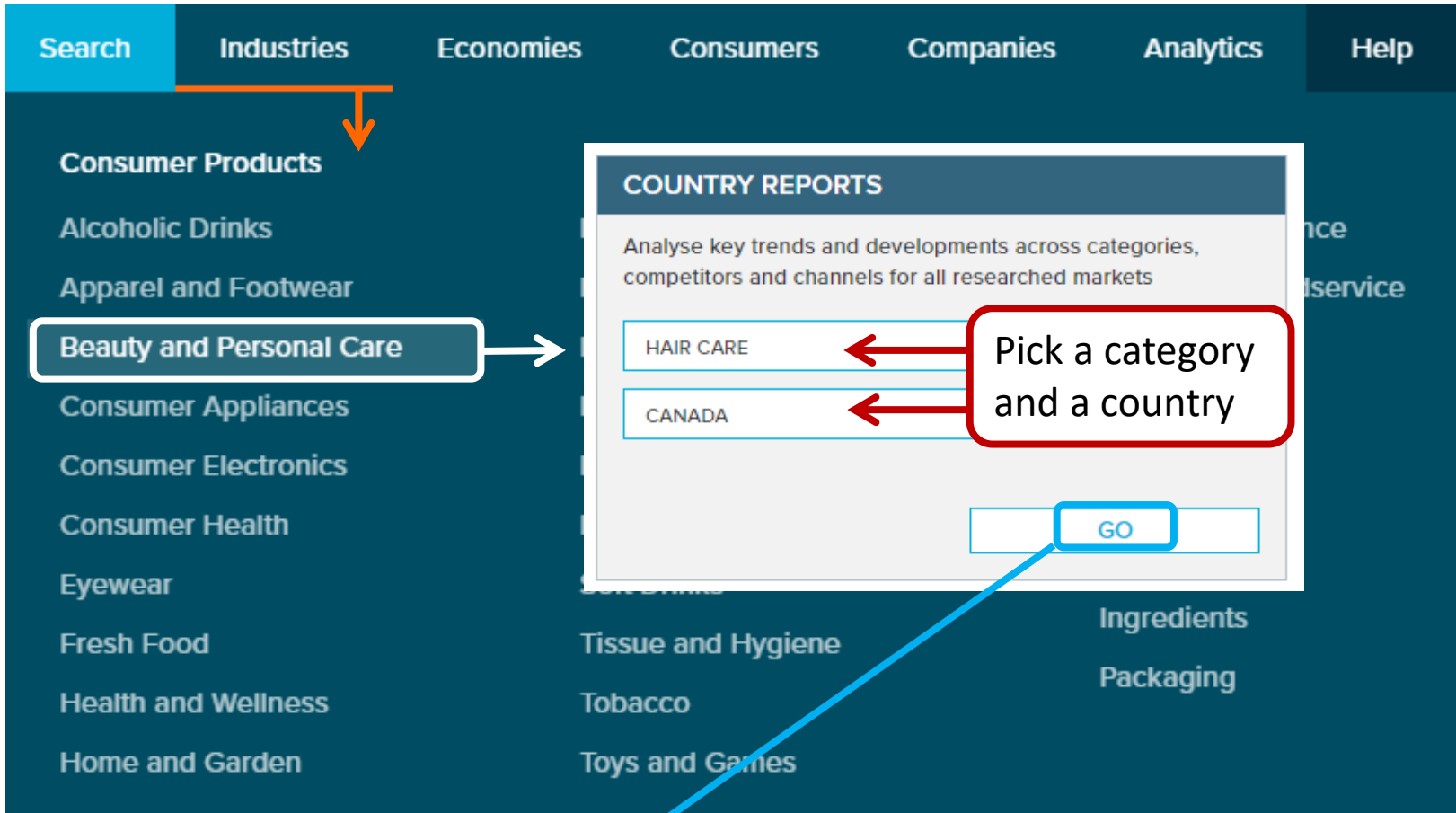
29 Key Statistics

29	Industry Data
29	Annual Change
29	Key Ratios

30 Jargon & Glossary

Typical
Report
Structure
or
Table of
Contents

Includes reports on industries in Canada & other nations worldwide



The screenshot shows the Passport website interface. The top navigation bar includes 'Search', 'Industries', 'Economies', 'Consumers', 'Companies', 'Analytics', and 'Help'. The 'Industries' menu is open, listing categories such as 'Consumer Products', 'Alcoholic Drinks', 'Apparel and Footwear', 'Beauty and Personal Care', 'Consumer Appliances', 'Consumer Electronics', 'Consumer Health', 'Eyewear', 'Fresh Food', 'Health and Wellness', and 'Home and Garden'. The 'Beauty and Personal Care' category is highlighted with a white box and an arrow pointing to the 'COUNTRY REPORTS' modal. The modal contains a description: 'Analyse key trends and developments across categories, competitors and channels for all researched markets'. Below this, there are two input fields: 'HAIR CARE' and 'CANADA', each with a red arrow pointing to a red-bordered box containing the text 'Pick a category and a country'. A 'GO' button is located at the bottom right of the modal. A blue arrow points from the 'GO' button to the 'Hair Care in Canada' report title below.

Hair Care in Canada

COUNTRY REPORT | JUN 2019

ANALYSIS

DATAGRAPHICS

CONTEXT



Who is the target market?

*Who is the best customer
for my product or service?*

Consumers & Demographics

*What are the consumer habits and
preferences of Canadians?*

*What are the population
trends in my city or
neighbourhood (i.e. income,
education, language, etc.)?*

*What are my customer's
needs & demands?*

Census Canada⁸

Contains **demographic data** for Canada, provinces, cities, & more.



2016

CENSUS • RECENSEMENT

- Conducted **every 5 years**
- **2016** was the last census in Canada
- Next census will be in **2021**
- Census typically covers topics such as:
 - Aboriginal peoples
 - Age and sex
 - Agriculture
 - Education
 - Families, households & marital status
 - Housing
 - Income
 - Immigration & ethnocultural diversity
 - Journey to work
 - Labour
 - Language
 - Language of work
 - Mobility and migration
 - Population & dwelling counts
 - Type of dwelling

For
Census
Canada
data from
2011,
2006,
2001
& 1996
[click here](#)

Census Profile, 2016 Census

available at **various**
geographic levels via
Statistics Canada

SEARCH

► Place name

▼ Postal code

Postal code^{OM} ⓘ:

Q Search

► Geographic code

Definitions of census
geography included in
[Census Dictionary](#)

▼ Provinces/Territories	<ul style="list-style-type: none">• Ontario (Province) [map]
▼ Census subdivisions (municipalities)	<ul style="list-style-type: none">• Hamilton (City), Ontario [map]
▼ Census metropolitan areas / Census agglomerations	<ul style="list-style-type: none">• Hamilton (CMA), Ontario [map]
▼ Census divisions	<ul style="list-style-type: none">• Hamilton (Census division), Ontario [map]
▼ Federal electoral districts (2013 representation order)	<ul style="list-style-type: none">• Hamilton West--Ancaster--Dundas, Ontario [map]
▼ Population centres	<ul style="list-style-type: none">• Hamilton, Ontario [map]
▼ Economic regions	<ul style="list-style-type: none">• Hamilton--Niagara Peninsula, Ontario [map]
▼ Census tracts	<ul style="list-style-type: none">• 5370045.00, Ontario [map]
▼ Aggregated dissemination areas	<ul style="list-style-type: none">• 35250007, Ontario [map]
▼ Dissemination areas	<ul style="list-style-type: none">• 35250670, Hamilton, Ontario [map]
▼ Forward sortation areas [®]	<ul style="list-style-type: none">• L8S

2016 Census Data for Tract 45 (neighbourhood) which includes postal code L8S 4M4

Census Profile, 2016 Census

537004500 [Census tract], Ontario and Hamilton [Census metropolitan area], Ontario

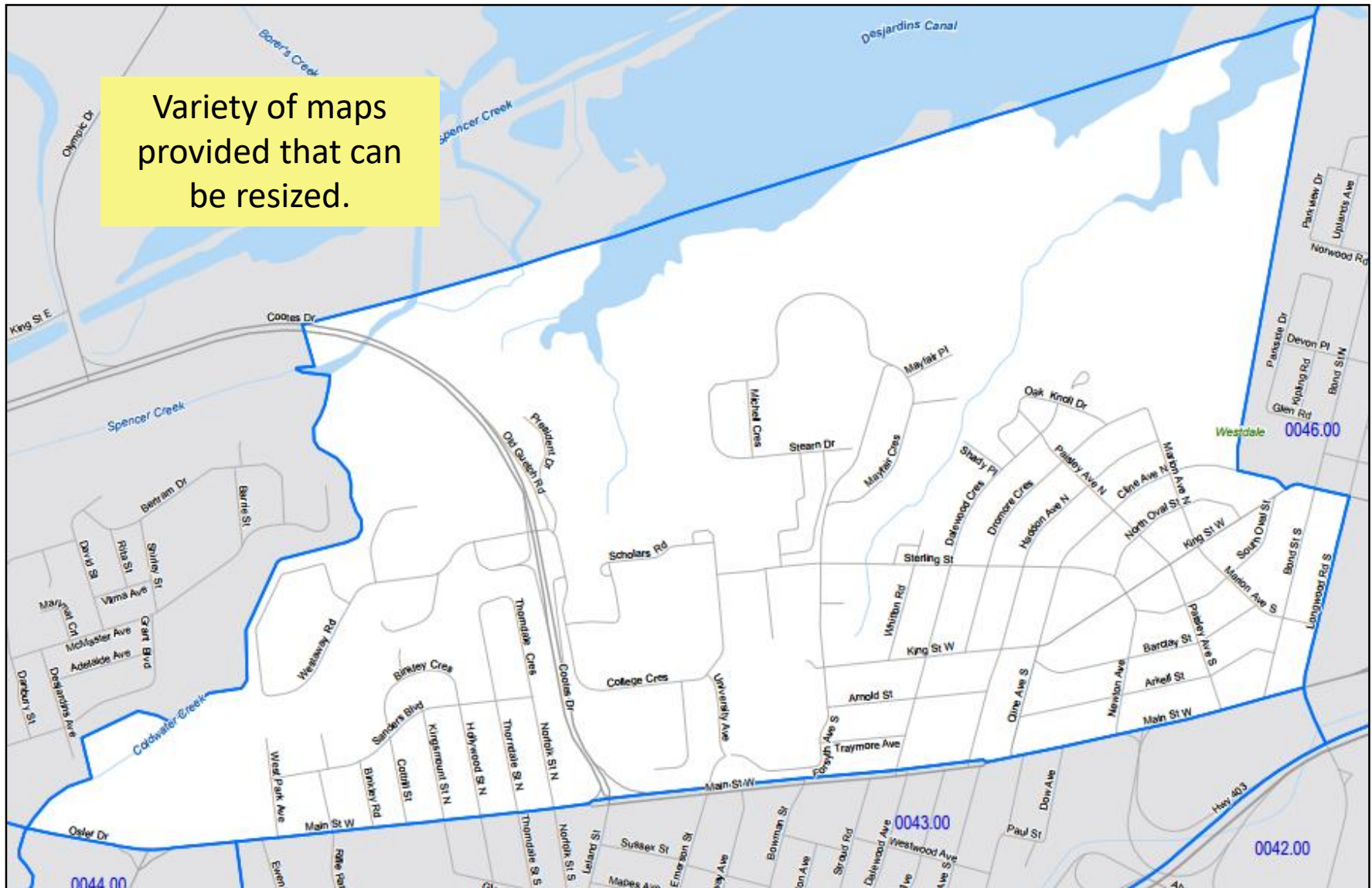
Select a view: All data Submit

Download Hierarchies Related data

Characteristic	537004500 Ontario [Census tract]			Hamilton Ontario [Census metropolitan area]		
	Total	Male	Female	Total	Male	Female
Population, 2016	2,936	747,545
Population, 2016 Population, 2016	3,014	721,053
Population percentage change, 2011 to 2016	-2.6	3.7
Total private dwellings ²	1,944	306,034
Private dwellings occupied by usual residents ³	1,157	293,345
Population density per square kilometre	930.0	544.9
Land area in square kilometres	3.16	1,371.89

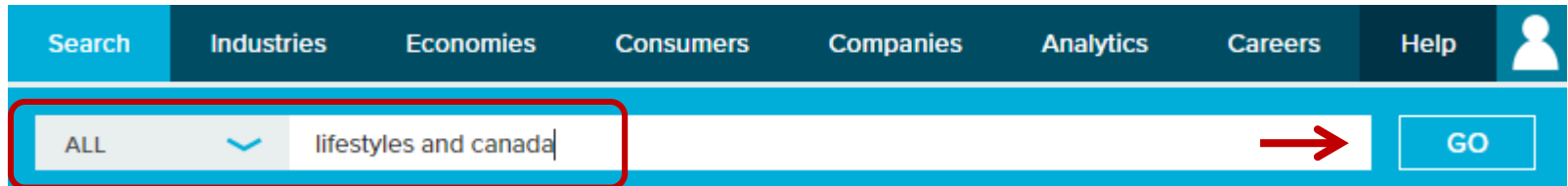
Map button: 5370045.00 (Census Tract), Ontario

Variety of maps provided that can be resized.



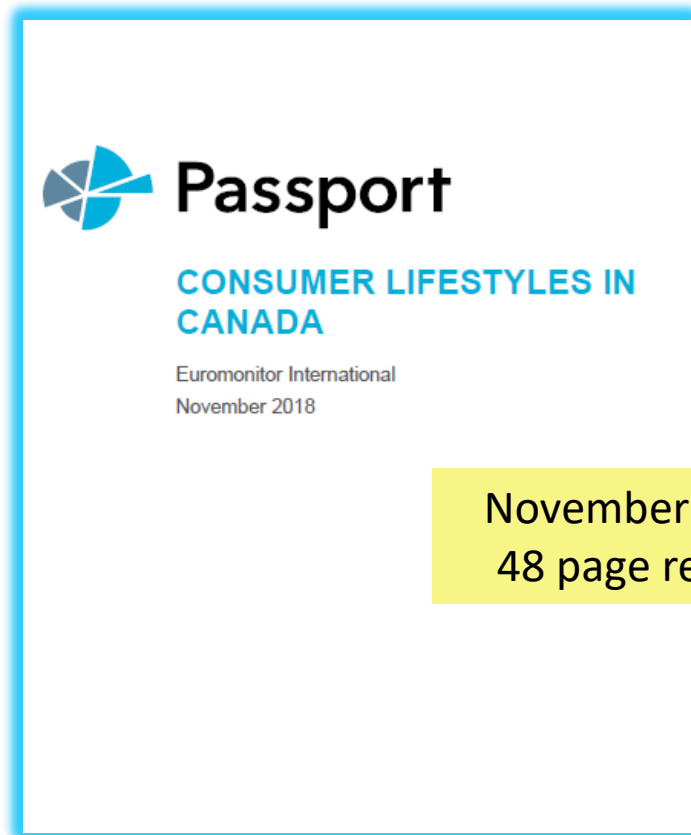
Passport

Includes lifestyle reports on consumers in Canada
& around the world



Topics covered ...

- Top 5 Consumer Trends
- Consumer Segmentation
- House & Home
- Spending & Saving
- Shopping
- Eating & Drinking
- Grooming & Appearance
- Healthy & Ethical Living
- Leisure & Recreation



November 2018
48 page report

Entrepreneurship Database

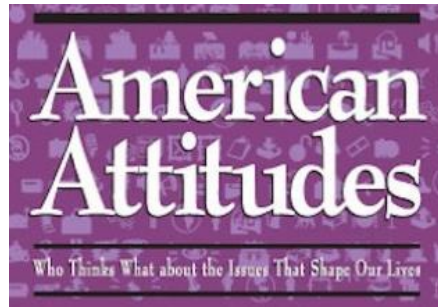
Reports, Books, Articles, Business Plans, etc.



11th ed. 2015

Table of Contents

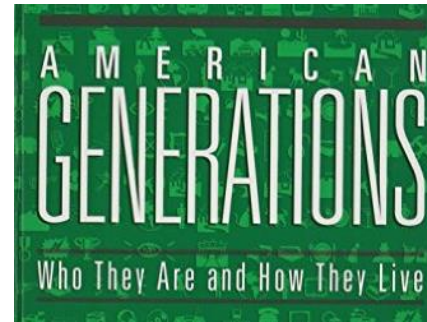
1. Alcoholic Beverages
2. Apparel
3. Computers
4. Education
5. Entertainment
6. Financial Services
7. Furnishings & Equipment
8. Gifts for People in Other Households
9. Groceries
- ...
21. Utilities



8th ed. 2015

Table of Contents

1. The Public Arena
2. Government & Politics
3. Patriotism
4. Science & Information
5. Religion
6. Work & Money
7. Family & Friends
8. Diversity
9. Personal Outlook
10. Sexuality



8th ed. 2013

Table of Contents

1. The Generations
2. Attitudes
3. Education
4. Health
5. Housing
6. Income
7. Labor Force
8. Living Arrangements
9. Population
10. Spending
11. Time Use
12. Wealth



2nd ed. 2010

Table of Contents

1. Total People
2. People Ages 15-19
3. People Aged 20-24
4. People Aged 25-34
5. People Aged 35-44
6. People Aged 45-54
7. People Aged 55-64
8. People Aged 65-74
9. People Aged 75 or Older

Sample e-books with **U.S.** demographic & psychographic info.



What advertising channels are available in my target market?

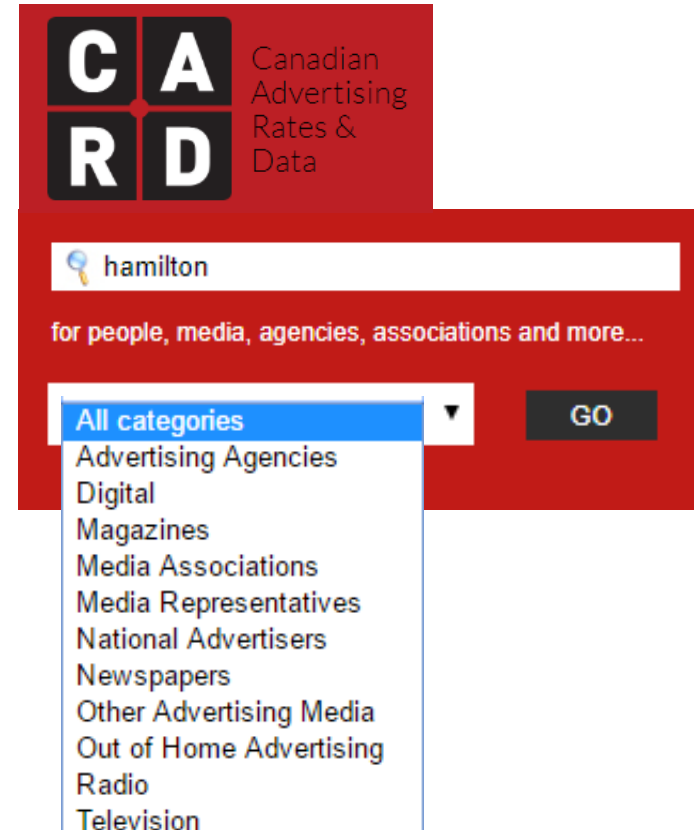
Advertising & Marketing

What are the most effective methods for promoting my product or service?

How does media usage (internet, radio, magazines, newspapers, TV) vary by generation?

Media Digest and CARD

Include Canadian advertising, media and consumer info

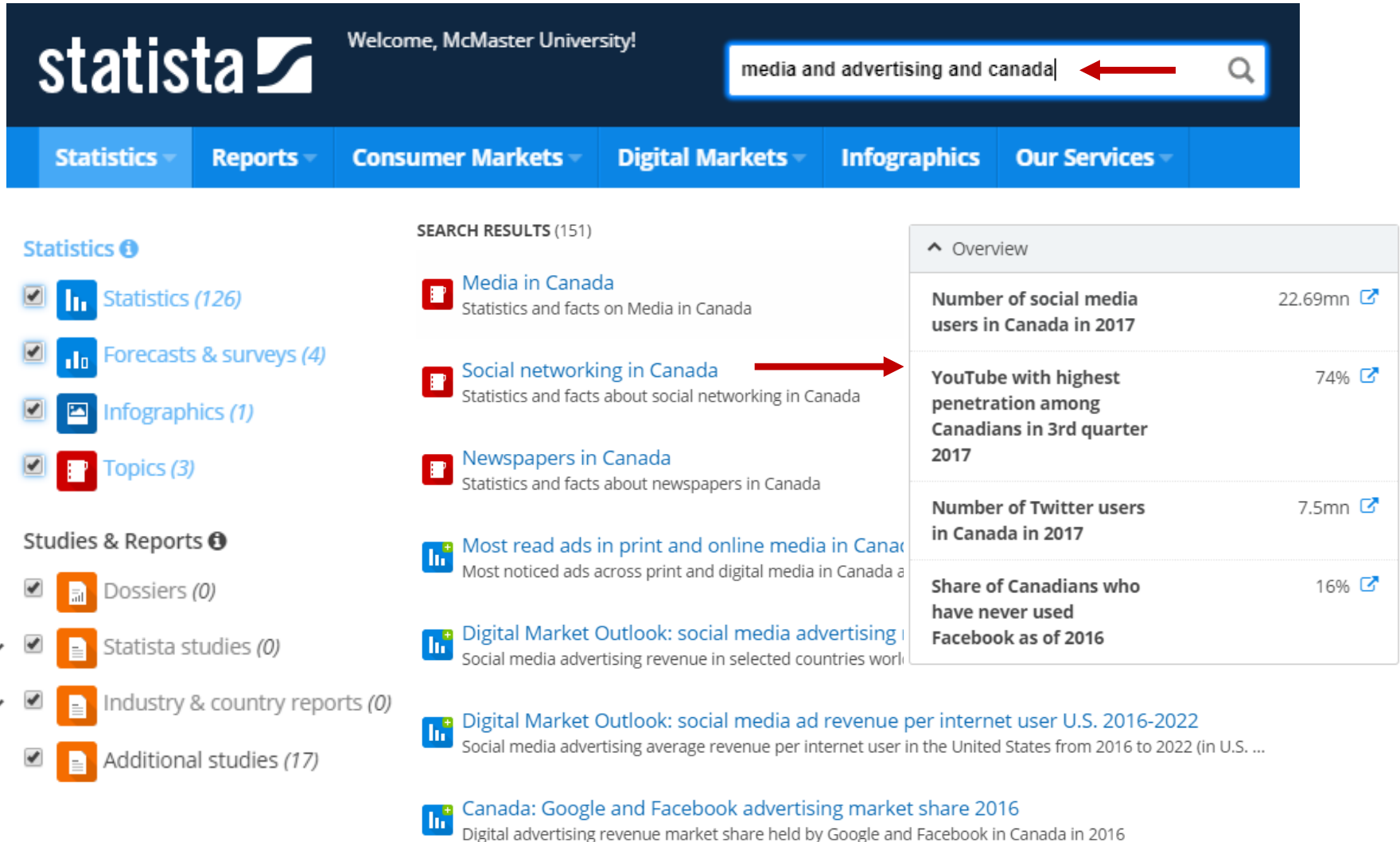


Media Digest covers ...

- business of media
 - trends & issues, media ownership
- Canadian market data + consumers
 - generational profiles, ad spending
- media channels
 - digital, television, audio, social media

CARD identifies media categories by name. **NOTE:** McMaster does not subscribe to CARDOnline. Advertising rates are not available.

International statistics, dossiers & reports on media & advertising



The screenshot shows the Statista website interface. At the top, the Statista logo is on the left, followed by the text "Welcome, McMaster University!". A search bar on the right contains the text "media and advertising and canada" with a red arrow pointing to the search icon. Below the search bar is a navigation menu with tabs for "Statistics", "Reports", "Consumer Markets", "Digital Markets", "Infographics", and "Our Services".

The main content area is divided into two columns. The left column contains a sidebar with categories: "Statistics (126)", "Forecasts & surveys (4)", "Infographics (1)", and "Topics (3)". Below these are "Studies & Reports" with sub-categories: "Dossiers (0)", "Statista studies (0)", "Industry & country reports (0)", and "Additional studies (17)".

The right column displays "SEARCH RESULTS (151)". The first four results are: "Media in Canada", "Social networking in Canada", "Newspapers in Canada", and "Most read ads in print and online media in Canada". A red arrow points from the "Social networking in Canada" result to a detailed view panel on the right.

The detailed view panel shows an "Overview" section with the following data:

Overview	
Number of social media users in Canada in 2017	22.69mn ↗
YouTube with highest penetration among Canadians in 3rd quarter 2017	74% ↗
Number of Twitter users in Canada in 2017	7.5mn ↗
Share of Canadians who have never used Facebook as of 2016	16% ↗

Below the detailed view panel, the search results continue with: "Digital Market Outlook: social media advertising revenue in selected countries world", "Digital Market Outlook: social media ad revenue per internet user U.S. 2016-2022", and "Canada: Google and Facebook advertising market share 2016".



What political, legal & regulatory issues are affecting the industry?

Local Issues & News

Is the government offering any incentives to small business?

Are there any events in the community that would be of interest to local business?

News Databases

Best source for info on local issues & news

Canadian Periodicals Index Quarterly, Factiva,
& Nexis Uni include local papers such as ...

- *Ancaster News*
- *Barrie Advance*
- *Brantford Expositor*
- *Dundas Star News*
- *Hamilton Spectator*
- *London Free Press*
- *Niagara Falls Review*
- *St. Catharines Standard*
- *Stoney Creek News*
- *Toronto Star*
- *Waterloo Region Record*
- *Windsor Star*
- plus national papers like the *Globe & Mail* & *National Post*

GALE

Canadian Periodicals
Index Quarterly

FACTIVA®



Nexis Uni™

Free Text Search

Query Genius ⓘ ▾

Search Form

"albert snow hair design" or "beauty salon*" or "hair salon*" or barber*

Examples

Type in your search words

Include additional Blogs and Boards

Date In the last 2 years

Pick a date range

Search

Source

Canada ▾

Author

All Authors

Company

All Companies

Select a source(s) & other limits, if desired.

Factiva Expert Search

Subject

All Subjects

Industry

Beauty/Personal Care ▾

Region

Canada ▾

Look up

Language

All Languages

More Options ▾

Search for free-text terms in: Full Article

Select full-article search

Republished news ⓘ

Exclude:

Recurring pricing and market data ⓘ

Obituaries, sports, calendars... ⓘ

Sort results by:

Most recent first ▾

Factiva: Finding articles on a local company or industry

Factiva - Sample Search Results

METRO NEWS | NEWS | OTTAWA

Ottawa Salon offers service for women wearing a veil

Dylan C. Robertson

Dylan C. Robertson - For Metro

450 words
19 January 2017
Metro Canada
MOTTA
0
English

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An Ottawa **hair salon** is lifting in taking care of their hair.

Last month, the Magicuts on C meant for Muslim women who

"Our society is multicultural," s everybody wants to look great



Shopping

Award-winning salon delivers trendy hairstyles and exceptional community service

ehenderson@metroland.com

322 words
4 January 2017
The Hamilton Spectator
HMSP
English
Copyright (c) 2017 The Hamilton

Albert Snow Hair Design Group has received r you achieve the look of health ensure you leave their salon l for their hairstyling talent and leaders.

Known for providing customer **Design** Group has received r Spectator. Voted for by reader being the best in the business techniques has also been not they received the Best Hairsty

News

The Salon District of Hamilton

829 words
17 February 2016
Hamilton Mountain News
HAMMT
Final
1

English
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Seventeen fish and chips restaurants probably couldn't survive on the same street.

But it's entirely different when there are 17 beauty-related businesses practically cheek by jowl on a short stretch of a commercial strip.

That's the situation on Concession Street, between numbers 411 and 798.

"People know they'll find a salon on the street that will serve their specific need," says Melissa Scozzari, owner of Salon A.G., near the west end of the strip at number 440.

Local Organizations⁸

- **Chambers of Commerce**
 - e.g., [Hamilton Chamber of Commerce](#)
- **Convention and Visitor Bureaus**
 - e.g., [Tourism Hamilton](#)
- **Economic Development Organizations**
 - e.g., [Hamilton Economic Development](#)
- **Municipal Governments**
 - e.g., [City of Hamilton](#)
- **Non-Profit Organizations**
 - e.g., [Social Planning & Research Council of Hamilton](#)
- **Trade Associations**
 - e.g., [Hamilton-Halton Home Builders' Association](#)





Course Research Guide

[Library Home Page](#) > [Research Guides](#) tab > [All Guides](#) button > [Business](#) > course code

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Commerce 3MC3 - Applied Marketing Management

Business and marketing resources for the GTHA (Greater Toronto and Hamilton Area)

Home

Important Course Information

Library Slides

Companies

Economy & Industry

Consumers & Demographics

Advertising & Marketing

Local Issues & News

Hamilton Area Resources

How Library Stuff Works

Important Course Information

This course builds upon material covered in Commerce 2MA3 - Introduction to Marketing. It relies on practical, real world case studies to develop your marketing decision-making skills, and your ability to analyse the business environment in which organisations operate. A major field project, which has student teams working with businesses to audit current practices, study the environment and develop a marketing plan, is a critical part of this course.

- [Commerce 3MC3 - Applied Marketing Management](#)
Course outlines for Commerce 3MC3

Library Slides

- [Library Slides for Commerce 3MC3](#)

[30 previous reports](#) on

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 ASK A LIBRARIAN

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<http://library.mcmaster.ca/justask/>

McMaster Library Session Evaluation

Give Us Your Feedback!



mcmaster-ca.libwizard.com/evaluation

Thank You!