Commerce 3MC3
Finding Local Business Information

Ines Perkovic
Business Librarian

Innis Library
KTH-108

Winter 2017
Need targeted, localized information on ...

- Companies
- Economy & Industry
- Consumers & Demographics
- Local Issues & News
- Advertising/Marketing
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
McMaster Library Home Page

http://library.mcmaster.ca

Research menu

- Subject & Course Guides
  - Course Guides tab
    - Commerce
      - Commerce 3MC3 – Applied Marketing Management
        - Library Slides & Course Research Guide [lists all resources in this presentation, plus many more]
Course Research Guide for 3MC3:
http://library.mcmaster.ca/guides/commerce-3mc3

Canadian and Local Marketing Resources

Course code: Commerce 3MC3
Course name: Applied Marketing Management
Course date: Winter 2017

<table>
<thead>
<tr>
<th>Companies</th>
<th>Economy &amp; Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers &amp; Demographics</td>
<td>Advertising &amp; Marketing</td>
</tr>
<tr>
<td>Local Issues &amp; News</td>
<td>Hamilton Area Resources</td>
</tr>
</tbody>
</table>

NOTE:

- Key titles are marked with a Best Bet icon ★
- Online sources accessible to everyone are marked with an Open Access icon 🌐
- Online sources only accessible to current McMaster students, faculty and staff (MAC ID required) are marked with a McMaster icon 🕵️

Other Useful Links: Commerce 3MC3 Library Presentation Slides 🌐 | Citation Guide for Business 🌐 | Sample Commerce 3MC3 Market Research Reports (INNIS Reserve)

Companies

★叟Canadian Business Database, current
An online directory including over 1.9 million Canadian businesses (public & private). Can be searched by company name, type of business (including SIC or NAICS codes), location, employee size and sales ranges.
Who are the local competitors and where are they located?

What is the size of the local market?

Companies

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

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

What is the nature of the competitive environment?
Canadian Business Database (CBD)
Best source for finding local companies

- Over 1.9 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

- Company Name
- Executives
- Business Type
- Keyword/SIC/NAICS
- Major Industry Group
- Geography
- Province
- City
- Postal Code
- Census Metro Area
- Street Address
- Phone
- Business Phone
- Area Code
- Business Size
- Number of Employees
- Sales Volume
- Ownership
- Public/Private Company
- Headquarter/Branch
- Financial Data
- Stock Exchange
- Ticker Symbol
- Business Expenditures
- Special Selects
- Web Address
- Yellow Page Ad Size
- Years In Database
- Exclusions

Select search criteria & create form
Canadian Business Database

Finding all the **beauty salons in Hamilton** using **NAICS**

Key in your industry code(s)

Select province & city

**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.**

<table>
<thead>
<tr>
<th>Select a Province</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ontario</td>
</tr>
</tbody>
</table>

**Filter Choices**

- **Type city name here**
- **and select from list**

<table>
<thead>
<tr>
<th>Acton, ON</th>
<th>Hamilton, ON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Addison, ON</td>
<td>Stoney Creek, ON</td>
</tr>
<tr>
<td>Ahmic Harbour, ON</td>
<td>Dundas, ON</td>
</tr>
<tr>
<td>Ailsa Craig, ON</td>
<td>Ancaster, ON</td>
</tr>
</tbody>
</table>
| Ajax, ON | }
Canadian Business Database Results

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

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executive Name</th>
<th>Street Address</th>
<th>City, Province</th>
<th>Postal Code</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>007 Unisex Hairst...</td>
<td>Joe Farruggia</td>
<td>310 King St E</td>
<td>Hamilton, ON</td>
<td>L8N1C2</td>
<td>(905) 527-5529</td>
</tr>
<tr>
<td>A Cut Beyond Ltd</td>
<td>Dino Ricci</td>
<td>63 East 36th St</td>
<td>Hamilton, ON</td>
<td>L8V3Y8</td>
<td>(905) 318-5000</td>
</tr>
<tr>
<td>A Touch Of Grace ...</td>
<td>Grace Falco</td>
<td>710 Upper James St</td>
<td>Hamilton, ON</td>
<td>L9C2Z8</td>
<td>(905) 318-9342</td>
</tr>
<tr>
<td>Absolute Beauty</td>
<td></td>
<td>25 Redmond Dr</td>
<td>Hamilton, ON</td>
<td>L8W3K7</td>
<td>(905) 538-9103</td>
</tr>
<tr>
<td>Adam &amp; Eve House ...</td>
<td>Kim Nguyen</td>
<td>44 King St E</td>
<td>Stoney Creek, ON</td>
<td>L8G1K1</td>
<td>(905) 664-5576</td>
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<tr>
<td>Aesthetic By Anto...</td>
<td>Antonella Romano</td>
<td>393 King St W</td>
<td>Hamilton, ON</td>
<td>L8P1B5</td>
<td>(905) 741-7307</td>
</tr>
<tr>
<td>Aesthetics By Ang...</td>
<td>Angela Capponi</td>
<td>844 Upper Wentwor...</td>
<td>Hamilton, ON</td>
<td>L9A4W4</td>
<td>(905) 318-4454</td>
</tr>
<tr>
<td>Aesthetics By Rachel</td>
<td></td>
<td>87 Buckingham Dr</td>
<td>Hamilton, ON</td>
<td>L9C2G6</td>
<td>(905) 574-5357</td>
</tr>
<tr>
<td>Aesthetics By Wendy</td>
<td>Wendy Thompson</td>
<td>283 Wilson St E</td>
<td>Ancaster, ON</td>
<td>L9G2B8</td>
<td>(905) 318-5847</td>
</tr>
<tr>
<td>Afina Spa</td>
<td></td>
<td>219 Main St W</td>
<td>Hamilton, ON</td>
<td>L8P1J4</td>
<td>(905) 525-2882</td>
</tr>
<tr>
<td>Aglow Studio</td>
<td></td>
<td>800 Upper Wentwor...</td>
<td>Hamilton, ON</td>
<td>L9A4W4</td>
<td>(905) 538-3400</td>
</tr>
<tr>
<td>Albert Snow Hair ...</td>
<td>Albert Snow</td>
<td>1036 King St W</td>
<td>Hamilton, ON</td>
<td>L8S1L5</td>
<td>(905) 525-0831</td>
</tr>
<tr>
<td>All Dolled Up Sal...</td>
<td></td>
<td>205 King St E</td>
<td>Hamilton, ON</td>
<td>L8N1B3</td>
<td>(289) 389-2053</td>
</tr>
<tr>
<td>All Styles Hair Care</td>
<td></td>
<td>11 Ludlow</td>
<td>Hamilton, ON</td>
<td></td>
<td>(905) 574-5604</td>
</tr>
</tbody>
</table>
### Business Demographics

<table>
<thead>
<tr>
<th>Location Employees</th>
<th>Location Sales Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>$510,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Corporate Employees</th>
<th>Corporate Sales Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not Available</td>
<td>Not Available</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location Type</th>
<th>Credit Rating Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Locations</td>
<td>B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stock Ticker Symbol</th>
<th>IUSA Number</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>01-300-9899</td>
</tr>
</tbody>
</table>

### Business Expenditures

These expenditures are an estimated annual expense.

<table>
<thead>
<tr>
<th>Category</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>$2,500 to $5,000</td>
</tr>
<tr>
<td>Contract Labor</td>
<td>Not Available</td>
</tr>
<tr>
<td>Legal</td>
<td>$1,000 to $2,500</td>
</tr>
<tr>
<td>Office Equipment &amp; Supplies</td>
<td>$20,000 to $50,000</td>
</tr>
<tr>
<td>Payroll &amp; Benefits</td>
<td>$100,000 to $250,000</td>
</tr>
<tr>
<td>Rent &amp; Leasing</td>
<td>$25,000 to $50,000</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>$2,000 to $5,000</td>
</tr>
<tr>
<td>Advertising</td>
<td>$20,000 to $50,000</td>
</tr>
<tr>
<td>Insurance</td>
<td>$5,000 to $10,000</td>
</tr>
<tr>
<td>Management/Administration</td>
<td>Less than $2,500</td>
</tr>
<tr>
<td>Package/Container</td>
<td>Less than $500</td>
</tr>
<tr>
<td>Purchased Print</td>
<td>$1,000 to $2,500</td>
</tr>
<tr>
<td>Technology</td>
<td>Less than $500</td>
</tr>
<tr>
<td>Utilities</td>
<td>$10,000 to $25,000</td>
</tr>
</tbody>
</table>
Financial Performance Data

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.
**Canadian Business Patterns (CBP)**

Provides counts of Canadian businesses

- CBP is 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** (1988-2016), usu. issued 2x a year, June & December
    - each year must be searched separately
- Consult [user guide](#) for searching tips

**NOTE:** To view CBP data on non-library computers you must [install Beyond 20/20 software](#) (Windows only)
## Canadian Business Patterns: Sample Data

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

<table>
<thead>
<tr>
<th></th>
<th>2016 June</th>
<th>2015 June</th>
<th>2014 June</th>
<th>2013 June</th>
<th>2012 June</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>432</td>
<td>408</td>
<td>347</td>
<td>330</td>
<td>340</td>
</tr>
<tr>
<td>without employees*</td>
<td>231</td>
<td>203</td>
<td>136</td>
<td>138</td>
<td>124</td>
</tr>
<tr>
<td>with employees</td>
<td>201</td>
<td>205</td>
<td>211</td>
<td>192</td>
<td>216</td>
</tr>
</tbody>
</table>

### Employee Size Ranges† [for locations with employees]

<table>
<thead>
<tr>
<th>Employment size ranges</th>
<th>1-4</th>
<th>5-9</th>
<th>10-19</th>
<th>20-49</th>
<th>50-99</th>
<th>100-199</th>
<th>200-499</th>
<th>500+</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4</td>
<td>127</td>
<td>44</td>
<td>25</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5-9</td>
<td>126</td>
<td>47</td>
<td>26</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>10-19</td>
<td>139</td>
<td>40</td>
<td>25</td>
<td>7</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>20-49</td>
<td>124</td>
<td>39</td>
<td>23</td>
<td>5</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>50-99</td>
<td>135</td>
<td>51</td>
<td>25</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>100-199</td>
<td>124</td>
<td>51</td>
<td>25</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>200-499</td>
<td>135</td>
<td>51</td>
<td>25</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>500+</td>
<td>124</td>
<td>51</td>
<td>25</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*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?

Is business confidence good?

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?
Includes analysis of local economies

- **Economic outlook** reports for Canada, provinces and 27 cities including Hamilton London, Toronto & 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

Select Browse by Topic

- Canadian
- Provincial
- Metropolitan
- International
- Industry Sector Economics
- Consumer & Business Confidence
- Travel and Tourism
CANSIM (Statistics Canada)
Comprehensive socioeconomic database of Canadian statistics

CANSIM can be used to ...
- track trends
- analyze market potential
- study economic activity
- make investment decisions
- profile demographics
### Sample CANSIM Table 203-0026

The data below is a part of CANSIM table 203-0026. Use the **Add/Remove data** tab to customize your table.

#### Selected items [Add/Remove data]
- **Geography**: Canada
- **Statistic**: Average expenditure per household

#### Related data tables
- Household spending and savings
- Household characteristics

#### Related publications
- View latest article from *The Daily* related to this table.
- View list of related publications.

#### Additional information on the survey or statistical program
- Survey of Household Spending - 3508

<table>
<thead>
<tr>
<th>Age of reference person</th>
<th>Household expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Hair grooming services</em></td>
<td>467 474 496</td>
</tr>
<tr>
<td><em>Other personal care services</em></td>
<td>127 122 147</td>
</tr>
<tr>
<td><em>Hair grooming services</em></td>
<td>425 397 406</td>
</tr>
<tr>
<td><em>Other personal care services</em></td>
<td>75 74 75</td>
</tr>
</tbody>
</table>

### Data Table

- **Add/Remove data**
- **Manipulate**
- **Download**
- **Related information**
- **Help**
The Daily (Statistics Canada)

Statistics Canada newsletter profiles NEW statistical releases. Articles contain analysis, numbers & additional sources. Search or browse articles from 2012 to present.

Sample Article

Survey of Household Spending, 2015

Released: 2017-01-27
Canadian households spent an average of $60,516 on goods and services in 2015, up 2.5% from $59,057 in 2014.

Spending on shelter accounted for 28.9% of this total, followed by transportation (19.4%) and food (14.3%)—all unchanged from 2014.

Provincially, households in Alberta reported the highest average spending on goods and services in 2015 at $76,535, followed by households in Saskatchewan ($65,999), British Columbia ($64,797) and Ontario ($62,719). Households in New Brunswick ($50,192) and in Quebec ($50,193) reported the lowest average spending.

On average, couples with children spent $84,263 on goods and services in 2015. One-person households headed by a senior aged 65 years and older reported the lowest average spending of all household types at $29,700.
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

Sample Reports
- 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.)

- Millennials in the U.S.
  Packaged Facts
  4/23/2012
  178 Pages - $3,080.00
  (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 & global industry reports

- Covers over 1,000 U.S., 425 Canadian and 73 global industries, many at the 5 digit NAICS level.
- Search or browse for content.

Sample Industry Listing (Canada)

- 44111CA - New Car Dealers in Canada
- 44112CA - Used Car Dealers in Canada
- 44131CA - Auto Parts Stores in Canada
- 44132CA - Tire Dealers in Canada
- 44211CA - Furniture Stores in Canada
- 44221CA - Floor Covering Stores in Canada
- 44229CA - Home Furnishings Stores in Canada
- 44411CA - Home Improvement Stores in Canada
- 44421CA - Lawn & Outdoor Equipment Stores in Canada
- 44511CA - Supermarkets & Grocery Stores in Canada
- 44512CA - Convenience Stores in Canada
- 44529CA - Specialty Food Stores in Canada
- 44611CA - Pharmacies & Drug Stores in Canada
- 44612CA - Beauty, Cosmetics & Fragrance Stores in Canada

Start your search here:

Search by keyword, company or code:

Browse report listings:

- US Industry Reports (NAICS)
- US Industry iExpert Summaries
- US Specialized Industry Reports
- Canada Industry Reports (NAICS)
- Global Industry Reports
Includes reports on industries in Canada & other nations worldwide

**Beauty and Personal Care category** includes separate reports on...

- Colour cosmetics
- Deodorants
- Dipilatories
- Fragrances
- Hair care
- Men’s grooming
- Skin care
- Oral care
- Sun care
- Premium cosmetics
- Mass cosmetics
- and more ...
Consumers & Demographics

Who is the target market?  Who is the best customer for my product or service?

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 Canada

Demographic data for Canada, provinces, cities, and more.

• Conducted every 5 years in Canada
• 2016 was the last census in Canada
• Census typically covers topics such as:
  • Population
  • Families & Households
  • Language
  • Education
  • Aboriginal Peoples
  • Ethnic Origin
  • Immigration
  • Housing
  • Income
  • Labour
  • Mobility
  • Religion

2016 Census data
• Data will be released throughout 2017 (short & long form census mandatory)
• Feb. 8/17 - Population & Dwelling Counts
• May 3, 2017 - Age & Sex; Type of Dwelling

2011 Census & NHS data
• All data has been released. See:
  • 2011 Census Profile (short form census mandatory)
  • 2011 National Household Survey (NHS) Profile (voluntary survey)
2011 Census/NHS Data available at various geographic levels via Statistics Canada


Use a postal code to find relevant geographic area.

Definitions of geography included in Census Dictionary
2011 Census & NHS Data for **Tract 45** (neighbourhood) which includes postal code L8S 4M4

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aboriginal peoples</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ethnic origin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immigration and citizenship</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income of families</td>
<td></td>
<td></td>
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<tr>
<td>Income of households</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income of individuals</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobility</td>
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<tr>
<td>Non-official language</td>
<td></td>
<td></td>
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<tr>
<td>Religion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shelter costs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visible minority</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canadian citizens</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canadian citizens aged 18 and over</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not Canadian citizens</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5370045.00 Ontario (Census tract)
Map Tab: 5370045.00 (Census Tract), Ontario

Variety of maps provided that can be resized.
2011 **Census** and **NHS** data by **FSA**
e.g., FSA map for Hamilton

FSA = Forward Sortation Area (larger than a census tract)
Passport
Includes statistics & reports on hundreds of cities worldwide

Covers several cities in Ontario including
- Hamilton
- London
- Kitchener
- Toronto
- St. Catharines
- Windsor

Select variables from the list. Expand menus + to retrieve more granular data.
For example, Transport includes: automotive circulation, use of commercial vehicles, passenger cars, motorcycles & mopeds, passengers in public transport and road injury accidents

NOTE: This content only accessible by browsing.
Sample Table: *Selected* household, income & population statistics for Hamilton, ON, 2016-2021

<table>
<thead>
<tr>
<th>Hamilton (Canada)</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
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</thead>
<tbody>
<tr>
<td>Number of Households - '000</td>
<td>297.9</td>
<td>300.7</td>
<td>303.5</td>
<td>306.3</td>
<td>309.0</td>
<td>311.8</td>
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<tr>
<td>Disposable Income - CAD mn - Current Prices</td>
<td>24,902.9</td>
<td>25,648.0</td>
<td>26,632.4</td>
<td>27,720.8</td>
<td>28,847.2</td>
<td>30,004.8</td>
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<td>Total Population - '000</td>
<td>767.5</td>
<td>773.1</td>
<td>778.8</td>
<td>784.7</td>
<td>790.7</td>
<td>796.8</td>
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<tr>
<td>Population Aged 0-14 - '000</td>
<td>121.2</td>
<td>122.0</td>
<td>123.0</td>
<td>124.0</td>
<td>125.0</td>
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<td>Population Aged 15-64 - '000</td>
<td>512.0</td>
<td>512.9</td>
<td>513.5</td>
<td>513.8</td>
<td>513.9</td>
<td>514.1</td>
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<tr>
<td>Population Aged 65+ - '000</td>
<td>134.4</td>
<td>136.1</td>
<td>142.3</td>
<td>146.9</td>
<td>151.8</td>
<td>156.7</td>
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<tr>
<td>Male Population - '000</td>
<td>373.9</td>
<td>376.6</td>
<td>379.4</td>
<td>382.3</td>
<td>385.2</td>
<td>388.1</td>
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<tr>
<td>Male Population Aged 0-14 - '000</td>
<td>62.7</td>
<td>63.2</td>
<td>63.7</td>
<td>64.2</td>
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<tr>
<td>Male Population Aged 15-64 - '000</td>
<td>251.5</td>
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<td>252.3</td>
<td>252.5</td>
<td>252.5</td>
<td>252.6</td>
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<tr>
<td>Male Population Aged 65+ - '000</td>
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<td>61.4</td>
<td>63.4</td>
<td>65.6</td>
<td>68.0</td>
<td>70.3</td>
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<tr>
<td>Female Population - '000</td>
<td>393.7</td>
<td>396.5</td>
<td>399.4</td>
<td>402.4</td>
<td>405.5</td>
<td>408.7</td>
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<tr>
<td>Female Population Aged 0-14 - '000</td>
<td>58.4</td>
<td>58.8</td>
<td>59.3</td>
<td>59.8</td>
<td>60.3</td>
<td>60.8</td>
</tr>
<tr>
<td>Female Population Aged 15-64 - '000</td>
<td>260.5</td>
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<td>261.2</td>
<td>261.4</td>
<td>261.4</td>
<td>261.5</td>
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<tr>
<td>Female Population Aged 65+ - '000</td>
<td>74.8</td>
<td>76.7</td>
<td>78.9</td>
<td>81.3</td>
<td>83.6</td>
<td>86.4</td>
</tr>
</tbody>
</table>

Adjust data, time, categories, geography using this menu.
Passport

Includes lifestyle reports on consumers in Canada & around the world

Topics covered ...

- Top 5 Consumer Trends
- Consumer Segmentation
- Housing & Households
- Money & Savings
- Eating & Drinking
- Grooming & Fashion
- Health & Wellness
- Shopping Habits
- Leisure & Recreation
- Getting Around

40 page report
Entrepreneurship Database
Reports, Books, Articles, Business Plans, etc.

Table of Contents
1. Alcoholic Beverages
2. Apparel
3. Computers
4. Education
5. Entertainment
6. Financial Products & Services
7. Furnishings & Equipment
8. Gifts for People with Households
9. Groceries
...
21. Utilities

Table of Contents
1. The Public Arena
2. Government & Politics
3. Science
4. Religion
5. Work & Money
6. Family & Friends
7. Race
8. Personal Outlook
9. Sexual Attitudes & Behavior

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

Sample e-books with U.S. demographic & psychographic info.
What political, legal & regulatory issues are affecting the industry?

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

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

- Ancaster News
- Barrie Examiner
- Brantford Expositor
- Hamilton Spectator
- Guelph Mercury
- London Free Press
- Niagara Falls Review
- Oakville Today
- St. Catharines Standard
- Stoney Creek News
- Toronto Star
- Waterloo Region Record
- Windsor Star
- plus national papers like the Globe & Mail & National Post
Factiva: Finding articles on a company or industry

- **Type in your search words**
- **Pick a date range**
- **Select a source(s) & other limits, if desired.**
- **Select full-text search**
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 the veil on taking care of their hair.

Last month, the Magicuts on Ogi street on the outskirts of the city, that was meant for Muslim women who were in need of styling their hair. "Our society is multicultural," says Melissa Scozzari, who is the owner of Salon A.G., near the west end of the strip at number 440.

Albert Snow Hair Design Group has received The Spectator. Voted for by readers, the salon was named the Best hairstyling talent and the thermo-stylist of the year.

Known for providing custom hair and the latest trends, the salon has received much attention. Scozzari, who has been voted the best in the business for two years running, says that they received the Best Hairstylist award for being the best in the business.

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 Organizations

- 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
What advertising channels are available in my target market?

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

How does media usage (internet, radio, magazines, newspapers, TV) vary by generation?
NOTE: McMaster does not subscribe to CARDOnline. Advertising rates are not available.
Course Research Guide for 3MC3:
http://library.mcmaster.ca/guides/commerce-3mc3

Canadian and Local Marketing Resources

Course code: Commerce 3MC3
Course name: Applied Marketing Management
Course date: Winter 2017

<table>
<thead>
<tr>
<th>Companies</th>
<th>Economy &amp; Industry</th>
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<tbody>
<tr>
<td>Consumers &amp; Demographics</td>
<td>Advertising &amp; Marketing</td>
</tr>
<tr>
<td>Local Issues &amp; News</td>
<td>Hamilton Area Resources</td>
</tr>
</tbody>
</table>

NOTE:

- Key titles are marked with a Best Bet Icon ⭐
- Online sources accessible to everyone are marked with an Open Access icon
- Online sources only accessible to current McMaster students, faculty and staff are marked with a McMaster icon 🦁

Other Useful Links: Commerce 3MC3 Library Presentation Slides | Citation | Commerce 3MC3 Market Research Reports (INNIS Reserve)

Companies

⭐ Schroeder Business Database, current
An online directory including over 1.9 million Canadian businesses (public & private). Can be searched by company name, type of business (including SIC or NAICS codes), location, employee size and sales ranges.
Research Help @ Innis

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  - ext. **21359** Business Librarian
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  - Drop by the Service Desk or book an appointment with the Business Librarian
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• Snapchat
  maclibraries
Night owl? Need quiet? Try:

NEW: Quiet, late night study at Innis Library.

Monday to Thursday
11:00 pm to 3:00 am
Starts February 27, 2017

No library service available during this time.

KTH-108