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 includes these library slides and all resources in these slides, plus many more.
Who are the local competitors and where are they located?

What is the size of the local market?

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

Companies

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company Name</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Executives</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Business Type</strong></td>
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</tr>
<tr>
<td><strong>Business Size</strong></td>
<td>![Down Arrow]</td>
</tr>
<tr>
<td><strong>Number of Employees</strong></td>
<td>![Checkmark]</td>
</tr>
<tr>
<td><strong>Sales Volume</strong></td>
<td>![Checkmark]</td>
</tr>
<tr>
<td><strong>Ownership</strong></td>
<td>![Down Arrow]</td>
</tr>
<tr>
<td><strong>Public/Private Company</strong></td>
<td>![Checkmark]</td>
</tr>
<tr>
<td><strong>Headquarter/Branch</strong></td>
<td>![Checkmark]</td>
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<tr>
<td><strong>Geography</strong></td>
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<tr>
<td><strong>Province</strong></td>
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<tr>
<td><strong>City</strong></td>
<td>![Checkmark]</td>
</tr>
<tr>
<td><strong>Postal Code</strong></td>
<td>![Checkmark]</td>
</tr>
<tr>
<td><strong>Census Metro Area</strong></td>
<td>![Checkmark]</td>
</tr>
<tr>
<td><strong>Street Address</strong></td>
<td>![Checkmark]</td>
</tr>
<tr>
<td><strong>Phone</strong></td>
<td>![Down Arrow]</td>
</tr>
<tr>
<td><strong>Business Phone</strong></td>
<td>![Checkmark]</td>
</tr>
<tr>
<td><strong>Area Code</strong></td>
<td>![Checkmark]</td>
</tr>
<tr>
<td><strong>Financial Data</strong></td>
<td>![Down Arrow]</td>
</tr>
<tr>
<td><strong>Stock Exchange</strong></td>
<td>![Checkmark]</td>
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<td><strong>Ticker Symbol</strong></td>
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<tr>
<td><strong>Business Symbol</strong></td>
<td>![Checkmark]</td>
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<tr>
<td><strong>Business Expenditures</strong></td>
<td>![Checkmark]</td>
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<tr>
<td><strong>Special Selects</strong></td>
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<tr>
<td><strong>Web Address</strong></td>
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<tr>
<td><strong>Yellow Page Ad Size</strong></td>
<td>![Checkmark]</td>
</tr>
<tr>
<td><strong>Years In Database</strong></td>
<td>![Checkmark]</td>
</tr>
</tbody>
</table>

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.**
Click column headers to sort entries. **Download** or **Print** up to 50 records per search in Excel, Comma or Tab Delimited formats.

### Canadian Business Database Results

557 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>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>007 Unisex Hair...</td>
<td>Joe Farruggia</td>
<td>310 King St E</td>
<td>Hamilton, ON</td>
<td>L8N1C2</td>
<td>(905) 527-5529</td>
<td>Under $500K</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>
<td>Under $500K</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>
<td>Under $500K</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>
<td>Under $500K</td>
</tr>
<tr>
<td>Adam &amp; Eve House ...</td>
<td>Kim Butler</td>
<td>11-44 King St E</td>
<td>Stoney Creek, ON</td>
<td>L8G1K1</td>
<td>(905) 664-5576</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Aesthetic By Antonio ...</td>
<td>Antonella Romano</td>
<td>393 King St W</td>
<td>Hamilton, ON</td>
<td>L8P1B5</td>
<td>(905) 741-7307</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Aesthetics By Angela Capponi</td>
<td>Angela Capponi</td>
<td>844 Upper Wentworth St</td>
<td>Hamilton, ON</td>
<td>L9A4W4</td>
<td>(905) 318-4454</td>
<td>Under $500K</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>
<td>Under $500K</td>
</tr>
<tr>
<td>Aesthetics By Wendy</td>
<td>Wendy Thompson</td>
<td>283 Wilson St E</td>
<td>Ancaster, ON</td>
<td>L9G28B8</td>
<td>(905) 318-5847</td>
<td>Under $500K</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>
<td>Under $500K</td>
</tr>
<tr>
<td>Aglow Studio</td>
<td>Val Le</td>
<td>800 Upper Wentworth St</td>
<td>Hamilton, ON</td>
<td>L9A4W4</td>
<td>(905) 538-3400</td>
<td>$500K-1M</td>
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<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>
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<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>
<td>Under $500K</td>
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<tr>
<td>All Styles Hair Care</td>
<td>11 Ludlow</td>
<td></td>
<td>Hamilton, ON</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Allusions Hair St...</td>
<td></td>
<td>102-180 Highway 8</td>
<td>Stoney Creek, ON</td>
<td>L8G1C3</td>
<td>(905) 662-1152</td>
<td>Under $500K</td>
</tr>
</tbody>
</table>
Sample Entry –
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.

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

Revenues and expenses
- Total revenue: 100.0
- Sales of goods and services: N/A
- All other revenues: N/A
- Cost of sales (direct expenses)
  - Wages and benefits: 8.5
  - Purchases, materials and sub-contracts: 12.6
  - Opening inventory: 1.6
  - Closing inventory: 1.7
- Operating expenses (indirect expenses)
  - Labour and commissions: 28.8
  - Amortization and depletion: 2.3
  - Repairs and maintenance: 1.2
  - Utilities and telephone/telecommunication: 2.9
  - Rent: 15.7
  - Interest and bank charges: 0.7
  - Professional and business fees: 1.8
  - Advertising and promotion: 1.6

Latest data year: 2015
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 via ODESI on non-library computers you must install Beyond 20/20 software (Windows only, Free). CBP via DLI is web-based and requires no software downloads.
# 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>Locations without employees*</td>
<td>231</td>
<td>203</td>
<td>136</td>
<td>138</td>
<td>124</td>
</tr>
<tr>
<td>Locations 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>Employee size ranges†</th>
<th>1-4</th>
<th>2015 June</th>
<th>2014 June</th>
<th>2013 June</th>
<th>2012 June</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4</td>
<td>127</td>
<td>126</td>
<td>139</td>
<td>124</td>
<td>135</td>
</tr>
<tr>
<td>5-9</td>
<td>44</td>
<td>47</td>
<td>40</td>
<td>39</td>
<td>51</td>
</tr>
<tr>
<td>10-19</td>
<td>25</td>
<td>26</td>
<td>25</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>20-49</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>50-99</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>100-199</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>200-499</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>500+</td>
<td>0</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?

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 & 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
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

### Table 203-0026 1, 3, 4, 6, 7, 11

Survey of household spending (SHS), household spending, by age of reference person annual (dollars)

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 expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 30 years</td>
<td>Hair grooming services</td>
</tr>
<tr>
<td></td>
<td>Other personal care services</td>
</tr>
<tr>
<td>30 to 39 years</td>
<td>Hair grooming services</td>
</tr>
<tr>
<td></td>
<td>Other personal care services</td>
</tr>
<tr>
<td>40 to 54 years</td>
<td>Hair grooming services</td>
</tr>
<tr>
<td></td>
<td>Other personal care services</td>
</tr>
</tbody>
</table>
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, 2016

Released: 2017-12-13

Canadian households spent an annual average of $62,183 on goods and services ranging from clothing up 2.8% from 2015.

The increase was driven by higher year-over-year spending by households in Ontario and Quebec. Households in Ontario spent $66,220 (+5.6%), while those in Quebec spent $52,447 (+4.5%).

Despite the overall increase in 2016, households still spent the same proportion of their total consumption on the three largest expenditure categories as they did in 2015: shelter (29.0%), transportation (19.2%) and food (14.1%).

Canadian households spent an average of $18,032 on shelter in 2016, little changed from 2015. They paid an average of $15,293 for their principal residence (including rent, mortgage payments, repairs and maintenance costs, property taxes and utilities) and an average of $1,739 for other accommodations, such as owned secondary residences and hotels.

Survey of household spending (SHS), household spending, by household type (annual)
(203-0023)

Survey of household spending (SHS), household spending, by household tenure (annual)
(203-0024)

Survey of household spending (SHS), household spending, by size of area of residence (annual)
(203-0025)
MarketResearch.com Academic
Contains demographic & market research reports on specialized niche industries. U.S. focus.

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:
IBISWorld - Sample Report

IBISWorld Industry Report 81211CA
Hair & Nail Salons in Canada

January 2017 | Madeline Hurley

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

Typical Report Structure or Table of Contents

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
Passport

Includes reports on industries in Canada & other nations worldwide

Hair Care in Canada
COUNTRY REPORT | APR 2017

In a mature category with a wide variety of products, manufacturers are seeking to differentiate their offerings from those of their rivals. For example, under its Pantene Pro-V line, Procter & Gamble offers a wide range of products. In the shampoo...
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
Contains demographic data for Canada, provinces, cities, & more.

• 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
2016 Census data available at various geographic levels via Statistics Canada

Definitions of census geography included in Census Dictionary.
2016 Census Data for **Tract 45** (neighbourhood) which includes postal code L8S 4M4
Map button: 5370045.00 (Census Tract), Ontario

Variety of maps provided that can be resized.
Passport
Includes statistics & reports on hundreds of cities worldwide

Covers several cities in Ontario including
- Hamilton
- Toronto
- London
- St. Catharines
- Kitchener
- 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
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>
</tr>
</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>
</tr>
<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>
</tr>
<tr>
<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>
</tr>
<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>
<td>126.0</td>
</tr>
<tr>
<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>
</tr>
<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>
</tr>
<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>
</tr>
<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>
<td>64.7</td>
<td>65.2</td>
</tr>
<tr>
<td>Male Population Aged 15-64 - '000</td>
<td>251.5</td>
<td>252.0</td>
<td>252.3</td>
<td>252.5</td>
<td>252.5</td>
<td>252.6</td>
</tr>
<tr>
<td>Male Population Aged 65+ - '000</td>
<td>59.6</td>
<td>61.4</td>
<td>63.4</td>
<td>65.6</td>
<td>68.0</td>
<td>70.3</td>
</tr>
<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>
</tr>
<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>
<td>261.0</td>
<td>261.2</td>
<td>261.4</td>
<td>261.4</td>
<td>261.5</td>
</tr>
<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.

**NOTE:** There is an old and new statistics interface. This is the old.
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
Entrepreneurship Database
Reports, Books, Articles, Business Plans, etc.

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
10. The Public Arena
11. Government & Politics
12. Patriotism
13. Science & Information
14. Religion
15. Work & Money
16. Family & Friends
17. Diversity
18. Personal Outlook
19. Sexuality
20. The Generations
21. Attitudes
22. Education
23. Health
24. Housing
25. Labor Force
26. Living Arrangements
27. Population
28. Spending
29. Time Use
30. Wealth

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.
Media spending in Canada from 2007 to 2018, by medium (in million Canadian dollars)

Advertising spending in Canada 2007-2018, by medium
Media spending in Canada from 2007 to 2018, by medium (in million Canadian dollars)

Leading reasons to shop via buy button and social media sponsored links Canada 2016
Reasons why online shoppers in Canada would consider shopping via buy buttons and social...
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, & LexisNexis 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
Factiva: Finding articles on a local company or industry

- **Type in your search words**: Use relevant keywords to search for articles.
- **Pick a date range**: Select the time frame for the search results.
- **Select a source(s) & other limits, if desired.**: Choose specific sources or additional filters.
- **Select full-article search**: Ensure the search includes full articles for comprehensive results.
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 the importance of taking care of their hair.

Last month, the Magicuts on Concession Street has been doing just that. The salon, meant for Muslim women who wear hijabs or niqabs, is helping them maintain healthy and beautiful hair.

"Our society is multicultural," says Melissa Scozzari, owner of Salon A.G., near the west end of the strip at number 440. "People know they’ll find a salon on the street that will serve their specific need."
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
Commerce 3MC3 Research Guide

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