



# COMMERCE 4CA3

## Managing and Promoting Health Services Library Resources



Ines Perkovic  
*Business Librarian*

Jeannie An  
*RJC Research Services  
Librarian*

Winter 2021



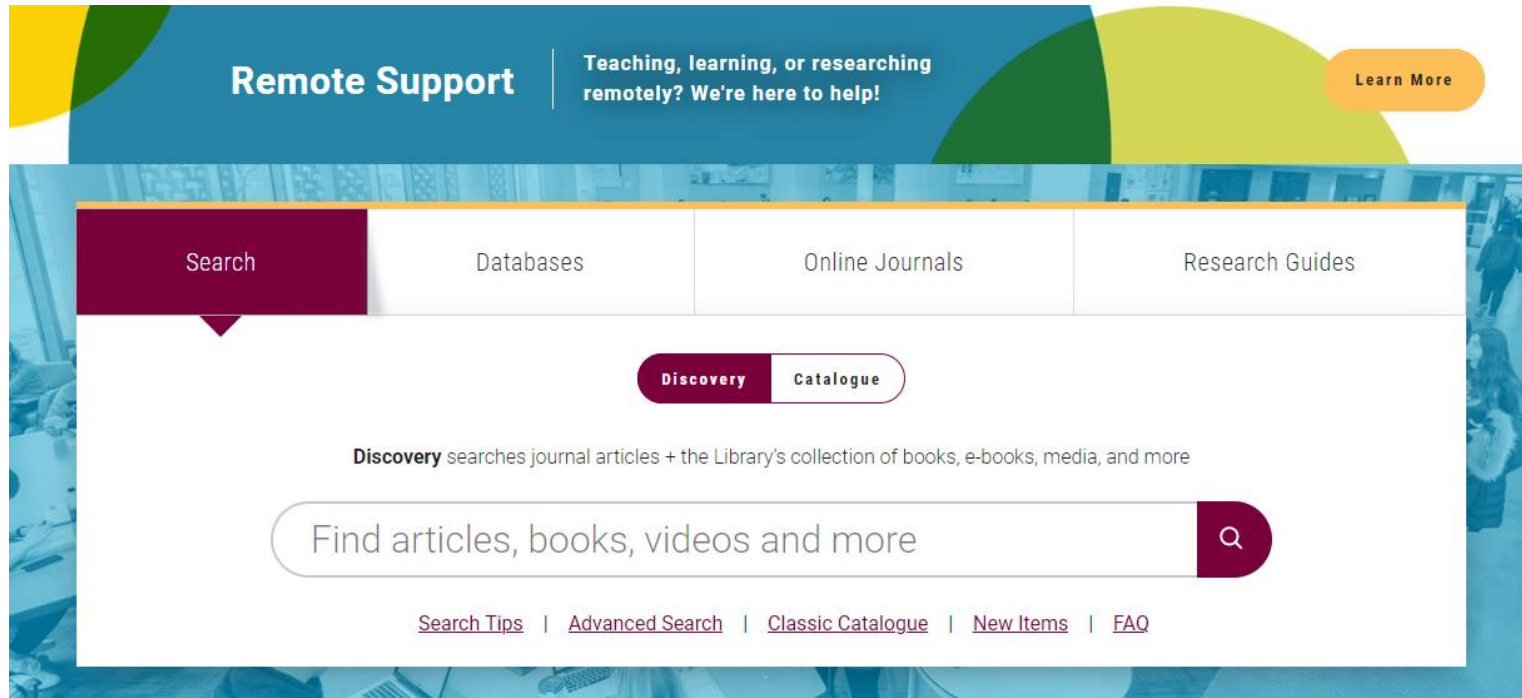
## Session Outline

- Best library databases for your health care marketing project
- Will highlight relevant sources for ...
  - articles
  - companies
  - industries
  - consumers



# McMaster University Library

<https://library.mcmaster.ca>



- All 4 physical library locations currently CLOSED – check website for updates
- [Curbside pickup](#) of print-only books AVAILABLE by appointment
- Most other library services are ONLINE – view [Remote Support](#) for details

# Course Research Guide

<https://libguides.mcmaster.ca/commerce4ca3>

Search	Databases	Online Journals	<b>Research Guides</b>
--------	-----------	-----------------	------------------------

<b>Undergraduate Research</b> >	<b>How Do I...?</b> >
<b>Graduate Research</b> >	<b>Research Skills Tutorial</b> >
<b>Course Research Guides</b> >	<b>First Year Experience</b> >

Research guides to help with your research skills, and Course guides to help you with relevant resources.

All Guides →

[McMaster University Library](#) / [McMaster LibGuides](#) / [COMMERCE 4CA3 - Managing and Promoting Health & Health Care Services](#) / Home

## COMMERCE 4CA3 - Managing and Promoting Health & Health Care Services

Search this Guide

Search

Marketing strategies for health and health care services

Home

Course Information

Books & Articles

Company Profiles & Reports

Industry Profiles & Reports

Consumer Info

Research Help

### Course Information

This course is designed to provide you with an understanding of the marketing issues facing the health care manager and to prepare you to meet those challenges with sound marketing strategies. Topics covered include the nature of marketing health care products (goods, services and ideas) to health care consumers within both for-profit and not-for-profit environments

- **COMMERCE 4CA3 - Managing and Promoting Health and Health Care Services**  
Course outlines for COMMERCE 4CA3

Next: Books & Articles >>

# Discovery

Discovery = Catalogue + content from *some* Databases

Discovery

Catalogue

In Discovery, use [Advanced Search](#) when search strings include a mix of Boolean operators.

Results 1 - 25 of 10174752 for ((health care) | healthcare) (marketing)

Sorted by Relevance | Date

Refine by:

Library Catalogue (726)

Articles & More  
(10174026)

Full Text

Peer Reviewed

+ Found In

+ Availability

Format

Academic Journals  
(6729152)

Magazines (1174631)

News (845938)

Dissertations (132397)

Book (109938)

[more >](#)

+ Location

+ Subject


+ Language

+ Geography

+ Date of Publication

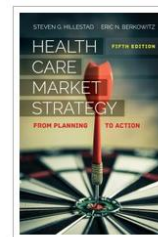
**Health care market strategy : from planning to action / Steven Hillestad and Eric Berkowitz**

Hillestad, Steven G., author.

 e-book | 2020

\*McMaster only →

Additional actions:



 Read Online

Read **ebooks** using any web browser. No special reading devices required.

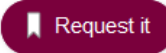


**The age curve : how to profit from the coming demographic storm / Kenneth W. Gronbach**

Gronbach, Kenneth W.

 Book | 2008

Available at Innis Collection (Mills 3rd floor) (HF 5415.127 .G76 2008) [see all](#)

 Request it

Additional actions:




 scan one chapter

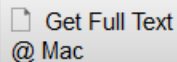
Request **print only books** from library for curbside pickup. Only need **one chapter or article?** Look for scan button in full record.

**Healthcare marketing has five 'P's.**

Gray, Steven J.

 Academic Journal | Journal of Management & Marketing in Healthcare. Mar2008, Vol. 1 Issue 3, p306-313. 8p.

This paper will explore the traditional foundation of marketing plans (McCarthy's four... [more](#)

 Get Full Text @ Mac

Additional actions:



Select **Get It!** button to retrieve **full-text** of journal article (if available)

# Get It @ Mac menu

Article citation

**Title:** Healthcare marketing has five 'P's.

**Source:** Journal Of Management & Marketing In Healthcare [1753-3031] Gray Yr.2008 Vol.1 Iss.3 Pg.306 -313

2 links for the full-text of this article.

When a link is selected, you will be prompted for your **MacID** before viewing the full-text.

If one link doesn't work, try another.

The screenshot shows a library website interface. At the top, there is a yellow circle with a horizontal line through it, followed by the word "Basic". Below this, there are two main search options:

- [Full text available from E-Journals - Scholars Portal](#) with a blue arrow pointing to the right.
- [Full Text Online](#) Scholars Portal Journals: Taylor and Francis Current with a blue arrow pointing to the right.

Below these are two "Terms of Use" links. A blue box highlights the following options:

- [Check for a print copy](#) in our library catalogue with a blue arrow pointing to the left.
- [Request document on Interlibrary Loan via RACER](#) Scholars Portal with a blue arrow pointing to the left.

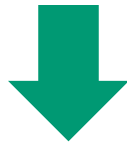
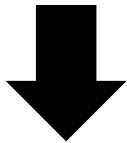
Below the highlighted options is a note: "Note: You have to have registered in RACER previously in order to use the system." At the bottom, there is a link: [Broken links? Report problems](#) to librarians.

On the right side of the screenshot, there is a preview of the article page. The title is "Healthcare marketing has five 'P's" by Steven J. Gray. The abstract states: "This paper will explore the traditional foundation of marketing plans (McCarthy's four 'P's) and postulate that healthcare marketing requires an expansion of this foundation to include principles as a fundamental tenet of every healthcare business." The introduction begins: "Regardless of the country or the circumstances, the primary aim of healthcare professionals is obviously to treat patients. Fundamental to a successful outcome is the trust that exists between the patient and their doctor (or any other healthcare professional or carer). However, the sharp reality of the modern world is that healthcare comes at a price. Of course, the actual financial structure of healthcare provision varies across the world. Most countries operate some form of insurance system — individuals take out insurance and following treatment they claim reimbursement from the insurance company. Patients can often choose who will provide their treatment, where they will be treated and even which medicines they will be treated with. As a consequence, it is necessary for the providers of that healthcare to advertise their services. The style of the advertising can fundamentally affect the nature of trust between provider and patient. Where multiple providers exist in a market economy, marketing is necessary in order to attract patients (customers) to a particular provider. While healthcare might be built on strong societal values, the competitive nature of marketing risks undermining those values in the eyes of the consumer. How, then, to market healthcare in a manner that is both profitable and acceptable? This paper will explore the traditional foundation of marketing plans (McCarthy's four 'P's) and postulate that healthcare marketing requires this foundation to be expanded to include principles as a fundamental tenet of every healthcare business. The UK will be used as the principal focus of the paper, however, examples will be drawn from a variety of countries." The introduction to the UK healthcare market states: "The National Health Service (NHS) was established on 5th July 1948, with a remit to provide healthcare for all citizens, based on need, rather than the ability to pay." Treatment is effectively free at the point of care as the taxpayer funds the NHS. Overall policy issues are set by the...

No full-text link?  
Check for print or  
request via  
Interlibrary Loan.

# Finding and Accessing Databases

Use **Search** or **Databases** tabs on [Library Home page](#)



**Databases** tab: Find databases  
by **Name** or by **Subject Area**

The screenshot shows the library website's navigation menu with four tabs: Search, Databases, Online Journals, and Research Guides. The Databases tab is selected and highlighted in maroon. Below the navigation bar, there is a search bar containing the text "business premium collection" and a search button. Below the search bar, there is a button labeled "Browse for Databases by Subject". Below this button, a list of subject areas is displayed: BUSINESS, GENERAL AND MULTI-DISCIPLINARY, MARKETING, HEALTH SCIENCES, and ... + OVER 40 OTHER SUBJECT AREAS. At the bottom right of the interface, there is a link labeled "All Databases" with a red arrow pointing to it.

Select **All Databases** for more search options (e.g., A-Z list of databases; limit by database type – articles, images, reports, statistics, video, etc.)

# Database Description

## Review Description and Connect

### [Business Premium Collection](#)

Connect



**Alternative Title:** ProQuest Business Collection | PBC | BPC

**Allowable Uses:**

Access is available on and off campus to current McMaster University students, faculty and staff.

[View Detailed Terms of Use](#)

**Description:**

Coverage: 1850s to the present; varies by database

ProQuest's Business Premium Collection is comprised of the following suite of collections:

- [ABI/INFORM Collection](#) - formerly *ABI/INFORM Complete*
- [Accounting, Tax and Banking Collection](#) - formerly *Accounting & Tax and Banking Information Source*
- [Asian & European Business Collection](#) - *European coverage added February 2017*
- [Business Market Research Collection](#) - *new as February 2017*
- [Entrepreneurship Database](#) - formerly *ProQuest Entrepreneurship*
- [J.P. Morgan Research](#) - *new as February 2017*

Search thousands of full-text scholarly journals, dissertations, conference proceedings, working papers, newspapers, trade publications, industry reports, and books. Popular titles includes the *Wall Street Journal*, *Financial Times*, and *Economist*. Strong U.S. and international coverage in business and the social sciences.

**Help:**

[Business Premium Collection Guide \(ProQuest\)](#)

[ProQuest Business Database Help Guides \(ProQuest\)](#)

[ProQuest Platform Searching Videos \(ProQuest\)](#)

Report a Problem



**User Type:**

McMaster - **MacID** required

**Database Type:**

[Articles](#) | [Reports](#) | [Videos & Audio](#)

**Subjects:**

[Accounting and Finance](#) | [Business](#) | [Economics](#) | [Human Resources and Management](#) | [Information Systems and Operations Management](#) | [Labour Studies](#) | [Marketing](#) | [Political Science](#)





# Potentially Useful Article Databases

Academic, government, practitioner and general news sources in the fields of business, health and related areas

- [Web of Science](#) - journal articles
- [Google Scholar](#) - books & journal articles
- [Scholars Portal Journals](#) - journal articles
- [Nexis Uni](#) - news articles
- [Factiva](#) (Search > Search Builder) - news articles
- [Business Source Premier](#) – articles, all types, business
- [Business Premium Collection](#) – articles, all types, business
- [Medline](#) | [PubMed](#) – journal articles in health & medicine
- [PsycINFO](#) – journal articles in psychology

Multi-disciplinary

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# Search Tips

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<b>“ ”</b>	Use quotes around search words to find exact phrases	“life sciences” “medical devices”
<b>* ! ?</b>	Use a wildcard symbol to find word variations	behavio*r finds: behavior, behaviour promot* finds: promote, promoting, promotion, promotional, etc.
<b>AND</b>	<b><u>Narrows</u></b> results. Use between search words to retrieve items with <b>ALL</b> words present	marketing <b>and</b> health <b>and</b> women
<b>OR</b>	<b><u>Broadens</u></b> results. Use between search words to retrieve items with <b>ANY</b> of the words present	“health care” <b>or</b> healthcare promotion <b>or</b> marketing <b>or</b> advertising
<b>NOT</b>	Use to get rid of unwanted words	apple <b>not</b> computer
<b>( )</b>	Use parentheses when Boolean operators <b>AND</b> , <b>OR</b> and <b>NOT</b> are <b>mixed</b> in a single search box	(“health care” <b>or</b> healthcare) <b>and</b> (promot* <b>or</b> market* <b>or</b> advertis*) <b>and</b> best practice*

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# Business Premium Collection

## Sample search results for

marketing and ("health care" or healthcare) and women

3,224 results

Sorted by

Relevance

Limit to

Full text

Peer reviewed

Source type

Scholarly Journals (197)

Books (10)

Dissertations & Theses (20)

Newspapers (164)

Magazines (130)

More >

Publication date

Publication title

Document type

Subject

Company/organization

Location



Scholarly Journals

Beyond mauve walls. Lessons learned from a decade of **marketing health care to women**. Citation

Noonan, MD. **Marketing Health Services; Chicago** Vol. 20, Iss. 3, (Fall 2000): 32-6.

[Details](#) [Cited by \(2\)](#)

[Show More](#) ▾



Scholarly Journals

Consumers' evaluation of brief summary formats of print direct-to-consumer advertisements

Bhutada, Nilesh; Deshpande, Aparna; Menon, Ajit; Perri, Matthew.

**International Journal of Pharmaceutical and Healthcare Marketing; Bradford** Vol. 7, Iss. 3, (2013): 296-312.

...**health care marketing**, and patient education. His specialized areas of research...  
...and the patient self-care movement. Recognizing this radical shift in the **health**...  
...**healthcare** ([24] Menon et al., 2003). Therefore, it is likely that **women**...

[Abstract/Details](#) [Full text](#) [Full text - PDF \(121 KB\)](#) [Cited by \(2\)](#) [References \(45\)](#)



Magazines

The Female Economy

Silverstein, Michael J; Sayre, Kate.

**Harvard Business Review; Boston** Vol. 87, Iss. 9, (Sep 2009): 46

...and **health care**. ...  
... **Women** ...

...now drive the world economy. In aggregate, **women**...

[Abstract/Details](#) [Get full text](#) [Cited by \(46\)](#)

Select **Full text** or **Full text – PDF** to view article.  
Select **get it!** to determine if article is available in full-text.

Use **filters/limits** to refine search results.



# Company/Industry Research

Profiles, Financials, Reports, SWOT, etc.

- [Mergent Online](#) – select **Basic Search** tab or **Investext** tab, public & private companies, international
- [Factiva](#) – select **Companies/Markets** tab > **Company** or **Industry**, public & private companies, international
- [Nexis Uni](#) – select **Menu** > **Company Dossier**, public & private companies, international
- [Statista](#) – brand, company, industry reports (**Reports** menu), company database (**Tools** menu), international
- [IBISWorld](#) – US, Canadian & global industry reports
- [MarketResearch.com Academic](#) – U.S. emphasis

# Mergent Online

Covers global companies in all industries

**MERGENT Online** Search for company profiles by name, industry code, country, etc.

Basic search | Advanced search | Executive search | Government filings | Bond search | Economic research | Industry analysis | Independent research | Investext | Report viewer

**Bayer AG (NBB: BAYR Y)** + to Company Analysis List  
Address: Kaiser-Wilhelm-Allee 1, Leverkusen, 51368 Germany | Phone: (49) 214 30 1 | Fax: (49) 214 30 71985 | Company  
Website: www.bayer.com

Recent Companies

**Incorporated:** 1863 , Germany  
**CUSIP:** 07273030  
**Auditor:** Deloitte GmbH  
**Country:** Germany

**Industry:** Pharmaceuticals (ICB 20103015)  
**Industry:** Plastics materials and resins (SIC 2821)  
**Industry:** Plastics Material and Resin Manufacturing (NAICS 325211)  
**Number of Employees:** 106,092 (Average Staff as of 12/31/2019)  
**Number of Shareholders:** 403,340 (as of 12/31/2019)

Market Cap: 45,573,340,800  
Revenue: 43,545,000,000  
Net Income: 4,091,000,000  
Dividend: 0.5315 Dividend Yield: 3.4067  
EPS Basic: 4.17 EPS Diluted: 4.17

Company details | Executives | Ownership | Company financials | Equity pricing | Annual reports | Filings | News | Competitors | Report builder | **Company reports**

Company reports | Industry reports | Equity reports | Mergent reports | Portraits | Broker research reports

1587 Reports Found  
Displaying 1-25

View Full Report List

Select	Expand / Collapse	Document Date	Contributor	Headline	Author	Language	Pages	Report
<input type="checkbox"/>	<input type="checkbox"/>	02/03/2021	GlobalData	Bayer AG (BAYN) - Financial and Strategic SWOT Analysis Review	GlobalData	English	609	
<input type="checkbox"/>	<input type="checkbox"/>	02/02/2021	Infinata	Bayer AG - Company Report	Infinata	English	15	
<input type="checkbox"/>	<input type="checkbox"/>	01/31/2021	MarketLine	Bayer AG	MarketLine Independent Re	English	71	
<input type="checkbox"/>	<input type="checkbox"/>	01/29/2021	CapitalCube	NVS-US Company reports financial results for the quarter ended December 31,2020.	AnalytixInsight	English	4	
<input type="checkbox"/>	<input type="checkbox"/>	01/25/2021	Zacks Equity Research	Bayer Aktiengesellschaft(BAYRY) Zacks Company Report		English	14	
<input type="checkbox"/>	<input type="checkbox"/>	01/08/2021	MINKABU THE INFOFONOID, Inc.	Equity Quarterly Update - Bayer up 6.9% in 2021		English	29	
<input type="checkbox"/>	<input type="checkbox"/>	01/06/2021	TheScreener	BAYER sees an upgrade to Slightly Positive due to a better fundamental star rating		English	6	

To search for all broker research reports select Investext tab in Mergent Online.

# Factiva

Includes worldwide companies & news sources

The screenshot shows the Factiva website interface. At the top, there is a navigation bar with tabs: DOW JONES FACTIVA, Home, Search, Alerts, Newsletters, News Pages, and Companies/Markets. Below the navigation bar is a search bar with the text "Find Companies: johnson & johnson" and a "Go" button. A blue arrow points from the "More search options..." link to the search bar. Below the search bar, there is a breadcrumb trail: "Company > Company Search Results > Company Snapshot". The main heading is "Johnson & Johnson". Below this, there is a "Company Snapshot" section with a list of links: News, Latest News, Web News, Multimedia, Key Developments, Peer Comparison, Financial Results, Ownership, and Reports. A blue arrow points from the "Latest News" link to the "Latest News" section below. The "General Information" section includes: Johnson & Johnson, Year Started: 1887, One Johnson & Johnson Plaza, New Brunswick, New Jersey 08933, United States, and a "Map" link. The "Stock Price Activity" section shows a line chart for JNJ (3 Months Weekly) with a price of 160.30, a change of -0.95, a volume of 3,243,440, and a 52-week high of 173.65. Below the chart, there are tabs for "Latest News", "Web News", and "Multimedia". The "Suggested Categories" section includes: All, Performance, Bankruptcy, Management Moves, Contracts/Orders, New Products/Services, Legal/Judicial, Ownership Changes, Press Releases, Trade Articles, Capacities/Facilities, and Earnings.

To search all news sources on any topic in Factiva, select **Search tab > Search Builder**. Includes thousands of international news sources including *New York Times, Globe & Mail* and more.

**Covid-19 Vaccine Makers Take Aim at Dangerous New Strains; Pfizer , Moderna and J&J are among the companies working on new vaccines that would protect against the South Africa strain better than curren...**

The Wall Street Journal Online, 15:13 GMT, 3 February 2021, 1381 words, (English)

Covid-19 vaccine makers are racing to create new shots that can better protect people from dangerous new strains of the coronavirus, after recent testing showed the variants present a bigger-than-expected threat.

# Statista

Statistics and reports on industries, companies & more.

The image shows a screenshot of the Statista website homepage. The header includes the Statista logo, a user greeting "Welcome, McMaster University!", and a navigation menu with items: Statistics, Reports, Outlooks, Tools, Infographics, Services, Global Survey, and My Account. A yellow box highlights the "Outlooks" and "Tools" items, with an arrow pointing to the text "New for 2021". A yellow arrow points from the "Statistics" menu item to a dropdown menu on the left. This dropdown menu lists various industry categories: All Industries, Consumer Goods & FMCG, Internet, Media & Advertising (highlighted with a blue bar), Retail & Trade, Sports & Recreation, Technology & Telecommunications, Transportation & Logistics, and Travel, Tourism & Hospitality. The main content area features the headline "Global No.1 Data Platform" and the subtext "Insights and facts across 170 industries and 150+ countries". Below this is a search bar containing the text "medical devices" and a "Statista Search" button. Under the search bar are several category buttons: Coronavirus, Covid Vaccine, Social Media, E-Commerce, Smartphone, China, Cosmetics, Gaming, Film Industry, and United States. On the right side, the text "Report Categories" has a yellow arrow pointing down to a row of six report category buttons: Digital & Trends, Industries, Brands & Companies, Consumers (highlighted with a green bar), Politics & Society, and Countries.

statista

Welcome, McMaster University!

Statistics Reports Outlooks Tools Infographics Services Global Survey **NEW** My Account

**New for 2021**

All Industries  
Consumer Goods & FMCG  
Internet  
**Media & Advertising**  
Retail & Trade  
Sports & Recreation  
Technology & Telecommunications  
Transportation & Logistics  
Travel, Tourism & Hospitality

## Global No.1 Data Platform

Insights and facts across 170 industries and 150+ countries

medical devices Statista Search

Coronavirus Covid Vaccine Social Media E-Commerce Smartphone  
China Cosmetics Gaming Film Industry United States

**Report Categories**

Digital & Trends Industries Brands & Companies **Consumers** Politics & Society Countries

# Sample Statista Statistics & Reports

Health, Pharma & Medtech › Medical Technology

## Medical technology industry - Statistics & Facts

Published by Matej Mikulic, Oct 16, 2020

The **medical technology industry** is an eminent part of the healthcare sector. It includes, most of all, medical devices which simplify the prevention, diagnosis and treatment of diseases and illnesses. The most well known medical technology products are, among others, pacemakers, imaging instruments, dialysis machines and implants. The total **global medical technology industry's** market size is approximating half a trillion U.S. dollars. Established centers of this industry include the United States and Western Europe. But industry trends show that Asia and first of all China, are about to play a more prominent role in the years to come.

[Read more](#)

### STATISTICS ON THE TOPIC

- Overview
- Companies
- Segments
- IPOs, M&As, funding
- Costs and utilization
- Robotics
- COVID-19 response

ESTIMATED GLOBAL MEDICAL TECHNOLOGY REVENUES IN 2019

457bn USD

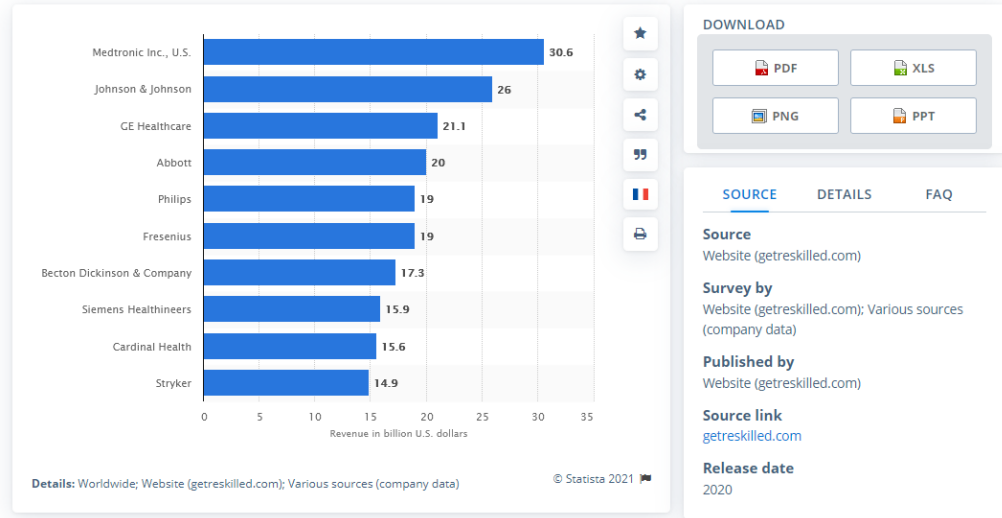
ESTIMATED GLOBAL MEDICAL TECHNOLOGY GROWTH IN 2019

5.5%

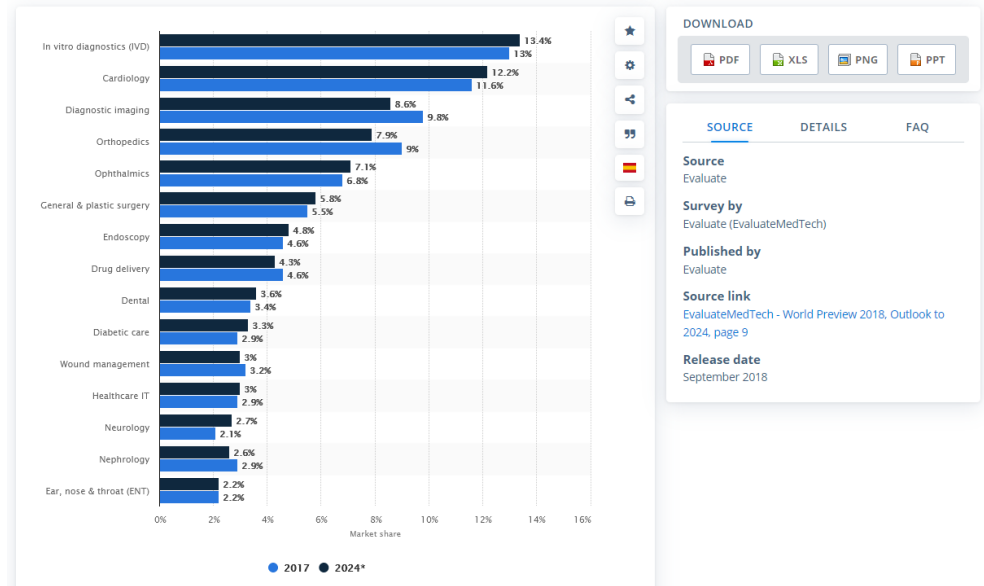
ESTIMATED GLOBAL MEDICAL TECHNOLOGY R&D SPENDING IN 2019

31bn USD

## Leading medical technology companies worldwide based on revenue in 2019 (in billion U.S. dollars)



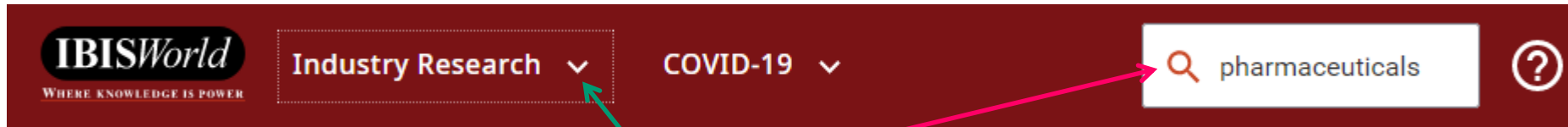
## Top global medical technology segments by market share in 2017 and 2024





# IBISWorld

Includes current industry reports in all sectors such as Healthcare & Social Assistance (Canada & US) and Life Sciences (US)



Browse or search for reports.

CA INDUSTRY (NAICS) REPORT 32541bCA

## Generic Pharmaceutical Manufacturing in Canada

**Crashing down: Regulations will likely become more stringent, dampening industry revenue growth**

Eva Koronios | March 2020

Sample report with typical table of contents


<b>About This Industry</b>	<b>5</b>	<b>Industry Performance</b>	<b>10</b>
Industry Definition.....	5	Key External Drivers.....	10
Major Players.....	5	Current Performance.....	11
Main Activities.....	5	<b>Industry Outlook</b>	<b>15</b>
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Similar Industries.....	6	Performance Outlook Data.....	17
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		Products and Services.....	19
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# MarketResearch.com Academic

## Market research reports, US focus





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Advanced Search

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**BROWSE BY CATEGORY**

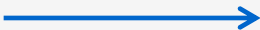
---

Food & Beverage

Technology & Media

Heavy Industry

Demographics

Life Science 

Consumer Goods

Service Industries

Public Sector



### LIFE SCIENCE

- Biotechnology
- Diagnostics
- Healthcare
- Medical Devices
- Pharmaceuticals

### The Market and Future Potential for Molecular Point of Care

By: *Kalorama Information*    March 2020

The Market and Future Potential for Molecular Point of Care This report provides market sizing, for and competitive analysis for point of care tests using PCR or other molecular technology with fast to usability in near-patient settings. Major IVD companies such as Abbott and Roche compete in this s competitors Sekisui and Quidel also operate, as do specialty concerns such as Curetis, Biocartis, an innovative players. ...

### Vaccines 2020: World Market Analysis, Players, Trends

By: *Kalorama Information*    December 2020

Vaccines 2020: World Market Analysis, Players, Trends This report examines the market for these vaccines used to prevent various types of disease, and provides market modeling by disease. It focuses on commercialized vaccines and development vaccines for diseases that are already vaccine-preventable, with a discussion of selected emerging vaccines for diseases that are not currently vaccine-preventable, such as addiction and malaria. The report also discusses trends and looks at what

### Direct-to-Consumer Testing Market

By: *Kalorama Information*    January 2019

Direct-to-Consumer Testing Market With advances in technology, the completion of the sequencing of the human genome and the pressures of capitalism, direct to consumer (DTC) laboratory testing is becoming increasingly popular. The growing market for DTC laboratory testing may promote awareness of health issues and genetic diseases, which could allow patients to take a more proactive role in their healthcare. The global DTC testing market is divided into two distinct areas of DTC testing: ...



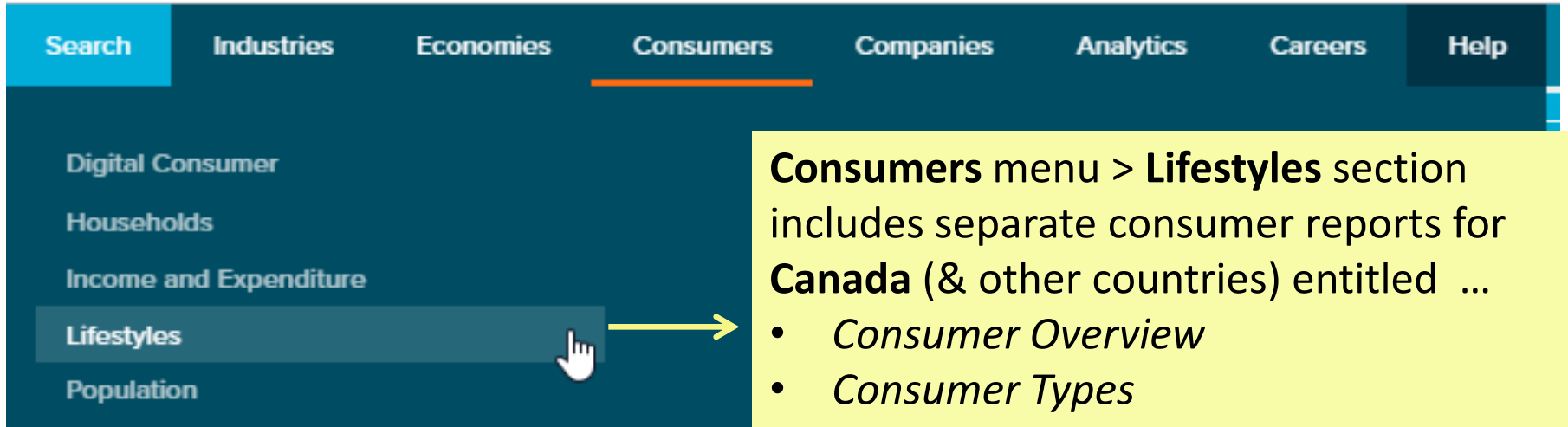
# Consumer Research

Demographics, Habits, Values, Attitudes, Lifestyles, etc.

- [Passport](#) – select **Consumers** menu, includes reports and statistics, international
- [Statista](#) – includes country, consumer, politics & society reports (**Reports & Outlooks** menus), international
- [MarketResearch.com Academic](#) –demographic reports (e.g., Generation Z, Millennials, Baby Boomers, etc.) U.S. emphasis
- [ArcGIS Business Analyst Online](#) – reports and maps, worldwide country data and maps; covers Canadian provinces, cities, neighbourhoods and more

# Passport

## Worldwide consumer & demographic information



Search Industries Economies **Consumers** Companies Analytics Careers Help

Digital Consumer  
Households  
Income and Expenditure  
**Lifestyles**  
Population

**Consumers** menu > **Lifestyles** section includes separate consumer reports for **Canada** (& other countries) entitled ...

- *Consumer Overview*
- *Consumer Types*
- *Consumer Values*
- *Consumer Behaviour*
- *Consumers Tomorrow*
- *Megatrends*



# Passport

## CONSUMER OVERVIEW IN CANADA

August 2020

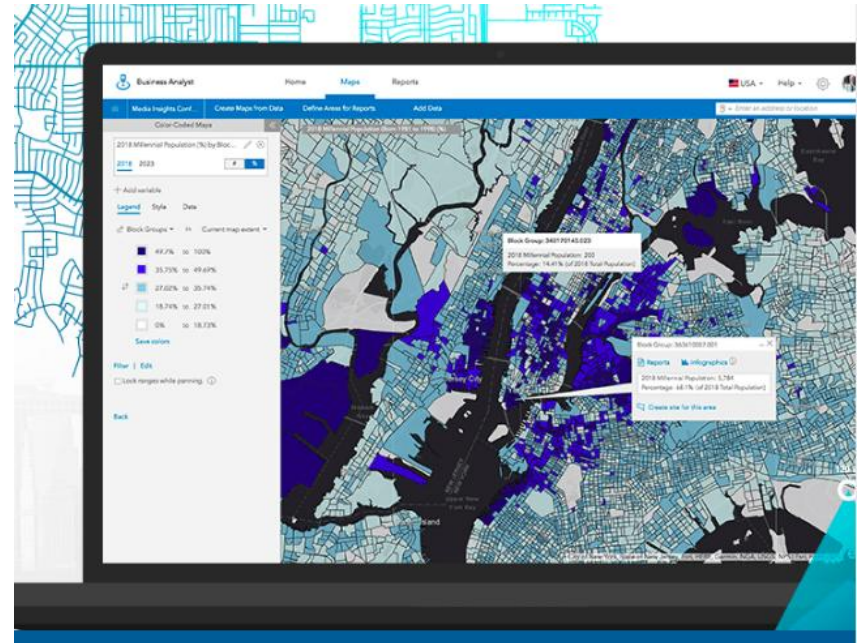
Report covers topics such as ...

- Life priorities
- Home Life
- Eating Habits
- Ethical Life
- Leisure Habits
- **Health**
- Shopping
- Technology
- Working Life

# ArcGIS Business Analyst Online (BAO)

- Uses web-based GIS mapping technology to visualize demographic, lifestyle, behavioural, psychographic (i.e., PRIZM), spending and other data for Canada (& other countries) and its communities.
- Create and export data, maps, reports & infographics

 [Getting Started with BAO](#)



BAO accounts and consultations should be made with Christine Homuth in **Maps/Data/GIS** at Mills [libgis@mcmaster.ca](mailto:libgis@mcmaster.ca)



# Sample PRIZM report from BAO

## Top Twenty PRIZM Segments

Rank	PRIZM Segment	2020 Households	
		Percent	Cumulative Percent
1	Mid-City Mellow	10.5%	10.5%
2	On Their Own Again	6.9%	17.4%
3	Savvy Seniors	6.7%	24.1%
4	Multicultural Corners	4.9%	29.0%
5	Family Mode	4.9%	33.9%
<b>Subtotal</b>		<b>33.9%</b>	
6	Midtown Movers	4.8%	38.7%
7	Middle-Class Mosaic	4.7%	43.4%
8	Friends & Roomies	4.6%	48.0%
9	Diverse & Determined	3.8%	51.8%
10	First-Class Families	3.8%	55.6%
<b>Subtotal</b>		<b>21.7%</b>	
11	Boomer Bliss	3.8%	59.4%
12	Multiculture-ish	3.4%	62.8%
13	Kick-Back Country	3.2%	66.0%
14	Social Networkers	3.2%	69.2%
15	Just Getting By	3.0%	72.2%
<b>Subtotal</b>		<b>16.6%</b>	
16	Juggling Acts	2.7%	74.9%
17	Mature & Secure	2.5%	77.4%
18	Value Villagers	2.1%	79.5%
19	Suburban Sports	2.0%	81.5%
20	Silver Flats	2.0%	83.5%
<b>Subtotal</b>		<b>11.3%</b>	
<b>Total</b>		<b>83.4%</b>	



U2 Older Homeowners U3 Older Homeowners U4 Older Homeowners U5 Older Homeowners U6 Older Homeowners U7 Older Homeowners U8 Older Homeowners U9 Older Homeowners U10 Older Homeowners U11 Older Homeowners U12 Older Homeowners U13 Older Homeowners U14 Older Homeowners U15 Older Homeowners U16 Older Homeowners U17 Older Homeowners U18 Older Homeowners U19 Older Homeowners U20 Older Homeowners

**Population:**  
910,785  
(2.40% of Canada)

**Households:**  
297,151  
(1.99% of Canada)

**Average Household Income:**  
\$112,347

**Average Household Net Worth:**  
\$611,896

**House Tenure:**  
Own

**Education:**  
College/High School

**Occupation:**  
Mixed

**Cultural Diversity Index:**  
Low

**Sample Social Value:**  
Financial Security

## Older and mature city homeowners

### Who They Are

Mid-City Mellow epitomizes a traditional view of the Canadian dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established careers in Hamilton and Toronto. With mixed group, a collection of baby boomers, a collection of baby boomers raising older children. Few segmented households contain third-plus-generation concentration of second-generation Italian, German, Polish or Ukrainian those still in the labour force and service sector jobs. The retirees going to hockey, baseball and fishing trips and cultural tours, buoyed Security).

The upper-middle-class members. Their older homes are graced with crowded with midsize cars and concerts featuring rock and country children help explain the popular restaurants like The Keg, Swiss adults have invested in a variety of RRSP retirement funds. Media the editorials and classifieds in especially Major League Baseball to radio mostly during their commutes music stations. But they're only utilitarian purposes: banking, real estate favourite sports teams. They still catalogue and newsletters.

### How They Think

Mid-City Mellow residents are rooted, and living in multicultural cultures too (*Cultural Sampling* status quo (*Rejection of Authority* and the lives of those less fortunate. Comfortable with the uncertainty believe in their ability to effect change (*Personal Control*, *Just ecological concerns, with many environment (*Primacy of Environment* be too much, many take a break cruise (*Time Stress*). These up due in no small part to their frustration. Mid-City Mellow members look story and satisfy their sense of*

### Where They Live



### How They Live

- LEISURE**  
entertaining at home  
fitness clubs  
community theatres  
casino clubs
- SHOPPING**  
Mark's  
Penningtons  
Loblaws  
Rexall/PharmaPlus
- TRADITIONAL MEDIA**  
Movie Time  
TV auto racing-IndyCar  
oldies radio  
community newspapers
- INTERNET**  
discount coupons on computer  
investment sites  
access sports content  
purchase movie tickets
- FOOD/DRINK**  
pretzels  
decaffeinated coffee  
buffet restaurants  
casual family restaurants
- FINANCIAL**  
RRSPs  
will/estate planning  
term life insurance  
donate to religious groups
- AUTOMOTIVE**  
domestic intermediate SUVs  
small vans  
Chevrolet/GMC  
two vehicles
- SOCIAL**  
YouTube  
Pinterest  
read Facebook news feed  
stay connected with personal contacts
- MOBILE**  
use apps on tablet  
send/receive email on tablet  
home improvement/décor sites on tablet  
finance sites on tablet
- HEALTH**  
Take vitamin D supplements

### ATTITUDES

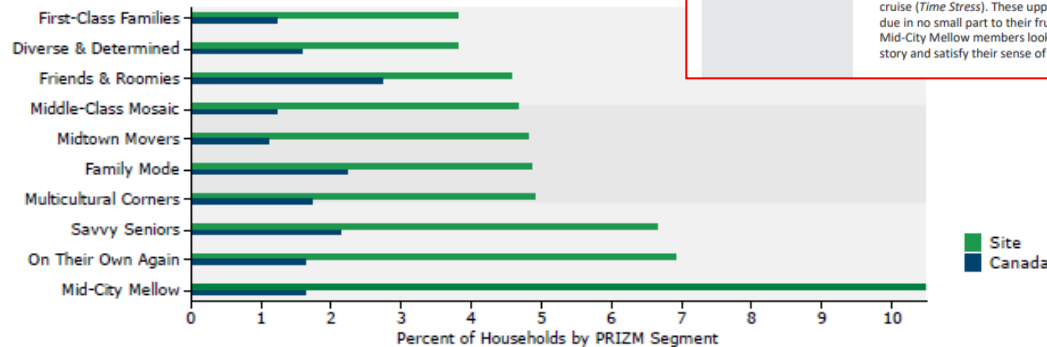
"We should do much more to learn about the customs and heritage of the racial and ethnic groups in this country"

"Managing my time is one of my biggest challenges"

"Young people should be taught to question authority"

"I am prepared to pay more for brands, products and services that reflect the country or place they come from"

## Top Ten PRIZM Segments Site vs. Canada



# Contact Us



- **E-mail:** [library@mcmaster.ca](mailto:library@mcmaster.ca)



- **Phone:** 905-525-9140  
– ext. [22077](#) Mills Service Desk



- **Live Chat:**  
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