Commerce 4KH3: Management Issues in Electronic Business

Ines Perkovic
Business Librarian
Innis Library, KTH-108

February 2017
Session Outline

• Key secondary sources for your e-business plan

• Where to find information on
  ▪ industries
  ▪ companies
  ▪ customers
McMaster Library Home Page
http://library.mcmaster.ca

Research menu

- Subject & Course Guides
  - Course Guides tab
    > Commerce
      - Commerce 4KH3
        - Library Presentation Slides
What is the industry in which my company will compete?

What regulations govern the marketplace?

Industry / Marketplace

What are the characteristics of the 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?
Keep in mind ...

- companies can have multiple industry codes
- companies not always assigned consistent industry codes
- databases & directories can vary in their use of industry classification systems (e.g., Canadian vs. U.S. NAICS, may vary at the 6th digit)

An industry code classifies, organizes & describes industries

<table>
<thead>
<tr>
<th>Code</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Agriculture, forestry, fishing and hunting</td>
</tr>
<tr>
<td>21</td>
<td>Mining, quarrying, and oil and gas extraction</td>
</tr>
<tr>
<td>22</td>
<td>Utilities</td>
</tr>
<tr>
<td>23</td>
<td>Construction</td>
</tr>
<tr>
<td>31-33</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>41</td>
<td>Wholesale trade</td>
</tr>
<tr>
<td>44-45</td>
<td>Retail trade</td>
</tr>
<tr>
<td>48-49</td>
<td>Transportation and warehousing</td>
</tr>
<tr>
<td>51</td>
<td>Information and cultural industries</td>
</tr>
<tr>
<td>52</td>
<td>Finance and insurance</td>
</tr>
<tr>
<td>53</td>
<td>Real estate and rental and leasing</td>
</tr>
<tr>
<td>54</td>
<td>Professional, scientific and technical services</td>
</tr>
<tr>
<td>55</td>
<td>Management of companies and enterprises</td>
</tr>
<tr>
<td>56</td>
<td>Administrative and support, waste management and remediation services</td>
</tr>
<tr>
<td>61</td>
<td>Educational services</td>
</tr>
<tr>
<td>62</td>
<td>Health care and social assistance</td>
</tr>
<tr>
<td>71</td>
<td>Arts, entertainment and recreation</td>
</tr>
<tr>
<td>72</td>
<td>Accommodation and food services</td>
</tr>
<tr>
<td>81</td>
<td>Other services (except public administration)</td>
</tr>
<tr>
<td>91</td>
<td>Public administration</td>
</tr>
</tbody>
</table>

Determine which industry(ies) your e-business belongs to
Sample NAICS Code, Name & Description

- 44-45 - Retail trade
- 454 - Non-store retailers
- 4541 - Electronic shopping and mail-order houses
- 45411 - Electronic shopping and mail-order houses

**454110 - Electronic shopping and mail-order houses**

This Canadian industry comprises establishments primarily engaged in retailing all types of merchandise using the electronic and print media to induce direct response by the customer. These establishments can employ methods, such as broadcasting infomercials, broadcasting and publishing direct-response advertising and publishing traditional or electronic catalogues, to display their merchandise and reach their customers.

Transactions between these retailers and their customers typically require the use of information technology (telephone or computer network) and the delivery of merchandise is typically done by mail or courier.

**Illustrative example(s)**
- combined Internet and mail order sales
- direct mailers (i.e., selling own merchandise)
- home shopping, television, retail
- Internet auctions, retail
- mail order offices of department stores, retail
- merchandise retailing via Internet

**All examples**
- cheese, mail order, retail
- combined Internet and mail order sales
- computer and peripheral equipment, mail order, retail
- computer software, mail order, retail
- department store, catalogue sales office, retail
- direct mailers (i.e., selling own merchandise)
- e-commerce, retail
- electronic shopping and mail-order houses
- e-tailing (electronic retailing)
- fruit, mail order, retail
- home shopping, television, retail
IBISWorld
Covers over 1,000 U.S., 425 Canadian & 73 global industry reports.

- Search for keyword(s) or browse report titles
- Most reports cover industries at the 5-digit NAICS level
- Specialized reports cover industries at most granular level (U.S. only)

Sample Industry Listing (U.S. Specialized)

Online Retail
- Daily Deals Sites
- Online Antiques & Collectibles Sales
- Online Art Sales
- Online Automotive Parts & Accessories Sales
- Online Baby & Infant Apparel Sales
- Online Baby Product Sales
- Online Beer, Wine & Liquor Sales
- Online Camera & Camcorder Sales
- Online Car Dealers
- Online Computer & Tablet Sales
- Online Designer Clothing Sales
- Online Event Ticket Sales
- Online Eyeglasses & Contact Lens Sales
- Online Fashion Sample Sales
- Online Flower Shops
- Online Greeting Card Sales
- Online Grocery Sales

- Online Hardware & Tool Sales
- Online Home Furnishing Sales
- Online Household Furniture Sales
- Online Jewelry & Watch Sales
- Online Large Kitchen Appliance Sales
- Online Medical Supplies Sales
- Online Men’s Clothing Sales
- Online Office Furniture Sales
- Online Original Design T-Shirt Sales
- Online Perfume & Cosmetic Sales
- Online Pet Food & Pet Supply Sales
- Online Photo Printing
- Online Plumbing & Electrical Supply Sales
- Online Shoe Sales
- Online Tutoring Services
- Online Vitamin & Supplement Sales
- Online Weight Loss Services
# IBISWorld - Sample Report

**E-Commerce & Online Auctions in Canada**

**January 2017**

**Madeline LeClair**

<table>
<thead>
<tr>
<th>Tab</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>About this Industry</td>
<td></td>
</tr>
<tr>
<td>Industry at a Glance</td>
<td></td>
</tr>
<tr>
<td>Industry Performance</td>
<td></td>
</tr>
<tr>
<td>Industry Outlook</td>
<td></td>
</tr>
<tr>
<td>Products &amp; Markets</td>
<td></td>
</tr>
<tr>
<td>Competitive Landscape</td>
<td></td>
</tr>
<tr>
<td>Major Companies</td>
<td></td>
</tr>
<tr>
<td>Operating Conditions</td>
<td></td>
</tr>
<tr>
<td>Key Statistics</td>
<td></td>
</tr>
</tbody>
</table>

**Typical Report Structure or Table of Contents**

1. **About this Industry**
   - Industry Definition
   - Main Activities
   - Similar Industries
   - Additional Resources

2. **Industry at a Glance**

3. **Industry Performance**
   - Executive Summary
   - Key External Drivers
   - Current Performance
   - Industry Outlook
   - Industry Life Cycle

4. **Products & Markets**
   - Supply Chains
   - Products & Services
   - Demand Determinants
   - Major Markets

5. **Competitive Landscape**
   - Market Share Concentration
   - Key Success Factors
   - Cost Structure Benchmarks
   - Basis of Competition
   - Barriers to Entry
   - Industry Globalization

6. **Major Companies**
   - Amazon.com Inc.

7. **Operating Conditions**
   - Capital Intensity
   - Technology & Systems
   - Revenue Volatility
   - Regulation & Policy
   - Industry Assistance

8. **Key Statistics**
   - Industry Data
   - Annual Change
   - Key Ratios

9. **Jargon & Glossary**

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

**Useful for all aspects of a marketplace analysis**
Passport

Worldwide **industry info** on a variety of products & services

Each category breaks down into narrower topics. e.g., **Retailing** contains reports on *Direct Selling*, *Home Shopping*, *Internet Retailing*, *Vending*, etc. for individual countries.

Covers B2B industries for Canada only.

Covers B2C industries for over 200 countries.
PASSPORT - SAMPLE SEARCH RESULTS

POPULAR STATISTICS

Company Shares
Share of sales and actual sales by company in a time series by standard data types.

By Category
- By Category
- By Geography
- By Analysis
  - Country Profile
  - Datagraphic
  - Future Watch
  - Global Briefing
  - Global Company Profile
  - Global Survey Report
  - Industry Overview
  - Local Company Profile
  - Opinion
  - Podcast
  - Strategy Briefing
By Date

ANALYSIS

FILTER ANALYSIS (0)

LOGISTICS FUTURE: ANTICIPATED E-COMMERCE BOOM WILL DRIVE LOGISTICS INDUSTRY IN INDIA
OPINION | DEC 2016

PASTA GROWTH MIGHT BE LACKLUSTRE, BUT GLUTEN-FREE, E-COMMERCE AND MEAL KITS HAVE PROVIDED A BEACON OF HOPE
OPINION | NOV 2016

KEY LEARNINGS ON HOW TO SELL ONLINE FROM THE CLAVIS E-COMMERCE ACCELERATOR SUMMIT
OPINION | OCT 2016

OTTO MAKES A PLAY FOR THE FUTURE BY BUILDING OUT ITS E-COMMERCE SERVICE PLATFORM
OPINION | SEP 2016

E-MART INC IN RETAILING (SOUTH KOREA)
LOCAL COMPANY PROFILE | JAN 2017
E-Mart Inc will focus on improving its online competency for sustainable future growth. It opened Asia Pacific's largest online grocery automatic supply centre in Gimpo in January 2016. It is to differentiate itself by expanding its product range. ...
Internet Retailing in Canada
Category Briefing | 14 Jan 2016

HEADLINES

- Internet retailing in Canada increases by 8% in current value terms in 2015, to reach C$7.5 billion (excl sales tax)
- Internet retailing continues to be the fastest growing and most innovative channel in retailing
- Amazon.com is the largest player in internet retailing, with a 30% value share in GBO terms in 2015
- Internet retailing is expected to increase by a value CAGR of 8% at constant 2015 prices over the forecast period; the fastest growth for any retail channel

CHANNEL DATA

Table 1 Internet Retailing by Category: Value 2010-2015

<table>
<thead>
<tr>
<th>Category</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel and Footwear</td>
<td>644.5</td>
<td>715.7</td>
<td>764.2</td>
<td>878.4</td>
<td>1,042.5</td>
<td>1,236.8</td>
</tr>
<tr>
<td>Beauty and Personal Care</td>
<td>106.1</td>
<td>110.3</td>
<td>113.5</td>
<td>116.0</td>
<td>118.0</td>
<td>120.2</td>
</tr>
<tr>
<td>Consumer Appliances</td>
<td>272.4</td>
<td>281.3</td>
<td>291.6</td>
<td>309.3</td>
<td>326.7</td>
<td>340.9</td>
</tr>
<tr>
<td>Consumer Electronics</td>
<td>546.4</td>
<td>601.5</td>
<td>654.5</td>
<td>673.8</td>
<td>718.6</td>
<td>751.6</td>
</tr>
<tr>
<td>Consumer Health</td>
<td>43.1</td>
<td>44.8</td>
<td>47.0</td>
<td>49.7</td>
<td>53.2</td>
<td>56.7</td>
</tr>
<tr>
<td>Food and Drink</td>
<td>274.6</td>
<td>277.0</td>
<td>292.3</td>
<td>304.2</td>
<td>320.0</td>
<td>335.8</td>
</tr>
<tr>
<td>Home Care</td>
<td>8.1</td>
<td>10.7</td>
<td>11.9</td>
<td>13.4</td>
<td>15.0</td>
<td>17.5</td>
</tr>
<tr>
<td>Home Improvement and Gardening</td>
<td>2.1</td>
<td>2.3</td>
<td>2.4</td>
<td>3.3</td>
<td>5.3</td>
<td>6.7</td>
</tr>
<tr>
<td>Homewares and Home Furnishings</td>
<td>129.4</td>
<td>134.9</td>
<td>138.8</td>
<td>146.2</td>
<td>155.6</td>
<td>164.8</td>
</tr>
</tbody>
</table>

Reports include links to other potentially relevant /related content within Passport.

Channel Data section typically includes industry sales (value & volume) company shares, brand shares, distribution, & forecast sales (value & volume)
Business Source Complete

Contains **articles** from journals & magazines, **company profiles** (with SWOTs), **industry profiles** (with statistics & Porter’s Five Forces analysis) & many other publication types. International in scope.

- Indexes over 11,000 business sources (many of which are available in full-text).
- Covers a wide range of business topics.
- **Browse** for content
- **Search** for content using keywords, industry codes, ticker symbols and more.

<br/>

Searching: Business Source Complete | Choose Databases

<table>
<thead>
<tr>
<th>online</th>
<th>Select a Field (optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AND</td>
<td>retail</td>
</tr>
<tr>
<td>AND</td>
<td>canada</td>
</tr>
</tbody>
</table>

Basic Search  Advanced Search  Search History
Business Source Complete
Sample Industry Profile

- lengthy reports (>25 pages)
- Includes
  - market overview
  - market value
  - market volume
  - market segmentation
  - market share
  - market outlook
  - market forecasts
  - five forces analysis
  - leading companies

For additional industry sources, see the [How to Find Industry Reports](#) guide.
Web of Science

Indexes key **scholarly journals** (from 1976 to current) in a wide range of subject areas (e.g., business, psychology, IS, etc.)

Database contains articles from some of the most prestigious academic journals. Can be used to support your ideas, opinions & recommendations.
Search Tips & Possible Search Terms

“direct sell*”
e-business
“electronic business”
e-commerce
“electronic commerce”
“electronic shop*”
e-tail*
“home shop*”

“internet retail*”
“internet shop*”
“internet use”
“mobile business”
“non-store retail*”
“online retail*”
“online shop*”
teleshop*

• wild card symbols (* or !): searches for variations of word endings
e.g., shop* finds shop, shops, shopping, shopper, shopaholic, etc.
• quotes (“ ”): searches for phrases - words in exact order specified
Who are the major competitors in the industry?

What are the strategic positions of competing companies?

What are the typical financials for a company in a particular industry?

Companies / Competitors

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

What are the competitors strengths & weaknesses?
Reports *can* include:

- company overview
- key facts
- history
- major products & services
- financial analysis
- SWOT analysis
- top competitors
- company view
- and more ...

**NOTE:** Only works with *Internet Explorer*. Accessible via the DSB Virtual Lab & Library’s website. **Simultaneous User Limit = 5**
Factiva & Lexis/Nexis Academic

Worldwide news & company database

- contain 1000s of international newspapers such as the Hamilton Spectator, Globe & Mail, Financial Times, NYT & WSJ
  - Factiva > Search
  - Lexis > Search by Subject or Topic > All News

- contain company profiles for public & private companies worldwide; include competitors, financials, ratios, current news
  - Factiva > Companies/Markets
  - Lexis > Search by Subject or Topic > Dossier (Company, Executive, & Industry)
Company Content: Factiva vs. LexisNexis

For additional company sources, see the [How to Find Company Annual Reports](#) guide.
Canadian Business Patterns (CBP)

Provides **counts** of Canadian businesses

- Provides **counts of businesses** by:
  - **industrial activity** (e.g., 2-6 digit NAICS code)
  - **geography** (e.g., nation, 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](#) (for Windows only)
## Canadian Business Patterns: Sample Data

### 519130 - Internet Publishing and Broadcasting and Web Search Portals in Canada

<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>2,882</td>
<td>2,766</td>
<td>1,818</td>
<td>1,598</td>
<td>1,431</td>
</tr>
<tr>
<td>without employees*</td>
<td>2,053</td>
<td>1,966</td>
<td>1,093</td>
<td>931</td>
<td>811</td>
</tr>
<tr>
<td>with employees</td>
<td>829</td>
<td>800</td>
<td>725</td>
<td>667</td>
<td>620</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>459</td>
<td>148</td>
<td>99</td>
<td>79</td>
<td>23</td>
<td>18</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>5-9</td>
<td>425</td>
<td>157</td>
<td>101</td>
<td>75</td>
<td>22</td>
<td>16</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>10-19</td>
<td>393</td>
<td>127</td>
<td>101</td>
<td>65</td>
<td>25</td>
<td>12</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>20-49</td>
<td>366</td>
<td>113</td>
<td>97</td>
<td>64</td>
<td>20</td>
<td>10</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>50-99</td>
<td>365</td>
<td>100</td>
<td>69</td>
<td>63</td>
<td>12</td>
<td>8</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>100-199</td>
<td></td>
<td></td>
<td>69</td>
<td>63</td>
<td>12</td>
<td>8</td>
<td>2</td>
<td>1</td>
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<td>200-499</td>
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<td>69</td>
<td>63</td>
<td>12</td>
<td>8</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>500+</td>
<td></td>
<td></td>
<td>69</td>
<td>63</td>
<td>12</td>
<td>8</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

*Locations without employees* (aka 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.
Financial Performance Data

Provides **benchmarks** to assess a company with its competitors.

For additional benchmarking data, see the **How to Find Financial Ratios (company & industry) guide**.
Who is my target market?

What are the habits & preferences of my potential customers?

Who is the best customer for my product or service?

What are the population trends of my target market (i.e. income, education, language, etc.)?

What are my customer’s needs & demands?
Passport

Worldwide psychographic & demographic info on consumers

Topics covered ...

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

Contains detailed Consumer Lifestyle Reports for more than 60 countries
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**
- **Feb. 8/17** - Population & Dwelling Counts – **2016 Census Profile**
- **May 3, 2017** - Age & Sex; Type of Dwelling

**2011 Census & NHS data**

- All data has been released. See:
  - **2011 Census Profile** (mandatory survey)
  - **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

Select a view: All data

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizenship</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total population with Canadian citizenship</td>
<td>537045.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labour</td>
<td>2,965</td>
<td>1,550</td>
<td>1,415</td>
</tr>
<tr>
<td>Mobility</td>
<td>2,760</td>
<td>1,445</td>
<td>1,315</td>
</tr>
<tr>
<td>Non-official language</td>
<td>375</td>
<td>195</td>
<td>180</td>
</tr>
<tr>
<td>Visible minority</td>
<td>2,390</td>
<td>1,250</td>
<td>1,140</td>
</tr>
<tr>
<td>Not Canadian citizens</td>
<td>200</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>
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)
**Census and Forward Sortation Areas**
e.g., 2011 Census Profile by Age (15-24) & Sex Hamilton FSAs

Can help pinpoint location of your target market.

e.g., **L9C** has the **most 15-24 year olds** in the city. Good location to target if your product or service caters to this demographic.

<table>
<thead>
<tr>
<th>Geography</th>
<th>15 to 24 years</th>
<th>15 to 19 years</th>
<th>20 to 24 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>L8E</td>
<td>4,860.0</td>
<td>2,415.0</td>
<td>2,445.0</td>
</tr>
<tr>
<td>L8G</td>
<td>2,485.0</td>
<td>1,265.0</td>
<td>1,215.0</td>
</tr>
<tr>
<td>L8H</td>
<td>3,450.0</td>
<td>1,805.0</td>
<td>1,640.0</td>
</tr>
<tr>
<td>L8J</td>
<td>3,360.0</td>
<td>1,785.0</td>
<td>1,575.0</td>
</tr>
<tr>
<td>L8K</td>
<td>3,960.0</td>
<td>1,930.0</td>
<td>2,025.0</td>
</tr>
<tr>
<td>L8L</td>
<td>4,570.0</td>
<td>2,300.0</td>
<td>2,265.0</td>
</tr>
<tr>
<td>L8M</td>
<td>1,810.0</td>
<td>815.0</td>
<td>990.0</td>
</tr>
<tr>
<td>L8N</td>
<td>2,645.0</td>
<td>1,245.0</td>
<td>1,400.0</td>
</tr>
<tr>
<td>L8P</td>
<td>2,605.0</td>
<td>760.0</td>
<td>1,845.0</td>
</tr>
<tr>
<td>L8R</td>
<td>1,430.0</td>
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<td>925.0</td>
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<td>1,270.0</td>
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<td>L8V</td>
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<td>L8W</td>
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<tr>
<td>L9B</td>
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<td>1,810.0</td>
<td>1,475.0</td>
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<td>L9K</td>
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<td>910.0</td>
<td>720.0</td>
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</table>

**NOTE:** Beyond 20/20 software may be required to view some Census & NHS data. Click icon below for free download. (Windows only).
CANSIM (Statistics Canada)

Canadian socio-economic database. Search or browse for current & historical statistics on a wide variety of topics.

CANSIM can be used to ...
- track trends
- analyze market potential
- study economic activity
- make investment decisions
- profile demographics
### Sample CANSIM Table: 080-0033
Retail e-commerce sales, unadjusted, monthly (dollars x 1,000)

<table>
<thead>
<tr>
<th>Sales</th>
<th>Retail trade [44-453]</th>
<th>Bureau [44-455]</th>
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<td>2016 January</td>
<td>36,415,115&lt;sup&gt;A&lt;/sup&gt;</td>
<td>61&lt;sup&gt;A&lt;/sup&gt;</td>
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<td>2016 February</td>
<td>35,649,450&lt;sup&gt;A&lt;/sup&gt;</td>
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<tr>
<td>2016 March</td>
<td>41,403,762&lt;sup&gt;A&lt;/sup&gt;</td>
<td>711,350&lt;sup&gt;A&lt;/sup&gt;</td>
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<tr>
<td>2016 April</td>
<td>44,881,587&lt;sup&gt;A&lt;/sup&gt;</td>
<td>717,307&lt;sup&gt;A&lt;/sup&gt;</td>
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<tr>
<td>2016 May</td>
<td>47,337,082&lt;sup&gt;A&lt;/sup&gt;</td>
<td>706,132&lt;sup&gt;A&lt;/sup&gt;</td>
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<tr>
<td>2016 June</td>
<td>47,399,117&lt;sup&gt;A&lt;/sup&gt;</td>
<td>704,592&lt;sup&gt;A&lt;/sup&gt;</td>
</tr>
</tbody>
</table>
Statistics Canada newsletter profiles NEW statistical releases.
Articles contain analysis, numbers & additional sources.
Search or browse for articles from 2012 to the present.
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?
Include Canadian advertising, media and consumer info

NOTE: McMaster does not subscribe to CARDonline. Advertising rates are not available.
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  - ext. **21359** Business Librarian
- **Face to Face:**
  - Drop by the Service Desk or book an appointment with the Business Librarian
- **Live Chat:**
  [http://library.mcmaster.ca/justask/](http://library.mcmaster.ca/justask/)
Additional Help

NOTE: Not all sources listed in these guides are free

Market research (Startup Library)

How big is your market? What is the latest industry trend? These curated collections of top resources, previously known as the MaRS Startup Library, help you answer common market research questions.

https://www.marsdd.com/collections/market-research/
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He visits our libraries every month!

February 9 & 23

Innis: 11 - 11:30 am | Mills: 1 - 2 pm | Thode: 3 - 3:30 pm