



# **BUSINESS C741**

## **Health Care Marketing for Managers**

### **Library Resources**



Jeannie An  
*RJC Research  
Services Librarian*

Fall 2021



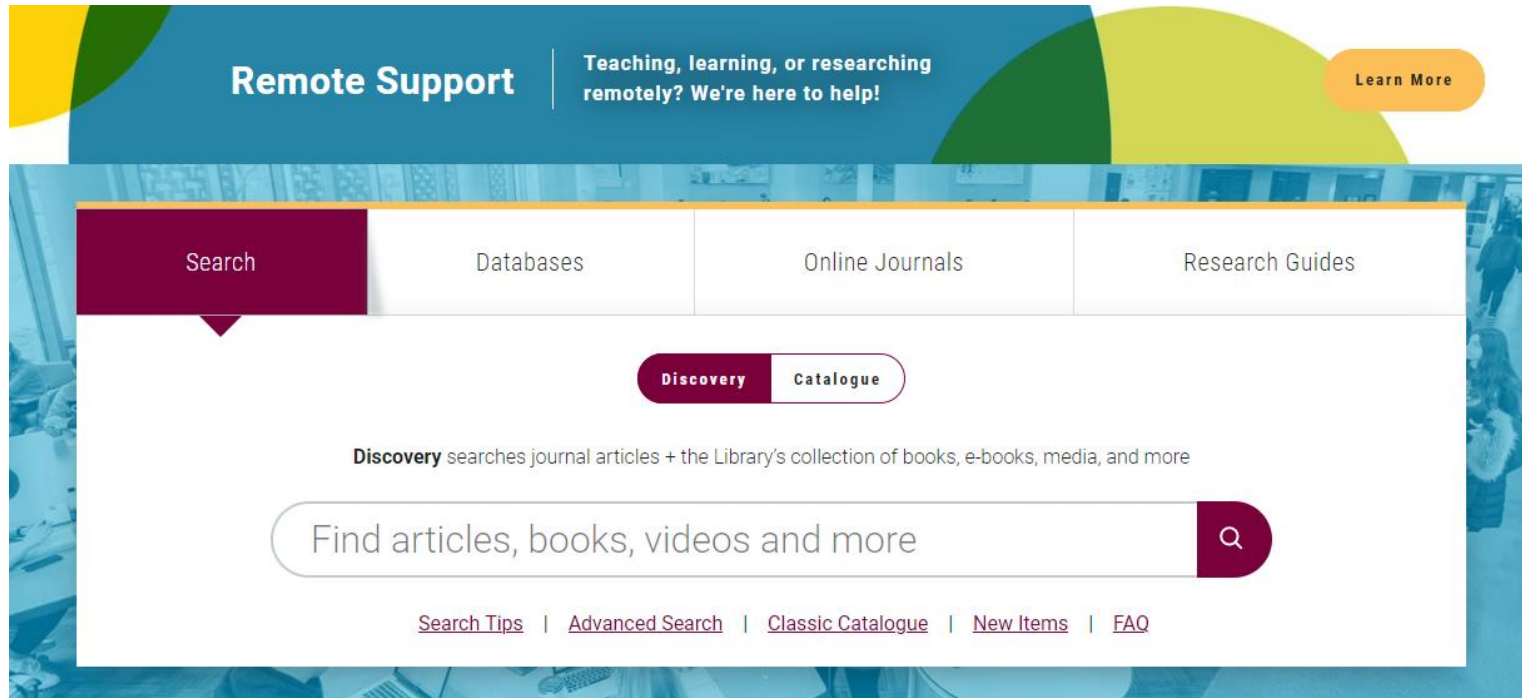
## Session Outline

- 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>



- Three library locations (Mills, Thode & HSL) have reopened – check [website](#) and [this news story](#) for more updates
- Stacks and study areas are available, no bookings required

# Course Research Guide

<https://libguides.mcmaster.ca/businessc741>

|        |           |                 |                        |
|--------|-----------|-----------------|------------------------|
| 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](#) / [BUSINESS C741 - Health Care Marketing for Managers](#) / Home

## BUSINESS C741 - Health Care Marketing for Managers

This course research guide provides quick access to resources useful for the BUSINESS C740 group project.

- Home
- Course Information
- Books & Articles
- Company Profiles & Reports
- Industry Profiles & Reports
- Consumer Info
- Research Help

### Course Information

#### BUSINESS C741 - Health Care Marketing for Managers

"This course builds on students' previous course and work experiences and seeks to deepen their understanding of various business and social science theories, principles and models and how they do, or do not, apply within the health sector. Through case studies, readings, lectures, discussions, guest speakers and web-based sources, students become aware of the complexity of decision making in health care, and the development of the value proposition. We explore the development and delivery of services, tangible goods and ideas (social marketing) in the health sector by for-profit and non-profit organizations in developed and developing countries. To put knowledge to practice, student teams undertake consulting projects in local health care organizations."



# 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

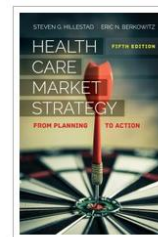
**Health care market strategy : from planning to action / Steven Hillestad and Eric Berkowitz**

Hillestad, Steven G., author.

 e-book | 2020

\*McMaster only →

Additional actions:




 Read Online

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

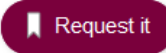


**The age curve : how to profit from the coming demographic storm / Kenneth W. Gronbach**

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

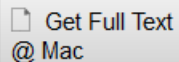
Request **print only books** from library for curbside pickup. Only need **one chapter or article?** Look for scan button in full record.

**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.

**Basic**

[Full text available from E-Journals - Scholars Portal](#)

[Full Text Online](#) [Scholars Portal Journals: Taylor and Francis Current](#)

[Check for a print copy](#) in our library catalogue

[Request document on Interlibrary Loan via RACER](#) [Scholars Portal](#)

Note: You have to have registered in RACER previously in order to use the system.

[Broken links? Report problems](#) to librarians

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

Steven J. Gray

**Abstract**  
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.

**Introduction**  
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 the 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.

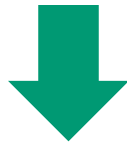
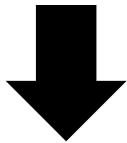
How, then, to market healthcare in a manner that is both profitable and acceptable? This paper will explore the traditional foundation of marketing plans (McCarthy's four 'P's) and postulate that healthcare marketing requires this foundation to be expanded to include principles as a fundamental tenet 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.

**Introduction to the UK healthcare market**  
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 (highlighted in maroon), Online Journals, and Research Guides. Below the tabs is a search bar with the text "Select a database to find articles, data, reports, videos and more." There are two search input fields. The first field contains the text "Proquest one business" and has a search icon on the right. The second field contains the text "Browse for Databases by Subject" and has a dropdown arrow on the right. Below the second field is a list of subject areas: BUSINESS, GENERAL AND MULTI-DISCIPLINARY, MARKETING, HEALTH SCIENCES, and ... + OVER 40 OTHER SUBJECT AREAS. At the bottom right of the search area is a link labeled "All Databases" with a red circular icon to its right.

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 with MacID

[ProQuest One Business](#)

Connect



**Alternative Title:** PQ1 Business | ABI/INFORM Collection | Accounting, Tax & Banking Collection | Asian & European Business Collection | Business Market Research Collections | Business Video Database | Entrepreneurship Database | J.P. Morgan Research | JP Morgan Research

**Allowable Uses:**

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

[View Detailed Terms of Use](#)

**Notes:**

On June 10, 2021, **ProQuest One Business replaced Business Premium Collection** and its component databases which included ABI/INFORM Collection, Accounting, Tax & Banking Collection, Asian & European Business Collection, Business Market Research Collection, Business Video Database, Entrepreneurship Database and J.P. Morgan Research. These databases can no longer be searched separately. Business and Economic e-books from Ebook Central have also been incorporated into ProQuest One Business.

**Description:**

Coverage: 1850s to the present

Provides full-text access and/or indexing to thousands of business sources, including scholarly journals, magazines, trade publications, newspapers, books, dissertations, reports (e.g., company, country, industry), videos and more. Includes a mix of practical and theoretical content that covers all areas of business including accounting, e-commerce, entrepreneurship, finance, human resources, information systems, international business, management, marketing and operations research.

**Help:**

**Guide:** [ProQuest One Business \(ProQuest\)](#)

[Report a Problem](#)



**User Type:**

McMaster - **MacID** required

**Database Type:**

Articles  
eBooks  
News  
Reports  
Videos & Audio

**Subjects:**

Accounting and Finance  
Business  
Communication Studies and Media Arts  
Economics  
Health Sciences  
Human Resources and Management  
Information Systems and Operations  
Management  
Labour Studies  
Marketing  
Political Science  
Public Policy in Digital Society





# 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
- [ProQuest One Business](#) – 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”<br>“medical devices”  |
| <b>* ! ?</b> | Use a wildcard symbol to find word variations  | behavio*r finds: behavior, behaviour<br>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<br>promotion <b>or</b> marketing <b>or</b> advertising                                       |
| <b>NOT</b>   | Use to get rid of unwanted words   | galaxy <b>not</b> samsung   |
| <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><br>(promot* <b>or</b> market* <b>or</b> advertis*)<br><b>and</b> best practice* |

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# ProQuest One Business

Sample search results for marketing and ("health care" or healthcare) and women

3,382 results

Sorted by

Relevance

Limit to

- Exclude Wire Feeds
- Full text
- Peer reviewed

Source type

- Scholarly Journals (223)
- Books (12)
- Dissertations & Theses (20)
- Newspapers (139)
- Magazines (144)

More >

Publication date

Publication title



Scholarly Journals

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

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

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

Citation

[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): 46-53.

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

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

[Abstract/Details](#) [Get full text](#) [Cited by \(45\)](#)

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:** 101,459 (Average Staff as of 12/31/2020)  
**Number of Shareholders:** 550,000 (approx.) (as of 12/31/2020)

**Market Cap:** 39,555,322,720  
**Revenue:** 41,400,000,000  
**Net Income:** -10,495,000,000  
**Dividend:** 0.4148 **Dividend Yield:** 3.0633  
**EPS Basic:** -10.68 **EPS Diluted:** -10.68

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

1636 Reports Found  
Displaying 1-25

  [View Full Report List](#)

| Select                   | Expand / Collapse | Document Date | Contributor                 | Headline   | Author             | Language | Pages | Report  |
|--------------------------|-------------------|---------------|-----------------------------|--|--------------------|----------|-------|---|
| <input type="checkbox"/> | +                 | 09/13/2021    | Finlabo SIM Spa             | Bayer - Finlabo Research Equity Report: Fundamental and Technical Analysis and 6 months performance forecast | Mauro Stampatori   | English  | 5     |  |
| <input type="checkbox"/> | +                 | 09/06/2021    | Infinata                    | Bayer AG - Company Report  | Infinata           | English  | 15    |  |
| <input type="checkbox"/> | +                 | 09/03/2021    | GlobalData                  | Bayer AG (BAYN) - Financial and Strategic SWOT Analysis Review   | GlobalData         |          |       |   |
| <input type="checkbox"/> | +                 | 08/31/2021    | Water Tower Research LLC    | Mat-Chem Notes for The Week of August 31, 2021   | Dmitry Silversteyn |          |       |   |
| <input type="checkbox"/> | +                 | 08/31/2021    | MINKABU THE INOFONOID, Inc. | Equity Quarterly Update - Bayer sinks 8.8% from 5 week high  |                    |          |       |   |

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



# Factiva

## Includes worldwide companies & news sources

**DOW JONES FACTIVA** Home Search Alerts Newsletters News Pages **Companies/Markets**

Find Companies:   [More search options...](#)

Company > Company Search Results > Company Snapshot

### Johnson & Johnson

**Company Snapshot >**

- News
- Latest News
- Web News
- Multimedia
- Key Developments
- Peer Comparison
- Financial Results
- Ownership
- Reports

**General Information**

Johnson & Johnson  
Year Started: 1887  
One Johnson & Johnson Plaza  
New Brunswick, New Jersey  
08933  
United States  
Map

Phone: 1 732 524 0400  
Company Website

**Stock Price Activity** [Quote](#) | [Add to Quote List](#)

JNJ  
3 Months Weekly

Price: 165.80  
Change: -1.17 ▼  
Volume: 6,271,284  
Exchange: XNYS  
52-Week High: 179.92  
52-Week Low: 133.65  
Currency: USD

**Latest News** | **Web News** | **Multimedia**

**Suggested Categories:**  
[All](#) | [Performance](#) | [Bankruptcy](#) | [Management Moves](#) | [Contracts/Orders](#) | [New Products/Services](#) | [Legal/Judicial](#) | [Ownership Changes](#) | [Press Releases](#) | [Trade Articles](#) | [Capacities/Facilities](#) | [Earnings](#)

To search **all** news sources on any topic in Factiva, select **Search** tab > **Search Builder**.

Includes thousands of international news sources including *The New York Times*, *The Globe and Mail* and more.

### **Johnson & Johnson Stock Falls Monday, Underperforms Market**

**Dow Jones Institutional News**, 20:33 GMT, 13 September 2021, 190 words, (English)

This article was automatically generated by MarketWatch using technology from Automated Insights. Shares of Johnson & Johnson (JNJ) dropped 0.70% to \$165.80 Monday, on what proved to be an all-around great trading session for the stock ...

# 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 welcome message for McMaster University, and a navigation menu with items like Statistics, Reports, Outlooks, Tools, Infographics, Services, Global Survey, and My Account. A dropdown menu for 'Statistics' is open, listing various industry categories. A search bar contains the text 'medical devices'. Below the search bar are several category buttons for trending topics like Coronavirus, Covid Vaccine, Social Media, E-Commerce, Smartphone, China, Cosmetics, Gaming, Film Industry, and United States. At the bottom, there is a row of six report category buttons: Digital & Trends, Industries, Brands & Companies, Consumers, Politics & Society, and Countries. Annotations with yellow arrows and text highlight the 'Outlooks' menu, the 'New for 2021' label, and the 'Report Categories' section.

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

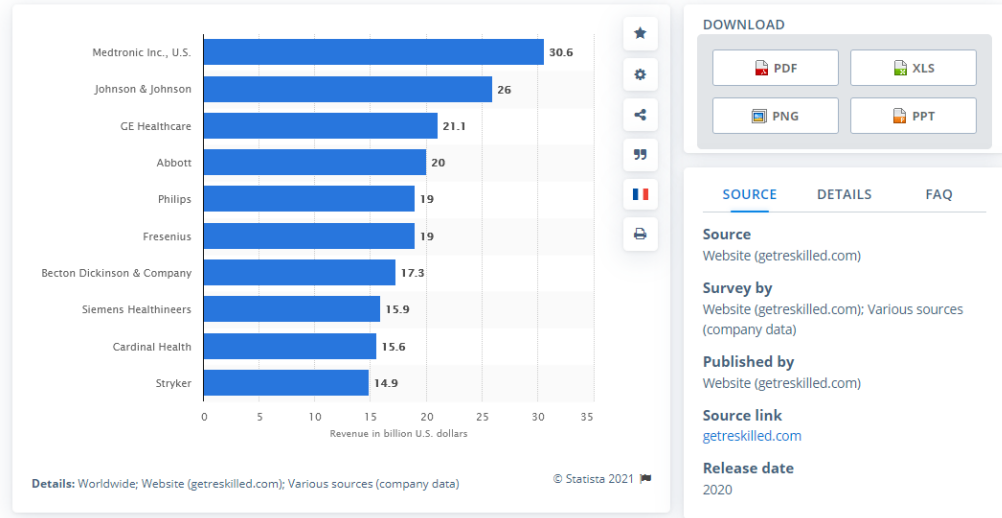
ESTIMATED GLOBAL MEDICAL TECHNOLOGY GROWTH IN 2019

5.5%

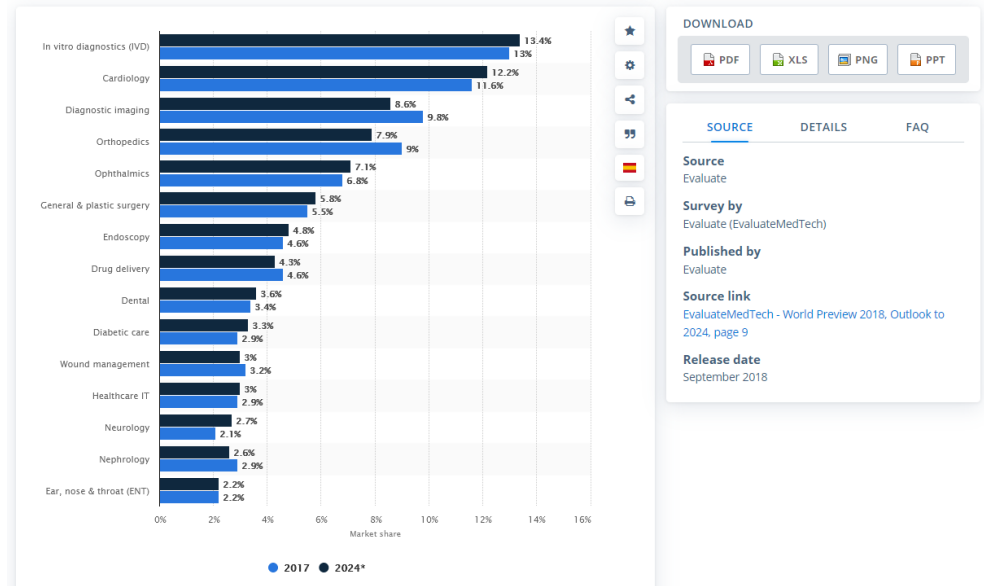
ESTIMATED GLOBAL MEDICAL TECHNOLOGY R&D SPENDING IN 2019

31bn USD

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

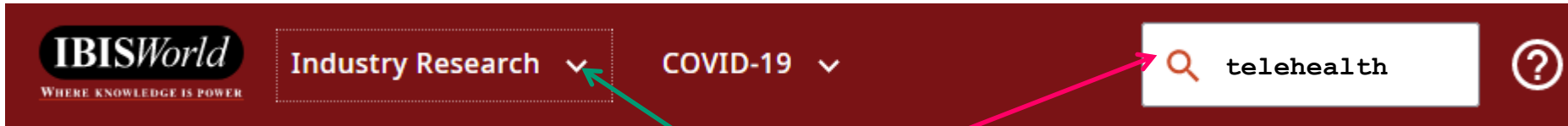


## Top global medical technology segments by market share in 2017 and 2024

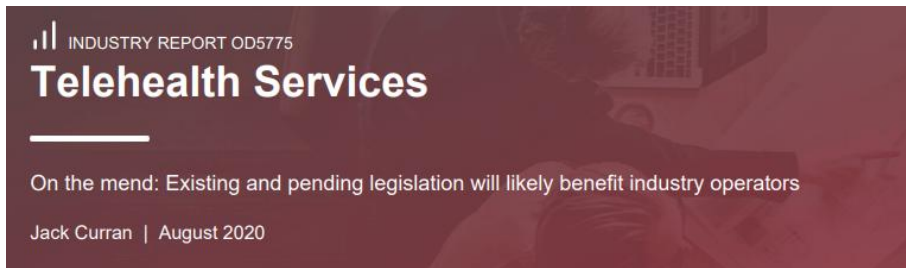


# IBISWorld

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



Browse or Search for reports.



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> |
| Supply Chain.....                     | 6        | Outlook.....                  | 15        |
| Similar Industries.....               | 6        | Performance Outlook Data..... | 17        |
| Related International Industries..... | 6        | Industry Life Cycle.....      | 17        |
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| Executive Summary.....                | 9        | Supply Chain.....             | 19        |
|                                       |          | Products and Services.....    | 19        |
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|                                       |          | Major Markets.....            | 22        |
|                                       |          | International Trade.....      | 24        |
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|                                 |           |                             |           |
|---------------------------------|-----------|-----------------------------|-----------|
| <b>Competitive Landscape</b>    | <b>30</b> | <b>Key Statistics</b>       | <b>53</b> |
| Market Share Concentration..... | 30        | Industry Data.....          | 53        |
| Key Success Factors.....        | 30        | Annual Change.....          | 53        |
| Cost Structure Benchmarks.....  | 31        | Key Ratios.....             | 53        |
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| Other Players.....              | 43        |                             |           |
| <b>Operating Conditions</b>     | <b>45</b> |                             |           |
| Capital Intensity.....          | 45        |                             |           |
| Technology And Systems.....     | 46        |                             |           |
| Revenue Volatility.....         | 48        |                             |           |
| Regulation & Policy.....        | 50        |                             |           |
| Industry Assistance.....        | 51        |                             |           |

# MarketResearch.com Academic

## Market research reports, US focus



Quick Search

Advanced Search

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 Worldwide Market for Point-of-Care (POC) Diagnostic Tests, 8th Edition

By: *Kalorama Information* April 2021

The Worldwide Market for Point-of-Care (POC) Diagnostic Tests, 8th Edition By the middle of the decade, the POC diagnostic testing market is expected to reach 45 billion dollars annually. This should not be surprising. Globally, millions of people are engaged in POC diagnostic testing, both professional testing and self-testing. In 2020, sales of POC testing were significantly impacted by COVID-19 was a significant game changer in 2020. The number of new tests for POC COVID-19...

### The Global Market for Medical Devices, 11th Edition

By: *Kalorama Information* April 2021

The Global Market for Medical Devices, 11th Edition The medical device industry has unique challenges and opportunities. During 2020, many of these challenges, and opportunities, were highlighted even more so. It is a heavily regulated industry in most nations of the world. Devices need to be approved for reimbursement and prices are negotiated in many cases by group purchasing organizations and governments. Companies in the field must make constant research and development investments to produce the innovations that...

### 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 developmental 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 vaccine companies have done and are planning...





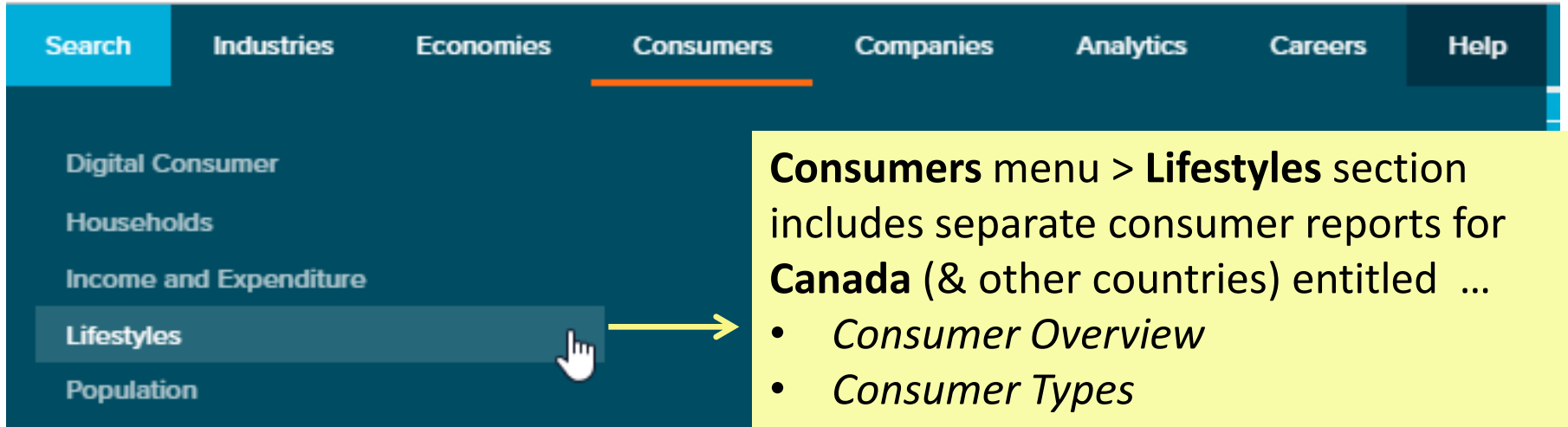
# Consumer Research

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



# Passport


## CONSUMER OVERVIEW IN CANADA

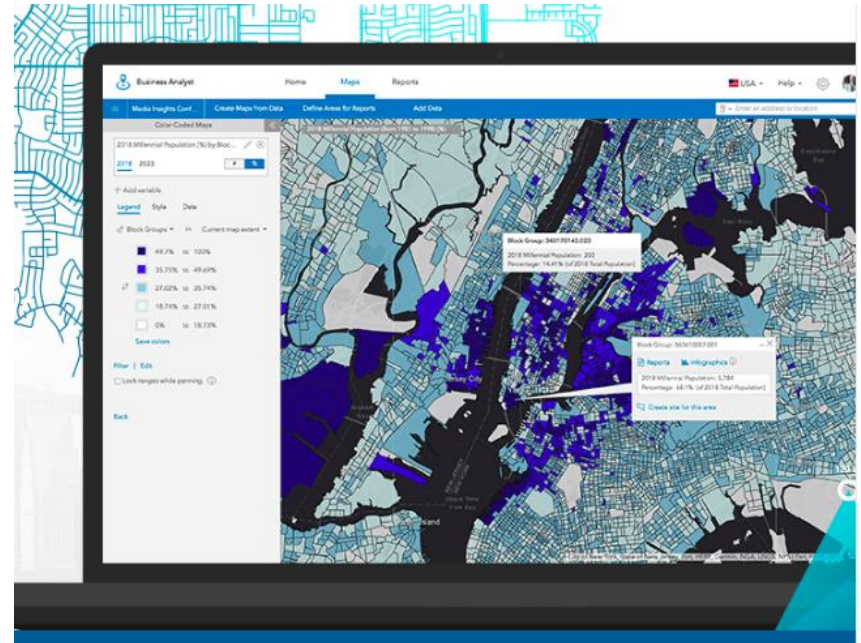
August 2020

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)



# Prizm Segmentation Area Profile Canada

Hamilton  
Hamilton (537)  
Geography: Census Metropolitan Area

Prepared by Esri

# 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 URBAN URBAN OLDER HOMEOWNERS ADULTY HOMEOWNERS M1**  
Older and mature city homeowners

### 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 neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples aging in place and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, German, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of blue-collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy going to hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours, buoyed by their optimism for their financial future (*Financial Security*).

The upper-middle-class members of Mid-City Mellow inhabit a land of pleasant living. Their older homes are graced with well-tended gardens, hot tubs and driveways crowded with midsize cars and SUVs, boats and campers. They like the theatre and concerts featuring rock and country music, and the segment's many families with children help explain the popularity of pets, pro hockey and football, as well as casual restaurants like The Keg, Swiss Chalet and Montana's. Planning for the future, these adults have invested in a variety of assets and contributed a healthy portion to their RRSP retirement funds. Media traditionalists, they like reading printed newspapers—the editorials and classifieds in particular—and watching all manner of TV sports, especially Major League Baseball, the CFL, pro golf and NASCAR auto racing. They listen to radio mostly during their commutes, preferring oldies, classic rock and new country music stations. But they're only average Internet users, going online mostly for utilitarian purposes: banking, researching recipes and staying current with their favourite sports teams. They still respond to direct mail, particularly coupon booklets, catalogues and newsletters.

#### How They Think

Mid-City Mellow residents are eager to preserve their cultural traditions (*Search for Roots*), and living in multicultural cities they've come to appreciate the virtues of other cultures too (*Cultural Sampling*). Their outlook is open-minded, willing to question the status quo (*Rejection of Authority*) and passionate about improving their communities and the lives of those less fortunate (*Community Involvement, Social Responsibility*). Comfortable with the uncertainties of modern life (*Rejection of Orderliness*), they believe in their ability to effect change and that ultimately people get what they deserve (*Personal Control, Just Deserts*). Their decision-making tends to be guided by ecological concerns, with many willing to make economic sacrifices to protect the environment (*Primacy of Environmental Protection*). But when the daily grind gets to be too much, many take a break from overscheduling by booking a casino stay or cruise (*Time Stress*). These upper-middle-class households feel financially comfortable due in no small part to their frugal nature (*Saving on Principle*). In the marketplace, Mid-City Mellow members look for brands that are authentic, convey a compelling story and satisfy their sense of individuality (*Brand Genuineness, Pursuit of Originality*).

**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

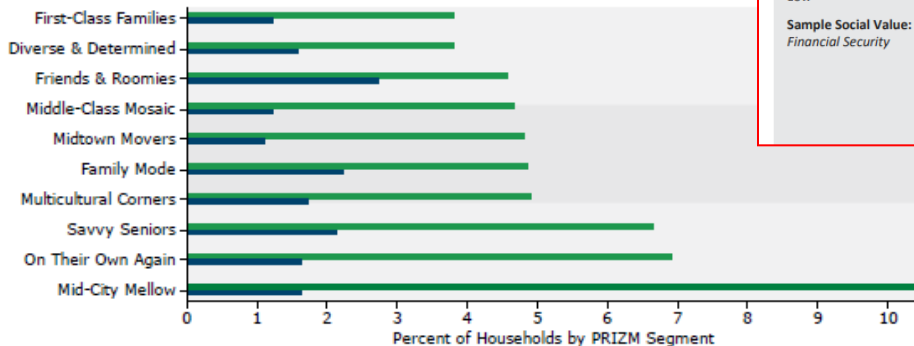
**Education:** College/High School

**Occupation:** Mixed

**Cultural Diversity Index:** Low

**Sample Social Value:** Financial Security

## Top Ten PRIZM Segments Site vs. Canada



### How They Live

**LEISURE**  
entertaining at home  
fitness clubs  
community theatres  
casino clubs

**TRADITIONAL MEDIA**  
Movie Time  
TV auto racing-IndyCar  
oldies radio  
community newspapers

**FOOD/DRINK**  
pretzels  
decaffeinated coffee  
buffet restaurants  
casual family restaurants

**AUTOMOTIVE**  
domestic intermediate SUVs  
small vans  
Chevrolet/GMC  
two vehicles

**MOBILE**  
use apps on tablet  
send/receive email on tablet  
home improvement/decor sites on tablet  
finance sites on tablet

**SHOPPING**  
Mark's  
Penningtons  
Loblaws  
Rxall/PharmaPlus

**INTERNET**  
discount coupons on computer  
investment sites  
access sports content  
purchase movie tickets

**FINANCIAL**  
RRSPs  
will/estate planning  
term life insurance  
donate to religious groups

**SOCIAL**  
YouTube  
Pinterest  
read Facebook news feed  
stay connected with personal contacts

**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"

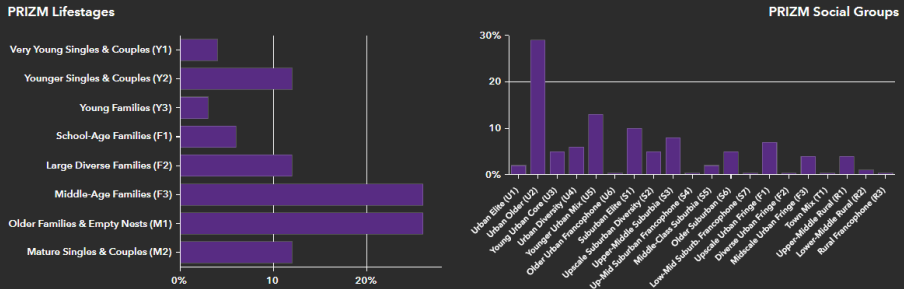
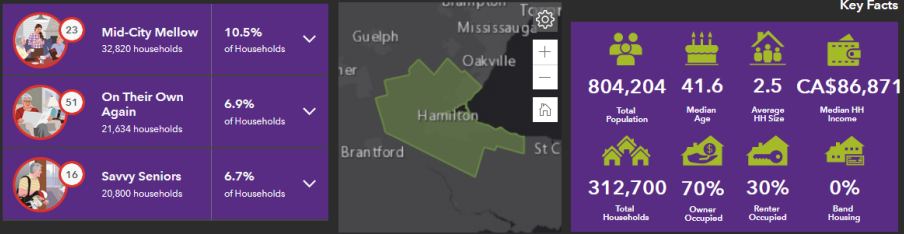
"Young people should be taught to question authority"

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

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# PRIZM Segmentation Summary

## Hamilton (537)

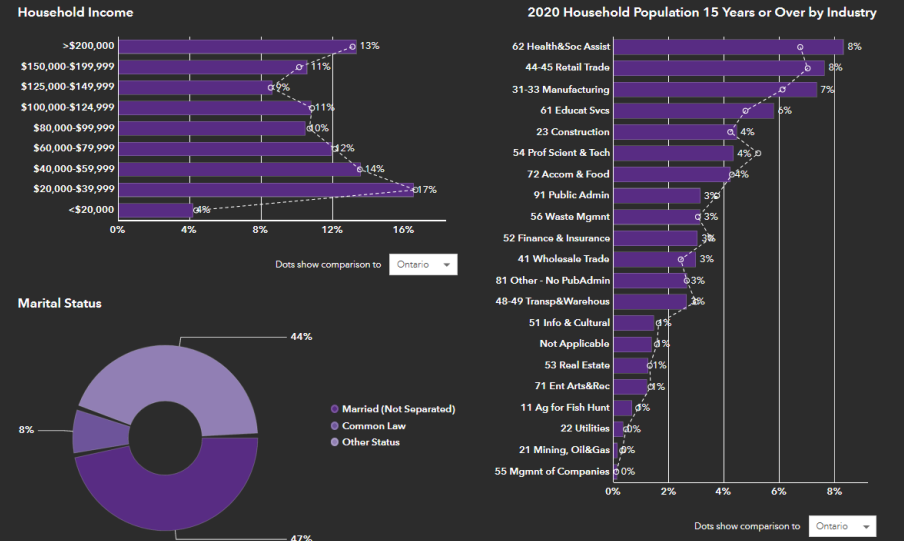


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# Sample PRIZM Infographic from BAO Hamilton CMA (537)

# PRIZM Demographic Summary

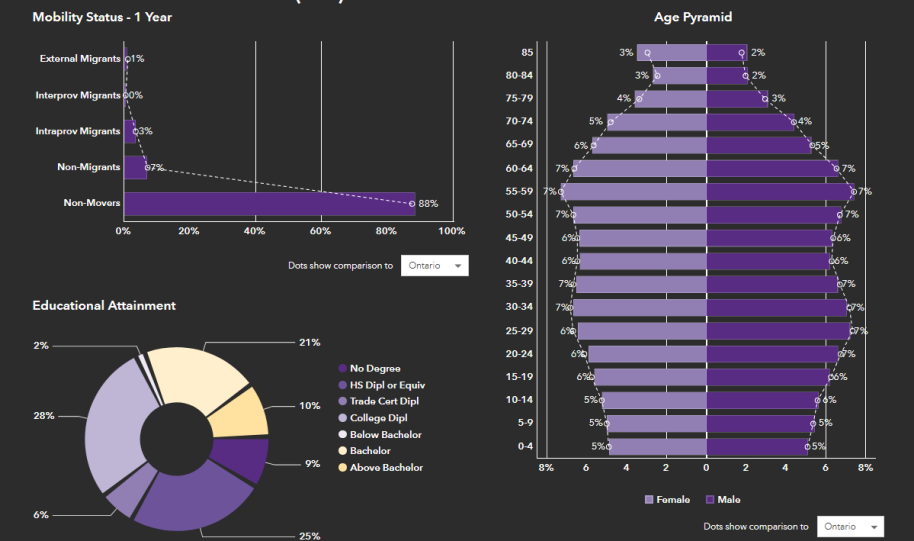
## Hamilton (537)



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# PRIZM Demographic Summary

## Hamilton (537)



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