Finding Marketing Information for COMMERCE 2MA3

Innis Library (Business) KTH-108
Ines Perkovic, Business Librarian
Spring 2019
During this session, you will learn ...

- How to find and use **industry codes**
- Identify companies and **competitors** in your industry
- How to find **company information**
- How to track down **market share** data
- How to find **industry info**
- **Cite** all the stuff you find
- Get more **help**!
What is an Industry Classification Code?

• a hierarchical numbering scheme used to **classify** and **organize** industries

• **assigned to companies** engaged in the same activity (regardless of size or type of ownership)
Hierarchical Arrangement

The longer the code number, the more specific the industry

31 Manufacturing [sector]
311 Food Manufacturing [subsector]
  3113 Sugar and Confectionary Product Manufacturing [industry group]
    31134 Non-Chocolate Confectionary Manufacturing [industry]
      311340 Non-Chocolate Confectionary Manufacturing [national industry]
311340  Non-Chocolate Confectionary Manufacturing

This Canadian industry comprises establishments primarily engaged in manufacturing non-chocolate confectionary.

**Example(s):**

- candy (except chocolate), manufacturing
- chewing gum, manufacturing
- marshmallows, manufacturing ...

**Exclusion(s):**

- roasting, salting, drying, cooking or canning nuts and seeds (see 31191 Snack food manufacturing)...
Codes Apply to All Types of Companies

5942 Retail Books

This industry includes both major companies (e.g., Indigo) as well as local independent booksellers (e.g. A Different Drummer Books) - because both entities are engaged in the same activity.
Who Creates the Codes?

• Created by government statistical agencies

• No central agency assigns the codes to companies
Who Uses Industry Classification Codes?

- Academics & Researchers
- Government Policy Analysts
- Businesses
  - To identify competitors
  - To identify B2B targets
Why are the Codes Created?

• To **overcome language barriers** (use numbers instead of words)
• To provide **precise and official industry names and descriptions**
• To **gather and collate information** on industries
• To identify **key competitors**
TWO Most Common Industry Codes Used in Canada

- **SIC (Standard Industry Classification)**
  - Usually produced by and for a single country
  - Codes are only 4 digits long - not much detail
  - Poor coverage of new technology
  - No longer updated

- **NAICS (North American Industry Classification System)**
  - Jointly produced by Canada, U.S. and Mexico
  - Codes 6 digits long instead of 4 – more detail
  - Much better coverage of new technology
  - Updated every 5 years
Everyone must be using NAICS by now...right?

Reality:

• Some of the biggest names in competitive intelligence continue to use the old SIC codes.

• Costs too much money to switch research databases over to newer code.
Bottom Line for COMM 2MA3 Students

• Must include **both** the *Canadian SIC* and *NAICS* codes in your reports

• Must find the relevant *Canadian 4-digit SIC* and *6-digit NAICS* codes for your industry
How to find a Canadian SIC Code?

• One PRINT copy of the 1986 Canadian SIC manual available in Reference at Innis Library – NOT AVAILABLE ONLINE

• Use the 4 digit SIC code & description from this manual only

• Use the index at the back of the manual (manufacturing or non-manufacturing) to locate your code and description
Step 1:
Look in the correct index at the back of the manual (manufacturing or non-manufacturing)

2082: Beer (alcoholic beverage)
Step 2:
Look up the SIC code in the manual to get the definition & description of the industry

Canadian SIC Manual
Example: Beer Brewing

2082 Manufacturing-Malt Beverages

Establishments bottling purchased malt beverages are classified in Industry 5181.

- 0001 Manufactures ale
- 0002 Manufactures beer
- 0003 Operates brewery
- 0004 Manufactures brewers' grain
- 0005 Manufactures liquors, malt(0006)
- 0006 Manufactures malt extract, liquors, and sirups
- 0007 Manufactures near beer
- 0008 Manufactures porter
- 0009 Manufactures stout
- 0010 Manufactures extract, malt(0006)
- 0012 Manufactures sirups, malt(0006)

2082 SIC Code
4 digit level

Description of Industry

Manufacturing Malt Beverages - formal industry name
Canadian NAICS Manual

• Revised every 5 years:
  – 2017 NAICS IS the most recent edition
  – use NAICS 2017 Version 3.0 via Statistics Canada

• Use the 6 digit NAICS code & description from this manual for your report.
NAICS Canada Online

Example: Beer Brewing

Step 1: Key in your industry words in the search box
Step 2: In the search results list, click on the relevant link for the full industry name & description.

1. NAICS 2017 Version 3.0 - 4453 - Beer, wine and liquor stores - Industry group
2. NAICS 2017 Version 3.0 - 445 - Food and beverage stores - Subsector
3. NAICS 2017 Version 3.0 - 44531 - Beer, wine and liquor stores - Industry
4. NAICS 2017 Version 3.0 - 453992 - Beer and wine-making supplies stores - Canadian industry
5. NAICS 2017 Version 3.0 - 445310 - Beer, wine and liquor stores - Canadian industry
6. NAICS 2017 Version 3.0 - 453999 - All other miscellaneous store retailers (except beer and wine-making supplies stores) - Canadian industry
7. NAICS 2017 Version 3.0 - 31212 - Breweries - Industry
8. NAICS 2017 Version 3.0 - 453992 - Beer and wine-making supplies stores - All examples
9. NAICS 2017 Version 3.0 - 445310 - Beer, wine and liquor stores - All examples
10. NAICS 2017 Version 3.0 - 312120 - Breweries - Canadian industry
Step 3: Review the definition & description of the industry (including exclusions)

312120 - Breweries

Breweries - formal industry name

Illustrative example(s)
- beer breweries

All examples

<table>
<thead>
<tr>
<th>All examples - 312120 - Breweries</th>
</tr>
</thead>
<tbody>
<tr>
<td>beer breweries</td>
</tr>
<tr>
<td>brewed beer, manufacturing</td>
</tr>
<tr>
<td>grain, brewers', spent, manufacturing</td>
</tr>
<tr>
<td>lager, porter, stout, ale, brewing</td>
</tr>
<tr>
<td>malt liquor, brewing</td>
</tr>
<tr>
<td>non-alcoholic beer (e.g., near beer), brewing</td>
</tr>
</tbody>
</table>

Exclusion(s)
- bottling purchased malt beverages (See 413220 Alcoholic beverage merchant wholesalers)
- manufacturing malt (See 31121 Flour milling and malt manufacturing)
Industry Names with a Superscript CAN, MEX, or US

• It's okay to use a NAICS code which has a superscript CAN, MEX or US. For example,

<table>
<thead>
<tr>
<th>722511 - Full-service restaurants</th>
</tr>
</thead>
<tbody>
<tr>
<td>This Canadian industry comprises establishments primarily engaged in providing food services to patrons who order and are served while seated and pay after eating. These establishments may</td>
</tr>
</tbody>
</table>

• All the codes are Canadian, but some are more comparable with the US and/or Mexico.

<table>
<thead>
<tr>
<th>Definition of superscripts</th>
</tr>
</thead>
<tbody>
<tr>
<td>The superscripts at the end of NAICS class titles are used to signify comparability:</td>
</tr>
<tr>
<td>CAN</td>
</tr>
<tr>
<td>Canadian class only</td>
</tr>
<tr>
<td><strong>No superscript</strong></td>
</tr>
<tr>
<td>Canadian, Mexican and United States classes are comparable</td>
</tr>
<tr>
<td>US</td>
</tr>
<tr>
<td>Canadian and United States classes are comparable</td>
</tr>
<tr>
<td>MEX</td>
</tr>
<tr>
<td>Canadian and Mexican classes are comparable</td>
</tr>
</tbody>
</table>
WARNING: Read carefully!

• **EXAMPLE ONE:** Group wants to do shoe manufacturing, but select a code for shoe stores!

• **EXAMPLE TWO:** Group wants to do instant coffee, but select a code for coffee beans (which excludes instant)

**RESULT:** Both groups submit incorrect codes AND incorrect lists of competitors!
Can Your Group do a “Piece” of a Code?

• **NO, you must do the ENTIRE code**

• **EXAMPLE:**
  – You can’t do basketballs.” You must do “Sporting Goods” which includes basketballs, hockey sticks and fishing rods!
Choosing the Right Industry

• Industry selected should be **Business to Consumer (B2C)**

• Choose an industry that will allow you to achieve the requirements of the second report (i.e., **opportunity & threat** for 6 environments - **PESTEL**).
Can I Do a Manufacturing Industry?

- **YES**, as long as the end product that the industry generates is a consumer good or service.

- The industry does not have to sell directly to the consumer, but it should be a consumer product.

- Ask yourself, have I bought this product lately?
Choosing the Right Industry

• The **product (good/service)** that is produced by this industry must be **marketed (i.e., sold) in Canada** - although not necessarily made in Canada

• There must be **at least three competitors** in this Canadian industry; therefore, no monopolies! Companies do not have to originate in Canada, but they do have to do business in Canada
Using Industry Codes to Find Companies/Competitors

• Your **course research guide** lists key directories and databases which group companies by SIC and/or NAICS code

• **Principle is the same:** Look up the code and find the list of companies active in it
Using Industry Codes to Find Companies/Competitors

by SIC code

- *Canadian Key Business Directory* (print, subscription cancelled)
  - Contains *largest public & private* companies in Canada in all industries

- *Canadian Business Database* (online)
  - Provides a *comprehensive* list of companies, large and small, *public & private* in Canada in all industries
Using Industry Codes to Find Companies/Competitors

by NAICS code

- **Scott’s Directories** (print @McMaster – subscription cancelled; online @HPL - current)
  - Contains primarily *manufacturing* companies in Canada, both public & private
  - Consists of 7 volumes, each volume covering a different region in Canada

- **Canadian Business Database** (online)
  - Provides a *comprehensive* list of companies, large and small, public & private in Canada in all industries
Canadian Business Database
Most comprehensive list of public & private companies in Canada covering all industries by SIC or NAICS.

1. Click the Advanced Search tab
2. Select search criteria
3. Select & key in relevant industry classification code(s)
4. Select View Results button

Enter 4-, 6-, or 8-digit NAICS Codes in the boxes below

312120
Canadian Business Database
Sample Results (Competitors) List
> 650 companies listed

Click column headings to change sort order

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executive Name</th>
<th>Street Address</th>
<th>City, Province</th>
<th>Postal Code</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brick Brewing Co LTD</td>
<td>George H Croft</td>
<td>400 Bingemans Centre Dr</td>
<td>Kitchener, ON</td>
<td>N2B3X9</td>
<td>(519) 742-2732</td>
</tr>
<tr>
<td>Bridge Brewing Co</td>
<td>Brett Hewitt</td>
<td>1448 Charlotte Rd</td>
<td>North Vancouver, BC</td>
<td>V7J1H2</td>
<td>(604) 770-2739</td>
</tr>
<tr>
<td>Bridges Ale House...</td>
<td>Trent Koehler</td>
<td>2415 22nd St W</td>
<td>Saskatoon, SK</td>
<td>S7M0V8</td>
<td>(306) 382-6060</td>
</tr>
<tr>
<td>Brimstone Brewing Co</td>
<td>Zack Gagnon</td>
<td>209 Ridge Rd N</td>
<td>Ridgeway, ON</td>
<td>L0S1N0</td>
<td>(289) 876-8657</td>
</tr>
<tr>
<td>Brisset Beer Intl...</td>
<td>Stephane Pilon</td>
<td>G9-370 Rue Guy</td>
<td>Montreal, QC</td>
<td>H3J1S6</td>
<td>(514) 906-6851</td>
</tr>
<tr>
<td>Britannia Brewing</td>
<td>Lloyd Kinney</td>
<td>12500 Horseshoe Way</td>
<td>Richmond, BC</td>
<td>V7A5K2</td>
<td>(604) 273-9379</td>
</tr>
<tr>
<td>Broadway Brewing Co</td>
<td></td>
<td>122 Broadway W</td>
<td>Vancouver, BC</td>
<td>V5Y1P3</td>
<td>(604) 874-2324</td>
</tr>
<tr>
<td>Brock Brewing Co</td>
<td></td>
<td>326 St. Paul St W</td>
<td>St Catharines, ON</td>
<td>L2S0B3</td>
<td>(905) 682-5556</td>
</tr>
<tr>
<td>Brock Pub</td>
<td>Sean Morrison</td>
<td>59 King St W</td>
<td>Brockville, ON</td>
<td>K6V3P8</td>
<td>(613) 342-2733</td>
</tr>
</tbody>
</table>
Canadian Business Database

Sample entry: Brick Brewing

Brick Brewing Co LTD
400 Bingemans Centre Dr
Kitchener, ON N2B3X9

Location Information

Location Employees 100
Corporate Employees 145
Location Type Headquarters
Stock Ticker Symbol BRB

Business Demographics

Location Sales Volume Not Available
Corporate Sales Volume $27,936,000
Credit Rating Score A
IUSA Number 01-338-3831

Business Expenditures

These expenditures are an estimated annual expense.

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>$1,000 to $2,500</td>
<td>Advertising</td>
<td>$20,000 to $50,000</td>
</tr>
<tr>
<td>Contract Labor</td>
<td>$10,000 to $50,000</td>
<td>Insurance</td>
<td>Not Available</td>
</tr>
<tr>
<td>Legal</td>
<td>$5,000 to $10,000</td>
<td>Management/Administration</td>
<td>$5,000 to $10,000</td>
</tr>
<tr>
<td>Office Equipment &amp; Supplies</td>
<td>Not Available</td>
<td>Package/Container</td>
<td>Not Available</td>
</tr>
<tr>
<td>Payroll &amp; Benefits</td>
<td>$1 to $2.5 Million</td>
<td>Purchased Print</td>
<td>Not Available</td>
</tr>
<tr>
<td>Rent &amp; Leasing</td>
<td>$50,000 to $100,000</td>
<td>Technology</td>
<td>$1,000 to $2,500</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>$2,000 to $5,000</td>
<td>Utilities</td>
<td>Over $100,000</td>
</tr>
</tbody>
</table>
Note About Companies/Competitors

• Your list of competitors should not come exclusively from sources such as
  – Bloomberg (in GTF)
  – Thomson Reuters Eikon (in GTF) as these sources

• define industries differently from the resources noted in these slides (use U.S. SIC)

• and they often only list public companies in an industry
Choosing An Industry Based on Your Company

1. Start with a company name
2. Look up the company in one or more company directories/databases
3. Review the company entry and look for the SIC or NAICS code(s) assigned to that company
4. Look up the code(s) in the Canadian industry classification manuals to confirm the industry code, name and description
NOTE: Canadian Business Database uses U.S. SIC and NAICS codes. You should verify the industry codes & descriptions in the Canadian SIC and NAICS code manuals and use those in your reports. For this example ... 

- **Canadian SIC is 3661**
  Mfrs. Telephone and Telegraph Apparatus
- **Canadian NAICS is 334210**
  Telephone Apparatus Manufacturing
Help! I just found 2 Different Codes for my Company!

- Most **companies are diversified**. Need many codes to capture all their various activities.
- **No central agency for assignment of codes**. Sources may interpret a company’s activities differently.
- **Which code do you pick?** The one that meets the criteria of the assignment and the one you like best.
Industry Codes Example: Home Depot

• Home Depot of Canada is a home improvement retailer that sells building materials, home repair & improvement products, lawn & garden supplies & various installation services.

• What SIC and NAICS codes would you select given the following options?
Home Depot – Possible SIC Codes

- **5211**: Retails - Lumber & Other Building Materials
- **5231**: Retails - Paint, Glass, and Wallpaper
- **5251**: Retails - Hardware
- **5261**: Retails - Nursery Stock, Lawn & Garden Supplies
- **5712**: Retails - Furniture
- **5713**: Retails - Floor Coverings
- **5719**: Retails - Miscellaneous Home Furnishings
Home Depot - Possible NAICS Codes

- **444110**: Home Centres
- **444130**: Hardware Stores
- **444190**: Other Building Material Dealers
- **444210**: Outdoor Power Equipment Stores
- **444220**: Nursery Stores and Garden Centres
- **532490**: Other Commercial & Industrial Machinery & Equipment Rental & Leasing
Pick the SIC and NAICS codes that describe similar activities

• **5251**: Retails – Hardware
• **444130**: Hardware Stores

• **5211**: Retails – Lumber & Other Building Materials
• **444110**: Home Centres
When searching with industry codes, *keep in mind* that ...

- Companies may have **inconsistent** SIC/NAICS codes
- Companies can have **multiple** SIC or NAICS codes
- Directories, databases and other business resources may **vary** in the use of classification systems (e.g., U.S. vs. Canadian industry codes).
Choosing the Right Company: Canadian-Based & Publicly Traded

• Must have a head office in Canada
  – this alone does not guarantee that it meets the company requirements

• SHOULD be an active, listed (public) company for at least the last four consecutive years

• CAN be a multinational company or a subsidiary of a multinational, but the Canadian entity should be publicly traded (e.g. HSBC Bank Canada)
Company Suggestions

• Try to focus on companies that are **well known** and have a **national** presence

• Focus on a company where you have a **confirmed contact**

• **Avoid** private companies, holding companies, income fund companies & public institutions (e.g., universities)

• **Confused?** Use [Nexis Uni](https://www.nexisuni.com) (**Dossier**) and/or [Factiva](https://www.factiva.com) (**Companies/ Markets**) to confirm company type and structure.
SEDAR
Public companies in Canada by name & by industry

SEARCH FOR COMPANY DOCUMENTS

Company Name
second cup

Industry Group
All

Document Type
Annual Report

Date of Filing...
From January 1 2015
To May 31 2019

Sort documents by...
- Company Name
- Document Type
- Date of Filing

Type company name or select industry group (not based on SIC or NAICS)

Select document type & date range
**SEDAR**

e.g., Full-text annual reports for Second Cup

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Date of Filing</th>
<th>Time of Filing</th>
<th>Document Type</th>
<th>File Format</th>
<th>File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Second Cup Ltd.</td>
<td>Mar 29 2019</td>
<td>14:37:44 ET</td>
<td>Annual report - English</td>
<td>PDF</td>
<td>8730 K</td>
</tr>
<tr>
<td>The Second Cup Ltd.</td>
<td>Mar 28 2018</td>
<td>15:44:53 ET</td>
<td>Annual report - English</td>
<td>PDF</td>
<td>7744 K</td>
</tr>
<tr>
<td>The Second Cup Ltd.</td>
<td>Mar 31 2017</td>
<td>15:25:21 ET</td>
<td>Annual report - English</td>
<td>PDF</td>
<td>5559 K</td>
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<td>The Second Cup Ltd.</td>
<td>Apr 5 2016</td>
<td>14:37:43 ET</td>
<td>Annual report - English</td>
<td>PDF</td>
<td>7597 K</td>
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<td>The Second Cup Ltd.</td>
<td>Apr 6 2015</td>
<td>16:01:04 ET</td>
<td>Annual report - English</td>
<td>PDF</td>
<td>3118 K</td>
</tr>
</tbody>
</table>
Company Annual Reports

- CAN be an excellent source for company financials, plans, mission statements, etc.
- Find annual reports (& other company documents & financials) via the company website, SEDAR or Mergent Online
Use Company Annual Reports With Care!

• Don’t expect the annual report to answer all of your marketing research questions (advertising strategies, target markets, etc.)
• Don’t expect an annual report to be objective! They are promotional tools
  – good news stories!
  – will downplay poor financials and bad ideas
Thomson ONE
Includes analyst reports on companies worldwide

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

Only works with Internet Explorer
Simultaneous User Limit = 5
Market Share

You need to find ...

• top 3 competitors in your industry (based on sales/revenues) & their corresponding market share percentages & values; your company of choice may or may not be in the list.

• competitors can be public, private, Canadian, or international

• top 3 competitors do not typically represent 100% of the industry
# Market Share Table Example

Beer in Canada

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Market Share %</th>
<th>Value of Market Share*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labatt Brewing Co. Ltd</td>
<td>44%</td>
<td>C$7.61 billion</td>
</tr>
<tr>
<td>Molson Coors Canada</td>
<td>35%</td>
<td>C$6.05 billion</td>
</tr>
<tr>
<td>Sleeman Breweries Ltd.</td>
<td>5%</td>
<td>C$865 million</td>
</tr>
</tbody>
</table>

*Value of market share is based on the sales or revenue of the industry *not* on the company’s overall sales or revenue.
Finding Market Share

- Market share for Canada can be difficult to locate
- No easy answers
- Like putting together a puzzle
  - Have to piece together information from a variety of sources
  - You may not be able to find all the pieces!
Sources of Market Share

• *Market Share Reporter* (book) - use indexes at back of vol. 2, available at the Innis Library (Reference)

  **IBISWorld** (database) – see *Major Companies & Key Statistics* sections/tabs in Canadian industry reports

  **Passport** (database) – see *Category Data* in Canadian industry reports

• **Business Source Premier** (database) – check *Industry Profiles* for Canada

• **Thomson ONE** (database) – use *Screening & Analysis* module > Research

• Newspaper & Magazines Articles
  – **Factiva** (database)
  – **Canadian Periodicals Index Quarterly** (database)

Remember to look for Canadian content.
# Is this Market Share Table Enough?

## Top Marshmallow Brands 2002

<table>
<thead>
<tr>
<th>Brand</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jet Puffed</td>
<td>41.2%</td>
</tr>
<tr>
<td>Campfire</td>
<td>9.0%</td>
</tr>
<tr>
<td>Jet Puffed Funmallows</td>
<td>3.6%</td>
</tr>
<tr>
<td>Fireside</td>
<td>2.2%</td>
</tr>
<tr>
<td>Other</td>
<td>39.0%</td>
</tr>
</tbody>
</table>


Things to Watch Out For ...

- If the word “Canada” doesn’t appear in the source, the data is probably U.S.

- Is the source listing brands **or** companies? Are there really just a few companies fronting a large number of brands?
Calculating Market Share

Can’t find your market share in a published source?

• Try a **company contact**. If your contact says the company doesn’t know, ask someone else.

• **Estimate:** calculate a very rough estimate using all the information you’ve gathered from primary and secondary sources.
Environmental Trends Analysis

• You need to discuss trends in the industry that are, generally speaking, impacting companies in the industry. Environments that should be discussed include:
  • Political
  • Economic
  • Social
  • Technological
  • Environmental
  • Legal/Regulatory

• Sources useful for a PESTEL analysis are noted on the following slides ... NOTE: a green letter indicates good coverage of that environment, e.g., [PESTEL] = political)
NOTE: Content is not necessarily industry specific.
Business Source Premier
Includes worldwide industry profiles by country

- lengthy reports (>25 pages)
- Includes
  - market overview
  - market data *(value & volume)*
  - market segmentation *(category & geography)*
  - market share
  - market outlook *(value & volume forecasts)*
  - five forces analysis
  - leading companies
  - macroeconomic indicators
IBISWorld

Includes 468 Canadian industry reports by NAICS code

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

IBISWorld Industry Report 51721CA
Wireless Telecommunications Carriers in Canada

May 2019 | Olivia Ross

Reports are approximately 30-40 pages long & typically include the following sections:

- About this Industry
- Industry at a Glance
- Industry Performance
- Industry Outlook
- Products & Markets
- Competitive Landscape
- Major Companies (includes market share)
- Operating Conditions
- Key Statistics (includes industry revenues over time)
Passport

Includes reports and statistics on industries & consumer lifestyles worldwide

Full-Service Restaurants in Canada

Market Sizes | Historical/Forecast | Foodservice Value RSP | CAD mn | Current Prices
---|---|---|---|---
Key: Related Analysis | View Chart | Company Shares | Brand Shares | Chained vs Independent
Eat-In vs Delivery and To-Go Sales | Food vs Drink Sales | Online vs Offline Ordering | Pricing
Sales by Location

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Prospects
Restaurant weeks are used to attract more customers
Plant-based dishes show promising prospects
The dining experience matters
COMPETITIVE LANDSCAPE
Cara Operations merges with Keg Restaurants
Lagging behind in the digital age
Asian chained restaurants expand into Canada
CATEGORY DATA

Consumer Lifestyles in Canada

TOP 5 CONSUMER TRENDS
CONSUMER SEGMENTATION
HOUSE & HOME
SPENDING & SAVING
SHOPPING
EATING & DRINKING
GROOMING & APPEARANCE
HEALTHY & ETHICAL LIVING
LEISURE & RECREATION
Statista

Includes millions of statistics & reports on thousands of topics from a variety of sources. Worldwide coverage.

Browse or search for country, consumer, company & industry info. Search results can be limited to Canada.
Canadian Trade (or Industry) Associations

Often provide statistics & identify current issues and trends in a particular industry

Use *Associations Canada* (book)
- Available in PRINT at Innis Library (Reference) - 2018 edition
  - Search the topical index in front of book to identify a relevant association
- Also available ONLINE via [Canada’s Information Resource Centre](https://www.canadasinformationresourcecentre.com) database

- Try Google (or another web search engine)
  - Type the words *canada* and *association* along with terms that describe your industry
Trade (or Industry) Associations

e.g., Retail Council of Canada

Visit or follow the association’s social media channels for current information and trends in the industry.

Advocacy & News sections typically address issues related to that industry, particularly legal and regulatory ones.

Resources sections usually include latest statistics and research on the industry across Canada.

NOTE: Some association content may only be available for a FEE or for members only.
So How Do You Cite All this Stuff?

- Use the [Citation Guide For Business (Fall 2018)](citation-guide-for-business-fall-2018) exactly
  - Based on *Chicago Manual of Style, 17th ed.* (available [online](https://example.com))
- Capture references as you research
- Do not copy URLs from the address bar of your browser when using library databases – the links may not be stable! Use [permalinks](https://example.com) (if available) for library database content.
- Don’t leave it till the last minute!
COMM 2MA3 Slides and hot-linked Course Research Guide

Finding Canadian Business Information

Navigate to different sections of the guide using links on the left.

http://libguides.mcmaster.ca/commerce2ma3
Research Help

- **E-mail:** [library@mcmaster.ca](mailto:library@mcmaster.ca)
- **Phone:** 905-525-9140
  - ext. **22081** Innis Service Desk
  - ext. **21359** Business Librarian
- **Face to Face:**
  - Drop by the Service Desk at anytime, Monday to Friday
- **Live Chat:**
  - [http://library.mcmaster.ca/justask/](http://library.mcmaster.ca/justask/)
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