Commerce 3MC3
Finding Local Business Information

Ines Perkovic
Business Librarian

Innis Library
KTH-108

Winter 2019
Need targeted, localized information on ...

- Companies
- Economy & Industry
- Consumers & Demographics
- Advertising & Marketing
- Local Issues & News
Your Challenges

- Hard to find information for low levels of geography
- Many of the establishments you’re working with are small and private (no obligation to report sales, etc.)
- Statistics Canada and other agencies obligated to maintain confidentiality
Course research guide includes these library slides and all resources in these slides, plus many more.
Who are the local competitors and where are they located?

What is the size of the local market?

Companies

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

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

What is the nature of the competitive environment?
Canadian Business Database (CBD)
Best source for finding local companies

- Over 1.9 million Canadian companies!
- Includes private & public companies
- Provides sales, business expenditures, employee size (usu. in ranges) and competitors
- Search by company name, location, sales, industry codes (SIC or NAICS) and more
- Current year only

NOTE: Access is limited to 3 simultaneous users
# Canadian Business Database

## Advanced Search Tab Options

<table>
<thead>
<tr>
<th>Option</th>
<th>Criteria</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td></td>
</tr>
<tr>
<td>Executives</td>
<td></td>
</tr>
<tr>
<td>Business Type</td>
<td></td>
</tr>
<tr>
<td>Keyword/SIC/NAICS</td>
<td></td>
</tr>
<tr>
<td>Major Industry Group</td>
<td></td>
</tr>
<tr>
<td>Geography</td>
<td></td>
</tr>
<tr>
<td>Province</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td></td>
</tr>
<tr>
<td>Postal Code</td>
<td></td>
</tr>
<tr>
<td>Census Metro Area</td>
<td></td>
</tr>
<tr>
<td>Street Address</td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td></td>
</tr>
<tr>
<td>Business Phone</td>
<td></td>
</tr>
<tr>
<td>Area Code</td>
<td></td>
</tr>
<tr>
<td>Business Size</td>
<td></td>
</tr>
<tr>
<td>Number of Employees</td>
<td></td>
</tr>
<tr>
<td>Sales Volume</td>
<td></td>
</tr>
<tr>
<td>Ownership</td>
<td></td>
</tr>
<tr>
<td>Public/Private Company</td>
<td></td>
</tr>
<tr>
<td>Headquarter/Branch</td>
<td></td>
</tr>
<tr>
<td>Financial Data</td>
<td></td>
</tr>
<tr>
<td>Stock Exchange</td>
<td></td>
</tr>
<tr>
<td>Ticker Symbol</td>
<td></td>
</tr>
<tr>
<td>Business Symbol</td>
<td></td>
</tr>
<tr>
<td>Business Expenditures</td>
<td></td>
</tr>
<tr>
<td>Special Selects</td>
<td></td>
</tr>
<tr>
<td>Web Address</td>
<td></td>
</tr>
<tr>
<td>Yellow Page Ad Size</td>
<td></td>
</tr>
<tr>
<td>Years In Database</td>
<td></td>
</tr>
</tbody>
</table>

Select search criteria & create form.
Key in your industry code(s)

Select province & city

NOTE: Canadian and U.S. NAICS codes should be the same up to 5 digits. Can be variation at 6 or more digits. This source uses U.S. NAICS.
Canadian Business Database Results

558 beauty salons in Ancaster, Dundas, Hamilton & Stoney Creek

Click column headers to sort entries.

Download or Print up to 50 records per search in Excel, Comma or Tab Delimited formats.

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Executive Name</th>
<th>Street Address</th>
<th>City, Province</th>
<th>Postal Code</th>
<th>Phone</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>007 Unisex Hairst...</td>
<td>Joe Farruggia</td>
<td>310 King St E</td>
<td>Hamilton, ON</td>
<td>L8N1C2</td>
<td>(905) 527-5529</td>
<td>Under $500K</td>
</tr>
<tr>
<td>A Cut Beyond LTD</td>
<td>Dino Ricci</td>
<td>63 East 36th St</td>
<td>Hamilton, ON</td>
<td>L8V3Y8</td>
<td>(905) 318-5000</td>
<td>Under $500K</td>
</tr>
<tr>
<td>A Touch Of Grace ...</td>
<td>Grace Falco</td>
<td>710 Upper James St</td>
<td>Hamilton, ON</td>
<td>L9C2Z8</td>
<td>(905) 318-9342</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Absolute Beauty</td>
<td></td>
<td>25 Redmond Dr</td>
<td>Hamilton, ON</td>
<td>L8W3K7</td>
<td>(905) 538-9103</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Adam &amp; Eve House ...</td>
<td>Kim Butler</td>
<td>11-44 King St E</td>
<td>Stoney Creek, ON</td>
<td>L8G1K1</td>
<td>(905) 664-5576</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Aesthetic By Anto...</td>
<td>Antonella Romano</td>
<td>393 King St W</td>
<td>Hamilton, ON</td>
<td>L8P1B5</td>
<td>(905) 741-7307</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Aesthetics By Ang...</td>
<td>Angela Capponi</td>
<td>844 Upper Wentworth St</td>
<td>Hamilton, ON</td>
<td>L9A4W4</td>
<td>(905) 318-4454</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Aesthetics By Rachel</td>
<td></td>
<td>87 Buckingham Dr</td>
<td>Hamilton, ON</td>
<td>L9C2G6</td>
<td>(905) 574-5357</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Aesthetics By Wendy</td>
<td>Wendy Thompson</td>
<td>283 Wilson St E</td>
<td>Ancaster, ON</td>
<td>L9G2B8</td>
<td>(905) 318-5847</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Afina Spa</td>
<td></td>
<td>219 Main St W</td>
<td>Hamilton, ON</td>
<td>L8P1J4</td>
<td>(905) 525-2882</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Aglow Studio</td>
<td>Val Le</td>
<td>800 Upper Wentworth St</td>
<td>Hamilton, ON</td>
<td>L9A4W4</td>
<td>(905) 538-3400</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Albert Snow Hair ...</td>
<td>Albert Snow</td>
<td>1036 King St W</td>
<td>Hamilton, ON</td>
<td>L8S1L5</td>
<td>(905) 525-0831</td>
<td>$500K-1M</td>
</tr>
<tr>
<td>All Dolled Up Sal...</td>
<td></td>
<td>205 King St E</td>
<td>Hamilton, ON</td>
<td>L8N1B3</td>
<td>(289) 389-2053</td>
<td>Under $500K</td>
</tr>
<tr>
<td>All Styles Hair Care</td>
<td>11 Ludlow</td>
<td></td>
<td>Hamilton, ON</td>
<td></td>
<td>(905) 574-5604</td>
<td>Under $500K</td>
</tr>
<tr>
<td>Allusions Hair St...</td>
<td></td>
<td>102-180 Highway 8</td>
<td>Stoney Creek, ON</td>
<td>L8G1C3</td>
<td>(905) 662-1152</td>
<td>Under $500K</td>
</tr>
</tbody>
</table>
### Business Demographics

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Location Employees</td>
<td>10</td>
<td>Location Sales Volume</td>
</tr>
<tr>
<td>Corporate Employees</td>
<td>Not Available</td>
<td>Corporate Sales Volume</td>
</tr>
<tr>
<td>Location Type</td>
<td>Single Locations</td>
<td>Credit Rating Score</td>
</tr>
<tr>
<td>Stock Ticker Symbol</td>
<td></td>
<td>IUSA Number</td>
</tr>
</tbody>
</table>

### Business Expenditures

These expenditures are an estimated annual expense.

<table>
<thead>
<tr>
<th>Category</th>
<th>Range</th>
<th>Category</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>$1,000 to $2,500</td>
<td>Advertising</td>
<td>$5,000 to $10,000</td>
</tr>
<tr>
<td>Contract Labor</td>
<td>$1,000 to $10,000</td>
<td>Insurance</td>
<td>$5,000 to $10,000</td>
</tr>
<tr>
<td>Legal</td>
<td>$1,000 to $2,500</td>
<td>Management/Administration</td>
<td>$10,000 to $25,000</td>
</tr>
<tr>
<td>Office Equipment &amp; Supplies</td>
<td>$20,000 to $50,000</td>
<td>Package/Container</td>
<td>Less than $500</td>
</tr>
<tr>
<td>Payroll &amp; Benefits</td>
<td>$100,000 to $250,000</td>
<td>Purchased Print</td>
<td>$500 to $1,000</td>
</tr>
<tr>
<td>Rent &amp; Leasing</td>
<td>$10,000 to $25,000</td>
<td>Technology</td>
<td>$2,500 to $5,000</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>$2,000 to $5,000</td>
<td>Utilities</td>
<td>$5,000 to $10,000</td>
</tr>
</tbody>
</table>

Sample Entry –
Provides access to more than 1,000 industries across Canada, including more than 30 performance benchmarks to help small businesses determine how they measure up to their competitors.
Canadian Business Counts

formerly Canadian Business Patterns

Provides counts of Canadian businesses

• Compiled from the Business Register, a repository of information on the Canadian business population
• Provides counts of businesses by:
  ▪ industrial activity (e.g., 2-6 digit NAICS code)
  ▪ geography (e.g., province, CMA, etc.)
  ▪ employment size ranges (e.g., 1-4, 5-9, etc.)
  ▪ year (1988-2018), usu. issued 2x a year, June & December
    ▪ each year must be searched separately
• Consult user guide for searching tips

NOTE: Data via ODESII is in the Beyond 20/20 format (ivt). To view data on non-library computers you must install Beyond 20/20 software (Windows only, Free).
# Canadian Business Counts: Sample Data

## Beauty Salons (812115) in Hamilton (CMA), Ontario

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>476</td>
<td>457</td>
<td>440</td>
<td>411</td>
<td>398</td>
</tr>
<tr>
<td>Locations without employees*</td>
<td>253</td>
<td>250</td>
<td>235</td>
<td>211</td>
<td>186</td>
</tr>
<tr>
<td>Locations with employees</td>
<td>223</td>
<td>207</td>
<td>205</td>
<td>200</td>
<td>212</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>140</td>
<td>50</td>
<td>27</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5-9</td>
<td>136</td>
<td>43</td>
<td>22</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>10-19</td>
<td>134</td>
<td>43</td>
<td>22</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>20-49</td>
<td>127</td>
<td>43</td>
<td>25</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>50-99</td>
<td>135</td>
<td>49</td>
<td>23</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>100-199</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>200-499</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>500+</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

* Locations without employees* (a.k.a. Indeterminate) include the self-employed, i.e. those who do not maintain an employee payroll, but may have a workforce which consists of contracted workers, family members or business owners. These also include employers who did not have employees in the last 12 months.
Economy & Industry

What is the economic outlook of the city, province and country?

How is business and consumer confidence?

What are the general trends and forecasts within the industry?

What are the threats & opportunities in the industry?

What are the service and product trends in the industry?
Conference Board of Canada e-Library

Includes analysis of local economies

Select Browse by Topic on CBC home page

Economic Trends

- Canadian
- Provincial
- Metropolitan
- International
- Industry Sector Economics
- Consumer and Business Confidence
- Travel and Tourism

- Economic outlook reports for Canada, provinces, and 27 cities including Hamilton London, Toronto, and Windsor.

- Reports cover about 20 key Canadian industries (with 5-year forecasts) such as:
  - accommodation
  - construction
  - electrical equipment
  - food manufacturing & food services
  - machinery manufacturing
  - professional services
  - textiles & apparel, etc.

- Indexes of consumer & business confidence
The Daily (Statistics Canada)®

Statistics Canada newsletter profiles NEW statistical releases. Articles contain analysis, numbers & additional sources. Search or browse articles from 2012 to present.

Sample Article

Article identifies tables and publications related to the topic.
**Household spending by age of reference person**

**Frequency:** Annual  
**Table:** 11-10-0227-01 (formerly CANSIM)  
**Geography:** Canada

<table>
<thead>
<tr>
<th>Household expenditures, summary-level categories</th>
<th>Age of reference person</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Less than 30 years</td>
<td>359</td>
<td>299</td>
<td>337</td>
</tr>
<tr>
<td>Hair grooming services</td>
<td>30 to 39 years</td>
<td>384</td>
<td>422</td>
<td>398</td>
</tr>
<tr>
<td></td>
<td>40 to 64 years</td>
<td>493</td>
<td>504</td>
<td>494</td>
</tr>
<tr>
<td></td>
<td>55 to 64 years</td>
<td>496</td>
<td>478</td>
<td>465</td>
</tr>
<tr>
<td></td>
<td>65 years and over</td>
<td>406</td>
<td>386</td>
<td>424</td>
</tr>
<tr>
<td>Other personal care services</td>
<td>Less than 30 years</td>
<td>128</td>
<td>126</td>
<td>143</td>
</tr>
<tr>
<td></td>
<td>30 to 39 years</td>
<td>142</td>
<td>170</td>
<td>141</td>
</tr>
<tr>
<td></td>
<td>40 to 64 years</td>
<td>160</td>
<td>147</td>
<td>160</td>
</tr>
<tr>
<td></td>
<td>55 to 64 years</td>
<td>147</td>
<td>137</td>
<td>129</td>
</tr>
<tr>
<td></td>
<td>65 years and over</td>
<td>75</td>
<td>73</td>
<td>91</td>
</tr>
</tbody>
</table>

**Related information**

- Source (Surveys and statistical programs)
- Related products
- Subjects and keywords
MarketResearch.com Academic
Contains demographic & market research reports on specialized niche industries. U.S. focus.

Database includes full-text reports by the following publishers: Kalorama, Packaged Facts, SBI Energy and Simba Information.

NOTE: The default search is set to find reports published in the last 5 years. To search for all reports in this database, go to Advanced Search and select Any Date from the Published menu.
IBISWorld
Includes U.S., Canadian, Ontario & global industry reports

• Covers over 1,300 U.S., 468 Canadian, 40 Ontario & 73 global industries, many at the 5 digit NAICS level.

• Search or browse for content.

Sample Industry Listing (Ontario)

- ON44112CA - Used Car Dealers in Ontario
- ON44511CA - Supermarkets & Grocery Stores in Ontario
- ON44512CA - Convenience Stores in Ontario
- ON44529CA - Specialty Food Stores in Ontario
- ON44531CA - Beer, Wine & Liquor Stores in Ontario
- ON44812CA - Women's Clothing Stores in Ontario
- ON54121CA - Accounting, Tax Preparation, Payroll & Bookkeeping Services in Ontario
- ON54133CA - Engineering Services in Ontario
- ON54151CA - IT Consulting in Ontario
- ON54161CA - Management Consulting in Ontario
- ON54181CA - Advertising Agencies in Ontario

- Canada Business Environment Profiles
- Canada Business Environment Provincial Profiles
Passport

Includes reports on industries in Canada & other nations worldwide

Pick a category and a country

Hair Care in Canada
COUNTRY REPORT | MAY 2018
Who is the target market?

Who is the best customer for my product or service?

Consumers & Demographics

What are the consumer habits and preferences of Canadians?

What are the population trends in my city or neighbourhood (i.e. income, education, language, etc.)?

What are my customer’s needs & demands?
Census Canada

Contains **demographic data** for Canada, provinces, cities, & more.

- Conducted **every 5 years**
- **2016** was the last census in Canada
- Next census will be in **2021**
- Census typically covers topics such as:
  - Aboriginal peoples
  - Age and sex
  - Agriculture
  - Education
  - Families, households & marital status
  - Housing
  - Income
  - Immigration & ethnocultural diversity
  - Journey to work
  - Labour
  - Language
  - Language of work
  - Mobility and migration
  - Population & dwelling counts
  - Type of dwelling

For Census Canada data from 2011, 2006, 2001 & 1996 [click here](#)
Census Profile, 2016 Census available at various geographic levels via Statistics Canada

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

Variety of maps provided that can be resized.
Passport
Includes lifestyle reports on consumers in Canada & around the world

Topics covered ...
• Top 5 Consumer Trends
• Consumer Segmentation
• House & Home
• Spending & Saving
• Shopping
• Eating & Drinking
• Grooming & Appearance
• Healthy & Ethical Living
• Leisure & Recreation

48 page report

November 2018
Entrepreneurship Database
Reports, Books, Articles, Business Plans, etc.

Table of Contents
1. Alcoholic Beverages
2. Apparel
3. Computers
4. Education
5. Entertainment
6. Financial Services
7. Furnishings & Equipment
8. Gifts for People in Other Households
9. Groceries
... 21. Utilities

Table of Contents
1. The Generations
2. Attitudes
3. Education
4. Health
5. Housing
6. Income
7. Labor Force
8. Living Arrangements
9. Population
10. Spending
11. Time Use
12. Wealth

Sample e-books with U.S. demographic & psychographic info.
What advertising channels are available in my target market?

Advertising & Marketing

What are the most effective methods for promoting my product or service?

How does media usage (internet, radio, magazines, newspapers, TV) vary by generation?
Media Digest® and CARD®
Include Canadian advertising, media and consumer info

Media Digest covers ...
- business of media
trends & issues, media ownership
- Canadian market data + consumers
generational profiles, ad spending
- media channels
digital, television, audio, social media

CARD identifies media categories by name. NOTE: McMaster does not subscribe to CARDOnline. Advertising rates are not available.
SEARCH RESULTS (151)

- Media in Canada
  Statistics and facts on Media in Canada

- Social networking in Canada
  Statistics and facts about social networking in Canada

- Newspapers in Canada
  Statistics and facts about newspapers in Canada

- Most read ads in print and online media in Canada
  Most noticed ads across print and digital media in Canada

- Digital Market Outlook: social media advertising
  Social media advertising revenue in selected countries worldwide

- Digital Market Outlook: social media ad revenue per internet user U.S. 2016-2022
  Social media advertising average revenue per internet user in the United States from 2016 to 2022 (in U.S.

- Canada: Google and Facebook advertising market share 2016
  Digital advertising revenue market share held by Google and Facebook in Canada in 2016

- Number of social media users in Canada in 2017
  22.69mn

- YouTube with highest penetration among Canadians in 3rd quarter 2017
  74%

- Number of Twitter users in Canada in 2017
  7.5mn

- Share of Canadians who have never used Facebook as of 2016
  16%
What political, legal & regulatory issues are affecting the industry?

Is the government offering any incentives to small business?

Are there any events in the community that would be of interest to local business?
News Databases
Best source for info on local issues & news

Canadian Periodicals Index Quarterly, Factiva, & LexisNexis include local papers such as ...

- Ancaster News
- Barrie Advance
- Brantford Expositor
- Dundas Star News
- Hamilton Spectator
- London Free Press
- Niagara Falls Review
- St. Catharines Standard
- Stoney Creek News
- Toronto Star
- Waterloo Region Record
- Windsor Star
- plus national papers like the Globe & Mail & National Post
Factiva: Finding articles on a local company or industry

- Type in your search words
- Pick a date range
- Select a source(s) & other limits, if desired.
- Select full-article search
Ottawa Salon offers service for women wearing a veil

Dylan C. Robertson
Dylan C. Robertson - For Metro
450 words
19 January 2017
Metro Canada
MOTTA
0
English
Copyright 2017. Free Daily News is a registered trademark of Free Daily News Inc. Copyright owner. Further reproduction prohibited without permission. All Rights Reserved.

An Ottawa hair salon is lifting the veil on women in taking care of their hair.

Last month, the Magics on Concession Street in Hamilton, meant for Muslim women who wear a head covering like a hijab or niqab.

"Our society is multicultural," says Melissa Scozzari, owner of Salon AG, near the west end of the strip at number 440.

The Salon District of Hamilton

829 words
17 February 2016
Hamilton Mountain News
HAMMT
Final
1
English
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Seventeen fish and chips restaurants probably couldn't survive on the same street.

But it's entirely different when there are 17 beauty-related businesses practically cheek by jowl on a short stretch of a commercial strip.

That's the situation on Concession Street, between numbers 411 and 798.

"People know they'll find a salon on the street that will serve their specific need," says Melissa Scozzari, owner of Salon AG, near the west end of the strip at number 440.
Local Organizations

- Chambers of Commerce
  - e.g., Hamilton Chamber of Commerce
- Convention and Visitor Bureaus
  - e.g., Tourism Hamilton
- Economic Development Organizations
  - e.g., Hamilton Economic Development
- Municipal Governments
  - e.g., City of Hamilton
- Non-Profit Organizations
  - e.g., Social Planning & Research Council of Hamilton
- Trade Associations
  - e.g., Hamilton-Halton Home Builders’ Association
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Commerce 3MC3 - Applied Marketing Management
Business and marketing resources for the GTHA (Greater Toronto and Hamilton Area)

Important Course Information
This course builds upon material covered in Commerce 2MA3 - Introduction to Marketing. It relies on practical, real world case studies to develop your marketing decision-making skills, and your ability to analyse the business environment in which organisations operate. A major field project, which has student teams working with businesses to audit current practices, study the environment and develop a marketing plan, is a critical part of this course.

- Commerce 3MC3 - Applied Marketing Management Course outlines for Commerce 3MC3

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