COMMERCE 3MC3
Finding Local Business Information

Ines Perkovic
Business Librarian

McMaster University Library
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 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

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

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

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

- Over 2.1 million Canadian companies!
- Includes private & public companies
- Provides sales, business expenditures, employee size (usu. in ranges) & competitors
- Search by company name, geography, industry codes (SIC or NAICS) and more
- Current year only
- Access is limited to 3 simultaneous users
Canadian Business Database
Advanced Search Tab Options

Select search criteria & create form
Canadian Business Database
Finding all the beauty salons in Hamilton using NAICS

Key in your industry code(s)

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.**

Select province & city

Type city name here and select from list

VIEW RESULTS
Canadian Business Database Results
586 beauty salons in Ancaster, Dundas, Hamilton & Stoney Creek

Click column headers to sort entries.

**Download** or **Print** up to 250 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>
### Canadian Business Database

#### Sample Entry

**Business Demographics**

<table>
<thead>
<tr>
<th>Location Information</th>
<th>Industry Profile</th>
<th>Photo, Map, &amp; Directions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Demographics</strong></td>
<td><strong>Management Directory</strong></td>
<td><strong>Business Expenditures</strong></td>
</tr>
<tr>
<td>Location Employees</td>
<td>11</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 Loc</td>
<td>Credit Rating</td>
</tr>
<tr>
<td>Stock Ticker Symbol</td>
<td></td>
<td>IUSA Number</td>
</tr>
<tr>
<td>Federal Contractor</td>
<td>No</td>
<td></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>$50,000 to $100,000</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>

**Competitors Report**

- Belinda’s Hair Design
- First Choice Haircutters
- Jordi’s Hairstyling
- Kehila Jewish Day School
- Mark’s Salon
- Maya Retreat Salon & Spa
- Salon Paradise
- Silvana’s Hair Design
- Vince Hair Cutting
- West Side Hair Co

- Hamilton, ON L8S1K2: (905) 577-1177
- Hamilton, ON L8S1J9: (905) 522-7511
- Hamilton, ON L8S1C3: (905) 523-5845
- Hamilton, ON L8S1L1: (905) 521-5771
Financial Performance Data

Benchmark company/industry performance

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.

Data years: 2012 to current

Revenues and expenses

<table>
<thead>
<tr>
<th>N/A = Data not available based on selected status</th>
<th>Whole industry (reliability)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of businesses</td>
<td>6,504</td>
</tr>
<tr>
<td>Revenue range:</td>
<td></td>
</tr>
<tr>
<td>Low Value ($000)</td>
<td>30</td>
</tr>
<tr>
<td>High Value ($000)</td>
<td>6,000</td>
</tr>
</tbody>
</table>

| Total revenue                                 | 100.0                       |
| Sales of goods and services                   | N/A                         |
| All other revenues                            | N/A                         |
| Cost of sales (direct expenses)               |                             |
| Wages and benefits                            | 8.2B                        |
| Purchases, materials and sub-contracts        | 11.9B                       |
| Opening inventory                             | 1.1C                        |
| Closing inventory                             | 1.1C                        |
| Operating expenses (indirect expenses)        |                             |
| Labour and commissions                        | 31.0B                       |
| Amortization and depletion                    | 2.2C                        |
| Repairs and maintenance                       | 1.0C                        |
| Utilities and telephone/telecommunication     | 2.6B                        |
| Rent                                          | 15.8B                       |
| Interest and bank charges                     | 0.7C                        |
| Professional and business fees                | 1.4E                        |
| Advertising and promotion                     | 1.4E                        |
| Delivery, shipping and warehouse expenses     | 0.0C                        |
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:
  ▪ industry (e.g., 2-6 digit NAICS code)
  ▪ geography (e.g., province, CMA, etc.)
  ▪ employment size (e.g., 1-4, 5-9, etc.)
  ▪ year (1988 to current)
    usu. issued 2x a year, June & December each year must be searched separately

• Consult user guide for searching tips

NOTE: Data is in 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>480</td>
<td>476</td>
<td>457</td>
<td>440</td>
<td>411</td>
</tr>
<tr>
<td>Locations without employees*</td>
<td>244</td>
<td>253</td>
<td>250</td>
<td>235</td>
<td>211</td>
</tr>
<tr>
<td>Locations with employees</td>
<td>236</td>
<td>223</td>
<td>207</td>
<td>205</td>
<td>200</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>151</td>
<td>49</td>
<td>30</td>
<td>6</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5-9</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>10-19</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>20-49</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>50-99</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>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.
What is the economic outlook of the city, province and country?  

How is business and consumer confidence?  

Economy & 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?
Economic outlook reports for Canada, provinces and several cities including Hamilton, Guelph, Kitchener-Cambridge-Waterloo, London, Toronto and Windsor.

Reports cover about 20 key Canadian industries (with 5-year forecasts) such as:

- accommodation
- stores (grocery, home improvement, clothing & department, etc.)
- food manufacturing & food services
- paper and wood products
- telecommunications

Indexes of consumer & business confidence
Statistics Canada’s official release bulletin
Find statistics and reports by searching or browsing for articles

The Daily

Survey of Household Spending, 2017

Released: 2018-12-12
In 2017, the average Canadian household spent $57,023, and was highest in Alberta, followed by these provinces.

Largest portions of household spending in 2017:
Shelter remained the largest budget item, followed by transportation, with expenditures at 13.4%.
Households spent an average of $18,533 on shelter.

Household spending by household type:
- Annual household spending: $110,024-01
- Annual household spending: $110,025-01
- Annual household spending: $110,026-01
- Annual household spending: $110,027-01

Household spending by household tenure:
- Annual household spending: $110,024-01
- Annual household spending: $110,025-01
- Annual household spending: $110,026-01
- Annual household spending: $110,027-01

Household spending by size of area of residence:
- Annual household spending: $110,024-01
- Annual household spending: $110,025-01
- Annual household spending: $110,026-01
- Annual household spending: $110,027-01

Household spending by age of reference person:
- Annual household spending: $110,024-01
- Annual household spending: $110,025-01
- Annual household spending: $110,026-01
- Annual household spending: $110,027-01
# Sample Statistics Canada Data Table

## Household spending by age of reference person

**Frequency:** Annual  
**Table:** 11-10-0227-01 (formerly CANSIM: 203-0026)  
**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>Total</td>
<td>Canada 6 (map)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household expenditures, summary-level categories</td>
<td>Age of reference person</td>
<td>2015</td>
<td>2016</td>
<td>2017</td>
</tr>
<tr>
<td>Hair grooming services</td>
<td>All classes</td>
<td>440</td>
<td>435</td>
<td>439</td>
</tr>
<tr>
<td></td>
<td>Less than 30 years</td>
<td>359</td>
<td>299</td>
<td>337</td>
</tr>
<tr>
<td></td>
<td>30 to 39 years</td>
<td>384</td>
<td>422</td>
<td>398</td>
</tr>
<tr>
<td></td>
<td>40 to 54 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>All classes</td>
<td>131</td>
<td>129</td>
<td>132</td>
</tr>
<tr>
<td></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 54 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

**Use Add/Remove data button to customize table by geography, variable and reference period (i.e., time period).**

**Explore Related Information links**
Passport

Includes reports on **industries** in **Canada** & other nations worldwide

Pick a category and a country
• Covers over 1,400 U.S., 430 Canadian, 51 Ontario & 75 global industries, many at the 5 digit NAICS level.
• **Browse** or **search** for content.
• Includes **COVID-19** impact & assessment tools plus insights.
Consumers & Demographics

Who are my customers?

Who is the best customer for my product or service?

What are my customers preferences and values?

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 gathers data on a variety of topics including:
  - Age and sex
  - Agriculture
  - Education
  - Families, households & marital status
  - Housing
  - Income
  - Indigenous peoples
  - Immigration & Ethnic diversity
  - Journey to work
  - Labour
  - Languages
  - 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
Map: **5370045.00** (Census Tract), Ontario
2016 Census Data for **Tract 45**

**Census Profile, 2016 Census**

5370045.00 [Census tract], Ontario and Hamilton [Census metropolitan area], Ontario

- **Select Topic:** All data
  - Counts

<table>
<thead>
<tr>
<th>Topic</th>
<th>Counts</th>
<th>Rates</th>
<th>Submit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aboriginal peoples</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ethnic origin</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Families, households and marital status</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Immigration and citizenship</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journey to work</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labour</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Language</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Language of work</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobility</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visible minority</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COVID-19 - Relevant indicators</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total private dwellings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private dwellings occupied by usual residents</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population density per square kilometre</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land area in square kilometres</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Passport

Includes lifestyle reports on consumers in Canada & around the world

Pick a category and a country

Consumers menu > Lifestyles page includes individual Country Reports entitled ...
- Consumer Overview
- Consumer Types
- Megatrends
- Consumer Values
- Consumer Behaviour
- Consumers Tomorrow

CONSUMER OVERVIEW IN CANADA

August 2020

Report covers topics such as ...
- Life priorities
- Working Life
- Health
- Home Life
- Ethical Life
- Shopping
- Eating Habits
- Leisure Habits
- Technology
## PRIZM

Identifies dominant **lifestyle** types for any Canadian **residential** postal code

---

### See Canada Through a Whole New PRIZM

**With Powerful Consumer Insights**

Discover which of the 67 unique lifestyle types make up a neighbourhood

![Image](26x6 to 703x412)

<table>
<thead>
<tr>
<th>Postal Code</th>
<th>GO</th>
</tr>
</thead>
<tbody>
<tr>
<td>L8S 1P9</td>
<td>GO</td>
</tr>
</tbody>
</table>

**L8S 1P9 Represents**

**Indieville**

Younger and middle-aged urban singles and couples

This segment represents 1.37% of Canada's population and 1.39% of households.

---

<table>
<thead>
<tr>
<th>WHO THEY ARE</th>
<th>HOW THEY THINK</th>
<th>HOW THEY LIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indieville is a classic urban hodgepodge: a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, most residents live in Toronto. This is a smart group: nearly 40 percent are university educated. But their average incomes—mostly from white-collar and service sector jobs—indicate that they're on the lower rungs of the career ladder. Residents here typically live in older, low-rise apartments, duplexes and semi-detached dwellings. And most have active social lives, going to nightclubs, sports bars, pop concerts and art galleries. With fitness a priority, they enjoy swimming, yoga and Pilates. Tech-savvy, they like to shop online for books, music, fashion and groceries.</td>
<td>AVERAGE HOUSEHOLD INCOME $109,922</td>
<td>AVERAGE HOUSEHOLD NET WORTH $573,114</td>
</tr>
<tr>
<td>--------------------</td>
<td>------------------------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td></td>
<td>EDUCATION University</td>
<td>OCCUPATION White Collar / Service Sector</td>
</tr>
<tr>
<td></td>
<td>URBANITY Urban</td>
<td>FAMILY LIFE Younger Singles &amp; Couples</td>
</tr>
</tbody>
</table>
Sample e-books & reports with demographic ad psychographic info. **U.S. emphasis**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Table of Contents</strong></td>
<td><strong>Table of Contents</strong></td>
<td><strong>Table of Contents</strong></td>
<td><strong>Table of Contents</strong></td>
</tr>
<tr>
<td>10. Sexuality</td>
<td>10. Sexuality</td>
<td>10. Spending</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>11. Time Use</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>12. Wealth</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Use [McMaster’s library catalogue](#) to find additional e-books.
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?
Which social networks do you use regularly?

- Facebook: 81%
- YouTube: 70%
- Instagram: 52%
- Pinterest: 29%
- Twitter: 28%
- Snapchat: 25%
- LinkedIn: 24%
- Reddit: 18%
- TikTok: 13%
- WeChat: 5%
- Tumblr: 5%
- Yelp: 5%
- Flickr: 2%
- Foursquare: 1%
- Other: 7%

Share of respondents

**Source**
Statista Global Consumer Survey

**Survey by**
Statista

**Survey name**
Global Consumer Survey 2020

**Source link**
statista.com

**Release date**
May 2020

**Region**
Canada

**Survey time period**
11 Feb to 27 Mar 2020 and 29 Jul to 18 Sep 2019

**Number of respondents**
1,885 respondents

**Age group**
18-64 years

**Special properties**
respondents who use any kind of social media (except instant messengers) regularly

**Supplementary notes**
Multiple answers were possible.
McMaster does not subscribe to CARD so advertising rates & data are not available. Contact the media company for further information.
What political, legal & regulatory issues are affecting the city, business or industry?

Local Issues & News

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

CPI.Q, Factiva & Nexis Uni 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
Factiva - Sample Search Results

**CALGARY HERALD**

News
Barbershops and hair salons scramble to reopen safely for staff and clients; Beauty industry must prepare to make 'significant changes' to business: insider

Michele Jarvie  
Michele Jarvie  
Calgary Herald  
890 words  
12 May 2020  
Calgary Herald  
CALH  
Early  
A3  
English  
Copyright © 2020 Calgary Herald

While clients may simply bejarvig, or simply open the door and sit in the chair, salons will need to ensure safety and infection control procedures are in place.

"If beauty professionals update their infection control practices and make changes, you can achieve exceptional community service," says Albert Snow, president of the Alberta Hairdressers Association. "If you want to achieve exceptional community service, you need to ensure you are safety and infection control procedures are in place.

**HAMILTON SPECTATOR**

Shopping
Award-winning salon delivers trendy hairstyles and exceptional community service

ehenderson@metrolandmedia.com  
322 words  
4 January 2020  
The Hamilton Spectator  
HMSP  
English  
Copyright (c) 2020 The Hamilton Spectator

Sheryl Nadler: There are hair salons out there where silence is golden
sheryl@sherylnadler.com  
571 words  
15 January 2020  
The Hamilton Spectator  
HMSP  
English  
Copyright (c) 2020 The Hamilton Spectator

I sat there, turning my phone over and over in my hands, struggling to find something to say. It's easy, I scolded myself. You've been in this situation hundreds of times, just think of something. Anything. Do it now!

"Nope, no big plans for the weekend," I finally blurted out as I watched her face fall with disappointment. Dammit. Why couldn't you just lie, demanded the little voice at the back of my head. Other people do it. You've been on social media. Couldn't you just "borrow" someone's story?"
Local Organizations

- Chambers of Commerce
  - e.g., Hamilton Chamber of Commerce

- Convention and Visitor Bureaus
  - e.g., Tourism Hamilton

- Economic Development Organizations
  - e.g., Invest in Hamilton

- 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
Research Help

- E-mail: library@mcmaster.ca
- Phone: 905-525-9140
  - ext. 22077 Mills Service Desk
  - ext. 21359 Business Librarian
- “Face to Face”
  Virtual Help Desk via Zoom
- Live Chat/Text:
  https://library.mcmaster.ca/justask