Commerce 3MC3
Finding Local Business Information

Ines Perkovic
Business Librarian
Innis Library
KTH-108
Fall 2017
NEW McMaster Library System
http://discovery.mcmaster.ca

What’s New?

- a **Quick Search** tool that integrates articles with books & other library collections; searches **Catalogue + some Databases**
- an improved search interface for the **Catalogue**
- a **PIN** code to keep your library account secure
- a **Reading History** option in your library account that keeps a list of materials that you’ve checked out and returned to the library
- the ability to **request books** and have them waiting for you at the Service Desk – look for this button
Need targeted, localized information on ... 

- Companies
- Economy & Industry
- Consumers & Demographics
- Local Issues & News
- Advertising/Marketing
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
McMaster Library Home Page

http://library.mcmaster.ca

Research menu

- Subject & Course Guides
  - Course Guides tab
    - Commerce
      - Commerce 3MC3 – Applied Marketing Management
        - Library Slides & Course Research Guide [lists all resources in this presentation, plus many more]
Course Research Guide for 3MC3:
http://library.mcmaster.ca/guides/commerce-3mc3

Canadian and Local Marketing Resources

Course code: Commerce 3MC3
Course name: Applied Marketing Management
Course date: Fall 2017

<table>
<thead>
<tr>
<th>Companies</th>
<th>Economy &amp; Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers &amp; Demographics</td>
<td>Advertising &amp; Marketing</td>
</tr>
<tr>
<td>Local Issues &amp; News</td>
<td>Hamilton Area Resources</td>
</tr>
</tbody>
</table>

NOTE:

- Key titles are marked with a Best Bet icon ⭐
- Online sources accessible to everyone are marked with an Open Access icon ⚤
- Online sources only accessible to current McMaster students, faculty and staff (MAC ID required) are marked with a McMaster icon 🐝

Other Useful Links: Commerce 3MC3 Library Presentation Slides ⬅️ | Citation Guide for Business ⬅️ | Sample Commerce 3MC3 Market Research Reports (INNIS Reserve)

Companies

⭐️微商 Canadian Business Database, current
An online directory including over 1.9 million Canadian businesses (public & private). Can be searched by company name, type of business (including SIC or NAICS codes), location, employee size and sales ranges.
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 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

- Company Name
- Executives
- Business Type
- Keyword/SIC/NAICS
- Major Industry Group
- Geography
- Business Size
- Number of Employees
- Sales Volume
- Ownership
- Public/Private Company
- Headquarter/Branch
- Financial Data
- Stock Exchange
- Ticker Symbol
- Business Expenditures
- Special Selects
- Web Address
- Yellow Page Ad Size
- Years In Database
- Exclusions

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

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

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

<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>007 Unisex Hairstyle ...</td>
<td>Joe Farruggia</td>
<td>310 King St E</td>
<td>Hamilton, ON</td>
<td>L8N1C2</td>
<td>(905) 527-5529</td>
</tr>
<tr>
<td>2480570twofoureig ...</td>
<td></td>
<td>281 Main St W</td>
<td>Hamilton, ON</td>
<td>L8P1J7</td>
<td>(905) 777-8277</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>
</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>
</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>
</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>
</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>
</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>
</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>
</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>
</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>
</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>
</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>
</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>
</tr>
</tbody>
</table>
### Business Demographics

<table>
<thead>
<tr>
<th>Location Employees</th>
<th>10</th>
<th>Location Sales Volume</th>
<th>$510,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Employees</td>
<td>Not Available</td>
<td>Corporate Sales Volume</td>
<td>Not Available</td>
</tr>
<tr>
<td>Location Type</td>
<td>Single Locations</td>
<td>Credit Rating Score</td>
<td>B</td>
</tr>
<tr>
<td>Stock Ticker Symbol</td>
<td>IUSA Number</td>
<td>IUSA Number</td>
<td>01-300-9899</td>
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</tbody>
</table>

### Business Expenditures

<table>
<thead>
<tr>
<th>Expenditure</th>
<th>Annual Expense Range</th>
<th>Expenditure</th>
<th>Annual Expense 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>
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.

Revenue Range
- $30,000 - $5M
- $5M - $20M

Provinces / Territory / Canada
- Ontario

Incorporation status
- All Businesses

Distribution by
- Total revenue
- Profit margin

Value in
- Percentage
- Thousands of dollars

Industry options
- Search for an industry
- Browse for an industry

Search for an industry
Search using keywords or NAICS interested in. (required)

812115

Data year: 2015

Number of businesses
5,869

Revenue range:
- Low Value ($000): 30
- High Value ($000): 5,000

Revenues and expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Whole industry (reliability)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total revenue</td>
<td>100.0</td>
</tr>
<tr>
<td>Sales of goods and services</td>
<td>N/A</td>
</tr>
<tr>
<td>All other revenues</td>
<td>N/A</td>
</tr>
<tr>
<td>Cost of sales (direct expenses)</td>
<td>21.0B</td>
</tr>
<tr>
<td>Wages and benefits</td>
<td>8.5B</td>
</tr>
<tr>
<td>Purchases, materials and sub-contracts</td>
<td>12.6B</td>
</tr>
<tr>
<td>Opening inventory</td>
<td>1.6C</td>
</tr>
<tr>
<td>Closing inventory</td>
<td>1.7C</td>
</tr>
<tr>
<td>Operating expenses (indirect expenses)</td>
<td>66.6B</td>
</tr>
<tr>
<td>Labour and commissions</td>
<td>28.8B</td>
</tr>
<tr>
<td>Amortization and depletion</td>
<td>2.3B</td>
</tr>
<tr>
<td>Repairs and maintenance</td>
<td>1.2B</td>
</tr>
<tr>
<td>Utilities and telephone/telecommunication</td>
<td>2.9B</td>
</tr>
<tr>
<td>Rent</td>
<td>15.7B</td>
</tr>
<tr>
<td>Interest and bank charges</td>
<td>0.7C</td>
</tr>
<tr>
<td>Professional and business fees</td>
<td>1.8C</td>
</tr>
<tr>
<td>Advertising and promotion</td>
<td>1.6C</td>
</tr>
</tbody>
</table>
Canadian Business Patterns (CBP)

Provides counts of Canadian businesses

• CBP is 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 (1988-2016), usu. issued 2x a year, June & December
    ▪ each year must be searched separately

• Consult user guide for searching tips

NOTE: To view CBP data on non-library computers you must install Beyond 20/20 software (Windows only)
## Canadian Business Patterns: Sample Data

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

<table>
<thead>
<tr>
<th></th>
<th>2016 June</th>
<th>2015 June</th>
<th>2014 June</th>
<th>2013 June</th>
<th>2012 June</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>432</td>
<td>408</td>
<td>347</td>
<td>330</td>
<td>340</td>
</tr>
<tr>
<td>without employees*</td>
<td>231</td>
<td>203</td>
<td>136</td>
<td>138</td>
<td>124</td>
</tr>
<tr>
<td>with employees</td>
<td>201</td>
<td>205</td>
<td>211</td>
<td>192</td>
<td>216</td>
</tr>
</tbody>
</table>

### Employee Size Ranges† [for locations with employees]

<table>
<thead>
<tr>
<th></th>
<th>1-4</th>
<th>2015 June</th>
<th>2014 June</th>
<th>2013 June</th>
<th>2012 June</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-4</td>
<td>127</td>
<td>126</td>
<td>139</td>
<td>124</td>
<td>135</td>
</tr>
<tr>
<td>5-9</td>
<td>44</td>
<td>47</td>
<td>40</td>
<td>39</td>
<td>51</td>
</tr>
<tr>
<td>10-19</td>
<td>25</td>
<td>26</td>
<td>25</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>20-49</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>50-99</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>100-199</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>200-499</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>500+</td>
<td>0</td>
<td>0</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?

Is business confidence good?

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?
Includes analysis of local economies

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

Select Browse by Topic

- Canadian
- Provincial
- Metropolitan
- International
- Industry Sector Economics
- Consumer & Business Confidence
- Travel and Tourism
CANSIM (Statistics Canada)

Comprehensive socioeconomic database of Canadian statistics

CANSIM can be used to ...
• track trends
• analyze market potential
• study economic activity
• make investment decisions
• profile demographics
### Sample CANSIM Table 203-0026

The data below is a part of CANSIM table 203-0026. Use the **Add/Remove data** tab to customize your table.

<table>
<thead>
<tr>
<th>Age of reference person</th>
<th>Household expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hair grooming services</td>
</tr>
<tr>
<td>Less than 30 years</td>
<td>145</td>
</tr>
<tr>
<td></td>
<td>Other personal care</td>
</tr>
<tr>
<td></td>
<td>172</td>
</tr>
<tr>
<td></td>
<td>Hair grooming services</td>
</tr>
<tr>
<td>30 to 39 years</td>
<td>160</td>
</tr>
<tr>
<td></td>
<td>Other personal care</td>
</tr>
<tr>
<td></td>
<td>467</td>
</tr>
<tr>
<td></td>
<td>Hair grooming services</td>
</tr>
<tr>
<td>40 to 54 years</td>
<td>474</td>
</tr>
<tr>
<td></td>
<td>Other personal care</td>
</tr>
<tr>
<td></td>
<td>496</td>
</tr>
<tr>
<td></td>
<td>Hair grooming services</td>
</tr>
<tr>
<td>55 to 64 years</td>
<td>127</td>
</tr>
<tr>
<td></td>
<td>Other personal care</td>
</tr>
<tr>
<td></td>
<td>122</td>
</tr>
<tr>
<td></td>
<td>Hair grooming services</td>
</tr>
<tr>
<td>65 years and over</td>
<td>147</td>
</tr>
<tr>
<td></td>
<td>Other personal care</td>
</tr>
<tr>
<td></td>
<td>406</td>
</tr>
<tr>
<td></td>
<td>Hair grooming services</td>
</tr>
<tr>
<td></td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>Other personal care</td>
</tr>
<tr>
<td></td>
<td>74</td>
</tr>
</tbody>
</table>

### Related data tables
- Household spending and savings
- Household characteristics

### Related publications
- View [latest article from The Daily](#) related to this table.
- View list of [related publications](#).

### Additional information on the survey or statistical program
- Survey of Household Spending - 3508
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

Survey of Household Spending, 2015

Released: 2017-01-27

Canadian households spent an average of $60,516 on goods and services in 2015, up 2.5% from $59,057 in 2014. Spending on shelter accounted for 28.9% of this total, followed by transportation (19.4%) and food (14.3%) which was unchanged from 2014.

Provincially, households in Alberta reported the highest average spending on goods and services in 2015 at $76,535, followed by households in Saskatchewan ($65,990), British Columbia ($64,797) and Ontario ($62,719). Households in New Brunswick ($50,192) and in Quebec ($50,193) reported the lowest average spending.

On average, couples with children spent $84,263 on goods and services in 2015. One-person households headed by a senior aged 65 years and older reported the lowest average spending of all household types at $28,700.

Article identifies CANSIM tables and publications related to the topic.
MarketResearch.com Academic

Contains demographic & market research reports on specialized niche industries. U.S. focus.

Sample Reports

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 & global industry reports

- Covers over 1,000 U.S. 425 Canadian and 73 global industries, many at the 5 digit NAICS level.
- Search or browse for content.

Sample Industry Listing (Canada)

- 44111CA - New Car Dealers in Canada
- 44112CA - Used Car Dealers in Canada
- 44131CA - Auto Parts Stores in Canada
- 44132CA - Tire Dealers in Canada
- 44211CA - Furniture Stores in Canada
- 44221CA - Floor Covering Stores in Canada
- 44229CA - Home Furnishings Stores in Canada
- 44411CA - Home Improvement Stores in Canada
- 44421CA - Lawn & Outdoor Equipment Stores in Canada
- 44511CA - Supermarkets & Grocery Stores in Canada
- 44512CA - Convenience Stores in Canada
- 44529CA - Specialty Food Stores in Canada
- 44611CA - Pharmacies & Drug Stores in Canada
- 44612CA - Beauty, Cosmetics & Fragrance Stores in Canada

Start your search here:

Search by keyword, company or code:

salons

Browse report listings:
- US Industry Reports (NAICS)
- US Industry iExpert Summaries
- US Specialized Industry Reports
- Canada Industry Reports (NAICS)
- Global Industry Reports
IBISWorld - Sample Report

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

Typical Report Structure or Table of Contents
Passport

Includes reports on industries in Canada & other nations worldwide

Beauty and Personal Care category includes separate reports on ...

- Colour cosmetics
- Deodorants
- Dipilatories
- Fragrances
- Hair care
- Men’s grooming
- Skin care
- Oral care
- Sun care
- Premium cosmetics
- Mass cosmetics
and more ...
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

Demographic data for Canada, provinces, cities, and more.

- Conducted every 5 years in Canada
- 2016 was the last census in Canada
- Census typically covers topics such as:
  - Population
  - Families & Households
  - Language
  - Education
  - Aboriginal Peoples
  - Ethnic Origin
  - Immigration
  - Housing
  - Income
  - Labour
  - Mobility
  - Religion

2016 Census Profile
- Data will be released throughout 2017 (short & long form census mandatory)
- Available now: Population & Dwelling Counts; Age & Sex; Type of Dwelling; Families, Households, Marital Status, Language, Income

2011 Census & NHS data
- All data has been released. See:
  - 2011 Census Profile (short form census mandatory)
  - 2011 National Household Survey (NHS) Profile (voluntary survey)
2016 Census data 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

### Census Profile, 2016 Census

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

#### Select a view:
- All data

#### Data quality | Map

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population and dwellings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population, 2016</td>
<td>2,936</td>
<td>...</td>
<td>...</td>
<td>747,545</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Population, 2011</td>
<td>3,014</td>
<td>...</td>
<td>...</td>
<td>721,053</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Population percentage change, 2011 to 2016</td>
<td>-2.6</td>
<td>...</td>
<td>...</td>
<td>3.7</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Total private dwellings</td>
<td>1,944</td>
<td>...</td>
<td>...</td>
<td>306,034</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>
Map button: 5370045.00 (Census Tract), Ontario

Variety of maps provided that can be resized.
Passport
Includes statistics & reports on hundreds of cities worldwide

Search Full Tree
Get everything you need

NOTE: This content only accessible by browsing.

Covers several cities in Ontario including
- Hamilton
- London
- Kitchener
- Toronto
- St. Catharines
- Windsor

Select variables from the list.
Expand menus + to retrieve more granular data.

For example, **Transport** includes: automotive circulation, use of commercial vehicles, passenger cars, motorcycles & mopeds, passengers in public transport and road injury accidents
Sample Table: *Selected* household, income & population statistics for Hamilton, ON, 2016-2021

<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>Hamilton (Canada)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Number of Households - '000</td>
<td>297.9</td>
<td>300.7</td>
<td>303.5</td>
<td>306.3</td>
<td>309.0</td>
<td>311.8</td>
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<tr>
<td>Disposable Income - CAD mn - Current Prices</td>
<td>24,902.9</td>
<td>25,648.0</td>
<td>26,632.4</td>
<td>27,720.8</td>
<td>28,847.2</td>
<td>30,004.8</td>
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<tr>
<td>Total Population - '000</td>
<td>767.5</td>
<td>773.1</td>
<td>778.8</td>
<td>784.7</td>
<td>790.7</td>
<td>796.8</td>
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<tr>
<td>Population Aged 0-14 - '000</td>
<td>121.2</td>
<td>122.0</td>
<td>123.0</td>
<td>124.0</td>
<td>125.0</td>
<td>126.0</td>
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<tr>
<td>Population Aged 15-64 - '000</td>
<td>512.0</td>
<td>512.9</td>
<td>513.5</td>
<td>513.8</td>
<td>513.9</td>
<td>514.1</td>
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<tr>
<td>Population Aged 65+ - '000</td>
<td>134.4</td>
<td>136.1</td>
<td>142.3</td>
<td>146.9</td>
<td>151.8</td>
<td>156.7</td>
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<tr>
<td>Male Population - '000</td>
<td>373.9</td>
<td>376.6</td>
<td>379.4</td>
<td>382.3</td>
<td>385.2</td>
<td>388.1</td>
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<tr>
<td>Male Population Aged 0-14 - '000</td>
<td>62.7</td>
<td>63.2</td>
<td>63.7</td>
<td>64.2</td>
<td>64.7</td>
<td>65.2</td>
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<tr>
<td>Male Population Aged 15-64 - '000</td>
<td>251.5</td>
<td>252.0</td>
<td>252.3</td>
<td>252.5</td>
<td>252.5</td>
<td>252.6</td>
</tr>
<tr>
<td>Male Population Aged 65+ - '000</td>
<td>59.6</td>
<td>61.4</td>
<td>63.4</td>
<td>65.6</td>
<td>68.0</td>
<td>70.3</td>
</tr>
<tr>
<td>Female Population - '000</td>
<td>393.7</td>
<td>396.5</td>
<td>399.4</td>
<td>402.4</td>
<td>405.5</td>
<td>408.7</td>
</tr>
<tr>
<td>Female Population Aged 0-14 - '000</td>
<td>58.4</td>
<td>58.8</td>
<td>59.3</td>
<td>59.8</td>
<td>60.3</td>
<td>60.8</td>
</tr>
<tr>
<td>Female Population Aged 15-64 - '000</td>
<td>260.5</td>
<td>261.0</td>
<td>261.2</td>
<td>261.4</td>
<td>261.4</td>
<td>261.5</td>
</tr>
<tr>
<td>Female Population Aged 65+ - '000</td>
<td>74.8</td>
<td>76.7</td>
<td>78.9</td>
<td>81.3</td>
<td>83.6</td>
<td>86.4</td>
</tr>
</tbody>
</table>

Adjust data, time, categories, geography using this menu.
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

CONSUMER LIFESTYLES IN CANADA
Euromonitor International
June 2017
40 page report
Sample e-books with **U.S.** demographic & psychographic info.
What political, legal & regulatory issues are affecting the 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

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

- Ancaster News
- Barrie Examiner
- Brantford Expositor
- Hamilton Spectator
- Guelph Mercury
- London Free Press
- Niagara Falls Review
- Oakville Today
- 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 company or industry

Type in your search words

Pick a date range

Select a source(s) & other limits, if desired.

Select full-text 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
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An Ottawa hair salon is lifting the veil on taking care of their hair.

Last month, the Magicuts on O'Gara Avenue opened its doors. It's the first salon in the city meant for Muslim women who want to style their hair.

"Our society is multicultural," says the owner, "and everybody wants to look great."

Hamilton Spectator
Award-winning salon delivers trendy hairstyles and exceptional community service
ehenderson@metroland.com
322 words
4 January 2017
The Hamilton Spectator
HMSP
English
Copyright (c) 2017 The Hamilton Spectator Inc.

Shopping
Albert Snow Hair Design

Ottawa's Albert Snow Hair Design delivers the look of health and beauty, and ensures you leave their salon happy. They are well known for their hairstyling talent and they've been named as leaders of the industry.

Known for providing customers with a personalized experience, the Albert Snow Hair Design Group has received several awards over the years. The Hamilton Spectator: voted for by readers who would recommend the best in the business. Their technique has also been the talk of the town.

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 A.G., 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](#)
What advertising channels are available in my target market?

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.
Course Research Guide for 3MC3:
http://library.mcmaster.ca/guides/commerce-3mc3

Canadian and Local Marketing Resources

Course code: Commerce 3MC3
Course name: Applied Marketing Management
Course date: Fall 2017

<table>
<thead>
<tr>
<th>Companies</th>
<th>Economy &amp; Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers &amp; Demographics</td>
<td>Advertising &amp; Marketing</td>
</tr>
<tr>
<td>Local Issues &amp; News</td>
<td>Hamilton Area Resources</td>
</tr>
</tbody>
</table>

NOTE:

- Key titles are marked with a Best Bet icon ⭐
- Online sources accessible to everyone are marked with an Open Access icon 📚
- Online sources only accessible to current McMaster students, faculty and staff are marked with a McMaster icon 📚

Other Useful Links: Commerce 3MC3 Library Presentation Slides 📚 | Citation
Commerce 3MC3 Market Research Reports (INNIS Reserve)

Companies

⭐_SUP Canadian Business Database, current
An online directory including over 1.9 million Canadian businesses (public & private). Can be searched by company name, type of business (including SIC or NAICS codes), location, employee size and sales ranges.

29 previous COMM 3MC3 reports on Reserve @ Innis Library
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