MCM (Master of Communications Management)

Marketing Resources

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MCM Research Guide
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MCM - Master of Communications Management

Explore library resources for the Master of Communications Management program.

Advertising & Marketing Sources

- 🌟 Statista
  Includes over 1,500,000 worldwide statistics on over 80,000 topics (such as media & advertising) from more than 18,000 sources. Data is derived from market and opinion research institutions, as well as from business organizations and government institutions. It also includes market forecasts, dossiers, industry reports, infographics, and more.

- 👋 Best Brands (Interbrand Surveys & Research)
  Identifies top global brands along with top brands in selected regions and countries.

- 📖 CARD (Canadian Advertising Rates & Data) Online
  A comprehensive guide to advertising sources in Canada. Search by topical and/or geographical keywords. Entries typically include source name and media category. NOTE: The Library does not subscribe to this database. Advertising rates and other information are only available to subscribers.
  Location of Print: INNIS Reference HF 5801.C35 2010 (old print issue includes rates for selected media)

- 📖 Industry Studies (ACA - Association of Canadian Advertisers)
  Includes reports related to advertising and media including Media Digest, Ad Complaints, Most Influential Brands in Canada, and more.
Statista
Sample Results List

Search for content

media and advertising and canada

Search Results (170)

- Media in Canada
  Statistics and facts on Media in Canada

- Newspapers in Canada
  Statistics and facts about newspapers in Canada

- Most read ads in print and online media in Canada 2018, by industry
  Most noticed ads across print and digital media in Canada as of February 2018, by category

- Fastest growing media and marketing companies in Canada 2012-2017
  Compound annual growth rate of the fastest growing media and marketing companies in Canada between...

- Number of employees in fastest growing media and marketing companies in Canada 2017
  Number of full-time employees in the fastest growing media and marketing companies in Canada in 2017
Sample Statistics from Statista

Most noticed ads across print and digital media in Canada as of February 2018, by category

This statistic shows the most noticed ads across print and digital media in Canada as of February 2018, broken down by category. The findings show that 52 percent of automotive ads were read by digital newspaper readers, compared to 26 percent which were noticed or read by Canadians on social media.

Additional Information: Canada; Totum Research; January and February 2018; 1,130 respondents; 18 years and older; Online survey

Sources: News Media Canada; Totum Research
Sample Statistics Canada Data Table

Household spending by age of reference person

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

Use Add/Remove data button to customize table by geography, variable & time period

<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>Canada $ (map)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average expenditure per household</td>
<td>2015</td>
<td>2016</td>
<td>2017</td>
<td></td>
</tr>
<tr>
<td>Dollars</td>
<td>2015</td>
<td>2016</td>
<td>2017</td>
<td></td>
</tr>
<tr>
<td>Hair grooming services</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 64 years</td>
<td>407</td>
<td>504</td>
<td>494</td>
</tr>
<tr>
<td></td>
<td>55 to 64 years</td>
<td>496</td>
<td>476</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>150</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)
- Explore Related Information links
- Related products
- Subjects and keywords
**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

### Census Profile, 2016 Census

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

**Select a view:**
- All data

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population, 2011 to 2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population</td>
<td>2,936</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visible minority</td>
<td>3,014</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population percentage change, 2011 to 2016</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-2.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total private dwellings</td>
<td>1,944</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private dwellings occupied by usual residents</td>
<td>1,157</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population density per square kilometre</td>
<td>930.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land area in square kilometres</td>
<td>3.16</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Related data
- [Map](#)
Map button: 5370045.00 (Census Tract), Ontario

Variety of maps provided that can be resized.
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.

New for 2019 – Ontario reports

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

Start your search here:
Search by keyword, company or code

Browse Report Listings:
- US Industry Reports (NAICS)
- US Industry iExpert Summaries
- US Specialized Industry Reports
- US Specialized Industry iExpert Summaries
- Canada Industry Reports (NAICS)
- Canada Industry Provincial Reports
- US Business Environment Profiles
- Canada Business Environment Profiles
- Canada Business Environment Provincial Profiles
Mouse over tabs and click headings to jump to sections within report.

Typical Report Structure or Table of Contents.
Passport
Includes lifestyle reports on consumers 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

Sample Report:
Consumer Lifestyles in Canada
November 2018
48 page report
Passport
Includes country reports on industries worldwide

Sample Report:
Advertising in Canada
Available in HTML or PDF formats
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

Sample e-books with U.S. demographic & psychographic info.
Media Digest and CARD
Include Canadian advertising, media and consumer info

- 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.
Research Help @ Innis

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  [http://library.mcmaster.ca/justask/](http://library.mcmaster.ca/justask/)