Session Outline

• Key market research resources containing information on:
  – Industries
  – Companies
  – Consumers & Demographics
• Tips on how to search & access the content in these resources
• How to get more help!
Accessing Databases @ McMaster

• Articles, company financials, data, reports, etc. are IN databases. Need to connect to a database first before searching for content.

• Databases can be accessed on or off-campus with your MAC ID.
Accessing Library Databases
Click hyperlinked name (or url) and input your MAC ID

IBISWorld

Coverage: Current

Note:
The Library subscribes to the following modules in IBISWorld: U.S. Industry Reports (NAICS), U.S. Specialized Industry Reports, U.S. Industry iExpert Summaries, Canada Industry Reports (NAICS) & Global Industry Reports. Please be aware that by accessing this database, you accept these conditions:

- IBISWorld copyright is acknowledged.
- IBISWorld intellectual property is respected.
- IBISWorld terms of use are respected.
- IBISWorld reports are not to be distributed externally.
- IBISWorld accepts no liability.

The Library's IBISWorld subscription provides access to over 1300 U.S., 425 Canadian and 73 global industry market research reports. Search for industries by keyword(s) or browse a list of industries defined according to the five digit NAICS (North American Industry Classification System) level. Each 30 to 40 page report typically includes:
Key Industry Resources
Passport
Includes reports on B2C (& some B2B) industries in Canada & other nations worldwide
Passport: Sample Search Results

Popular Statistics

Economies and Consumers Annual Data
Annualised economic and consumer data in a time series.

Company Shares
Share of sales and actual sales by company in a time series by standard data types.

Brand Shares
Share of sales and actual sales by brand in a time series by standard data types.

Statistics

Penetration Rates

Replacement Cycles

Analysis

Filter Analysis (0) +
Sort Results

2017 Digital Consumer Insights: The Most Promising Digital Opportunities
BRIEFING | OCT 2017
The Middle East and Africa region has seen a mobile revolution that has improved people's lives. The Middle East also has strong fixed-line mobile is dominant in Africa with good connectivity.

IFA 2016: Lenovo Redefining the Future
OPINION | SEP 2016

Digital Consumer Profiles: How Latitudes Will Shop and Spend Digitally
BRIEFING | AUG 2017
Leveraging Euromonitor International's proprietary Profiles segmentation analysis, this briefing explains American digital consumer's defining characteristics, preferences and how that impacts how these people shop and spend.

Consumer Electronics in 2022: Increasing Digitalisation Will Boost Sales
OPINION | JUL 2017

Analysis results can be filtered
- by Category
- by Lifestyles Theme
- by Geography
- by Analysis
- by Date

Briefings and Country Reports often include statistics and market information. Click title text to view content.

Statistics can be manipulated
- by Time
- by Category
- by Geography
- and more
Passport: Sample Report

Computers and Peripherals in Canada
COUNTRY REPORT | AUG 2017

ANALYSIS
DATAGPHICS
CONTEXT

NOTE: There is an old and new statistics interface. This is the old.
IBISWorld
Includes U.S., Canadian & Global Industry Reports

- Contains 425 Canadian reports, many at the 5 digit NAICS level
- Over 90% of the Canadian economy is represented.
- Search or browse for content.

Sample Industry Listing (Canada)

- 45111CA - Sporting Goods Stores in Canada
- 45112CA - Hobby & Toy Stores in Canada
- 45113CA - Fabric, Craft & Sewing Supplies Stores in Canada
- 45114CA - Musical Instrument & Supplies Stores in Canada
- 45131CA - Book Stores in Canada
- 45211CA - Department Stores in Canada
- 45291CA - Warehouse Clubs & Supercentres in Canada
- 45299CA - Dollar & Variety Stores in Canada
- 45311CA - Florists in Canada
- 45321CA - Office Supply Stores in Canada
- 45322CA - Gift Shops & Card Stores in Canada
- 45331CA - Used Goods Stores in Canada
- 45391CA - Pet Stores in Canada
- 45399aCA - Small Specialty Retail Stores in Canada
- 45411aCA - E-Commerce & Online Auctions in Canada

Start your search here:

Search by keyword, company or code:
department stores

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 iExpert Summaries
- Global Industry Reports
• About this Industry
• Industry at a Glance
• Industry Performance
  • Key external drivers
• Industry Outlook
• Products & Markets
  • Demand determinants
  • Major markets

• Competitive Landscape
  • Market share concentration
  • Key success factors
• Major Companies
• Operating Conditions
• Key Statistics
  • Industry Data (revenue, industry value added (IVA), wages, establishments, etc.)
Key Company Resources
Factiva: Searching for Canadian Tire Companies

1. Use the Smart Lookup feature to search for Canadian Tire.
2. Click on the Canadian Tire Corp. Ltd. company snapshot to view financial performance, news, latest news, web news, multimedia, key developments, peer comparison, financial results, ownership, reports, and more.

NOTE: Factiva limited to 6 simultaneous users.
Thomson ONE
Analyst reports on companies worldwide

To access reports, go to Screening & Analysis menu and select Research

Only works with Internet Explorer

Available via the DSB Virtual Lab & Library website

T1 limited to 5 simultaneous users
PEPSICO, INC.

PepsiCo : Still sparkling

PepsiCo Inc "PEP Still a Tasty Snack (Food Valuation Vortex Aside)" (Buy)

PEPSICO, INC.

Well Positioned but Upside Limited

PEPSICO, INC.

PEP; Q2 Results - Buy

PEPSICO, INC.

PepsiCo Inc.: Pricing a Boon, Not Totally Immune

PEPSICO, INC.

Argus Market Update, 07/12/2017

PEPSICO, INC.

2Q17 Flash: $0.04 gain, prudent guidance provides flexibility

PEPSICO, INC.

Morningstar | Pepsi’s Snack Business Continues to Fuel Top-Line Growth in 2Q

RBC Capital Markets

July 13, 2017

PepsiCo, Inc.

On track for 2017

Our view: PEP 2017 results exceeded RBC/consensus and matched EPS guidance higher on FX. Management remains optimistic on its ability to continue driving productivity and adapt to a changing marketplace. We won't rule that improved KI system execution is weighing on PEP NAB volumes. The gain from Britvic will be used for investment (likely behind CSO) and could also serve as an EPS cushion if the macro/competitive environment deteriorates further.

Key Takeaways:

1. Competitive environment: Overall, PEP core sales growth +3% was a 50 bps 2-year average acceleration from +3.0% in the March quarter to +3.5% in June. This is an encouraging start to the June earnings season, though PEP growth was entirely driven by volumes flat from a year ago and unchanged from the March quarter at +1% on a 2-year average basis. In the US, the C-store channel was flat due to a variety of factors. PEP management could point to a specific reason for the slowdown throughout the country and attribute it to gas prices, weather, McDonald's beverage promotions, and Hispanic consumer sentiment.

2. Latin America: Consumer spending continues to dampen, particularly given geopolitical issues in Brazil and Argentina, while Mexico is stable. In Asia, Middle East, and North Africa macro challenges also continue, specifically given currency devaluation in Egypt, lower oil prices weighing on oil exporters and a 50% CSO tax in Saudi Arabia imposed June 10th. Consistent with commentary from many cognizant peers at events, PEP management noted that nothing has happened to serve the new multi-channel consumer. Management also plans to put more advertising behind CSO in addition to help drive top-line, as demand has remained strong.

3. Could improved execution behind KI refreships weigh on PEP?

Despite the early success of LIFEWTR among other innovations, NAB volumes were flat for the second quarter and decelerated 150 bps on a 2-year average basis from +1% in March to -0.5% in June. While c-store weakness and city soda taxes were certainly factors, we suspect the slowdown may be in part attributable to improved execution by the KI system in franchised markets. Feedback from contacts indicates in these markets KI has begun to limit out of stocks and merchandise more effectively. These improvements have led us to model flat NAB volumes in the second quarter.

Scenario Analysis

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Demand</th>
<th>Current Price</th>
<th>Price Target</th>
<th>Upside</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base</td>
<td>+3%</td>
<td>$79.00</td>
<td>$114.74</td>
<td>31%</td>
</tr>
<tr>
<td>1%</td>
<td>+2%</td>
<td>$79.00</td>
<td>$107.04</td>
<td>31%</td>
</tr>
<tr>
<td>0%</td>
<td>+1%</td>
<td>$79.00</td>
<td>$107.04</td>
<td>31%</td>
</tr>
</tbody>
</table>

RBC Estimates

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>EPS Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$1,948M</td>
<td>$4.05</td>
</tr>
<tr>
<td>2016</td>
<td>$2,048M</td>
<td>$4.45</td>
</tr>
<tr>
<td>2017</td>
<td>$2,058M</td>
<td>$4.85</td>
</tr>
<tr>
<td>2018</td>
<td>$2,068M</td>
<td>$5.25</td>
</tr>
</tbody>
</table>

RBC Capital Markets, LLC

Nik Modl | 514-864-1200

Russell Miller | 646-325-370

NYSE: PEP | USD: 113.74

Price Target: $110

Sector: Beverages

Key Statistics

- EPS: $5.00
- Price-to-EPS: 22.3x

RBC Capital Markets

Steven Shemesh

(212) 495-3350

shemess@rbccom

April Liu, CFA

(212) 495-8353

aprliu@rbccom
Mergent Online

Includes profiles and financials of all publicly traded companies in the world.
Key Consumer & Demographic Resources
Census Canada 2016

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

• Conducted every 5 years
• 2016 was the last census in Canada
• Census typically covers topics such as:
  ▪ Aboriginal peoples
  ▪ Age and sex
  ▪ Agriculture
  ▪ Education
  ▪ Families, households & marital status
  ▪ Housing
  ▪ Income
  ▪ Immigration & ethnocolural 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
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

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>5370045.00 [Census tract]</th>
<th>Hamilton Ontario [Census metropolitan area]</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Male</td>
</tr>
<tr>
<td>Population, 2016</td>
<td>2,936</td>
<td>...</td>
</tr>
<tr>
<td>Population, 2016</td>
<td>3,014</td>
<td>...</td>
</tr>
<tr>
<td>Population percentage change, 2011 to 2016</td>
<td>-2.6</td>
<td>...</td>
</tr>
<tr>
<td>Total private dwellings</td>
<td>1,944</td>
<td>...</td>
</tr>
<tr>
<td>Private dwellings occupied by usual residents</td>
<td>1,157</td>
<td>...</td>
</tr>
<tr>
<td>Population density per square kilometre</td>
<td>930.0</td>
<td>...</td>
</tr>
<tr>
<td>Land area in square kilometres</td>
<td>3.16</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

NOTE: This content only accessible by browsing.

• Select variables from the list.
• Expand menus + to retrieve more granular data.
  o For example, Population includes:
    Total Population (by age range), Male Population (by age range), Female Population (by age range), Fertility (birth rates, live births), Mortality (death rates, death), etc.
Sample Passport Table: Population & consumer expenditure on food and non-alcoholic beverages in Hamilton and Toronto, 2015-2018

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

NOTE: There is an old and new statistics interface. This is the old.
MarketResearch.com Academic
Includes U.S. demographic reports

Use the Advanced Search to find reports published in any year (not just the past 5 years.)
Sample Demographic Reports from MarketResearch.com Academic

**Millennial Menus: Culinary Trend Tracking Series**
Packaged Facts
3/30/2016
86 Pages - $3,995.00
(The price shown is for informational purposes only. Student downloads are free of charge.)

**Affluent Consumers: Demographic Patterns and Spending Trends, 7th Edition**
Packaged Facts
10/6/2017
137 Pages - $3,995.00

**African-Americans: Demographic and Consumer Spending Trends, 10th Edition**
Packaged Facts
9/9/2016
160 Pages - $3,995.00

**Generational Market Research Bundle: Baby Boomers, Gen X and Gen Y**
Packaged Facts
12/1/2008
930 Pages - $7,995.00
(The price shown is for informational purposes only. Student downloads are free of charge.)
## The Business of Media

1. Trends + Issues
2. 2015 CMUST Report
3. Net Advertising Volume
4. Media Cross-Ownership
5. Regulatory News + Information

## Media Channels

1. Digital
2. Mobile
3. Social Media
4. Programmatic
5. Programmatic Glossary
6. Television + Video
7. Audio
8. Broadcast Commercial Acceptance
9. More than Media - Branded Content
10. More than Media - Sponsorship
11. Sports
12. Experiential Marketing
13. Virtual Reality
14. Daily Newspapers
15. Community Newspapers
16. Consumer Magazines
17. Business Magazines
18. Out of Home
19. Direct Marketing
20. Direct Marketing - Flyers
21. Media Software + Data Services
22. Glossary

## Canadian Market Data + Consumers

23. Canadian Consumer Insights
24. Canada vs. U.S.
Summary of Key Market Research Resources

• **Passport** – global market information database on companies, consumers and industries

• **IBISWorld** – Canadian, US & global industry reports database

• **Factiva** – international news & company database
Market Research Resources

- **Thomson ONE** – database of analyst reports on companies and industries worldwide
- **Mergent Online** – database of publicly traded companies worldwide
- **MarketResearch.com Academic** – market research & demographic reports, primarily U.S.
Market Research Resources

- **Census Canada** – Canadian demographic data for a variety of geographical areas

- **Media Digest** – Canadian consumer and marketing data

- **How to Find ...**
  - Industry Reports
  - Company Annual Reports
  - SWOT Analyses
Self-Serve Help

SELF SERVE

library.mcmaster.ca/justask

Subject Guides
Resources specific to your subject area

How to Find
Guides and Videos on How library Stuff Works

Questions related to Borrowing Materials

InterLibrary Loans/RACER
borrow materials not owned by Mac.

PrintSmart

Your Library Account

FAQs

Forms
retrieve a book from storage, can’t find a book on the shelf

Book a Study Room

Business

- Accounting & Finance
- Business Data & Statistics
- Career & Job Resources
- Country Specific Statistics
- Human Resources & Labour Relations
- Knowledge Management
- Top Business Databases

Business and Law

- How to Find Business Cases
- How to Find Canadian Case Law
- How to Find Collective Agreements
- How to Find Company Annual Reports
- How to Find Financial Ratios (Industry & Company)
- How to Find Industry Reports
- How to Find McMaster Business Theses
- How to Find McMaster Business Working Papers
- How to Find Market Share
- How to Find a SWOT Analysis
- How to Find Top Business Databases
Research Help

- **E-mail:** 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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  https://instagram.com/innisbizlib

• Snapchat
  
  maclibraries