Key Market Research Resources

Ines Perkovic, Business Librarian
Innis Library, KTH-108
Winter 2017
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!
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
Key Industry Resources
Passport
Includes reports on B2C (& some B2B) industries in Canada & other nations worldwide

<table>
<thead>
<tr>
<th>Industries</th>
<th>Economies</th>
<th>Consumers</th>
<th>Companies</th>
<th>Help</th>
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<tbody>
<tr>
<td><strong>Consumer Products</strong></td>
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<td>Alcoholic Drinks</td>
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<td>Apparel and Footwear</td>
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<td>Beauty and Personal Care</td>
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<td>Consumer Appliances</td>
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<td>Consumer Electronics</td>
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<td>Fresh Food</td>
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<td>Health and Wellness</td>
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<td>Home and Garden</td>
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<td><strong>Services</strong></td>
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<td>Hot Drinks</td>
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<td>Luxury Goods</td>
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<td>Packaged Food</td>
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<td>Personal Accessories</td>
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<td>Pet Care</td>
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<td>Soft Drinks</td>
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<td>Tissue and Hygiene</td>
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<td>Tobacco</td>
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<td>Toys and Games</td>
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<td><strong>Supply</strong></td>
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<td>Ingredients</td>
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<td>Packaging</td>
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BROWSE

SEARCH

laptops
Passport: Sample Search Results

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

Statistics can be manipulated
• by Time
• by Category
• by Geography
• and more

Category briefings and industry overviews often include statistics and market information. Click title text to view content.
Computers and Peripherals in Canada
Category Briefing | 13 Sep 2016

HEADLINES
- Retail volume sales of laptops grow by 2% in 2016 to reach 1.5 million units
- Convertible laptops give renewed life to laptop sales
- Sales of business laptops decline by 1% in 2016 to reach 1.8 million units
- Business laptops feel challenge of struggling oil and gas companies
- Retail volume sales of tablets decline by 1% in 2016 to reach 2.9 million units
- Demand for convertible tablets leads to winners and losers in tablet sales for 2016
- Retail volume sales of computers and peripherals are forecasted to decline at a CAGR of -1% from 2016-2021

Market Sizes | Historical/Forecast | Retail Volume | '000 units
Key: Related Analysis, View Chart, Company Shares, Brand Shares, Distribution

<table>
<thead>
<tr>
<th>Change View</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td></td>
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</tbody>
</table>

Create customized tables: Add or Remove Years/Categories/Geography
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)

```
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
```
• 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
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

Limited to 5 simultaneous users
Mergent Online

Includes profiles and **financials** of all publicly traded companies in the world.

**PepsiCo Inc (NYS: PEP)**

- **Address:** 700 Anderson Hill Road, Purchase, NY 10577 United States
- **Phone:** 914 253-2000
- **Company Website:** [www.pepsico.com](http://www.pepsico.com)

**Incorporated:** September 1919, DE, United States

**Reincorporated:** December 1986, NC, United States

**IRS Number:** 131584302

**CUSIP:** 71344810

**Auditor:** KPMG LLP

**Transfer Agent:** Computershare, Providence, RI

**Country:** United States

**Sector:** Beverages

**Industry:** Bottled and canned soft drinks (SIC 2086)

**Industry:** Soft Drink Manufacturing (NAICS 312111)

**Number of Employees:** 263,000

**Number of Shareholders:** 131,285

**Market Cap:** 150,374,087,550

**Revenue:** 61,869,000,000

**Net Income:** 6,646,000,000

**Dividend:** 2.96

**Dividend Yield:** 2.8231

**EPS Basic:** 4.59

**EPS Diluted:** 4.56

**PE Ratio:** 29.5352

**Webpage:**

- **Company Details**
- **Executives**
- **Company Financials**
- **Reports**
- **Filings**
- **News**
- **Competitors**
- **Report Builder**

**Download**

- **Include Auditor Data within Download**
- **Analyses**
- **Viewer Friendly**
- **My Mergent Tools**
Key Consumer & Demographic Resources
Passport
Covers consumer preferences & habits in Canada (& elsewhere)

- Top 5 Consumer Trends
- Consumer Segmentation
- Housing & Households
- Money & Savings
- Eating & Drinking
- Grooming & Fashion
- Health & Wellness
- Shopping Habits
- Leisure & Recreation
- Getting Around
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.
  - 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, 2015-1018

### Historical/Forecast

#### Change View

<table>
<thead>
<tr>
<th>Change View</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hamilton (Canada)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Expenditure on Food and Non-Alcoholic Beverages - CAD mn - Constant 2015 Prices</td>
<td>2,033.1</td>
<td>2,047.6</td>
<td>2,067.9</td>
<td>2,089.8</td>
</tr>
<tr>
<td>Total Population - '000</td>
<td>750.9</td>
<td>757.9</td>
<td>764.9</td>
<td>771.9</td>
</tr>
<tr>
<td>Male Population - '000</td>
<td>365.7</td>
<td>369.2</td>
<td>372.6</td>
<td>376.0</td>
</tr>
<tr>
<td>Female Population - '000</td>
<td>385.2</td>
<td>388.7</td>
<td>392.3</td>
<td>395.9</td>
</tr>
<tr>
<td>Toronto (Canada)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consumer Expenditure on Food and Non-Alcoholic Beverages - CAD mn - Constant 2015 Prices</td>
<td>15,711.8</td>
<td>15,878.9</td>
<td>16,101.5</td>
<td>16,320.0</td>
</tr>
<tr>
<td>Total Population - '000</td>
<td>5,912.9</td>
<td>5,978.4</td>
<td>6,041.3</td>
<td>6,102.3</td>
</tr>
<tr>
<td>Male Population - '000</td>
<td>2,889.4</td>
<td>2,921.2</td>
<td>2,951.5</td>
<td>2,981.0</td>
</tr>
<tr>
<td>Female Population - '000</td>
<td>3,023.5</td>
<td>3,057.2</td>
<td>3,089.8</td>
<td>3,121.3</td>
</tr>
</tbody>
</table>

Adjust data, time, categories, geography using this menu.
MarketResearch.com Academic
Includes U.S. demographic reports

Use the Advanced Search to find reports published in any year (not just the past 2 years.)
Sample Demographic Reports from MarketResearch.com Academic

Millennial Menus: Culinary Trend Tracking Series
Packaged Facts
3/30/2016
86 Pages - $3,300.00
(The price shown is for informational purposes only. Student downloads are free of charge.)

American Consumers in 2020
Packaged Facts
8/31/2015
154 Pages - $3,850.00
(The price shown is for informational purposes only. Student downloads are free of charge.)

African-Americans: Demographic and Consumer Spending Trends, 10th Edition
Packaged Facts
9/9/2016
160 Pages - $3,995.00
(The price shown is for informational purposes only. Student downloads are free of charge.)

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.)
Canada Census of Population 2011 & National Household Survey (NHS) 2011
Demographic data for Canada, provinces, cities, and more.

2011 Census covers:
• Families & Households
• Language
• Population

2011 NHS covers:
• Aboriginal Peoples
• Education
• Ethnic Origin
• Housing
• Immigration & Citizenship
• Income of families
• Income of households
• Income of individuals
• Labour
• Mobility
• Non-official language
• Religion
• Shelter Costs
• Visible Minority

For census data from 2006, 2001 & 1996 click here

Data collected for Canada Census of Population 2016 will start being released in February 2017. The 2011 Canada Census and NHS data are the most recent available.
2011 Census/NHS Data available at various geographic levels via Statistics Canada
2011 Census & NHS Data for **Tract 45** (neighbourhood) which includes postal code L8S 4M4

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizenship</td>
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<tr>
<td>Canadian citizenship</td>
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<td></td>
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<tr>
<td>Canadian citizens aged 18 and over</td>
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<td></td>
<td></td>
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<tr>
<td>Not Canadian citizens</td>
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<td></td>
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<tr>
<td>Income of families</td>
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<tr>
<td>Income of households</td>
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<td>Income of individuals</td>
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<td>Aboriginal peoples</td>
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<tr>
<td>Education</td>
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<td>Ethnic origin</td>
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<td>Housing</td>
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<tr>
<td>Immigration and citizenship</td>
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<tr>
<td>Language</td>
<td>2,965</td>
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<tr>
<td>Religion</td>
<td>2,760</td>
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<tr>
<td>Shelter costs</td>
<td>375</td>
<td></td>
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<td>Visible minority</td>
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</tbody>
</table>

Select a view: All data

5370045.00 Ontario (Census tract)
Media Digest 2015/16
Canadian Media Director’s Council
Includes Canadian consumer and marketing data
Accessing
Library Resources
Accessing Databases @ McMaster

Databases
- Catalogue – by Title (database name)
- Articles/Databases - browse by subject area or search by title

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.
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- 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:
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

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

[Book a Study Room](http://library.mcmaster.ca/justask)

**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/
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• Snapchat
  maclibraries
Help Us, Help You

- Five questions regarding this session
- Voluntary
- https://www.surveymonkey.com/r/liblearning