

Internet Resources for Market Research

GENERAL SOURCES:

Stats Link Canada

<http://www.stats-link-canada.com/index.html>

Stats Link Canada contains information on doing market research and descriptions of government and non-government resources that offer free or low-cost statistics online. Also provides subscribers with links to industry statistics by sector as well as benchmarking information using Financial Performance Indicators.

BC Stats

www.bcstats.gov.bc.ca

BC Stats is the central statistical agency of British Columbia. They have the largest collection of BC based statistical products, services, and expertise.

Statistics Canada

www.statcan.ca

Statistics Canada publishes a wide variety of information on economic and social conditions in Canada.

Industry Canada

www.ic.gc.ca

Industry Canada's website is a comprehensive source of Canadian market and business information. There are several hundred thousand documents available.

Vancouver Public Library System

<http://www.vpl.ca/>

If you have a Vancouver Public Library card, you have access from home to VPL's Electronic Resources where you can access periodical databases (CBCA, Canadian Newstand), an association listing (Community Organizational Database), and more.

Civicnet - A Union of British Columbia Municipalities

<http://www.civicnet.bc.ca/siteengine/activepage.asp?bhcp=1>

Civicnet offers a comprehensive list of British Columbia towns, cities, and regional Districts. Links to contact information or, if available, community web pages.

Government of British Columbia Links

<http://www.gov.bc.ca/ministries/>

Here is a comprehensive list of B.C. Government organizations.

Government of Canada

<http://www.gc.ca/depts/major/depind-eng.html>

Government of Canada institutions are listed in alphabetical order. A list of Government of Canada Internet Addresses is also available.

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DEMOGRAPHICS:

Statistics Canada: 2006 Census Data

<http://www12.statcan.ca/english/census06/data/topics/Index.cfm>

A census is a survey of the entire population instead of just a sample. Canada's Census provides information on a variety of characteristics including Age, Sex, Commuters, Earnings, Ethnicity, Religion, Marital Status. Vital information for locating a target market.

BC Stats: Population Estimates

<http://www.bcstats.gov.bc.ca/data/pop/pop/estspop.asp#totpop>

There are a several population concepts that are important to understand when completing a business plan. There are estimates which are current (annual), compared to census (every 5 years), and are derived from hydro connections, old age security cheques, and school enrolments. These are not population counts like a census but estimates of the size of the population with some error. These estimates for BC can be found at the following link:

BC Stats: Population Forecasts

<http://www.bcstats.gov.bc.ca/data/pop/pop/popproj.asp>

The second concept is a population forecast. These are estimates of future populations based on historical growth trends, births, deaths, and migration. Projections may have a higher degree of error than population estimates and are available based on Health Areas. These areas have been created for the delivery of health services but they can be used to gauge population demands of your target market.

BC Stats: Immigration & Migration Reports

<http://www.bcstats.gov.bc.ca/data/pop/migration.asp>

A third population concept important for a business plan is the immigration that can influence a target market. Countries that provide changing populations may impact your target area for language, education, skills, and spending habits. Information on immigration can be found on the website.

BC Stats: Neighbourhood Income and Demographics

<http://www.bcstats.gov.bc.ca/data/dd/income.asp>

How many males earn over \$100,000 in your neighbourhood? These tables are sorted by Forward Sortation Area (FSA). The FSA represents a geographic area that corresponds to the first three characters of a postal code.

* Visit the Canada Post website to see the streets that bound the postal code you are interested in.

<http://www.canadapost.ca/cpc2/addrm/hh/current/indexm/cmBC-e.asp>

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SPENDING PATTERNS:

Stats Can: Average Household Expenditures

http://www40.statcan.ca/101/ind01/l3_3868_2180.htm?hili_famil16

What does the average household spend in a year? Other family expenditures include, among others, Food, Shelter, Household Operation, Clothing, Transportation, and Education. You can calculate a crude projected increase in the amount spent on your product.

Stats Can: Average Weekly Food Expenditures

http://www40.statcan.ca/101/ind01/l3_3868_2180.htm?hili_famil16

What does the average household in Vancouver spend on seafood each week? How does this compare to the Canadian average? You can find this out on the Stats Can website.

Industry Canada: Trade Data Online

<http://www.ic.gc.ca/epic/site/tdo-dcd.nsf/en/Home>

Did imports of bicycles into Canada increase significantly over the last five years? Import/export data reflects changing consumer patterns.

INDUSTRY OVERVIEW:

Industry Canada: Performance Plus! Small Business Profiles

http://www.ic.gc.ca/epic/site/pp-pp.nsf/en/h_pm00000e.html

With Small Business Profiles, you can estimate expenses for hundreds of different kinds businesses. The data provides performance benchmarks for the financial planning of start-up and established small and medium sized businesses.

Industry Canada: Business Information by Sector

http://www.ic.gc.ca/epic/site/ic1.nsf/en/h_00066e.html?OpenDocument&

Business information is listed by industrial category. A comprehensive, A to Z listing of industry reports.

Industry Canada: Economic Analysis and Statistics

http://www.ic.gc.ca/epic/site/ic1.nsf/en/h_00072e.html?OpenDocument&

Economic Analysis and Statistics provides you with newsletters and analysis of economic topics, including trade, investment, and indicators of the Canadian economy.

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ECONOMIC REPORTS:

Bank of Montreal: Economic Research

<http://www.bmonesbittburns.com/economics/>

This site houses many reports covering Canadian, U.S. and international issues. Included are daily, weekly and monthly reviews, economic indicators and exchange rates.

CIBC Economics Online

<http://research.cibcwm.com/res/Eco/EcoResearch.html>

This site provides tools to assist in navigating and understanding the Canadian and U.S. economies.

Royal Bank: Economics

http://www.rbc.com/economics/market/daily_e.html

RBC Financial Group economists review each day's Canadian and U.S. data releases and preview upcoming economic reports.

ScotiaBank: Economics Publications

http://www.scotiabank.com/cda/content/0,1608,CID8339_LIDen,00.html

Reports prepared by the Scotia Economics team covering a wide range of topical issues pertaining to the North American and Global economies.

DIRECTORIES:

esourcecanada.com

<http://www.esourcecanada.com/>

Canada's business-to-business online buyers' guide and industrial directory with e-commerce features and services.

Fraser's Canadian Trade Directory

<http://www.frasers.com/>

Fraser's is a directory of Canadian Manufacturers. Search by product name, company name, or brand name.

Canadian Trade Index

<http://www.ctidirectory.com/>

A directory of fifty thousand products from over twenty-five thousand Canadian manufacturers and distributors. Search by product, company, trade mark or brand name.

Bellzinc Trade Directory

http://www.directory.bellzinc.ca/bellzinc/english/html/3_mc.asp

65,000 categories of industrial products/services. Over 600,000 Canadian companies and 1,500,000 world wide listings.

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Canadian Company Capabilities

<http://strategis.ic.gc.ca/epic/site/ccc-rec.nsf/en/Home>

Use Canadian Company Capabilities to find comprehensive contact information, sales, SIC code, year established, export information, company profile, and more.

Superpages.ca

<http://www.superpages.ca/>

Search company listings in British Columbia. Search by business category, company name or geographic region. Great for obtaining a list of almost any type of company.

scottsinfo.com

<http://www.scottsinfo.com/scottshome/default.aspx>

Scott's contains over 115,000 companies, and over 210,000 executive contacts. Includes manufacturers, wholesalers, distributors, sales agents, and business services. Free search, but a charge for company profiles.

BC Manufacturers' Directory

<http://www.made-in-bc.gov.bc.ca/>

The BC Manufacturers' Directory is now on the Internet. Scroll through an A-Z listing, or search by keyword. There is an "update or add" option so new listings can be included.

BC Government Directory

<http://www.dir.gov.bc.ca/>

This web site provides you with a BC database of provincial government organizational information, including the Premier's office, ministries, crown corporations, public agencies and their employees.

INTERNATIONAL TRADE:

Industry Canada: Trade Data Online

<http://www.ic.gc.ca/epic/site/tdo-dcd.nsf/en/Home>

Did imports of bicycles into Canada increase significantly over the last five years? Import/export data reflects changing consumer patterns.

Statistical Agencies (International)

http://www.census.gov/main/www/stat_int.html

Find statistics on countries around the world using this comprehensive list of statistical agencies. (World counter-parts to Statistics Canada)

Trade Events Calendar

<http://www.bctradeevents.com/>

This website provides a listing of international trade events occurring within British Columbia and the Yukon.

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TradeMap

<http://www.trademap.org/index.aspx?ReturnUrl=%2fSelectionMenu.aspx>

Provides on-line access to the world's largest trade database and presents indicators on export performance, international demand, alternative markets, and the role of competitors from both the product and country perspective.

CIA World Fact Book 2003

<https://www.cia.gov/library/publications/the-world-factbook/index.html>

This website provides access to extensive profiles of countries including economic, geographic and political information and statistics.

Canadian Importers Database

<http://www.ic.gc.ca/epic/site/cid-dic.nsf/en/home>

A database of firms that import products into Canada. Search by product or by city or country.

Canada Business Importing Information

<http://www.canadabusiness.ca/gol/cbec/site.nsf/en/bq00336.html>

Canada Business is your gateway to a comprehensive range of resources designed to help both new and experienced importers with every stage of the import process.

Canada Business Exporting Information

http://www.canadabusiness.ca/servlet/ContentServer?cid=1184870795696&page name=CBSC_FE%2FCBSC_WebPage%2FCBSC_WebPage_Temp&lang=en&c=CBSC_WebPage

Canada Business has an online resource for export information. Canada Business works with provinces and territories and other partners to help Canadian businesses export.