

Guide to Market Research for Small Business

Getting ready to start a new business or researching for future business decisions?

Do you want to know your customers better and understand your business environment?

This Ottawa Public Library research guide gathers up-to-date sources of demographic and related statistical data to help you develop business strategies, do market research, prepare business plans, and select and evaluate possible business locations. The Ottawa Public Library website is www.BiblioOttawaLibrary.ca. For more help, e-mail business@BiblioOttawaLibrary or call 613-580-2424 x32140 (Main Library) or x41467 (Nepean Centrepointe branch).

Getting Started

In Print

For background material on all business topics, search these subjects in the catalogue or browse the shelves for titles with these Call numbers. The largest collections of Business reference books are at Nepean Centrepointe branch and at the Main Library. Business books to borrow are available through many branches.

Suggested Subjects to search in the catalogue:

Call number areas to browse:

Business Directories	338.7025
Management	658
Entrepreneurship	304.609713
Marketing	
Small business	
Electronic marketing	

Market Research Made Easy. Don Doman. Self-Counsel Press, 2006. Call number: 658.83 D666 A great book if you're just starting out, this title is available in several branches. Use the library catalogue to reserve a copy.

Online

In addition to print resources, explore the websites listed in this guide and also connect to our electronic research databases free of charge through the Library website www.BiblioOttawaLibrary.ca You just need your free library membership card and PIN, usually the last four digits of your phone number to access the e-resources from home.

Federal, Ontario, and Ottawa Government Services for Entrepreneurs

Canada Business Services for Entrepreneurs www.canadabusiness.ca/eng This key portal covers all aspects of starting a business. For example,

> **Export, Import and Foreign Investment** links to details about the process of bringing supplies into Canada or selling abroad.

> **Market Research and Statistics** links to introductory and overview information about the basics of market research and market analysis.

> **Marketing and Sales** links to marketing concepts, learn how to develop a marketing plan, and assess strategic marketing options for your company

Service Ontario Services for Business www.serviceontario.ca > **Services for Business**

Covers all aspects of setting up a business, including registering a business name.

Ontario Communities Businesses > Your Business

www.ontario.ca/en/communities/business/index.htm Links to information on starting, operating, managing, and selling a business.

Ontario Business Program Guide www.ontario.ca/en/business_program/index.htm

Canada Ontario Business Service Centre Business Guides <http://www.cobsc.org/en/guides.cfm>

Although this website has been integrated into the Canada Business website, the Info-Guides and How to Guides remain on this page. They will no longer be updated, but they provide to links to valuable information on many aspects of starting a business. Also included are multilingual documents on how to start a business.

Ontario Ministry of Economic Development and Trade > Small and Medium Enterprises

www.ontariocanada.com/ontcan/1medt/smallbiz/en/sb_home_en.jsp

This site links to advice, publications, and related websites on small business by other federal and provincial agencies.

City of Ottawa > Business www.ottawa.ca/business/index_en.html

Links to municipal services for business, including zoning by-laws in the A-Z listing.

Population and Demographics

You need to know your market. Census information will provide you with the data on the national, provincial and local levels about population, income, education, language, ethnic origin, and many other categories, as well as trends.

Statistics Canada www.statcan.gc.ca

Census

The 2006 Census, with the latest data and projections from Statistics Canada is available at <http://www12.statcan.ca/english/census/index.cfm> contains a wealth of demographic information to help you develop a demographic profile of your target market.

> **Community Profiles** and > **Census Tract Profiles** offer different levels of detail. **Community Profiles** offers a detailed profile of a particular metropolitan area or census division (e.g. Ottawa-Gatineau, Ottawa). **Census Tracts** are small geographic areas so you can find out about the specific characteristics of particular neighbourhoods. Census tract numbers are available through **GeoSearch**. You can also search detailed census profiles by postal code.

<http://www12.statcan.ca/english/census06/data/profiles/ct/index.cfm?Lang=E>

Studies

Statistics Canada offers many studies and tables, accessed from the tabs on the main page <http://www.statcan.gc.ca/> > **By Subject** (choose a general subject and a subtopic, and explore the tables, publications, and studies related to that subject). > **By Key Resource** (search by type of resource, including imports and exports data tables, CANSIM (\$) tables, and publications listings)

CANSIM tables cover a wide range of Canadian socio-economic topics and are derived from Census figures and from annual Statistics Canada surveys. CANSIM tables cost money to download on the Statistics Canada website. They can be downloaded free of charge through **E-STAT** <http://www.statcan.ca/english/Estat/licence.htm> The tables can be formatted in charts, presented in map format, or exported for use in an Excel spreadsheet.

You can find further studies in the list of Statistics Canada publications <http://dsp-psd.communiquation.gc.ca/Collection/Statcan/index-e.html>

Publications (these are only three of many):

Market Research Handbook <http://www.statcan.ca/bsolc/english/bsolc?catno=63-224-XWE> (**ceased publication in 2009**) shows at provincial level details and trends in population, income, expenditure, housing and household information, and businesses by size and type.

Spending Patterns in Canada <http://www.statcan.ca/bsolc/english/bsolc?catno=62-202-X> Details at major Census Metropolitan Area level (e.g., Ottawa-Gatineau) how much households spend on a variety of goods and services (i.e., child care, health care, pets, recreation, gifts, recreation, vehicles, etc.). (**Ottawa-Gatineau statistics missing from the most recent issue**)

Canadian Social Trends Published quarterly. <http://www.statcan.ca/english/ads/11-008-XIE/index.htm> Contains statistics and latest figures for major social, economic, and demographic indicators. Articles are organized by theme or topic (e.g., Aging, Health, Marriage and families).

FP Markets, Canadian Demographics Toronto: Financial Post. 2009. Print resource available in Reference at Main Library and Nepean Centrepointe. (Call number: Ref 330.971S963c)

Extensive demographic data and projections are broken down by province, city, and census division. The analysis includes buying power indices, retail sales estimates by type of business, projections for household and personal income, and clustering of market data for households based on consumption behaviour.

Ottawa Area Statistics

City of Ottawa www.ottawa.ca > **Business > Statistics > Census 2006 > Wards**

The City of Ottawa website provides detailed information on the demographic, social and economic conditions of the population of Ottawa at the city and the individual municipal ward level. This provides an alternative division to the Census tracts on Statistics Canada.

The website also provides analyses based on 2001 Census. These will be updated using 2006 Census data.

Ottawa Neighbourhoods <http://www.neighbourhoodstudy.ca/maps/index.shtml> Neighbourhood maps on this site include details of the demographics, housing, civic engagement, food and recreation environment, and health and financial services

Ottawa Region OCRI Global Marketing www.ottawaregion.com > **About Ottawa** Provides information on population, economic development, employment by business activity, cost of living in the Ottawa Gatineau region.

Organizations and Businesses

You need to know who your competitors are. Also, if you are selling B2B (business to business), you need to know what companies will be your market.

Directories

- ReferenceCanada** InfoUSA. An excellent marketing tool, this searchable electronic database includes 1.5 million Canadian companies. Customized results downloadable as an Excel file. Accessed through Library website, available at any Library Branch; one remote access.
- Ontario Business Directory** InfoCanada. Call number: 338.7025713 O59. An excellent print B2B (Business-to-Business) marketing directory to Ontario businesses and manufacturing. Provides same information as ReferenceCanada, in print. Available at Main Library and Nepean Centrepointe branch.
- Ottawa Business Contacts Directory** 2008 Call number: 338.002571384 089b. Lists local businesses by category and also alphabetically by name. Includes owner/manager name, contact information, and company size. Available at Main Library and Nepean Centrepointe branch.
- Book of Lists** Ottawa Business Journal. 2008 Call number: 338.702571384 B724. A guide to the top local businesses by category (includes number of employees, revenues, product description, etc. Available at all Library branches.
- Directory of Ottawa Community Services (The Blue Book).** Community Information Centre of Ottawa. 2008. Call number: 361.002571384 D598d. Also available online at <http://ottawa.cioc.ca/start.asp?UseCICVw=13> Lists information about social services and charities in Ottawa region, which can be useful if you are targeting a specific community (e.g., religion, ethnic, health) or neighbourhood. Both print and online versions are searchable by subject or organization.
- Canadian Key Business Directory** 2010. Dun & Bradstreet. Call number 338.002571 C212. Available at Main Library and Nepean Centrepointe branch. Details of large Canadian businesses.
- The Blue Book of Canadian Business** 2010. Call number 338.740971 B658. Available at Main Library and Nepean Centrepointe branch. Details of large Canadian businesses.
- National Services Directory** 2010. Dun & Bradstreet. Call number 338.76102571. Canadian directory of service companies. Available at Main Library.
- SEDAR** www.sedar.com/ A directory of Canadian public companies.
- Charity Village** www.charityvillage.com/ Website with information for Canadian charities. Links to small businesses supplying resources.
- CARD Online (Canadian advertising rates & data)** Rogers Media. Monthly magazine. Print issues of magazine available in Main Library and Nepean Centrepointe branch. Resource for advertising media information. Lists Canadian business publications, newspapers (including community), online services, radio and TV stations. Quotes Canadian market statistics, media links, customs regulations and Canadian magazine advertising specifications. Online, **CARD** is available through subscription at www.cardmedia.com; the website offers free market statistics.
- American business directories, 2008 editions, in print, are available at Main Library.**

Industry and Manufacturing

You need to know about competing products and companies who are manufacturers, wholesalers, or distributors of those products. You may also need to find suppliers of the products you want to sell.

Directories

- Scott's Directories: Ontario Manufacturers.** Toronto. 2009. Call number: Ref 338.4025713 S431. Detailed information on companies is organized geographically and by product type. Scott's business directories

also available for Quebec and the Western and Atlantic provinces. These directories categorize products using NAICS (North American Industry Classification System) codes. Available at Main Library and Nepean Centrepointe branch.

Canadian Trade Index. www.ctidirectory.com Canadian Manufacturers' Association. This directory of companies is searchable by company name or by product.

Frasers.com www.frasers.com A detailed catalogue of Canadian industrial wholesalers, manufacturers, distributors and their products and services. In addition, details of international companies that supply goods and services to the Canadian marketplace.

Industry Canada www.ic.gc.ca

Be sure to take a close look at Industry Canada's website. The site contains both domestic and foreign market information. There is a general section with resources for Business and also analysis, statistics, contacts, news, events, financing and regulatory information by specific industrial sector. Major entry points are listed below:

- > **Most Requested Services** links to useful data and statistics, and intellectual property databases.
- > **Programs and Services** links to information on business tools and resources, industry and trade statistics, market research, finding financing, not-for-profit organizations, etc.
- > **Resources for Businesses** links to tools and resources on starting a business and to many statistics on companies.
- > **Company Directories by Industrial Sector** to connect a database of information about companies, organized by product using NAICS codes

Canadian Company Capabilities, a valuable directory for searching profiles of 60,000 Canadian companies and their products and for finding the NAICS codes used.

NAICS (North American Industry Classification System) codes were revised in 2002 and 2007, and are preceded by **SIC** (Standard Industrial Classification) codes. Reference and conversion tables are available on Statistics Canada's website:

- NAICS codes (2007) <http://www.statcan.ca/english/Subjects/Standard/naics/2007/naics07-menu.htm>
- SIC codes (1980) concordance with NAICS (2002) <http://www.statcan.ca/english/Subjects/Standard/concordances/naics02-to-sic80.htm>

SME Benchmarking Tool http://www.ic.gc.ca/eic/site/pp-pp.nsf/eng/h_pm00000.html This Industry Canada on-line benchmarking tool provides detailed financial and employment data on more than 600 business sectors across Canada. Whether you are a new or an established small business, you can determine how you measure up against your competitors, and find out where you stand compared to a relevant industry average. It is possible to build your own comparative analysis profile.

Human Resources and Social Development Canada <http://www.hrsdc.gc.ca/en/hip/hrp/sp/research.shtml> Provides National Industry Profiles of industrial sectors based on the North American Industry Classification System (NAICS). All sectors are analysed on the basis of some 30 carefully selected economic performance indicators. Information not updated recently.

Associations

It can be useful to get in touch with associations or agencies related to your line of business or with area business associations to see what information they have available. These sources provide information about these types of groups.

Associations Canada: An encyclopedic directory Call number: 061.1 A849a (in Library use)

Ottawa Chamber of Commerce www.ottawachamber.ca/en/ The Chamber of Commerce has over 750 voluntary members from the City of Ottawa, with all sizes of businesses.

National Capital Business Alliance www.ncba.ca/ This is an umbrella organization with representatives from the suburban and rural City of Ottawa's Chambers of Commerce and major business alliances.

Articles for Searching Industry Trends: Newspapers, Magazines, Trade Publications

The Library provides on its website www.BiblioOttawaLibrary many accesses to electronic newspapers and magazines through its databases, all free of charge. Use these databases free of charge, from home or work. All you need is your library card and PIN, usually the last 4 digits of your phone number.

Search these databases for facts and articles about trends, markets, and other information that can help you fill in the gaps for your market research.

Business Source Complete – Enhanced Excellent resource for market research. Full-text of business magazines, company profiles, country reports, market research reports and industry profiles.

CBCA: Canadian Business and Current Affairs Searchable articles from Canadian journals and magazines.

Canadian Newsstand. Searchable full-text of articles from hundreds of Canadian newspapers.

Library Press Display You can read the last 60 days of newspapers from 55 countries on this database.

General Business File ASAP Search company names for details of performance; find industry events and trends.

Small Business E-Collection. Articles from 250 trade publications. The subject of the publication and the article can be searched (e.g., baked goods).

Depository Services Program. Statistics Canada. An index to finding Statistics Canada publications on many subjects including specific manufacturing sectors, aspects of trade and economy. A useful source of specific studies.

The Library also carries many business magazines for you to borrow (e.g., *Canadian Business*, *Entrepreneur*, *Report on Business*).

Also search for articles in the current issues or archives of specific newspapers or magazines on their websites. For example:

Ottawa Business Journal <http://www.ottawabusinessjournal.com/>

Ottawa Citizen <http://www.canada.com/ottawacitizen/index.html>

Financial Post <http://www.financialpost.com/>

Other Sources

GD Sourcing.com is a useful commercial website that offers assistance in performing market research. This site helps you find Canadian statistics useful for your market research and assessment of market potential and competition. This website charges for its customized services, but provides much information free.

Stats Link Canada www.stats-link-canada.com/index.html > **Market** also charges for market research service, but does provide basic assistance at no charge. This website is designed to provide guidance on defining your target market and insight into the major free and low-cost resources available for profiling in your market.

Putting the Market Research into a Business Plan

Business Plans Handbooks Call number: 658.4012 B979. (in print) or online

www.BiblioOttawaLibrary.ca -> **Find Articles > Gale Virtual Reference Library** . Hundreds of complete text business plans for many different types of businesses, providing excellent guidance for the information needed in a business plan. Electronic access free of charge from home or work online via the Library website Type **Business plan** followed by a keyword in the **Basic search box** to find a full-text business plan. .

Check the guides to writing a business plan on bank websites. Access them from the Canada Business portal <http://www.canadabusiness.ca/eng/86/>

Need help getting started with your market research?
Book your consultation with one of our business librarians. E-mail business@BiblioOttawaLibrary.ca or call 613-580-2424, ext. 32140 (Main Library) or ext. 41467 (Nepean Centrepointe Branch).