

Resources for Market Research

GENERAL RESOURCES

SMALL BUSINESS ACCELERATOR

sbbc.co/smallbusinessaccelerator

The Small Business Accelerator allows you to search across, and link into relevant sources of industry-specific business information. The information on this website includes secondary market research sources, education, and business support services for BC business owners and entrepreneurs.

BC STATS

sbbc.co/statsbc

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

sbbc.co/statisticscanada

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

INDUSTRY CANADA

sbbc.co/industrycanadastats

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

sbbc.co/vanpublibrary

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.

CIVICINFO BC

sbbc.co/civicinfobc

CivicInfo BC offers a comprehensive list of British Columbia towns, cities, and regional districts. Provides links to contact information and, if available, community web pages.

GOVERNMENT OF BRITISH COLUMBIA LINKS

sbbc.co/bcministries

A comprehensive list of B.C. Government organizations.

GOVERNMENT OF CANADA

sbbc.co/govtdepts

Government of Canada institutions are listed in alphabetical order with corresponding web addresses.

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DEMOGRAPHICS

CENSUS DATA

STATISTICS CANADA

2006: sbbc.co/2016censuscan

2011: sbbc.co/2021censuscan

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.

POPULATION ESTIMATES

BC STATS

sbbc.co/bcpopest

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 rather estimates of the size of the population with some error.

POPULATION PROJECTIONS

BC STATS

sbbc.co/popprojection

The second concept is a population projection. 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.

IMMIGRATION & MIGRATION REPORTS

BC STATS

sbbc.co/bcimmigration

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.

SPENDING PATTERNS

AVERAGE HOUSEHOLD EXPENDITURES

STATS CAN

sbbc.co/householdspend

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.

AVERAGE WEEKLY FOOD EXPENDITURES

STATS CAN

sbbc.co/foodexpenditure

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.

TRADE DATA ONLINE INDUSTRY CANADA

sbbc.co/tradedataonline

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

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INDUSTRY OVERVIEW

FINANCIAL PERFORMANCE DATA

INDUSTRY CANADA

sbbc.co/ICbenchmark

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.

BUSINESS INFORMATION BY SECTOR

INDUSTRY CANADA

sbbc.co/industrystats

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

ECONOMIC ANALYSIS & STATISTICS

INDUSTRY CANADA

sbbc.co/econanalysis

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

ECONOMIC REPORTS

BMO: ECONOMIC RESEARCH

sbbc.co/bmopubs

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

sbbc.co/cibcpubs

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

ROYAL BANK: ECONOMICS

sbbc.co/rbcpubs

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

SCOTIABANK: ECONOMICS PUBLICATIONS

sbbc.co/scotiapubs

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

Resources for Market Research

DIRECTORIES

ESOURCECANADA.COM

www.esourcecanada.com

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

FRASER'S CANADIAN INDUSTRIAL PRODUCTS DIRECTORY

www.frasers.com

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

CANADIAN TRADE INDEX

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.

SCOTT'S DIRECTORIES

scottsinfo.com

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 GOVERNMENT DIRECTORY

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

TRADE DATA ONLINE

sbbc.co/tradedataonline

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

STATISTICAL AGENCIES

INTERNATIONAL

sbbc.co/unitednationsstats

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

TRADE EVENTS CALENDAR

10times.com

This website provides a listing of international trade events throughout the world.

TRADEMAP

trademap.org

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.

Resources for Market Research

CIA WORLD FACTBOOK

sbbc.co/worldfacts

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

CANADIAN IMPORTERS DATABASE

sbbc.co/importersdb

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

EXPORT NAVIGATOR

sbbc.co/exportnavigator

An advisory service helping B.C. businesses get into exporting. With decades of experience across multiple industries they have expert knowledge to help B.C. businesses achieve their exporting potential.

DON'T KNOW WHERE TO START?

MARKET RESEARCH FOR YOUR BUSINESS

\$119

PLUS TAXES

These two seminars explore the tools used to research your industry and identify your key market segments.

Discusses research methods, how to design & conduct surveys, online survey tools and use of primary/secondary data..

READY FOR THE NEXT STEP?

MARKET RESEARCH ADVISORY SERVICE

\$99

PER HOUR PLUS TAXES

Have an advisor lead you through how to gather market data relevant to your business research needs.

All clients are advised to reconfirm information from the official departments from the necessary government agencies both in Canada and abroad. Small Business BC accepts no liability or responsibility for any acts or errors, omissions, misuse, and/or misinterpretation resulting from reliance, in whole or in part, on information provided.