

General Resources

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| <p>Small Business Accelerator http://www.sba-bc.ca/</p> | <p>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.</p> |
| <p>Stats Link Canada http://www.statslinkcanada.com/index.html</p> | <p>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.</p> |
| <p>BC Stats www.bcstats.gov.bc.ca</p> | <p>BC Stats is the central statistical agency of British Columbia. They have the largest collection of BC based statistical products, services, and expertise.</p> |
| <p>Statistics Canada www.statcan.ca</p> | <p>Statistics Canada publishes a wide variety of information on economic and social conditions in Canada.</p> |
| <p>Industry Canada www.ic.gc.ca</p> | <p>Industry Canada's website is a comprehensive source of Canadian market and business information. There are several hundred thousand documents available.</p> |
| <p>Vancouver Public Library System http://www.vpl.ca/</p> | <p>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.</p> |
| <p>Civicnet - A Union of British Columbia Municipalities http://www.civicnet.bc.ca/</p> | <p>Civicnet offers a comprehensive list of British Columbia towns, cities, and regional Districts. Links to contact information or, if available, community web pages.</p> |
| <p>Government of British Columbia Links http://www.gov.bc.ca/ministries/</p> | <p>Here is a comprehensive list of B.C. Government organizations.</p> |
| <p>Government of Canada http://www.gc.ca/depts/major/depind-eng.html</p> | <p>Government of Canada institutions are listed in alphabetical order. A list of Government of Canada Internet Addresses is also available</p> |

Demographics

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| <p>Statistics Canada: 2006 Census Data http://www12.statcan.gc.ca/census-recensement/2006/dp-pd/tbt/Index-eng.cfm</p> | <p>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.</p> |
| <p>BC Stats: Population Estimates http://www.bcstats.gov.bc.ca/data/pop/pop/estpop.asp#totpop</p> | <p>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.</p> |
| <p>BC Stats: Population Forecasts http://www.bcstats.gov.bc.ca/data/pop/pop/popproj.asp</p> | <p>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.</p> |
| <p>BC Stats: Immigration & Migration Reports http://www.bcstats.gov.bc.ca/data/pop/migration.asp</p> | <p>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.</p> |
| <p>BC Stats: Neighbourhood Income and Demographics http://www.bcstats.gov.bc.ca/data/d/d/income.asp</p> | <p>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.</p> <p>* 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</p> |

Spending Patterns

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| <p>Stats Can: Average Household Expenditures http://www40.statcan.ca/l01/ind01/l3_3868_2180.htm?hili_famil16</p> | <p>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.</p> |
| <p>Stats Can: Average Weekly Food Expenditures http://www40.statcan.ca/l01/ind01/l3_3868_2180.htm?hili_famil16</p> | <p>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.</p> |
| <p>Industry Canada: Trade Data Online http://www.ic.gc.ca/epic/site/tdo-dcd.nsf/en/Home</p> | <p>Did imports of bicycles into Canada increase significantly over the last five years? Import/export data reflects changing consumer patterns.</p> |

Your Resources for Market Research

Part of the Market Research series

Industry Overview

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| <p>Industry Canada: SME Benchmarking Tool! Small Business Profiles http://www.ic.gc.ca/epic/site/pp-pp.nsf/en/h_pm00000e.html</p> | <p>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.</p> |
| <p>Industry Canada: Business Information by Sector http://www.ic.gc.ca/epic/site/ic1.nsf/en/h_00066e.html?OpenDocument&</p> | <p>Business information is listed by industrial category. A comprehensive, A to Z listing of industry reports.</p> |
| <p>Industry Canada: Economic Analysis and Statistics http://www.ic.gc.ca/epic/site/ic1.nsf/en/h_00072e.html?OpenDocument&</p> | <p>Economic Analysis and Statistics provides you with newsletters and analysis of economic topics, including trade, investment, and indicators of the Canadian economy.</p> |

Industry Specific

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| <p>BC Cruise Industry http://www.cruisebc.ca/cbc_research.html</p> | <p>Cruise BC provides information on the economic impact of the local cruise industry, maps, travel information, research, events, and related links for the cruise business.</p> |
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Economic Reports

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| <p>BMO: Economic Research http://www.bmonesbittburns.com/economics/</p> | <p>This site houses many reports covering Canadian, U.S. and international issues. Included are daily, weekly and monthly reviews, economic indicators and exchange rates.</p> |
| <p>CIBC Economics Online http://research.cibcwm.com/res/Eco/EcoResearch.html</p> | <p>This site provides tools to assist in navigating and understanding the Canadian and U.S. economies.</p> |
| <p>Royal Bank: Economics http://www.rbc.com/economics/market/daily_e.html</p> | <p>RBC Financial Group economists review each day's Canadian and U.S. data releases and preview upcoming economic reports.</p> |
| <p>Scotiabank: Economics Publications http://www.scotiabank.com/cda/content/0,1608,CID8339_LIDen,00.html</p> | <p>Reports prepared by the Scotia Economics team covering a wide range of topical issues pertaining to the North American and Global economies.</p> |

Directories

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| 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. |
| 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. |
| BC Manufacturers' Directory http://www.made-in-bc.gov.bc.ca/ | The BC Manufacturers' Directory is now available online. Scroll through an A-Z listing, or search by keyword. Use the "update or add" option to include any new listings. |
| 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 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

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

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| <p>Trade Events Calendar http://www.bctradeevents.com/</p> | <p>This website provides a listing of international trade events occurring within British Columbia and the Yukon.</p> |
| <p>TradeMap http://www.trademap.org/index.aspx?ReturnUrl=%2fSelectionMenu.aspx</p> | <p>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.</p> |
| <p>CIA World Fact Book 2003 https://www.cia.gov/library/publications/the-world-factbook/index.html</p> | <p>This website provides access to extensive profiles of countries including economic, geographic and political information and statistics.</p> |
| <p>Canadian Importers Database http://www.ic.gc.ca/epic/site/cid-dic.nsf/en/home</p> | <p>A database of firms that import products into Canada. Search by product or by city or country.</p> |
| <p>Canada Business Importing Information http://www.canadabusiness.ca/eng/105/</p> | <p>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.</p> |
| <p>Canada Business Exporting Information http://www.canadabusiness.ca/eng/105/</p> | <p>Canada Business has an online resource for export information. Canada Business works with provinces and territories and other partners to help Canadian businesses export.</p> |

Confused and don't know where to start?

Market Research Advisory Service

\$50 / hour

Plus Taxes

- Have an advisor lead you through how to gather market data relevant to your business research needs.
- We recommend you attend the Start Smart Level 3 - Market Research seminar prior to booking an advisory service.

For more information visit

<http://www.smallbusinessbc.ca/products-and-services>

Ready for the next stage of your business?

Branding, Marketing & Sales Seminar Package

\$129

Plus Taxes

- Package of 3 seminars exploring the importance of creating a strong brand, developing a focused marketing plan and how to successfully sell you and your business

For more information visit

<http://www.smallbusinessbc.ca/seminars>

For more information, contact Client Services at 604-775-7085 or 1-800-667-2272 or at askus@smallbusinessbc.ca.

If you would like to get the latest information relevant to your business, sign up to the Small Business BC eNews at <http://www.smallbusinessbc.ca/about-sbbc/newsletter-sign-form>.