

GENERAL RESOURCES**BIZMAP**<https://www.bizmap.ca/>

Bizmap exists to provide easy access to relevant market data tailored to customized business districts. This data, encompassing demographics, business types, building information and the area's activities, is supplied at the neighbourhood level, providing users with highly specific information to aid in their decision making – from finding the ideal business location to expanding their customer base, and beyond.

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.

DEMOGRAPHICS**CENSUS DATA**

STATISTICS CANADA

2006: sbbc.co/2006censuscan2011: sbbc.co/2011censuscan

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.

INDUSTRY OVERVIEW**FINANCIAL PERFORMANCE DATA***INDUSTRY CANADA*sbbc.co/lCbenchmark

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 AND 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 ONLINEsbbc.co/cibcpubs

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

ROYAL BANK: ECONOMICSsbbc.co/rbcpubs

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

SCOTIABANK: ECONOMICS PUBLICATIONSsbbc.co/scotiapubs

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**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 DIRECTORYwww.frasers.com

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

CANADIAN TRADE INDEXwww.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.

CANADIAN COMPANY CAPABILITIESsbbc.co/companycapabilities

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

YELLOW PAGE GROUPwww.yellowpages.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.

SCOTT'S DIRECTORIESscottinfo.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 DIRECTORYdir.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 CALENDAR10times.com

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

TRADEMAPtrademap.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.

CIA WORLD FACTBOOKsbbc.co/worldfacts

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

CANADIAN IMPORTERS DATABASEsbbc.co/importersdb

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

CANADA BUSINESS IMPORTING INFORMATIONsbbc.co/CBNimporting

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 INFORMATIONsbbc.co/CBNexporting

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

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****\$50**

PER HOUR

PLUS TAXES

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

CONTACT**CLIENT SERVICES**604-775-5525 | 1-800-667-2272 | askus@smallbusinessbc.ca

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.