

Market Research Links

Links for Industry Data

ic.gc.ca/app/scr/app/cis/search-recherche

A Government of Canada website that has hundreds of industry profiles containing data on most kinds of business sectors. Information available from this site includes: Business environment profiles (technological change, overall industry data, and change drivers), human resources trends (employment patterns, training) as well as information on large companies within each sector.

nielsen.com/ca/en

A good website because of the extensive links to Canadian Industrial Associations, a good place to start your research.

ontario.ca/page/about-ontario

A great website for information and links to sources of data related to most Canadian industrial sectors. Information covers broad sectors including retail, agricultural, manufacturing, transportation and construction with links to more detailed information. The site also sells lots of information at fairly reasonable prices. (\$16-\$75)

retailcouncil.org

Retail Council of Canada site offers free data on the Canadian Retail industry.

canada.ca/en/services/business/research

A Government of Canada website with lots of information relevant to the retail industry including tools that help with competitive assessment.

canada.ca/en/revenue-agency/services/tax/businesses/topics/e-commerce/e-commerce

A Government of Canada website focusing on the use and development of electronic commerce and e-business. Free statistics both in Canada and worldwide.

searchenginewatch.com

A site with everything you've ever wanted to know about search engines and how they work. A great site for anyone looking to develop a web-marketing plan.

crfa.ca

The Canadian Restaurant and Foodservice Association web site has lots of research and statistics on all segments of the food service industry.

Links for Information on Middlesex County and Canada

canada.ca/en/employment-social-development/corporate/portfolio/labour

A Government of Canada website that focuses on Industrial Relations, Workplace Health and Safety and Employment Standards, including general holidays, annual vacations, working hours, unjust dismissals, minimum wage, layoff procedures and severance pay.

statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E

Part of the Statistics Canada site that allows you to search for individual community demographic information. For example, you can find out the places of origin and number of immigrants living in Middlesex County.

middlesex.ca

The Middlesex County site featuring lots of local links and information on the local economy.

statcan.gc.ca/n1/en/subjects

The Statistics Canada site that has a lot of information on Canadian households and industries.

statcan.gc.ca/n1/en/catalogue/11F0019M

A direct link to the portion of the Statistics Canada site that offers free publications on many different topics.

omafra.gov.on.ca/english/stats/crops/index

Part of the Ontario Government's Ministry of Agriculture, Food and Rural Affairs site that provides statistics on crop production by county.