Market Research Assignment

Library Research Help (Barrie campus)

Visit us at the Research Help desk when you need assistance and to obtain a comScore login.
Monday-Thursday: 9 a.m. – 9 p.m.
Friday: 9 a.m. – 4 p.m.
Saturday: 1 p.m. – 5 p.m.

Virtual Research Help:

Get research help using our chat research help service! Look for this symbol or the “Click to Chat” button in a database.

Academic Integrity

Students are responsible to conduct themselves with academic integrity. For a description, please see the Academic Regulations, Section 8. Make sure to cite information and ideas used from sources as you complete this assignment. Cites and Sources is available for in-library use from Customer Service and the Library's APA Writing and Citing guide is also available.

1. Marketline Advantage

Access the database Marketline Advantage from the library's A-Z database listing.

Search Options:

Browse by industries: Mouse over to view the full list and select the sector that resembles your topic.

Search box: Enter your keyword.

Once you have results, use the right-hand menu to limit by Geography (North America, Canada). Ensure that you are looking at an industry profile.

Scan the list of reports and select the report most relevant to your topic.
2. Conference Board of Canada

Access the database Conference Board of Canada from the library’s A-Z database listing.

![Conference Board of Canada Database]

Search Options:
Scan the listings to locate an industrial outlook relevant to your topic or enter a keyword into the search box.

3. NAICS

Access the U.S. NAICS website via the Business Administration research guide. Navigate to the "Web Resources" page on the guide and find the "Industry Information" box to locate the NAICS link.
4. Canadian Industry Statistics


Search options:

Enter your NAICS code in the search box and select the most relevant code for your topic.

Alternative, select an appropriate industry and from the pop-up list, select the most relevant code for your topic. Example illustrates browsing the industry category “Educational Services”.

Select data about your industry to report upon. Note that the titles, e.g. Businesses, Financial performance, etc., are linked to additional data.
5. Financial Performance Data

https://www.ic.gc.ca/eic/site/pps.nsf/eng/home

Select “Create a report”. At the next screen, search for your industry using the NAICS code or entering a keyword. Select the industry sector. Then click “Create report” at the bottom of the screen.

6. Business Databases

Search the databases: Business Source Complete, CBCA, LexisNexis

Access the databases from the library website. Look for the “Databases A-Z” list.

Database searching requires knowing keywords for your topic and limiting results with additional keywords or other limit options like geographic locations.
Steps and screenshots below for searching LexisNexis:

1. Select Advanced Options.
2. Select Look up Index Terms.
3. Select Industry from the Index list. (pop-up window)
4. Expand the industry hierarchy to select the appropriate industry and then Add to Search.
5. Select Look up Index Terms again but select Geography from the Index list.
6. Expand the geography hierarchy to select Canada and Add to Search.
7. Add a date limit (e.g. 2 years) and under Content Type, select Newspapers.
8. Select the Apply button to complete.
9. Now click on Search to conduct the search with all of the above limits applied.
10. From the results, expand the Newspaper category to reveal results by individual newspaper titles.

![Screenshot 1](https://library.georgiancollege.ca)

![Screenshot 2](https://library.georgiancollege.ca)

![Screenshot 3](https://library.georgiancollege.ca)

![Screenshot 4](https://library.georgiancollege.ca)
7. Statistics Canada

https://www.statcan.gc.ca/eng/start

Select “Subjects” and then determine the subject most relevant to your topic. Continue to filter your results by using keywords or other filters.

8. Vividata

Access the database Vivdata from the library's A-Z database listing. You will need to use your Library User ID and PIN to access this database.

Watch the help videos (Targeting products & services; Opinions & brands explained) found by clicking on the icon.

Use web browser Chrome and follow the specific login instructions. You will need to use your Library User ID and PIN, and Georgian email to access this database.

Steps and screenshots below:

1. Select “Select your target”.
2. Enter a brand in the search box.
3. Select one brand from the search results.
4. Select “My target sets” and then “View Profile” to view data.
5. Demographic data is displayed first for your brand.
6. Select “Add to export list”.
7. Next select “Sector: Demographics” and choose “Personal Characteristics/Views”.
8. Can select “Topic” and change the personal characteristics shown if you choose.
9. Select “Add to export list” and then “Export”.

![Screenshot of Vividata interface](image-url)
An email will be sent to your account with an Excel file (table) and a zip file (png image). You will be able to open the image in Windows Photo Viewer. From there, you can “File” then “Copy” the image into a blank Word document to hand in.

9. Website – Select and Evaluate

You can use Google’s Advanced Search - https://www.google.com/advanced_search - or search engine of your choice.

Some suggestions:

- Phrase search
- Date limiters
- Country limiter for websites
- Associations or organizations

10. comScore

Come to the Library Research Help desk to get a username/password for this database. Remember to logout when you are done.

Access the database comScore from the library’s A-Z database listing.
Steps and screenshots below:

1. Select “Ad Metrix” from the navigation and then select “Ad Metrix Advertiser”.
2. You will be editing three (3) items before you “Run Report”.
3. Select “edit” for “Advertiser”. Select an appropriate industry category and expand it to select your industry. Click “OK” when done.
4. Select “edit” for “Publisher”. Publishers are the entities (web properties) that an ad will be displayed on. Choose 3-5 publishers like Google, YouTube, etc. Click “OK” when done.
5. Select “edit” for “Measures”. “Clear All” the measures and then select “Display Ad Impressions”. Click “OK” when done.
6. Select “Run Report”.
7. Print or download and print the report.
11. SimplyAnalytics

Access the database SimplyAnalytics from the library’s A-Z database listing.

You can sign in as a guest or create an account. Creating an account allows you to save your projects and come back to them. Watch the short tutorial for an overview of the product.

Steps and screenshots below:

1. Enter Barrie and select “Barrie, ON (CMA/CA)” for location. Then select “Next”.
2. Accept the variables and “Create project”. The first variable is now shown visually on the map. You can change the variable and the geographic level displayed. Try changing the variable to “households by income” and by “census tracts”.
3. Click on the Comparison Table view. Browse the Data on the left-hand side and select “Consumer Behaviour”.
4. Select the “Transportation” group and select “average” for Data Type.
5. From the data list, select “Average Total expenditure | Transportation | Private transportation | Private use automobiles, vans and trucks” and click the “X” to close.
6. The Comparison Table has now been updated with the new variable. Export and print the table.
Figure 1: Screenshot of Spreadsheets Application

5a. Selecting “average” for the data type.
5b. Filtering to show only transportation-related data.
6. Exporting the data to Excel format.