

# Research Aid

## Business Research

### Top Websites



Start your research with these credible business resources and search tips that have been curated by the Research and Information Centre (RIC).

#### Market Research / Industry Information

IBIS World



→ **Search tip:** on Google, search using a few keywords plus the word "IBISWorld". Then contact the RIC to obtain the report. Example: Pet food ibisworld.

First Research



→ **Search tip:** on Google, search using a few keywords plus the words "First Research". Then contact the RIC to obtain the report. Example: Pet food first research.

[Canadian Industry Statistics \(CIS\)](#)

Source: ISED<sup>1</sup>



→ Industry trends and financial information (GDP, Labour Productivity, Manufacturing and Trade data).

[Data Tables](#)

Source: CMHC<sup>2</sup>



#### Housing and rental markets

→ Data about rental and housing markets, household characteristics, funding and securitization.

[Thomas Net](#)



#### Company Directory

→ Network of B2B buyers and industrial/commercial suppliers in North America.

[Financial performance data](#)

Source: ISED<sup>1</sup>



#### Ratios

→ Access to more than 1000 industries across Canada, including more than 30 performance benchmarks to help small businesses determine how they measure up to their competitors.

[Business grants and financing](#)

Source: Innovation Canada



#### Grants

→ Find personalized business grants and financing.  
→ **Search tip:** Just "tell your story" by entering specific parameters. Based on your answers, obtain a list of relevant programs and services.

[Research and Business Intelligence](#)

Source: Government of Canada



→ Industry sector data, directory of Canadian companies, labour trends and business statistics.

Gartner

#### Technology research

→ **Search tip:** on Google, type: Gartner "magic quadrant" filetype: pdf "name of a company or topic". This will retrieve pdf reports.  
→ You can limit results under *Tools - Any Time - Past Year* to obtain reports from the past year only. Example: Gartner pivot3 "magic quadrant" filetype:pdf.

Associations

→ **Search tip:** On Google, type: association "keyword of industry" region. Example: association logistics Canada.

Events, Conferences, etc.

→ **Search tip:** On Google, type: conference (or seminar, or event) "keyword of industry" region. Example: conference logistics Canada.

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## Business Research Top Websites (cont.)

### Statistics

#### [Statistics Canada Data](#)



→ Scroll down to see listed subjects on the left-hand side or search by keyword.

#### [MNP](#)



→ Quarterly M&A updates in North America by sector.

#### [U.S. Bureau of Economic Analysis](#)

Source: U.S. Department of Commerce



→ Data about the U.S. economy.

#### [OECD.Stat](#)



→ Various data on all OECD countries (economic projections, finance, ICT, labour, etc.).

#### [SME Research and Statistics](#)

Source: Statistics Canada



→ The latest research and statistics about small and medium-sized enterprises in Canada.

### International Trade

#### [Country and sector information](#)

Source: TCS<sup>3</sup>



→ Browse by sector to find new markets and growth possibilities.  
→ Free registration required to access reports.

#### [Trade data online \(TDO\)](#)

Source: ISED<sup>1</sup>



→ Generate customized reports by product or industry on Canada and U.S. trade with over 200 countries.

#### [Economic Insights - Manufacturing](#)

Source: CME<sup>4</sup>



→ Economic data, publications and trend analysis.

#### [Top Markets](#)

Source: International Trade Administration



→ Assessment of the competitiveness landscape within a sector, as well as the opportunities and challenges facing U.S. exporters in key markets.

### Census

#### [Focus on Geography Series Census](#)

Source: Statistics Canada



→ Census of population in Canada.

#### [U.S. Census Bureau](#)



→ Current facts and figures about the U.S. (people, places, and economy).

#### Appendix:

1. ISED: Innovation, Science and Economic Development Canada
2. CMHC: Canada Mortgage and Housing Corporation
3. TCS: Canadian Trade Commissioner Service
4. CME: Canadian Manufacturers and Exporters

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