**INDUSTRY WORKSHEET**

**KEYWORDS**

What are some keywords to search? Try in Octopus. Write down one source that might be useful.

**NAICS CODE**

What is your NAICS code? There may be more than one.

**INDUSTRY REPORTS**

See if you can find industry reports in one of our business databases. Name two sections that will help with your plan.

**TRADE ASSOCIATIONS**

Find a trade association related to your industry. Do they have publications/statistics on their website? Note a stat that could help you.

**INDUSTRY CANADA**

Find Industry Statistics and Financial Performance Data for your industry. Can you find the % of advertising and promotion for the whole industry?

**BUSINESS INFORMATION SOURCES**

- GOVERNMENT
- COMPETITORS
- BUSINESS RESEARCH FIRMS
- NEWS
- TRADE ASSOCIATIONS

https://libguides.okanagan.bc.ca/BUAD_293
MARKET RESEARCH WORKSHEET

WHO IS YOUR TARGET MARKET?
create a demographic profile:
- age
- gender
- income
- occupation
- education
- other

WHAT GEOGRAPHIC AREA ARE YOU LOOKING AT?
use the Hierarchy of Standard Geographic Unites tutorial to figure out what area you will focus on

CENSUS
How many people in your target market (ie age/sex) live in your geographic location?

SURVEY OF HOUSEHOLD SPENDING
How much do Canadians spend on your product/service? See if you can find out

WHAT ARE THE SPENDING HABITS OF YOUR TARGET MARKET?
Try searching in OCtopus. Find one source that discusses spending habits

STATISTICS CANADA DATA
much more data available! What else can you find about your target market that is of use?