

Customer Info

Conduct Your Customer Research

- Create your customer analysis
- Identify your target customers
- Demonstrate how your products and services satisfy your customers' needs

Checklist

- Who is going to buy my services (e.g. couples, parents, other businesses)?
- What is the future outlook of my target market?
- What do people spend on this industry?
- What is demographic data and how can it help me research my customers?
- How many people use industry services each year in Canada and British Columbia?

TIP: Make a note of any questions you have, the resources in this section can help you answer these and complete the checklist.

Demographic Data

The resources listed in this section will help you identify population characteristics, and help you develop your customer profile. This research will also help you identify geographic areas where the largest number of your potential customers live. This can be very useful when determining a location for your business, and also when formulating your marketing strategy. Don't forget that trade associations and trade journals collect information about customers and can be great information sources for this area of your research.

[Statistics Canada Data](#) | Formerly known as CANSIM, Statistics Canada's key socioeconomic database is updated daily. It is free to search the data tables.

- [Use of advanced or emerging technologies by industry and enterprise size](#)

[The Daily - Statistics Canada](#)

The premier source for Canadian statistical information, including census information. [Search 'The Daily' releases by subject](#) to identify corresponding census tables, latest news, and publications. Similarly, you can [browse by data source](#), including surveys & questionnaires relevant to your market research, which also link to census tables, latest news and publications.

- [Digital technology and Internet use, 2021](#)

[Canadian Household Spending - Statistics Canada](#)

Statistics Canada is the national statistical office. The agency ensures Canadians have the key information on Canada's economy, society and environment that they require to function effectively as citizens and decision makers.

This table provides statistical information about household expenditures by Canadians broken down into a variety of categories. You can refine the table by region. You can view the full list of data tables [here](#).

[Census Profile - Statistics Canada](#)

Provides Canadian community profiles from the latest Census of Canada. These profiles are very useful for comparing statistics on different municipalities or regional districts. Includes details on family characteristics, primary language, mobility, educational attainment, marital status, labour force activity, earnings, and mode of transportation to work.

[Socio-Economic Profiles - BC Stats](#)

The socio-economic profiles consist of charts and tables for the various regional districts, health areas, college regions and school districts. Each region contains a map, demographic profile, economic hardship, labour market structure, education concerns, crime, health problems, children at risk, and youth at risk. The profiles are presented in a format that allows comparison to other regions in the province and to BC overall.

Your Target Market

Library Resources

Access to the following sources may be available through your local public or academic library. For information on how to obtain a library card, and for additional information on using libraries in BC, please visit our [Getting Access to Library Resources](#) page.

[Marketresearch.com/Fredonia Focus](#)

How to access: Check your local public or academic library to see about access. If you are a UBC student, staff, faculty or in-person library visitor you can access this resource.

While you can search this [website](#) only some Canadian libraries provide full-text access to the market research reports on industries and demographics for North American industries. They can range from 50 to 400+ pages in length, and contain charts, tables, and graphs, and key facts. Marketresearch.com has varied industry coverage and includes US and international information.

- Kalorama Information. (2019, November). Blockchain Technologies in Healthcare. *Marketresearch.com Academic*. Retrieved from Marketresearch.com Academic database.

[eMarketer](#)

How to access: If you are a UBC student, staff, faculty or in-person library visitor you can access this resource. Or, contact your local public or academic library for their access details.

Global market research and trend analysis database that focuses on Internet, e-business, online marketing, media, and emerging technologies. Contact your local public or academic library for their access details.

- Nunez, A. (2022, May 9). California governor's executive order outlines strong blockchain ambitions. eMarketer. Retrieved from eMarketer database.
- Broadbent, G. (2022, February 9). Global Remittances Forecast 2022: Mobile Payment Users and Volume Growth in Key Regions. eMarketer. Retrieved from eMarketer database.

- Paige, W. (2022, September 15). Ethereum “Merge” tries to address crypto criticism and cut energy use. eMarketer. Retrieved from eMarketer database.

[WARC: World Advertising Research Center](#)

How to access: If you are a UBC student, staff, faculty or in-person library visitor you can access this resource.

WARC has case studies from major companies and advertising agencies, as well as articles from leading advertising journals and unpublished papers. It also includes company profiles, advertising spending statistics, and demographic and economic data.

- Mordecai. (2022, November). Fostering ‘brand belonging’ and other 2023 trends in Web3. *WARC Exclusive*. Retrieved from WARC database.
- Blenkarne, N. (2022, November). Sustainability, Web3, and small luxuries: the next evolution in brand experiences. *WARC Exclusive*. Retrieved from WARC database.
- Whiteside, S. (2020). P&G highlights three ways blockchain solutions could deepen consumer relationships. *Event Reports, CES*. Retrieved from WARC database.

Public Opinion Polls

[Ipsos](#)

Links to Canadian, U.S. and international polls. Includes polls on consumer goods.

- [Why is cryptocurrency still confusing?](#)
- [The missing use case for virtual experiences](#)
- [Americans \(24%\) more likely than Canadians \(17%\) to invest in Bitcoin as a short-term speculative investment](#)
- [TECHQUITY: Supporting an equitable future for health in the digital era](#)
- [How will digital collectible factors into affluent sports collections?](#)
- [Four ways to make cryptocurrency more user-friendly](#)
- [Are we ready for a cashless future? New Ipsos study show we’re accelerating in that direction](#)
- [Here’s the tech that grocery shoppers actually want in stores](#)

[Roper Center for Public Opinion](#)

Preserves the data from polls conducted by many leading survey organizations for the use of researchers, students, and journalists. Includes a section on how to analyze polls. Only for those affiliated with UBC.

Primary Research

The main point of this guide is to introduce you to a wide range of secondary market research resources but keep in mind there is great value in analyzing other information including:

- Advertising, blogs and sales brochures
- Your personal network and employees
- Direct observation, focus groups and interviews with potential customers

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