1. **How do I get help if I can’t find something?**
   - Come in and see us in the library – we are in the Ivey Business School, Room 1255
   - Chat with us!
   - Email us: buslib@ivey.uwo.ca
   - Call us: 519-661-3941
   - Check us out on the web: www.lib.uwo.ca/business

2. **Where do I find books on my topic?**
   - We have books on writing business plans, and on various industries that might help you with this project.
   - Go to the library catalogue: alpha.lib.uwo.ca/
   - This is where books are indexed.
   - Try keyword searching. You can sort by date and by library too. We also have e-books available!

3. **How do I find articles (newspaper, academic, magazine) that might help me with my topic?**
   - We have databases that index these types of articles.
   - This type of search is very important, although it can be tricky to find things because of the quantity of information available.
   - Try: Business Source Complete
   - Try: ProQuest Business & Economics
   - Try: LexisNexis Academic
   - All of these databases are available from the business library homepage:
     - www.lib.uwo.ca/business
     - Select Business Databases by Subject button.
     - Both Business Source Complete and ProQuest databases are in Articles.
     - Many articles are available in full text.

4. **Where do I find industry reports or market research reports that might help?**
   - We have a list of our commonly used business databases on our homepage.
     - www.lib.uwo.ca/business
     - Select Business Databases by Subject button.
     - Go down to the Industry section.
     - Some popular databases:
       - MarketLine Advantage (company & industry info)
       - Passport (global markets)
       - IBIS World (specialized industries)
       - Forrester (information systems)
       - Freedonia Focus (commodities, industrials)
       - We have more – just ask!
5. **How do I find out my industry code?**
   - The easiest way is a Google search for your industry + NAICS (North American Industry Classification System)
   - Example: bakery NAICS – this finds the NAICS 2012 industry classification system and the NAICS for retail bakeries is 311811
   - **Note**: the longer the NAICS code the more niche the industry – i.e. 31-33 is Manufacturing, 311 is Food Manufacturing, 3118 is Bakeries and Tortilla Manufacturing, then 31181 is Breakfast and Bakery Product Manufacturing

6. **Where can I find information and demographics about Western students?**
   - [www.ipb.uwo.ca/facts.php](http://www.ipb.uwo.ca/facts.php)
   - Western provides information about enrolment, alumni, student, library, residence, research, and other university related demographic information.
   - For student demographic information at other universities, try searching each individual university website.

7. **Where can I find demographic data about local communities, such as London?**
   - Statistics Canada provides access to demographic data in **Census Profiles**.
   - Go to the Statistics Canada webpage:
     - [www.statcan.gc.ca](http://www.statcan.gc.ca)
   - Click on: “Browse by Key Resource” – on top vertical menu
   - Click on: “Census Profiles”

8. **London is too big. Is there any way to find demographic data out by neighbourhood?**
   - Statistics Canada provides access to demographic data by census tract (groupings of 2500-8000 people) in **Census Profiles: Census Tract Profiles**.
   - A census tract is a stable geographical area, bound by geographical formations or major roads.
   - Go to the Statistics Canada webpage:
     - [www.statcan.gc.ca](http://www.statcan.gc.ca)
   - Click on: “Browse by Key Resource” – on top vertical menu
   - Click on: “Census Profiles” – input the name of your city/town
   - Click on: “Postal Code” – put in the postal code for your area – select “Census Tract”

9. **Where can I find market data about London, or other metropolitan areas in Canada?**
   - Try the Conference Board of Canada.
   - To access this resource, go to the library homepage:
     - [www.lib.uwo.ca/business](http://www.lib.uwo.ca/business)
     - Select **Business Databases by Subject** button.
     - Go down to the **Industry** section.
     - Select the Conference Board of Canada.
10. Where do I find out about Canadian spending patterns?
   • Try looking in the National Household Survey, published by Statistics Canada.
   • [link]
   • Try the Print Measurement Bureau:
     ○ To access this resource, go to the library homepage:
     ○ [link]
     ○ Select Business Databases by Subject button.
     ○ Go down to the Market Research section.
     ○ Select Print Measurement Bureau
     ○ Select “Product Data” in the top navigation
     ○ Select either “Demographics” or “Lifestyle/Attitudes”

11. How do I find health or medical related statistics?
   • Try the Canadian Institute for Health Information
     ○ [link]
     ○ Look at their Quick Stats
   • More health related sources: [link]

12. What if I still cannot find the data I’m looking for?
   • Try our FAQ! From: [link] the FAQ is one of the buttons in the middle.
   • Chat with us on the library homepage [link]
   • Book a one-on-one consultation with a library staff member: [link]
   • Come into the library!

13. How do I estimate operating costs & financial performance for businesses in Canada?
   • Industry Canada has a Financial Performance Data tool that will help you estimate operating costs of SMEs in Canada, by industry.
   • Go to the Industry Canada website:
     ○ [link]
     ○ Select: Create a Report
     ○ Work through the steps and create your report.

14. Is there any way to find the number of companies in an industry, by city in Canada?
   • Yes. Dun and Bradstreet’s Million Dollar Database will do this.
     ○ Go to [link]
     ○ Select Business Databases by Subject button.
     ○ Go down to the Company Research section.
   • Select D&B Million Dollar Database -- To search for companies by industry, do an advanced search. Click on NAICS code, and work through the “tree” of industries.
   • Also try LexisNexis Company Dossier
     ○ Go to [link]
Select Business Databases by Subject button.
- Go down to the Company Research section.
- Select LexisNexis Company Dossier and select Create a Company List

15. How do I find information on products or brands?
- Use WARC, World Advertising Research Centre
  - Go to www.lib.uwo.ca/business
  - Select Business Databases by Subject button.
  - Go down to the Market Research section.
  - Select World Advertising Resource Centre
  - Select Case Studies in the top navigation

16. How do I find information on non-profits and NGOs?
- Try our Non-Profit Resources
  - Go to www.lib.uwo.ca/business
  - Select Business Databases by Subject button.
  - Go down to the Non-Profit Research section.
  - For grants and funding information use Grant Connect
  - For registered charities use the Canada Revenue Agency

17. How do I find advertising information?
- CARD – Canadian Advertising Rates and Data – will tell you how much ads cost in various papers and media.
  - CARD is available in print available for 2 hour loan at the Business Library service desk. The call number is HF5801.C35 V.83 2010.
- WARC, World Advertising Research Centre is a database with advertising information in it including case studies on past advertising campaigns for many industries.
  - Go to www.lib.uwo.ca/business
  - Select Business Databases by Subject button.
  - Go down to the Market Research section.
  - Select World Advertising Resource Centre
  - Select Case Studies in the top navigation

18. How do I find registered patents?
- Try Scopus
  - Go to www.lib.uwo.ca/business
  - Select Business Databases by Subject button.
  - Go down to the Scholarly Research section.
  - Select Scopus
  - Do a search for your idea (e.g. nail polish)
  - In the middle navigation select "View 981 patent results" and a new window will open

More patent sources: www.lib.uwo.ca/business/patentsresources.html
19. How do I start my own market research?
   • Look in the library catalogue for market research manuals, guides and questionnaire help
   • Go to the library catalogue: http://alpha.lib.uwo.ca/
   • Do a Subject search for Marketing Research Methodology
   • Do a Subject search for Questionnaires Design

20. How do I cite Statistics Canada information?
   • Go to the following webpage:
   • This webpage is also accessible if you Google, “citing Statistics Canada”

21. How do I cite other things?
   a. Check Business Library Citation Guide:
   b. www.lib.uwo.ca/programs/generalbusiness/Citation.html
   c. Use a citation manager like Mendeley or Zotero – these will create bibliographies for you!
   d. More information here:
     www.lib.uwo.ca/essayhelp/citationmanagementsoftware.html

If you need any other help, please contact us!

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CHAT WITH US ONLINE!