Agenda

Library Research
• Introduction / Review

Library Databases
• Reports
• Data & Statistics
• Articles

Tips & Hints
• Library Login
• Assignment Tips
• Citing Sources
• Research Help

This document is available in alternate formats upon request.
Welcome to the Library!

In Person: Help Desk, Research Desk

Phone: Phone: 416-415-5000

Email: Research Questions: askgbclibrary@georgebrown.ca

Online Chat: AskON Chat

TTY: 1-877-515-5559
This card is required to:

- sign out books/dvds;
- check out reserves;
- book a laptop; ipads;
- book a study room;
- off-campus access
Off-Campus Access

Barcode:

PIN:
last 4 digits of phone #
If you have any issues logging in please email your name and student # to:
llc@georgebrown.ca

Or visit the Help Desk, thank you!
Research Skills Review

Find Information.

Evaluate Sources.

Ask Questions.

Be Critical.

Keep track of your sources!
Think about your topic:

• What **questions** do you want to answer?

• What type of **information** do you need?

• What are the **best sources** that provide that information?

...And where is the best **place** to find them?
Create realistic research goals.

It is unlikely you will find the “perfect” report.

To create a comprehensive picture and/or to develop a marketing plan, you will have to look in more than one place.

When doing research, it is important to find and analyze relevant (and related) reports, articles and statistics.
Use the Library

**Articles**
- News → New Trends, Products
- Magazines → Public Perception
- Trade Publications → Industry Perspective
- Journals → In-depth Coverage

**Reports**
- Industry / Company / Market Analysis / Company / SWOT

**Websites**
- Financial Data
- Annual Reports
- Statistics (Canada/Toronto)
Library Databases

Articles: Canadian & International News & Trades

Trade Publications, Industry & Market Research Reports

Reports, Statistics & Analysis

Consumer Behaviour by Products, Services
Part I

Business Source Complete
Reports

by company       by country         by industry
Questions to Consider...

Who writes syndicated research reports?

Are there any errors in the report?

- Research a company you know well...

- Does the report reflect your knowledge of the corporation?
Find Specialized Databases

Start your research

Search Everything  Articles & Databases  Books  Videos & DVDs

Search the Databases:

Select your Subject Area
Architecture
Art
Fine Arts
Business
Financial Services
Human Resources
International Business
Marketing
Small Business Management
Statistics
Careers & Companies
Construction Management & Trades
Culinary Arts
Cultural Studies
Current Issues
Deaf & Deafblind Studies
American Sign Language
Dental Health
Design
Business Source Complete

Search by Subject: Marketing

scroll down to...

Business Source Complete (EBSCO)

Magazine and journal articles on all aspects of business and management. Also includes company and industry profiles, SWOT analyses and market, country and product reports.

Check out our tutorials on advanced business research here:

- How to Find Industry Profiles (Open Captioned Video)
- How to Find Country Reports (Open Captioned Video)
- How to Find Market Research Reports (Open Captioned Video)

**Type:** ARTICLES  FULL TEXT  REPORTS  
**Access:** ON & OFF CAMPUS: GBC ID & password required for off-campus use
Search Results: 1 - 10 of 52

   PDF Full Text (3.9MB)

2. Confectionery Industry Profile: Canada.
   PDF Full Text (1.3MB)

   PDF Full Text (1.3MB)
1. **Confectionery Industry Profile: Canada.**


   [PDF Full Text (3.9MB)](#)
MarketLine Industry Profile

Confectionery in Canada

October 2014

Reference Code: 8234784
Publication Date: October 2014

www.betterres.com
An Informa Business
Copyright © 2014 Informa Business Intelligence Ltd. All rights reserved.
Industry Reports

Market Overview
Research highlights
**Market Value**
Market Segmentation
Competitive Landscape
Market Distribution
Macroeconomic Indicators

Market definition
Market analysis
**Market Volume**
Market Share
Leading Companies
Market Forecasts
Investigating a particular company? It is often helpful to look at leading companies in your industry...

SWOT analyses on related businesses can provide important data regarding the industry, product or service you are investigating.
Search Tips...

If you can’t find the company you are looking for remember to check for Parent Companies.

Example: If you were looking for a company report in Business Source Complete for Oreo, you wouldn’t find one. But if you knew to look for Mondelez you would be successful.
MARK Assignment

Part II

Passport GMID
Find Specialized Databases

Start your research

Search the Databases:
Select your Subject Area
- Architecture
- Art
- Fine Arts
- Business
  - Financial Services
  - Human Resources
  - International Business
  - Marketing
  - Small Business Management
  - Statistics
- Careers & Companies
- Construction Management & Trades
- Culinary Arts
- Cultural Studies
- Current Issues
- Deaf & Deafblind Studies
- American Sign Language
- Dental Health
- Design
scroll down to...

Passport GMID (Euromonitor)

This international database provides access to market reports that analyze consumer and service industries across 80 countries. Also includes company profiles. Industries covered include Apparel, Consumer Finance, Consumer Foodservice and Travel & Tourism.

Type: DATABASE REPORTS STATISTICS
Access: ON & OFF CAMPUS: GBC ID & password required for off-campus use
Use Drop Down Menus:
Industries -> Services -> Retailing
Choose a category: Internet Retailing
Select parameters:
Size, Historic (for example)
View Results: Where is Canada? Are you surprised?

## Market Sizes | Historic | Retail Value RSP excl Sales Tax | US$ mn | Current Prices | Fixed 2013 Exchange Rates

<table>
<thead>
<tr>
<th>Key:</th>
<th>Related Analysis</th>
<th>Chart this Row</th>
<th>Company Shares</th>
<th>Brand Shares</th>
<th>Mobile Internet Retailing</th>
</tr>
</thead>
</table>

### Change View

<table>
<thead>
<tr>
<th>Internet Retailing</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>110.361.2</td>
<td>115.745.5</td>
<td>133.556.6</td>
<td>154.428.0</td>
<td>179.136.5</td>
<td>207.619.1</td>
</tr>
<tr>
<td>China</td>
<td>2.073.9</td>
<td>3.279.5</td>
<td>12.986.7</td>
<td>35.713.5</td>
<td>68.737.4</td>
<td>96.534.5</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>26.211.0</td>
<td>30.601.4</td>
<td>36.201.4</td>
<td>41.979.2</td>
<td>47.537.2</td>
<td>53.004.0</td>
</tr>
<tr>
<td>Japan</td>
<td>27.859.0</td>
<td>31.062.8</td>
<td>34.790.4</td>
<td>38.617.3</td>
<td>42.672.1</td>
<td>46.754.5</td>
</tr>
<tr>
<td>Germany</td>
<td>14.819.0</td>
<td>17.217.3</td>
<td>20.400.8</td>
<td>24.221.9</td>
<td>29.332.7</td>
<td>35.052.6</td>
</tr>
<tr>
<td>France</td>
<td>12.770.3</td>
<td>16.105.9</td>
<td>20.016.4</td>
<td>23.853.5</td>
<td>26.692.1</td>
<td>29.988.5</td>
</tr>
<tr>
<td>South Korea</td>
<td>14.510.5</td>
<td>16.106.7</td>
<td>19.328.0</td>
<td>21.975.9</td>
<td>24.503.2</td>
<td>26.953.5</td>
</tr>
<tr>
<td>Russia</td>
<td>4.151.3</td>
<td>5.001.2</td>
<td>6.401.5</td>
<td>8.514.0</td>
<td>11.574.7</td>
<td>14.828.8</td>
</tr>
<tr>
<td>Brazil</td>
<td>4.792.2</td>
<td>5.492.7</td>
<td>6.770.2</td>
<td>7.976.8</td>
<td>9.205.7</td>
<td>10.792.7</td>
</tr>
<tr>
<td>Spain</td>
<td>4.243.9</td>
<td>4.620.8</td>
<td>5.289.9</td>
<td>5.998.3</td>
<td>6.743.4</td>
<td>7.624.7</td>
</tr>
<tr>
<td>Italy</td>
<td>2.970.7</td>
<td>3.408.3</td>
<td>4.064.8</td>
<td>4.929.9</td>
<td>5.866.6</td>
<td>6.863.9</td>
</tr>
<tr>
<td>Australia</td>
<td>2.704.2</td>
<td>3.395.7</td>
<td>3.900.8</td>
<td>4.942.3</td>
<td>5.649.1</td>
<td>6.496.4</td>
</tr>
<tr>
<td>Taiwan</td>
<td>2.681.8</td>
<td>3.218.2</td>
<td>3.829.6</td>
<td>4.936.4</td>
<td>5.824.9</td>
<td>6.465.7</td>
</tr>
<tr>
<td>Canada</td>
<td>3.623.7</td>
<td>3.867.5</td>
<td>4.121.2</td>
<td>4.574.6</td>
<td>5.260.7</td>
<td>6.076.2</td>
</tr>
<tr>
<td>Netherlands</td>
<td>3.029.0</td>
<td>3.519.8</td>
<td>4.041.5</td>
<td>4.571.0</td>
<td>5.005.2</td>
<td>5.425.7</td>
</tr>
<tr>
<td>Sweden</td>
<td>3.124.2</td>
<td>3.455.0</td>
<td>3.820.2</td>
<td>4.223.0</td>
<td>4.761.3</td>
<td>5.285.8</td>
</tr>
<tr>
<td>Poland</td>
<td>2.288.6</td>
<td>2.700.6</td>
<td>3.105.6</td>
<td>3.674.8</td>
<td>4.407.9</td>
<td>5.236.1</td>
</tr>
<tr>
<td>Mexico</td>
<td>504.8</td>
<td>702.5</td>
<td>1.627.5</td>
<td>2.355.0</td>
<td>3.450.5</td>
<td>5.095.7</td>
</tr>
<tr>
<td>Change View</td>
<td>2008</td>
<td>2009</td>
<td>2010</td>
<td>2011</td>
<td>2012</td>
<td>2013</td>
</tr>
<tr>
<td>-------------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>Internet Retailing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>3,623.7</td>
<td>3,867.5</td>
<td>4,121.2</td>
<td>4,574.6</td>
<td>5,260.7</td>
<td>6,076.2</td>
</tr>
</tbody>
</table>

Use the icons to access different stats / details.
Research Tip for future project: Check Consumers for Trends
Part III

Print Measurement Bureau
Canadian Data by Products, Services

PMB (Print Measurement Bureau)
Library Homepage
georgebrown.ca/llc

LLC hours today...

For Students:
- Set up wi-fi
- Set up Wireless printing
- Book a Study Room
- Get a Photo-ID
- Student Email FAQ
- Access my Email
- Access STU-VIEW
- Access Blackboard
- Technology and Mobile Learning Guidelines
- Submit Student ID
- Photo Online
- Renew a Book
- Plagiarism
- Self-Assessment Quiz

More...
Find Specialized Databases

Start your research

Search Everything Articles & Databases Books Videos & DVDs

Search the Databases:

Select your Subject Area

Architecture
Art
--Fine Arts
Business
--Financial Services
--Human Resources
--International Business
--Marketing
--Small Business Management
--Statistics
Careers & Companies
Construction Management & Trades
Culinary Arts
Cultural Studies
Current Issues
Deaf & Deafblind Studies
--American Sign Language
Dental Health
Design
scroll down to...

PMB: Print Measurement Bureau
Information on Canadian market and consumer behaviour with profile data for over 3,500 products and services in the Product Data section.

**Check out our guide to using PMB here...**

USAGE TIP: PMB is only compatible with Firefox and Internet Explorer browsers.

**Type:** REPORTS

**Access:** ON & OFF CAMPUS: GBC ID & password required for off-campus use
PMB is dedicated to being Canada's preeminent source of print media measurement and related marketing data, and to maintaining the highest standards of integrity, objectivity and service.

PMB est voué à être la source de premier plan au Canada en matière de mesure d'auditoires de la presse écrite et de l'information marketing, et à maintenir les plus hauts standards d'intégrité, d'objectivité et de service.
**PMB Print Measurement Bureau** is Canada's leading syndicated study for single-source data on print readership, now in its 40th year.

Its reputation is based on over 35 years of accurate, in-depth measurement of Canadian consumer behaviour.

PMB is a non-profit organization, representing the interests of Canadian publishers, advertising agencies, advertisers and media owners.

The first national PMB study was conducted in 1973. Since then, it has grown to the point where it now uses a sample of over 110 publications and consumer usage of over 2,500 products and brands.

PMB also conducts an annual study measuring the readership of medical publications by Canadian physicians and specialists.

---

Please send comments about the web site to [the webmaster](mailto:the.webmaster). All contents ©2007-2013 PMB Print Measurement Bureau. All rights reserved. Read our [Terms of Use](#).

Site in Perl, Mysql, VBA, DHTML, Javascript, CSS, on LAMP by Base 2 Concepts.
# PMB Product Data

The PMB survey includes information on Canadians' usage of over 3,500 products and services. Information includes their demographics, their attitudes, their media consumption, their retail outlets, frequency of usage and (when sponsored) the brands they use.

## PMB Reports - Members Only

- Demographics
- Lifestyle/Attitudes

## Sample PMB Product Data

- Tea Drinkers
- Books
- Skiers & Snowboarders
- Hockey
- Vitamins
- Social Media
- Gardening
- Motorcycle Owners
- Ethnic Diversity in Canada
PMB 2014 2-year Spring Database

Survey Overview

Fieldwork period: October 2011 – September 2013
Age range: 12+
Universe size (000): 30,494 (Canadian Population)
Sample size: 21,701

For more information about PMB, please visit our website at: www.pmb.ca

Copyright PMB 2014
Click to expand category and select item.
This column indicates **population numbers**

### Personally Drank In Past 6 Months

<table>
<thead>
<tr>
<th>Answer</th>
<th>(000)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>20,837</td>
<td>68.3%</td>
</tr>
<tr>
<td>No</td>
<td>7,549</td>
<td>24.8%</td>
</tr>
<tr>
<td>Not Stated</td>
<td>2,109</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

**IMPORTANT REMINDER:** to use data of this nature, you must **always report the numbers in relation to the sample size** (i.e. the # of people who gave a response in this survey).
Segmentation by # of drinks/glasses:

(L) = Light
(M) = Medium
(H) = Heavy
Click blue links to generate demographic profile report

<table>
<thead>
<tr>
<th>Brand(s) Personally Drink</th>
<th>Any</th>
<th>Most Often</th>
<th>Sometimes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absolut</td>
<td>883</td>
<td>250</td>
<td>633</td>
</tr>
<tr>
<td></td>
<td>2,055</td>
<td>591</td>
<td>1,463</td>
</tr>
<tr>
<td></td>
<td>7.0%</td>
<td>2.0%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Absolut Flavoured</td>
<td>170</td>
<td>18</td>
<td>152</td>
</tr>
<tr>
<td></td>
<td>408</td>
<td>45</td>
<td>363</td>
</tr>
<tr>
<td></td>
<td>1.4%</td>
<td>0.2%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Alberta Pure Vodka</td>
<td>142</td>
<td>59</td>
<td>83</td>
</tr>
<tr>
<td></td>
<td>556</td>
<td>245</td>
<td>310</td>
</tr>
<tr>
<td></td>
<td>1.9%</td>
<td>0.8%</td>
<td>1.1%</td>
</tr>
<tr>
<td>Banff Ice</td>
<td>77</td>
<td>14</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>206</td>
<td>51</td>
<td>155</td>
</tr>
<tr>
<td></td>
<td>0.7%</td>
<td>0.2%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Belvedere</td>
<td>77</td>
<td>12</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>203</td>
<td>36</td>
<td>167</td>
</tr>
<tr>
<td></td>
<td>0.7%</td>
<td>0.1%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Finlandia</td>
<td>112</td>
<td>24</td>
<td>88</td>
</tr>
<tr>
<td></td>
<td>262</td>
<td>78</td>
<td>184</td>
</tr>
<tr>
<td></td>
<td>0.9%</td>
<td>0.3%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Grey Goose</td>
<td>578</td>
<td>158</td>
<td>420</td>
</tr>
<tr>
<td></td>
<td>1,394</td>
<td>290</td>
<td>1,104</td>
</tr>
<tr>
<td></td>
<td>4.7%</td>
<td>1.0%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Iceberg</td>
<td>206</td>
<td>49</td>
<td>157</td>
</tr>
<tr>
<td></td>
<td>525</td>
<td>90</td>
<td>435</td>
</tr>
<tr>
<td></td>
<td>1.8%</td>
<td>0.3%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Moskovskaya</td>
<td>166</td>
<td>59</td>
<td>107</td>
</tr>
<tr>
<td></td>
<td>281</td>
<td>95</td>
<td>186</td>
</tr>
<tr>
<td></td>
<td>1.0%</td>
<td>0.3%</td>
<td>0.6%</td>
</tr>
</tbody>
</table>
The % vert shows that 14.4% of the people who drank Finlandia Vodka most often are 35-44 years old.
### How to Read a PMB Report

**000 column** indicates that 3,366,000 25-34 year olds have eaten chocolate/candy bars in the past 6 months.

**Total** indicates the total number of participants aged 25-34 year olds is 4,524,000.

**Small Samples** PMB indicates cells with small samples by a single or double asterisk, depending on the unweighted sample count.

**Unweighted Indicator** cell count or cross tabs: 21-40 * Single Asterisk  
<21 ** Double Asterisk

Source: Most recent PMB study / Technical Appendix / (Search the Technical Appendix or the Technical Summary)

- **The Horizontal Percentage (% HORZ)** shows that 74.4% of the 4,524,000 people aged 25-34 have eaten chocolate/candy bars in the past 6 months.
- **The Vertical Percentage (% VERT)** shows that 16.7% of the people who have eaten a chocolate bar in the last 6 months are in the 25-34 age group.
- **The Index** is actually a percentage, with 100 reflecting the average. Scores above 100 represent intersections that are more likely to happen while scores below 100 represent intersections that are less likely to occur.

People in clerical/secretarial field were slightly more likely to have eaten chocolate/candy bars in the last 6 months (108%) than the average person. Senior managers/owners were slightly less likely (91%) to have eaten chocolate/candy bars in the past 6 months.

### APA Citation:


Adapted from: PMB – How to Read a Typical Product Profile  
Revised November 2011 - CABBA
Part IV

Lexis Nexis
**LexisNexis** is a great source of news, particularly international news, and includes publications such as:

- Guardian (London)
- New York Times
- Bangkok Post
- International Herald Tribune
- Moscow News
- USA Today
- Washington Post
Find Specialized Databases

Start your research

Search the Databases:
- Select your Subject Area
  - Architecture
  - Art
  - Fine Arts
  - Business
    - Financial Services
    - Human Resources
    - International Business
    - Marketing
    - Small Business Management
    - Statistics
  - Careers & Companies
  - Construction Management & Trades
  - Culinary Arts
  - Cultural Studies
  - Current Issues
  - Deaf & Deafblind Studies
  - American Sign Language
  - Dental Health
  - Design

Go
scroll down to...

LexisNexis Academic (+ Quicklaw)
Access to 5,600 news, business, legal, medical and reference sources. Now includes Quicklaw with access to Canadian Court cases, tribunals and arbitration decisions.

**Check out our guide to finding Company Information using LexisNexis here...**

**And check out our other guide to finding Legal Information using LexisNexis here...**

Type: ARTICLES  REPORTS
Access: ON & OFF CAMPUS: GBC ID & password required for off-campus use
LexisNexis® Academic

Academic Search

Enter Search Terms

Search

Advanced Options

Hot Topics Links

Malaysia Airlines Flight 370
Supreme Court
Ukraine and Crimea

Pope Francis
Heartbleed
Human Trafficking

Syrian Crisis
President Barack Obama
NFL Draft

Search the News

U.S. and World News.

Search For:
Enter Search...

By Source Type

Major World Publication

Or by Source Title

Start typing a title like New York Times

Go

Look up a Legal Case

Federal and state cases.

Get Company Info

Over 80 million companies.
LexisNexis® Academic

Academic Search

Enter Search Terms

Search

Advanced Options

Hot Topics Links

Malaysia Airlines Flight 370
Pope Francis
Syrian Crisis

Supreme Court
Heartbleed
President Barack Obama

Ukraine and Crimea
Human Trafficking
NFL Draft

Search the News

U.S. and World News.

Search For:
Enter Search...

By Source Type
Major World Publication

Or by Source Title

Start typing a title like New York Times

Look up a Legal Case

Federal and state cases.

Get Company Info

Over 80 million companies.

Search Screen
Use “Search the News”
Citing your sources is an essential part of college research which allows you to acknowledge and use the works of others in your essays, research and assignments.

Any information (including ideas!) that you did not create yourself must be credited using a citation method – such as MLA.
Ask GBC Library
georgebrown.ca/llc

Ask GBC Library: Search FAQ and Ask Questions!

153 Answers

Search our FAQ... Search

Featured Popular Recent

What is my password for logging into the library computers?

Do the Library computers have the software I use in class?
Last Updated: Jul 22, 2014 | Topics: Library Services Computers | Views: 110

Does the Library lend out laptops and ipads?
Last Updated: Jul 28, 2014 | Topics: Library Services | Views: 78

How do I check my Library Account online?
Last Updated: Jul 28, 2014 | Topics: Library Account | Views: 61

Can I check out books myself?
Questions?
Ask Us!

In Person: Help Desk, Research Desk

Phone: Phone: 416-415-5000

Email: Research Questions: askgbclibrary@georgebrown.ca

Online Chat: AskON Chat

TTY: 1-877-515-5559
This presentation is available in alternative formats upon request.

If you experience any barriers to access, please contact us via email: askgbclibrary@georgebrown.ca.
Q & A

Thank you!

Corinne Abba, H.BA, MIST
Lead Reference Librarian
Liaison Librarian: Business & Design
cabba@georgebrown.ca