

Resources for Secondary Market Research



BUSINESSLINK

As you are doing research for your business, these are just some of the free resources that you can access.

Industry and Economy Information

Alberta Economic Dashboard

Alberta's most important economic indicators for business. Snapshot of our current economic state.

Alberta Regional Dashboard

Economic indicators by municipality.

Canada Key Small Business Statistics

Information on the most frequently asked questions pertaining to small businesses in Canada.

Financial Performance Data

Average financial statistics by industry (NAICS) and province. NAICS stands for North American Industry Classification System. Codes can be found through [Statistics Canada](#).

Government of Alberta Economic Trends

Monthly economic analysis and key indicators related to Alberta's economy, labour market, and various sectors.

Invest Alberta

Industry profiles on some of Alberta's key industries.

Statistics Canada

A wide variety of information on economic and social conditions in Canada.

Directories and Business Information

Alberta Chambers of Commerce

Local business directory.

Canadian Trade Index

Directory of industrial and manufacturing products and services.

Indigenous Business Directory

Directory of Indigenous-owned businesses.

Kompass

Global portal to find and contact products or services suppliers.

Scott's Info

Directory of business leads and contacts.

Statistics Canada Business Register

Business location counts by employment size and NAICS code. NAICS stands for North American Industry Classification System. Codes can be found through [Statistics Canada](#).

Thomas

Directory of suppliers.

Yellow Pages

Company listings searchable by business category, company name, and geographic location.

Consumer and Household Information

Alberta Population Statistics

Population estimates, components of change, and demographic spotlight reports.

Alberta Regional Dashboard

Demographic, consumer activity, and health statistics by municipality.

Environics Analytics PRIZM

Demographic, behavioural, financial, health and psychographic insights by postal code.

Statistics Canada Census

Demographic, social, and economic characteristics of Canadians. Searchable by various geographies like postal code (forward sortation area), municipality, county, and province.

Statistics Canada Consumer Spending Information

Historical household spending on categories like food, shelter, household operations, household furnishings and equipment, clothing and accessories, transportation, health care, personal care, recreation, education.

International Trade Information

Canadian Trade Commissioner Service

Country and sector information.

Export Development Canada

Business environment and key industry information on countries around the world.

Google Market Finder

Identify new potential markets and discover helpful operational information.

Government of Alberta Export Tool

Find new market opportunities for your product using the interactive export data tool. Find information on Alberta exports, world imports, tariffs, and more.

Government of Alberta Market Profiles

Information on Alberta's trade relationship with international markets.

Trade Data Online

Information on exports from Canada and imports to Canada by product category.

Business Link Information

Need more data specific to your industry or location? Business Link can provide secondary data related to:

- Consumer demographic information such as population, age and sex, income, education and occupation, ethnicity, and more
- Consumer psychographic information such as lifestyles and behaviours based on select target segments
- Household spending on consumer goods and services
- Business lists (competitors, suppliers, etc.) including data such as business type, location, revenue, number of employees, and industry
- Industry news and trends
- Industry average financial ratios
- Importing and exporting data

Contact us for further assistance with your secondary market research.