

## Part 1 – Researching Industries

This section answers the following questions:

- What are the career prospects in a given industry?
- How is the industry's overall economic health?
- What are the key issues and future trends for a given industry?
- Which occupations are in high demand in a given industry?

### 1. Statistics Canada: North American Industry Classification System (NAICS) Code

<http://www23.statcan.gc.ca/imdb/p3VD.pl?Function=getVD&TVD=307532>

The authoritative source on industry information in Canada, Mexico and the US. Each industry code is useful to identify and search for an industry profile on other websites (i.e.: Industry Canada, Emploi Quebec, Mergent Online). NAICS is to replace the Standard Industry Classification (SIC) [http://www.osha.gov/pls/imis/sic\\_manual.html](http://www.osha.gov/pls/imis/sic_manual.html)

### 2. Emploi Québec: Online Labour Market Information (LMI)

[http://imt.emploiquebec.gouv.qc.ca/mtg/inter/noncache/contenu/asp/mtg941\\_accueil\\_fran\\_01.asp?Lang=ANGL](http://imt.emploiquebec.gouv.qc.ca/mtg/inter/noncache/contenu/asp/mtg941_accueil_fran_01.asp?Lang=ANGL)

Comprehensive site that includes occupational descriptions, programs of study and industry descriptions. The link “**Find out about a sector of activity**” provides detailed information of a given industry sector, including sector prospects, main occupations of a given sector, wages and statistics, etc.

### 3. Industry Canada

Information by Industry Category <http://www.ic.gc.ca/eic/site/ic-ic.nsf/eng/home>

Canadian Industry Statistics <https://www.ic.gc.ca/eic/site/cis-sic.nsf/eng/home>

Canadian industry profiles by sector or category. The amount of Information may vary by industry sectors.

### 4. Career One Stop – Industry Profiles [http://www.careerinfonet.org/Industry\\_Intro.asp](http://www.careerinfonet.org/Industry_Intro.asp)

USA info. Detailed industry profiles and state labour market information, including main occupations, average earnings, job prospects, etc.

### 5. IBISWorld (VPN is required) <http://clients1.ibisworld.com/>

U.S. and Canada industry reports. Over 1,000 Industry-specific analysis, statistics, trends and forecasts.

### 6. MarketLine (VPN is required) <http://advantage.marketline.com/>

Industry profiles. Each report contains market overview, market size, segmentation, competitive landscape, leading companies and forecasts.

### 7. Job Bank Canada - Job Market Trends and News [http://www.jobbank.gc.ca/LMI\\_bulletin.do](http://www.jobbank.gc.ca/LMI_bulletin.do)

Labour market information, by industry and province.

### 8. Mintel (VPN is required)

<http://proxy.library.mcgill.ca/login?url=http://academic.mintel.com>

Canada & USA info. Focus on consumer goods and services. Industry and market reports and trends, branding, and consumer information.

### Additional Resources:

McGill Library - Industry Research <http://libraryguides.mcgill.ca/industryresearch>

Google with keywords “industry trends”