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

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

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

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

   Labour market information, by industry and province.

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

**Additional Resources:**
- Google with keywords “industry trends”