STEP-BY-STEP:

HOW TO USE TRADE ASSOCIATIONS TO LOCATE INDUSTRY INFORMATION

Use this document to learn how to locate industry information using the following online resources:

GOOGLE

ASSOCIATIONS CANADA
GOOGLE

Google is an easy-to-use search engine that generates results quickly and can be a good starting point when searching for large national and international trade associations.

1. Start at Google and type in keywords that you think should return a list of useful results in the industry you are researching. Then click the search icon.
   - **Tip:** Your keywords should include one or two keywords for the industry, the term association and the location.

2. Click National Bicycle Association Dealers from the list of Google search results. This will take you to the association’s home page.
The home page has different sections that you can explore to retrieve industry information. Some useful sections to look for include Research, Members List, Trends, and sections providing free resources such as Quarterly Statistics, Online Newsletters or other types of content. For example, the National Bicycle Dealers Association includes a Research section and a Dealer Finder tool.

- **Tip:** Some content will be freely available, while other content will be locked behind a member’s pay wall. This varies based on the association.
ASSOCIATIONS CANADA

Use Associations Canada to retrieve industry information such as comprehensive indexes, listings and abstracts on 18,000+ local, regional, provincial, national and international organizations including industry, commercial and professional associations in niche industries, non-profit interest groups and special interest and common interest organizations. Detailed listings enable you to identify an organization’s budget, founding date, scope of activity, licensing body, sources of funding, executive information, full address and contact information. Please note we only have one seat for this resource.

1 Start at the York University Libraries homepage. Enter Associations Canada in the search bar, and click Find.

2 Click to access this resource.
3 Type in Bicycle and click the search icon.

4 You can access each association’s detailed listing by clicking its name. For example, click Canadian Independent Bicycle Retailers Association to view more detailed information about this organization.
The profile includes useful information such as the organization type, its jurisdiction, size, budget, funding sources, membership fees, and publications. Click the association’s URL to visit the association’s website. You can then see if the association’s website includes useful sections such as Research, Member’s Lists/Directories, or free publications like a newsletter.

For more information on industry research, visit the BRYT (Business Research at York Toolkit) section of York University’s Library website.