

Activity: Determining Market Share

1. Examine the market size.

Take time to examine what data is available in the *NHS Profile, 2011* by following this link <http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/index.cfm?Lang=E>. Search either by "Place Name" or "Postal Code." Click your relevant area in the search results. This will take you to a page with the NHS Profile for your area. Next from the "Select a View" menu, explore "Income of Families," "Income of Households," and "Income of Individuals."

For example, an examination of the households in Kamloops in 2010 shows that 26,200 (75%) have after-tax income in excess of \$50,000.

Record your findings about the market size for your business below.

2. Techniques for examining business market share could include looking up the competitors in the phone book, visiting their website and discussing with the seller what is their impression of the market share.

Record your findings about the market share for your business below.