# Task Analysis

# Breakdown of Tasks:

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| Module | Specific Task | Assessment |
| 1 Statistics for Market Research | In this lesson you will learn how to find demographic statistics to support your market research | N/A |
| 1.1 Why demographic statistics? | You may have a great idea or product, but where should you market or sell it so that you reach your potential customers? To find out, consider looking at demographics, or characteristics, of the people who would be most interested in your product or idea. | N/A |
| 1.2 Two possible scenarios  | Today we will look at two possible scenarios:1. You have identified a geographic location
2. You have identified specific characteristics of your potential customers

To answer both these scenarios, we will use the Census Program available from Statistics Canada. | Which scenario fits your need? |
| 1.2.1 Identified geographic location | Scenario 1 is when you have already identified a location and want to find out the characteristics of the people who live there. For this scenario, we will use the [Census Profile option](https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E).You can search by place name, postal code, or geographic code.[please insert screenshot] | Go to the Census Profile option and enter the location in the appropriate search box |
| 1.2.1.1 Select geographic location | If there is more than one location which meets your search, select the correct one. | Select |
| 1.2.1.2 View data | The data for your selected location will be shown.The default is all topics (characteristics), but you can filter to a single topic.The data can be downloaded in csv format. | Download data |
| 1.2.2 Identified characteristics | The second scenario is if you have identified the characteristics of the people who would be interested in your project or idea and you want to find out where they live. For this scenario, we will use the [Census Program Data Viewer (CPDV)](https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/dv-vd/cpdv-vdpr/index-eng.cfm) | Go to the CPDV |
| 1.2.2.1 Select characteristic | The CPDV default is the population percentage change, 2011 to 2016, for Canada.To select a different indicator (your primary characteristic of interest), go to the map window and click on the words “I want to” to bring up a list of choices. Click “Select an indicator.”[insert screenshot] | Select indicator |
| 1.2.2.2 View data | There are various representations of the data available.It is possible to view the underlying data table by clicking on Results table.Of most interest potentially is the listing of top geographic areas, located on the left, which may help you to decide which location you should concentrate on. | What are the top three locations for your selected characteristic? |
| 1.2.2.3 Change the geographic level | The map defaults to province/territory, but perhaps you would like to have the map show another geographic area such as CMA (Census Metropolitan Area).Using the I want to… box, select Select geographic level. | Select a geographic level |