

Newsletter for Small and Medium-sized Businesses

February 2013



In the news

Employer support of volunteering

Volunteers were most likely to report that their employers supported their volunteer efforts if they worked in the public administration and utilities industry group, or in the finance/insurance/real estate industry group.

National tourism indicators, third quarter 2012

Tourism spending in Canada rose 1.0% in the third quarter, following a 0.1% increase in the previous quarter. Higher tourism spending by Canadians, at home, more than offset a decline in spending by international visitors to Canada.

Advertising and related services, 2011

The 2011 edition of the publication *Advertising and Related Services*, which contains industry highlights, along with financial data, such as revenues, expenses, and operating profit margins, is now available.

Monthly Survey of Manufacturing, November 2012

Manufacturing sales increased 1.7% in November to \$49.9 billion, reaching the highest level since May 2012. The largest gains were in the transportation equipment, primary metal, and chemical industries.

About the Newsletter for Small and Medium-sized Businesses

Statistics Canada recognizes that business entrepreneurs have specific information needs. Its Business Outreach Program is dedicated to serving you through this free, monthly newsletter.

Benefits of subscribing

- Stay informed about the latest Statistics Canada releases important to business owners, managers and entrepreneurs. The releases explain how to access related information.
- Learn about upcoming events and activities that will help you get the most from Statistics Canada data.

Subscribing is easy and free

To subscribe, go to the [Newsletter for Small and Medium-sized Businesses homepage](#) and follow the instructions.

An automatic alert will be emailed to you when new issues of the newsletter are available.

Help us spread the word

If you know a business or an organization that may benefit from what this newsletter has to offer, please pass it on or put them in contact with us.



[Valentine's Day... by the numbers](#)

February 14 is Valentine's Day! Here are some facts on assorted topics related to Valentine's Day.

[Recent releases from *The Daily*](#)

The Daily is Statistics Canada's official release bulletin. Recent releases include the following:

- Consumer Price Index
- Wholesale Trade
- Retail Trade



[Custom Surveys](#)

It's a fact: well-designed and appropriately executed surveys can provide the accurate information that you need in a cost-effective manner. Statistics Canada makes custom survey services available to Canadian organizations on a cost-recovery basis. Cost-recovery means that clients pay for the direct and indirect cost of doing the work. Every step in the survey process is subjected to exacting quality controls by highly qualified professionals. Learn more about Statistics Canada's custom survey services, and discover how we can help you with your survey. Please [contact us](#).

More ways to stay connected



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Questions or comments?

Please contact our communications staff in your region:

- Atlantic provinces: Sarah Cassidy, sarah.cassidy@statcan.gc.ca
 - Quebec: Mandoline Royer, mandoline.royer@statcan.gc.ca
 - Ontario: André Langdon, andre.langdon@statcan.gc.ca
 - Prairie provinces, British Columbia, Yukon, Northwest Territories and Nunavut: Peter Liang, peter.liang@statcan.gc.ca
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Have you been contacted to participate in a Statistics Canada survey?

Statistics Canada is able to provide accurate and timely statistical information, thanks to the ongoing co-operation of the citizens of Canada, its businesses, governments, and institutions. If your business has been asked to participate in a Statistics Canada survey, please see our website for more information [on business surveys](#) or [for survey participants](#). We hope this information will help, and that we can count on your support.

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Ce bulletin est aussi disponible en français.



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