

# Newsletter for Small and Medium-sized Businesses

May 2013



## First results from 2011 National Household Survey

On May 8, 2013, Statistics Canada released the first results from the 2011 National Household Survey (NHS).

The NHS was the largest survey ever conducted by Statistics Canada, with some 4.5 million households invited to take part. The voluntary survey included questions on such topics as place of birth, citizenship and immigration, ethnic origin, Aboriginal identity, language of work, education, labour market activity, income and housing.

The release on May 8 focuses on Aboriginal Peoples, and immigration and ethnocultural diversity. This release features two analytical reports:



### [Aboriginal Peoples in Canada: First Nations People, Métis and Inuit](#)

This report provides a profile of the total Aboriginal population, and each of the Aboriginal groups: First Nations people, Métis and Inuit. It examines where Aboriginal people live and their age structure. The report also looks at the living arrangements of Aboriginal children.

### [Immigration and Ethnocultural Diversity in Canada](#)

This report examines the size and geographic distribution of foreign-born people in Canada and particularly of those who arrived between 2006 and 2011, as well as their countries of birth and knowledge of official and non-official languages. The report also presents the ethnocultural origins of the

Canadian population, as well as data on visible minority status and religious affiliation.

## NHS Focus on Geography series

Data and highlights on key topics found in the analytical products are also available for various standard levels of geography in the [NHS Focus on Geography Series](#).

## NHS Profile

The [NHS Profile, 2011](#) presents information from the 2011 NHS for various levels of geography. Using the tabs, you can search for an area of interest by typing its 'place name' or browsing a list, by entering a postal code or by entering a geographic code.

## Much more on our website

There is much more on the [NHS website](#), including the [2011 National Household Survey: Data Tables](#), the [National Household Survey User Guide](#) and a series of [reference guides](#).



## **NHS videos**

In these videos, Statistics Canada experts provide a brief overview of the data on various NHS topics. You can view them in FLV, MOV or WMV format. Transcripts are also available.

- Annie Turner, Analyst at Statistics Canada, on [Aboriginal Peoples](#) in Canada
- Tina Chui, Sociologist at Statistics Canada, on [Immigration and Ethnocultural Diversity](#) in Canada

You can also watch these videos on our [YouTube channel](#).

## **Chat with an expert**

Two days following the release of the first results of the 2011 NHS, Statistics Canada organized a "Chat with an expert" session. Participants who had signed up prior to the session were able to ask Statistics Canada experts questions in real time. If you have missed the session, don't worry, the transcript will be available soon.

Stay tuned! The chat session on labour, education, place of work, commuting to work, language of work, mobility and migration will be on Friday June 28, 2013.

## **Upcoming NHS releases**

The second and third rounds of results will be released on June 26 and August 14, 2013 respectively. Please consult the [NHS release schedule](#) for more information.

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## **Other news**



### **Recent developments in the Canadian economy: Spring 2013**

This article in the [Economic Insights](#) series provides you with a concise, integrated summary of recent changes in output, employment, household demand, international trade and prices. Organized as a statistical summary of major indicators, the report is designed to inform about ongoing developments in the Canadian economy, highlighting changes in the economic data during late 2012 and early 2013.

## **Service bulletins**

Statistics Canada publishes regular bulletins on a wide variety of service industries. We are featuring the following industries in this month's newsletter:



- [Engineering services](#)
- [Real estate rental and leasing and property management](#)
- [Software development and computer services](#)
- [Spectator sports, event promoters, artists and related industries](#)
- [Traveller accommodation services](#)



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

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

- Consumer Price Index
  - Payroll, employment, earnings and hours
  - Retail trade
  - Wholesale trade
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### [Video: Tutorial for Businesses—Finding Local Census Data](#)

You've told us that it isn't always easy to find data on our website. We listened! We are pleased to launch the first of a series of tutorials that will help you find the information you need on the website. We hope you will enjoy this brief tutorial about finding local census data.

### [StatCan Video Challenge](#)

Do you know anyone between the ages of 15 and 21?

2013 is the International Year of Statistics! Statistics Canada is joining other Canadian and international statistical organizations to mark the contribution that statistics make to the success and progress of our societies.

One of the activities we have planned is the StatCan Video Challenge open to Canadian residents between the ages of 15 and 21 years.

If you know anyone in this age group, help us pass this message:

"Use your creativity to develop an original video that shows how you have used Statistics Canada data at school, at work, or in your day-to-day life; and why you think statistics are important. The video can be up to 4 minutes long. You can submit your video from **April 12, 2013 to July 5, 2013 at 11:59 p.m., local time.**"

More information at [StatCan Video Challenge](#).

### [Consulting Canadians](#)

Last April, we launched "Consulting with Canadians", an interactive tool to help us improve our products and services. Users are invited to vote, discuss, engage and give feedback by responding to the "question of the month".

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### **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](mailto:sarah.cassidy@statcan.gc.ca)
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### 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 [Newsletter for Small and Medium-sized Businesses](#) 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.

### Have you been asked 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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