

Newsletter for Small and Medium-sized Businesses

July 2013



In the news

[Second results from the 2011 National Household Survey](#)

On June 26, Statistics Canada released the second set of data from the 2011 National Household Survey (NHS). The release focuses on the labour force and education.

[Portrait of Canada's labour force](#)



A descriptive portrait of the Canadian labour force is available, which features

- an industry profile;
- the most common occupations for men and women; and
- an overview of employment by level of educational attainment.

The report also briefly touches on workers aged 55 and over and interprovincial mobility.

In this short [video](#), Statistics Canada analyst, Vincent Ferrao, presents a brief overview of labour in Canada based on the 2011 NHS data.

[Education in Canada: Attainment, field of study and location of study](#)

This report provides a descriptive profile of education in Canada, including

- level of educational attainment;
- field of study; and
- location of study.



The report also examines post-secondary educational achievement across a spectrum of variables such as gender, age and geography.

In this short [video](#), Statistics Canada analyst, Sarah Jane Ferguson, presents a brief portrait of education in Canada based on results from the 2011 NHS.

In addition to labour and education, this NHS release also sheds light on the commuting patterns of Canadians. Here are some highlights:

[Commuting to work](#)

Roughly 15.4 million Canadians commuted to work, while 1.1 million worked at home most of the time.

Almost three quarters (74.0%) of commuters, or 11.4 million workers, drove a vehicle to work. Another 5.6%, or 867,100 people, made the trip as passengers.



About four out of five Canadian commuters used private vehicles. The percentage of commuters who used public transit for the longest part of their trip was 12.0% in Canada in 2011.

In the 2011 NHS, detailed information about the type of public transit used was collected for the first time. Of public transit users, 63.5% commuted by bus, 25.0% by subway or elevated rail, 11.2% by light rail, streetcar or commuter train, and 0.3% by ferry.

Finally, in 2011, 880,800 commuters walked to work (5.7%), and 201,800 cycled (1.3%). In the 2006 Census, 6.4% of commuters walked and 1.3% cycled.

NHS thematic maps by theme

A thematic map shows the spatial distribution of one or more specific data themes for standard geographic areas. The map may be either qualitative in nature (e.g., highest level of educational attainment) or quantitative (e.g., percentage population change). 2011 NHS thematic maps are available for both [labour and education](#).

Chat with an expert



As part of the 2011 NHS data releases, Statistics Canada organized a number of "Chat with an expert" sessions where participants were able to ask Statistics Canada experts questions in real time. If you have missed any of the previous sessions, you can read the [transcripts](#).

[Stay tuned](#) for the next interactive session on August 16, 2013, covering the third NHS release on income and housing.

The increase in food prices between 2007 and 2012

Over the last few years, food prices have received increasing attention. This is partly the result of the sharp increase (58%) in worldwide food prices in 2007-2008. In response, organizations concerned about food security, such as the World Bank and the Food and Agriculture Organization of the United Nations (FAO), have monitored food prices closely.

This article in the [Economic Insights](#) series looks at the increase in food prices that has taken place worldwide since 2007. It answers the following questions: How have food prices evolved in Canada and in the rest of the world since 2007? How do the recent trends in Canada compare to previous episodes of rising food prices?

Private radio broadcasting, 2012

The operating revenues of the private radio broadcasting sector edged up 0.3% from 2011 to \$1.6 billion in 2012. The vast majority of these revenues (98%) were from advertising.

Table 1

[Advertising revenues: Private radio broadcasters](#)

Table 2

[Profit margin before interest and taxes: Private radio broadcasters](#)



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Recent releases from *The Daily*

The Daily is Statistics Canada's official release bulletin. In addition to the above articles, recent releases also include the following:

- [Consumer Price Index](#)
- [National tourism indicators](#)
- [Payroll employment, earnings and hours](#)

Check the recent releases on a regular basis or get your [free subscription](#)!

Other News

Infographic: Canadian Internet use and E-commerce



They say a picture is worth a thousand words (more or less). If you strongly agree, you're the kind of person who prefers images to text.

If so, you'll really like our new infographic that shows how individual Canadians use the Internet, where they come from, what they do online, and more.

A brief background: according to the 2010 Canadian Internet Use Survey, in 2010 80% of individuals aged 16 years and older used the Internet for personal use. Significant differences in use rates exist based on age, income, location and other factors.

To learn more about the Internet use habits of Canadians, read the article titled "[Individual Internet use and E-commerce](#)", or consult this compact yet informative infographic.

Labour Market Indicators Desktop Application

Statistics Canada recently launched the new Labour Market Indicators Desktop Application.

Data users who download this application will be able to

- access Statistics Canada's Labour Market Indicators data directly from their desktop;
- review the latest labour market indicators for Canada, by province and by census metropolitan area;
- view geographical rankings for each labour market indicator; and
- create quick and easy data reports with interactive maps and charts that can be easily copied into other programs (e.g., Excel or Word).

A [help page](#) has been developed to assist users to better understand the desktop application's functionalities.



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[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. The deadline to submit videos has been

extended until Friday, August 16, 2013 at 11:59 p.m., local time.

So 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 by **11:59 p.m., local time, August 16, 2013.**"

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

More ways to stay connected



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

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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ABOUT THE NEWSLETTER FOR SMALL AND MEDIUM-SIZED BUSINESSES

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

Benefits of subscribing

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Learn about upcoming events and activities that will help you get the most from Statistics Canada data.

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