

Newsletter for Small and Medium-sized Businesses

February 2014



In the news

[Survey of Household Spending, 2012](#)



How much did Canadian households spend on average on goods and services in 2012? How did it compare to 2011? What did they spend most on? Which province had the highest average spending, and which had the lowest? What proportion of households reported having only a cell phone and no landline? Which province had the highest cell phone ownership and which had the lowest?

For answers to these questions and more, consult the latest Survey of Household Spending data.

[The underground economy in Canada, 2011](#)



This study provides data on the underground economy in Canada. This update includes revised data for 1992 to 2009 and new data for reference years 2010 and 2011.

The underground economy can be defined as consisting of market-based economic activities, whether legal or illegal, that escape measurement as a result of their hidden, illegal or informal nature. For the purpose of this study, some illegal activities (such as drug trafficking and prostitution) have been excluded.

In 2011, the estimated upper bound for total underground economy activity was \$40.9 billion. This is equivalent to 2.3% of gross domestic product. This proportion trended down from a high of 2.6% in 1994 until 2001 when it reached its current level of 2.3%. This proportion has remained relatively stable in the decade that followed. The four most significant industries in terms of underground economy activity were construction (28%), finance, insurance, real estate, rental and leasing and holding companies (13%), retail trade (12%) and accommodation and food services (12%). These four industries together accounted for almost 65% of the total underground economy value added.

[Fruit and vegetable production, 2013](#)



Canadian fruit and vegetable farmers sold \$1.7 billion in produce in 2013, down 1.4% from a year earlier.

Fruit growers reported a 6.2% sales decrease to \$825 million while vegetable sales rose 3.5% to \$868 million. Among the provinces, Quebec had a significant sales drop for fruit, while Ontario apple sales in 2013 returned to their 2011 level. Vegetable sales increased in British Columbia, Alberta, Saskatchewan, Quebec, Nova Scotia, New Brunswick and Newfoundland and Labrador.

Nationally, carrots accounted for the largest contribution to vegetable sales at \$93.3 million, followed by sweet corn (\$72 million), cabbage (\$66.7 million) and tomatoes (\$65 million).

Blueberry sales declined 22.3% to \$188 million, while cranberry sales were down 13.5% to \$94 million. Apple sales rose 2.7% to \$191.3 million, while grape sales were up 3.5% to \$149.6 million. In general, fruit sales growth was the result of increased production.



Other news

Service Industry Bulletins

Statistics Canada produces regular bulletins on a wide range of service industries. This month, we are featuring bulletins on the following service industries with updated statistical tables and additional information:

[Amusement and Recreation, 2012](#)

This product provides an overview of trends in the amusement and recreation services industry. The industry is comprised of golf courses and country clubs, ski facilities, fitness facilities and recreational sports centres, marinas, bowling lanes, and all other amusement and recreational companies.



[Specialized Design Services, 2012](#)

Specialized design services comprise four industries: graphic design, interior design, industrial design and other specialized design services. In 2012, the largest industry in the grouping, graphic design, accounted for almost half (45.8%) of all specialized design services revenues. Interior design generated another 38.5%, followed by industrial design (8.7%) and other specialized design (7.0%).

[Advertising and Related Services, 2012](#)

This industry comprises establishments primarily engaged in advertising and related services. In 2012, advertising agencies continued to have the largest portion of the industry's operating revenues (39.7%). Direct mail advertising and advertising material distribution services was in second (12.7%), followed by display advertising in third (12.1%). Next came all other services related to advertising (10.8%), specialty advertising distributors (10.3%) and public relations services (7.9%). Media buying agencies and media representatives (6.4%) accounted for the smallest proportion of operating revenues.



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New videos about Statistics Canada

In January 2014, Statistics Canada released two new videos on You Tube:

[**Serving Canadians: The Fundamental Principles of Official Statistics.**](#) Created during the 2013 International Year of Statistics with the objective of creating awareness of these ten principles.

In 1994, the United Nations adopted the Fundamental Principles of Official Statistics to help define what constitutes a good system of statistics and what role that system should play in national governments.

These principles inform Statistics Canada's policies and practices and enable us to play an important role in sustaining the vitality of our country's democracy.



The entertaining and informative video enhances the visibility of Statistics Canada and its role as a world leader in providing credible data.

[**Around the World and Back: a Video about Statistics Canada's Role Internationally.**](#) features a conversation between the Chief Statistician and the Director of International Cooperation Division about our international efforts.

We hope you will enjoy watching these videos and many others on our [YouTube channel](#).

More ways to stay connected



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Questions or comments?

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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

Stay informed about the latest Statistics Canada releases that are 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.

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