

# Newsletter for Small and Medium-sized Businesses

August 2014

In the news



## [Tutorial for businesses – Getting to Know your Market and Industry](#)



Smart businesses understand their customers and their competition; how to find a niche or an opportunity... hone in on it... and make it work for them.

Statistics Canada's latest video shows you some tools that will help you to get to know your customers, your market, your industry, and the conditions in which you can operate most successfully. The tools are reliable, accurate, and best of all, they're free.

Check it out on our [website](#) or our [YouTube channel](#).

## [Study: The ups and downs of minimum wage, 1975 to 2013](#)



Do you remember 1975? No? Well we do - thanks to all the data collected over the years. Specifically, because of the **Labour Force Survey** and the **Survey of Employment, Payroll and Hours**, we look back at minimum wage workers from 1975 to 2013.

The article "[The ups and downs of minimum wage](#)" is now available online in *Insights on Canadian Society*. Learn how the real minimum wage has gone up and down over the years to settle back to where it was in 1975. Are there more or fewer people earning minimum wage today than 30 years ago? Who are these workers, and in what industries do they work?

Young employees, less educated employees, part-time employees and those working in service industries were most likely to be paid at minimum wage. In 2013, 50% of employees aged 15 to 19 years old were paid at minimum wage. Among those aged 20 to 24, the rate was 13%.

For more information read the [article](#).

## [Investment in non-residential building construction, second quarter 2014](#)



While the rise in residential building permits (all those condos) has been fodder for the news media over the last few years, what's the story in non-residential construction?

In the second quarter of 2014, investment in non-residential building construction amounted to \$12.8 billion in the second quarter, down 0.5% from the previous quarter. It was the second consecutive quarterly decline and resulted from lower spending on industrial and institutional buildings.

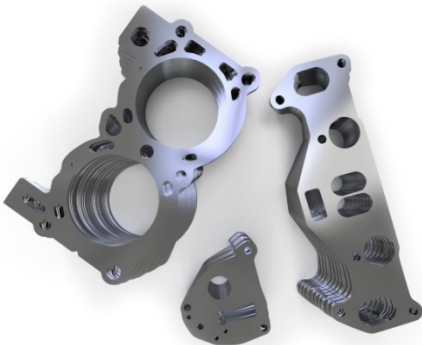
Ontario, Quebec, Saskatchewan and Prince Edward Island posted increases in the second quarter. The largest gain was in Ontario, where investment rose 1.2% to \$5.0 billion as a result of higher commercial investment.

As for metropolitan areas, the largest advances occurred in Kingston, Ottawa and Toronto. In Kingston, the increase resulted from higher investment in the construction of institutional buildings, while the gains in Ottawa and Toronto were due to commercial and industrial spending.

More information at [Investment in non-residential building construction, second quarter 2014](#).

## [Industrial product and raw materials price indexes](#)

You've probably heard of the **Consumer Price Index**, which measures the inflation rate. But do you know about the **Industrial Product Price Index (IPPI)**



The **IPPI** reflects the prices that producers in Canada receive as the goods leave the plant gate. It does not reflect what the consumer pays. Unlike the Consumer Price Index, the IPPI excludes indirect taxes and all the costs that occur between the time a good leaves the plant and the time the final user takes possession of it, including the transportation, wholesale and retail costs.

### **Industrial Product Price Index, 12-month change.**

The IPPI increased 3.4% during the 12-month period ending in May 2014, after rising 3.9% in April.

Compared with May 2013, the growth of the IPPI was mainly attributable to energy and petroleum products (+6.8%), specifically motor gasoline (+5.2%), light fuel oils (+13.2%) and diesel fuel (+11.1%). The IPPI excluding energy and petroleum products rose 2.7% on a year-over-year basis.

What about the **Raw Materials Price Indexes (RMPI)**? It reflects the prices paid by Canadian manufacturers for key raw materials. Many of those prices are set on the world market. However, as few prices are denominated in foreign currencies, their conversion into Canadian dollars has only a minor effect on the calculation of the RMPI.



## Raw Materials Price Index, 12-month change

The RMPI rose 7.6% during the 12-month period ending in May 2014, after increasing 9.1% in April.

Compared with the same month a year earlier, the growth of the RMPI was mainly due to higher prices for crude energy products (+12.1%), primarily conventional crude oil (+12.4%). On a year-over-year basis, the RMPI excluding crude energy products was up 2.9%.

## [National tourism indicators, first quarter 2014](#)



Summer is time for tourists. While we don't yet have this year's tourism numbers, we can look at the first quarter of the year to get an inkling what this summer's numbers will look like.

Tourism spending in Canada rose 0.3% in the first quarter, the smallest rate of growth since the first quarter of 2013. A 2.4% decline in tourism spending by international visitors in Canada, the largest since the first quarter of 2011, contributed to the deceleration.

Tourism spending by Canadians at home rose 0.9% in the first quarter, the largest rate of growth since the fourth quarter of 2011.

Outlays on most tourism goods and services were up, with accommodation (+2.8%) and fuel (+1.8%) contributing the most to the increase. Tourism spending on non-tourism goods and services, including groceries and clothing, rose 0.9%.

Read the [whole article](#) on our website.

---

**Visit the *Stay Connected* portal on the Statistics Canada website**



No endorsement of any social media products or services is expressed or implied.

---

## 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)
- Quebec: Mandoline Royer, [mandoline.royer@statcan.gc.ca](mailto:mandoline.royer@statcan.gc.ca)
- Ontario: André Langdon, [andre.langdon@statcan.gc.ca](mailto:andre.langdon@statcan.gc.ca)
- Prairie provinces, British Columbia, Yukon, Northwest Territories and Nunavut: Peter Liang, [peter.liang@statcan.gc.ca](mailto:peter.liang@statcan.gc.ca)

---

## Newsletter copyright

All rights reserved. Use of this publication is governed by the [Statistics Canada Open Licence Agreement](#).

**Ce bulletin est aussi disponible en français.**

---

## 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 that are important to business owners, managers and entrepreneurs. The releases explain how to access related information.

Subscribe to our newsletter through the new My StatCan portal to learn about:

- Upcoming events and activities that will help you get the most from Statistics Canada data.

### Subscribing is easy and free!

Go to [www.statcan.gc.ca/eng/mystatcan](http://www.statcan.gc.ca/eng/mystatcan)

- You will need to **Login** or **Register**
- Once inside the My StatCan portal, click **Email notifications** in the top right menu
- Under the **Publications** tab, scroll down and click **Reference**, then add the Newsletter for Small and Medium-sized Businesses.

You are now subscribed! 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.