

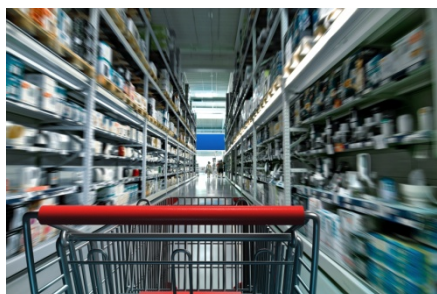
# Newsletter for Small and Medium-sized Businesses

September 2014

In the news



## [What is the Consumer Price Index \(CPI\)?](#)



The Consumer Price Index (CPI) is used for a variety of purposes, including adjusting wages or payments in order to maintain purchasing power in an environment of changing consumer prices.

Statistics Canada's latest video gives you an overview of what the Canadian CPI is and how it works. Check it out on our [website](#) or our [YouTube channel](#).

## [Retail at a glance: E-commerce sales, 2012](#)



Retail e-commerce sales are defined as the purchase or commitment to purchase goods or services over the Internet. The figures include sales by retailers that sell both through a store and their website in addition to retailers that operate with no physical presence.

E-commerce sales by retailers reached \$7.7 billion in 2012, up from \$6.6 billion in 2011. Retail e-commerce sales (+16.3%) grew at over five times the pace of the overall growth in retail trade (+2.9%). Retail e-commerce sales accounted for 1.5% of total retail sales in 2012.

## [Study: Net worth of the household sector: A Canada–United States comparison, 1970 to 2012](#)



Canadian household net worth per capita reached 77% of the United States' level in 2012, according to a new study, "Net Worth in the Household Sector, 1970 to 2012: A Canada–United States Comparison," released today in the *Economic Analysis Research Paper Series*.

Canadian household net worth per capita averaged 60% of US net worth between 1974 and 2006. The sharp drop in US home prices after 2007 reduced net worth per capita significantly in the United States. At the same time, Canadian net worth per capita declined modestly. As a result, Canadian net worth per capita rose to 77% of US net worth per capita by 2009, and it stayed relatively stable until 2012. Relatively stronger Canadian housing values contributed to this increase.



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## [Business Entry and Exit Rates in Canada: A 30-year Perspective](#)

Firm entry and exit are an important source of dynamism that is essential to a well functioning economy. The entry of new firms is an important source of productivity growth and technology adoption while exit removes less productive firms.

Firm entry and exit rates in Canada fell during the last three decades. The decline in the entry rate was about twice as large as the decline in the exit rate, a pattern that was generally similar across industries. Experimentation and technology adaption through entry, and the process through which market forces lead unsuccessful firms to exit, weakened through time, and this is suggestive of a reduction in one aspect used to characterize the extent of economic dynamism in an economy. However, changes in entry and exit rates do not mean that Canada's economy has become less dynamic. Entry and exit are only one aspect of the process of economic re-alignment that comprises economic dynamism. Other measures, such as firm turnover, changes in market share and employment re-allocation, are not addressed here and require further evaluation, in greater depth, and along additional dimensions.

## [The changing face of the Canadian hog industry](#)

From 1921 to 2011, the total number of farms in Canada went from 8.1 per 100 inhabitants to 0.6 per 100 inhabitants, which represents a major transformation. Over time, farming operations have become more intensive and specialized, and the hog sector is no exception to this trend. During this period, the Canadian herd rose from 3,324,291 head to 12,679,104, while the number of farms reporting pigs dropped from 452,935 to 7,371.

## [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](#).

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## **Questions or comments?**

Please contact our communications staff in your region:



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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.

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- Under the **Publications** tab, scroll down and click **Reference**, then add the Newsletter for Small and Medium-sized Businesses.

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