

The Daily

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 Manufacturing sales advanced 1.2% to \$44.5 billion in March. Food and motor vehicle manufacturers were the largest contributors to the gains.

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 New motor vehicles sold decreased 4.2% to 132,867 units in March, giving back about half of the gains from the previous month. Lower truck sales were the largest contributor to the decline in sales.

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Releases

Monthly Survey of Manufacturing

March 2010

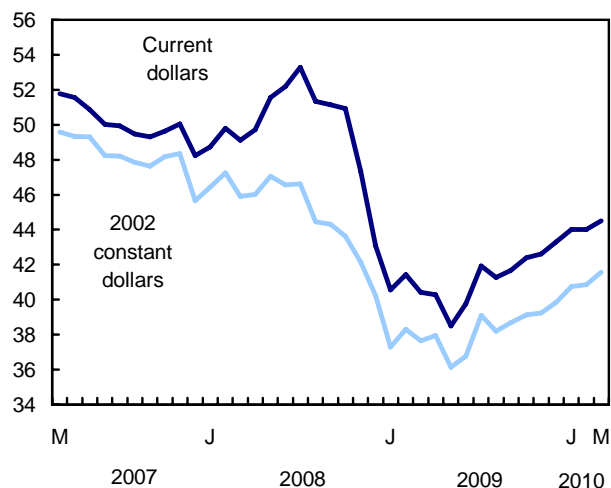
Manufacturing sales advanced 1.2% to \$44.5 billion in March. Food and motor vehicle manufacturers were the largest contributors to the gains. Manufacturing sales have been trending upward since the low point reached in May 2009.

Constant dollar manufacturing sales increased 1.7% in March. Constant dollar sales have increased for seven consecutive months.

Sales gains were reported in 12 of 21 industries, representing two-thirds of total sales.

Manufacturing sales advance in March

\$ billions¹



1. Seasonally adjusted.

Durable goods as well as food manufacturers behind gains

Food manufacturers reported the greatest increase in the value of sales, up 3.5% compared with February. This was the largest increase in food sales since January 2008. Prior to the increase in March, food sales had been relatively flat over the preceding six months.

Besides food manufacturing, most of the remaining sales increases for March were attributable to the durable goods industries. Motor vehicle manufacturers

Note to readers

All data in this release are seasonally adjusted and are expressed in current dollars unless otherwise specified.

Preliminary data are provided for the current reference month. Revised data, based on late responses, are updated for the three previous months.

Non-durable goods industries include food, beverage and tobacco products, textile mills, textile product mills, clothing, leather and allied products, paper, printing and related support activities, petroleum and coal products, chemicals, and plastics and rubber products.

Durable goods industries include wood products, non-metallic mineral products, primary metals, fabricated metal products, machinery, computer and electronic products, electrical equipment, appliances and components, transportation equipment, furniture and related products and miscellaneous manufacturing.

Production-based industries

For the aerospace industry and shipbuilding industries, the value of production is used instead of sales of goods manufactured. This value is calculated by adjusting monthly sales of goods manufactured by the monthly change in inventories of goods in process and finished products manufactured.

Unfilled orders are a stock of orders that will contribute to future sales assuming that the orders are not cancelled.

New orders are those received whether sold in the current month or not. New orders are measured as the sum of sales for the current month plus the change in unfilled orders from the previous month to the current month.

reported a 3.6% increase in March, the sixth advance in seven months. However, the gain in motor vehicle manufacturing was largely offset by a 9.6% decrease in aerospace products and parts production.

Other durable good sales increases included non-metallic mineral products (+7.7%) and wood product manufacturing (+4.9%). Non-metallic mineral sales, in particular cement and concrete manufacturers, benefited from warm weather in March. Wood product sales have grown steadily over the past six months.

Every province reports gains

Provincial gains were reported across the country in March, ranging from increases of 0.1% in Quebec to 45.0% in Newfoundland and Labrador.

Sales in the Atlantic provinces rose 6.4% in March after a 9.5% drop the previous month. Sales in the region have increased in five of the past six months.

Manufacturers in Manitoba reported a 4.9% increase in sales compared with February, the strongest gain outside of the Atlantic provinces. Manitoba has not seen the same degree of recovery in manufacturing as the other provinces, with sales increasing only twice in the past six months.

Sales were also strong in British Columbia, up 3.8%. Paper products, transportation, and food manufacturers were behind much of the gains. Manufacturing sales in British Columbia have been on the upswing since July 2009.

In Quebec, sales edged up 0.1% compared with February. A 10.6% drop in the transportation equipment industry was offset by strong gains in food, beverage and tobacco, and chemical product manufacturing. Sales in Ontario advanced 0.7%, reflecting rising sales in motor vehicle and motor vehicle parts manufacturing.

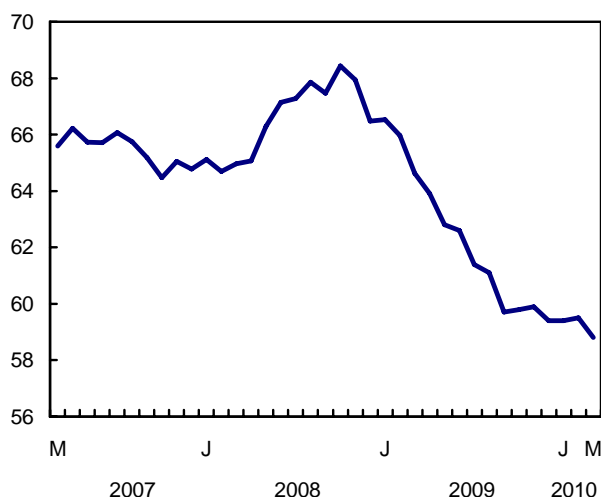
Inventory levels decline

Inventory levels fell 1.1% in March compared with February. Inventories dropped steadily from February to September 2009, with the rate of decrease slowing over the past six months.

The decline in March was largely driven by petroleum and coal and aerospace product manufacturers, down 7.3% and 3.3% respectively. Raw materials and finished products were both behind the decrease in petroleum and coal product inventories.

Chemical manufacturing was the main offsetting movement, up 1.4%. About half of the increase was due to resin, synthetic rubber, and artificial and synthetic fibers and filaments manufacturing.

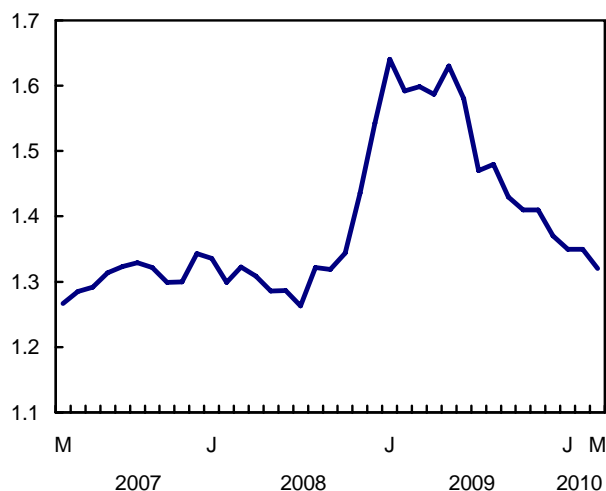
Inventory levels decrease in March

\$ billions¹

1. Seasonally adjusted.

The inventory-to-sales ratio fell from 1.35 in February to 1.32 in March. This was the lowest level since September 2008.

The inventory-to-sales ratio continues to decline

ratio¹

1. Seasonally adjusted.

Unfilled orders fall for the first time in four months

The backlog of unfilled orders declined for the first time in four months, down 0.4% to \$53.0 billion.

Unfilled orders in the transportation equipment industry fell 0.6%, despite a 0.5% advance in the aerospace industry. Excluding aerospace products and parts, unfilled orders were down 1.0% compared with February.

The other notable decrease in unfilled orders took place in computer and electronic products, down 2.7%.

New orders decreased 0.7% in March to \$44.3 billion. New orders fell in three key industries, namely computers and electronics, transportation equipment, and machinery. Despite the decrease in March, new orders have been trending upward since June 2009.

Available on CANSIM: tables 304-0014, 304-0015 and 377-0008.

Definitions, data sources and methods: survey number 2101.

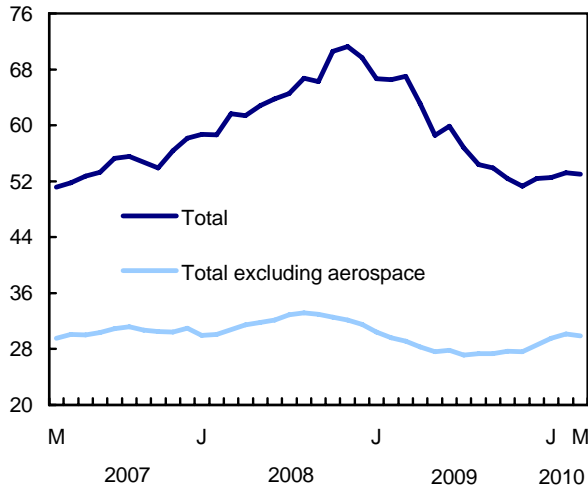
Data from the April Monthly Survey of Manufacturing will be released on June 15.

For a more detailed synopsis of the trends and indicators that affected manufacturers in 2009, the "Annual review of manufacturing" will soon be released in *Analysis in Brief* (11-621-M, free).

For more information, or to order data, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; fax: 613-951-3877; manufact@statcan.gc.ca). To enquire about the concepts, methods or data quality of this release, contact Elton Cryderman (613-951-4317, elton.cryderman@statcan.gc.ca), Manufacturing and Energy Division.

Unfilled orders down slightly after three monthly gains

\$ billions¹



1. Seasonally adjusted.

Manufacturing: Principal statistics

	March 2009	February 2010 ^r	March 2010 ^p	February to March 2010	March 2009 to March 2010
Seasonally adjusted					
	\$ millions		% change ¹		
Manufacturing sales (current dollars)	40,422	43,999	44,536	1.2	10.2
Manufacturing sales (2002 constant dollars)	37,622	40,858	41,563	1.7	10.5
Manufacturing sales excluding motor vehicles, parts and accessories (current dollars)	36,509	38,657	39,017	0.9	6.9
Inventories	64,629	59,507	58,832	-1.1	-9.0
Unfilled orders	67,032	53,153	52,960	-0.4	-21.0
Unfilled orders excluding motor vehicles, parts and accessories	66,101	52,632	52,462	-0.3	-20.6
New orders	40,898	44,677	44,343	-0.7	8.4
New orders excluding motor vehicles, parts and accessories	37,138	39,348	38,846	-1.3	4.6
Inventory-to-sales ratio	1.60	1.35	1.32

^r revised

^p preliminary

... not applicable

1. Percent change calculated at thousands of dollars for current dollars, and millions of dollars for constant dollars.

Manufacturing sales: Industry aggregates

Major group of industries	March 2009	February 2010 ^r	March 2010 ^p	February to March 2010	March 2009 to March 2010
Seasonally adjusted					
	\$ millions		% change ¹		
Food manufacturing	6,710	6,771	7,006	3.5	4.4
Beverage and tobacco product	864	900	941	4.5	8.9
Textile mills	128	128	128	-0.3	-0.3
Textile product mills	139	163	173	6.1	25.0
Clothing manufacturing	223	190	185	-2.6	-17.3
Leather and allied product	32	36	32	-11.1	1.3
Wood product	1,371	1,568	1,644	4.9	20.0
Paper manufacturing	2,122	2,200	2,220	0.9	4.6
Printing and related support activities	785	746	738	-1.0	-5.9
Petroleum and coal product	4,514	5,521	5,439	-1.5	20.5
Chemical	3,486	3,852	3,827	-0.7	9.8
Plastics and rubber products	1,559	1,707	1,707	0.0	9.5
Non-metallic mineral product	936	1,100	1,184	7.7	26.5
Primary metal	2,846	3,284	3,346	1.9	17.6
Fabricated metal product	2,510	2,438	2,486	2.0	-0.9
Machinery	2,369	2,198	2,280	3.7	-3.8
Computer and electronic product	1,466	1,562	1,479	-5.3	0.9
Electrical equipment, appliance and component	821	757	776	2.4	-5.6
Transportation equipment	5,674	7,130	7,182	0.7	26.6
Motor vehicle	2,695	3,734	3,867	3.6	43.5
Motor vehicle body and trailer	233	236	232	-1.7	-0.3
Motor vehicle parts	1,218	1,608	1,652	2.7	35.6
Aerospace product and parts	1,046	1,222	1,105	-9.6	5.7
Railroad rolling stock	112	94	99	5.6	-11.5
Ship and boat building	125	103	93	-9.3	-25.7
Furniture and related product	900	891	934	4.8	3.8
Miscellaneous manufacturing	968	857	830	-3.1	-14.3
Non-durable goods industries	20,561	22,213	22,395	0.8	8.9
Durable goods industries	19,861	21,786	22,141	1.6	11.5

^r revised

^p preliminary

1. Percent change calculated at thousands of dollars.

Manufacturing sales: Provinces and territories

	March 2009	February 2010 ^r	March 2010 ^p	February to March 2010	March 2009 to March 2010
Seasonally adjusted					
	\$ millions			% change ¹	
Canada	40,422	43,999	44,536	1.2	10.2
Newfoundland and Labrador	392	222	322	45.0	-17.8
Prince Edward Island	117	98	105	6.9	-10.2
Nova Scotia	744	743	775	4.4	4.1
New Brunswick	1,110	1,359	1,376	1.2	24.0
Quebec	10,209	11,109	11,119	0.1	8.9
Ontario	18,237	20,410	20,545	0.7	12.7
Manitoba	1,308	1,136	1,192	4.9	-8.9
Saskatchewan	885	964	991	2.8	12.0
Alberta	4,681	5,069	5,114	0.9	9.2
British Columbia	2,733	2,884	2,994	3.8	9.6
Yukon	2	2	2	-18.1	-12.2
Northwest Territories and Nunavut	4	2	2	-30.7	-58.7

^r revised

^p preliminary

1. Percent change calculated at thousands of dollars.



New motor vehicle sales

	March 2009	February 2010 ^f	March 2010 ^p	March 2009 to March 2010	February to March 2010
Seasonally adjusted					
	number of vehicles			% change	
New motor vehicles	120,605	138,666	132,867	10.2	-4.2
Passenger cars	61,546	66,578	64,907	5.5	-2.5
North American ¹	35,278	37,086	34,967	-0.9	-5.7
Overseas	26,268	29,492	29,940	14.0	1.5
Trucks, vans and buses	59,059	72,088	67,960	15.1	-5.7
New motor vehicles					
Newfoundland and Labrador	2,264	2,761	2,734	20.8	-1.0
Prince Edward Island	439	472	508	15.7	7.6
Nova Scotia	3,801	4,674	4,066	7.0	-13.0
New Brunswick	2,753	3,576	3,247	17.9	-9.2
Quebec	33,628	37,152	36,615	8.9	-1.4
Ontario	43,994	51,002	48,881	11.1	-4.2
Manitoba	3,467	4,117	3,635	4.8	-11.7
Saskatchewan	3,732	4,453	3,826	2.5	-14.1
Alberta	14,856	17,560	16,571	11.5	-5.6
British Columbia ²	11,671	12,899	12,784	9.5	-0.9
	March 2009	February 2010 ^f	March 2010 ^p	March 2009 to March 2010	
Unadjusted					
	number of vehicles			% change	
New motor vehicles	129,831	101,788	148,029	14.0	
Passenger cars	65,695	45,417	70,252	6.9	
North American ¹	38,347	24,871	38,427	0.2	
Overseas	27,348	20,546	31,825	16.4	
Trucks, vans and buses	64,136	56,371	77,777	21.3	
New motor vehicles					
Newfoundland and Labrador	2,234	1,693	2,822	26.3	
Prince Edward Island	417	297	529	26.9	
Nova Scotia	4,098	3,242	4,404	7.5	
New Brunswick	2,958	2,553	3,545	19.8	
Quebec	38,272	26,476	44,685	16.8	
Ontario	47,304	37,427	53,797	13.7	
Manitoba	3,643	2,921	3,790	4.0	
Saskatchewan	3,795	3,187	3,902	2.8	
Alberta	15,152	13,770	17,491	15.4	
British Columbia ²	11,958	10,222	13,064	9.2	

^r revised

^p preliminary

1. Manufactured or assembled in Canada, the United States or Mexico.

2. Includes Yukon, the Northwest Territories and Nunavut.

Note: Figures may not add up to totals due to rounding.



Steel wire and specified wire products

March 2010

Data on steel wire and specified wire production are now available for March.

Available on CANSIM: table 303-0047.

Definitions, data sources and methods: survey number 2106.

The March 2010 issue of *Steel, Tubular Products and Steel Wire* (41-019-X, free) will soon be available.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; manufact@statcan.gc.ca), Manufacturing and Energy Division. ■

Food services and drinking places, annual 2008

The 2008 edition of *Service Bulletin: Food Services and Drinking Places*, which contains industry highlights along with financial data including revenues, expenses, and operating profit margins, is now available.

Definitions, data sources and methods: survey number 4704.

The publication *Service Bulletin: Food Services and Drinking Places*, 2008 (63-243-X, free), is now available from the *Key resource* module of our website under *Publications*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-877-801-3282; 613-951-4612; servicesind@statcan.gc.ca), Service Industries Division. ■

Consulting services

2008

The 2008 edition of *Service Bulletin: Consulting Services*, which contains industry highlights along with financial data including revenues, expenses, and operating profit margins, is now available. The publication also includes product information, data by type of client and by geographic region.

Definitions, data sources and methods: survey number 4717.

The publication *Service Bulletin: Consulting Services*, 2008 (63-259-X, free), is now available from the *Key resource* module of our website under *Publications*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-877-801-3282; 613-951-4612; servicesind@statcan.gc.ca), Service Industries Division. ■

Annual Survey of Traveller Accommodation 2008

The 2008 edition of *Service Bulletin: Traveller Accommodation Services*, which contains industry highlights along with financial data including revenues, expenses, and operating profit margins, is now available.

Definitions, data sources and methods: survey number 2418.

The publication *Service Bulletin: Traveller Accommodation Services*, 2008 (63-253-X, free), is now available from the *Key resource* module of our website under *Publications*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-877-801-3282; 613-951-4612; servicesind@statcan.gc.ca), Service Industries Division. ■

New products and studies

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The Daily, May 14, 2010

Release dates: May 17 to May 21, 2010

(Release dates are subject to change.)

Release date	Title	Reference period
18	Canada's international transactions in securities	March 2010
19	Health Reports	May 2010
19	Wholesale trade	March 2010
19	Travel between Canada and other countries	March 2010
20	Employment Insurance	March 2010
20	Leading indicators	April 2010
21	Consumer Price Index	April 2010
21	Retail trade	March 2010