

The Daily

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Releases

Monthly Survey of Manufacturing, March 2011	2
Manufacturing sales increased 1.9% in March to \$47.5 billion. The transportation equipment industry accounted for just over half of the gain.	
Retail Services Price Index, fourth quarter 2010	7
Dairy statistics, March 2011	8
Steel wire and specified wire products, March 2011	8
Primary iron and steel, March 2011	9

New products and studies	10
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Languages in Canada: 2006 Census

2006 Census

The publication, *Languages in Canada: 2006 Census*, is the fourth in a series of studies on the evolution of Canada's linguistic situation published under the same title following the population censuses of 1991, 1996 and 2001. As with the previous publications, *Languages in Canada: 2006 Census* is the product of a strong partnership developed over the years between the Department of Canadian Heritage and Statistics Canada.

This document is intended as an essential, unique reference tool for anyone who is interested in the languages and various linguistic groups that make up Canada. It presents the results of the census on various language variables and analyzes the main factors and trends that influence the evolution of Canada's linguistic composition.

The publication *Languages in Canada: 2006 Census* is now available from the Canadian Heritage website (www.pch.gc.ca/pgm/lo-ol/pubs/index-eng.cfm).

For more information, contact Jean-François Lepage (613-951-5501; jean-francois.lepage@statcan.gc.ca), Social and Aboriginal Statistics Division.



Releases

Monthly Survey of Manufacturing

March 2011

Manufacturing sales increased 1.9% (+\$877 million) in March to \$47.5 billion, following a 1.8% decline in February. The transportation equipment industry (+6.3%) accounted for just over half of the gain. Sales also rose in the machinery and paper industries.

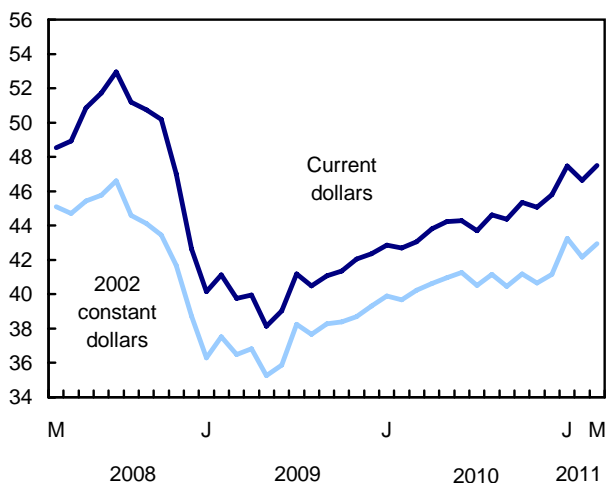
Higher sales were reported in 15 of 21 industries, representing 80.0% of total manufacturing.

Constant dollar manufacturing sales rose 1.9% in March.

Despite the decline in February, manufacturing sales in the first quarter increased 4.0% compared with the last three months of 2010. Sales for the first quarter (\$141.6 billion) were also the highest since the third quarter of 2008 (\$154.9 billion), before the economic downturn began. Including the first quarter of 2011, sales have advanced for seven consecutive quarters.

Manufacturing sales increase in March

\$ billions¹



1. Seasonally adjusted.

Sales increase in the transportation equipment industry

In the aerospace product and parts industry, production rose 20.6% to \$1.4 billion. Sales in the motor vehicle industry advanced 4.1%, as a result of increases reported by most auto assembly plants.

Note to readers

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

Statistics Canada is releasing revised monthly manufacturing data this month in accordance with standard practices. Sales of goods manufactured, inventories, and orders in current and constant dollars have been revised back to January 2007 for unadjusted data and to January 2004 for seasonally adjusted data.

The revisions were based on three sources. The monthly data were compared to the latest information available from the Annual Survey of Manufactures and Logging (ASML). Revisions were made based on new information from respondents, the availability of more up-to-date administrative data, and through reconciliation with the ASML data. The seasonal adjustment parameters were also reviewed and updated.

The revised data are now available on CANSIM.

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 metal, 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.

Sales in the motor vehicle industry have risen in 8 of the past 12 months.

Sales were up 4.2% in the machinery industry to \$2.7 billion. Since their most recent low of \$2.1 billion in October 2009, sales have advanced in 14 of 17 months. This advance partly reflects rising sales in the agricultural, construction and mining machinery industry.

Sales also increased in the paper (+4.0%), food (+0.8%), furniture and related product (+5.7%) and computer and electronic product (+3.9%) industries.

Manufacturing sales up in most provinces

In March, nine provinces posted higher sales compared with February, led by Quebec and Alberta.

In Quebec, sales advanced 2.0% to \$11.6 billion. The increase was caused by higher production in the aerospace product and parts industry (+31.1%). An 11.9% decline in the chemical industry, stemming from lower sales in the pharmaceutical and medicine industry, partly offset the gain.

Sales increased 3.7% in Alberta to \$5.7 billion in March. The increase largely reflected a 6.2% rise in the chemical industry and a price-driven 3.6% advance in petroleum and coal products. A 7.9% increase in the machinery industry, largely stemming from higher sales of agricultural, construction and mining machinery, also contributed to the gain.

Sales increases in Newfoundland and Labrador (+25.8%) and Nova Scotia (+10.4%) reflected gains in non-durable goods industries in both provinces.

Sales edged up 0.1% to \$21.4 billion in Ontario, led by a 4.7% increase in the motor vehicle industry. The machinery, furniture, computer and electronic product and printing industries also contributed to the increase. However, declines of 10.1% in the petroleum and coal products industry and 21.8% in the miscellaneous manufacturing industry offset almost all of the gains.

Inventory levels continue to increase

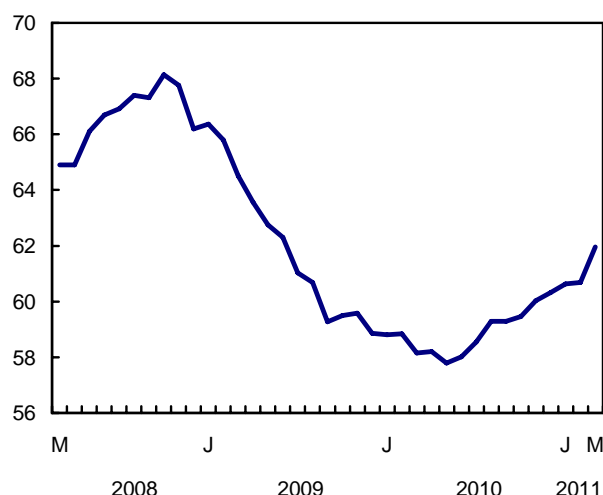
Inventory levels were up 2.1% to \$62.0 billion, the sixth consecutive monthly rise. Although 15 of 21 industries posted higher inventory levels, most of the increase stemmed from a 21.3% advance in the petroleum and coal products industry. The increase was related to higher volumes of raw materials and finished product inventories reported by some refineries, as well as an 8.2% advance in the price of petroleum and coal products as recorded by the Industrial Product Price Index.

Higher inventory levels were also reported by manufacturers in the fabricated metal (+3.2%), computer and electronic (+3.4%), machinery (+1.3%) and wood product (+2.1%) industries.

A 1.6% decline in inventories in the primary metal industry offset a small portion of the national increase.

Inventory levels continue to increase

\$ billions¹

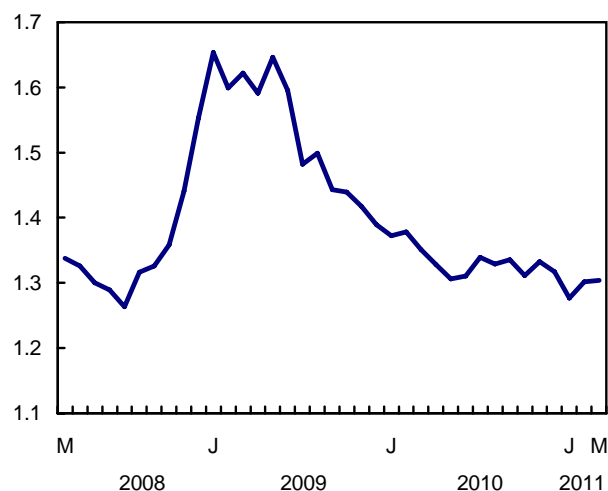


1. Seasonally adjusted.

The inventory-to-sales ratio remained unchanged at 1.30 in March compared with February. The ratio has declined gradually over the past year after falling sharply in 2009.

The inventory-to-sales ratio remains unchanged

ratio¹



1. Seasonally adjusted.

Unfilled orders increase strongly

Unfilled orders increased 9.5% in March to \$57.3 billion, the largest increase in both percentage and dollar terms since the current series began in January 1992. Unfilled orders are now at their highest level since June 2009.

The advance in unfilled orders reflected a 22.0% rise in the aerospace product and parts industry. In March, unfilled orders in the aerospace industry totalled \$26.5 billion, up \$4.8 billion from February.

Excluding the aerospace industry, unfilled orders in the manufacturing sector rose 0.7% to \$30.8 billion. The primary metal (+8.4%), machinery (+1.3%) and fabricated metal product (+1.8%) industries contributed to the gain.

New orders increased 11.3% to \$52.5 billion in March, largely reflecting gains in the aerospace industry.

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

Table 304-0014: Canada data (sales, inventories, orders) by industry.

Table 304-0015: Provincial sales by industry.

Table 377-0008: Constant dollar sales, inventories and orders.

Definitions, data sources and methods: survey number 2101.

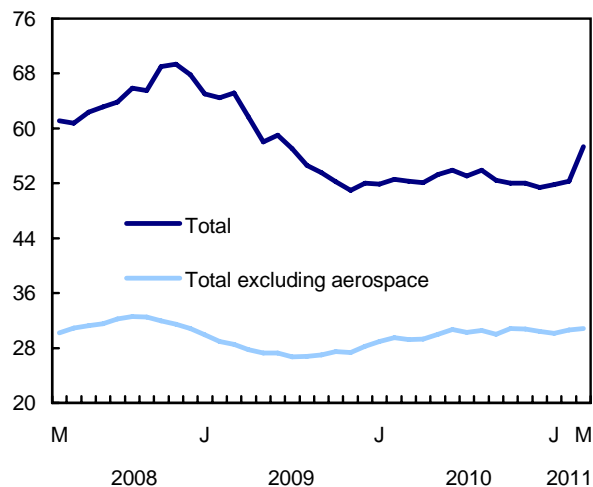
Data from the April Monthly Survey of Manufacturing will be released on June 15.

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 Michael Schimpf (613-951-9832, michael.schimpf@statcan.gc.ca), Manufacturing and Energy Division.

□

Unfilled orders increase strongly

\$ billions¹



1. Seasonally adjusted.

Manufacturing: Principal statistics

	March 2010	February 2011 ^r	March 2011 ^p	February to March 2011	March 2010 to March 2011
Seasonally adjusted					
	\$ millions		% change ¹		
Manufacturing sales (current dollars)	43,049	46,634	47,511	1.9	10.4
Manufacturing sales (2002 constant dollars)	40,223	42,155	42,957	1.9	6.8
Manufacturing sales excluding motor vehicles, parts and accessories (current dollars)	37,865	41,110	41,820	1.7	10.4
Inventories	58,155	60,687	61,956	2.1	6.5
Unfilled orders	52,293	52,327	57,299	9.5	9.6
Unfilled orders excluding motor vehicles, parts and accessories	51,671	51,748	56,748	9.7	9.8
New orders	42,744	47,156	52,483	11.3	22.8
New orders excluding motor vehicles, parts and accessories	37,616	41,642	46,820	12.4	24.5
Inventory-to-sales ratio	1.35	1.30	1.30

^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 2010	February 2011 ^r	March 2011 ^p	February to March 2011	March 2010 to March 2011
Seasonally adjusted					
	\$ millions		% change ¹		
Food manufacturing	6,759	6,798	6,851	0.8	1.4
Beverage and tobacco product	914	906	874	-3.5	-4.4
Textile mills	123	137	143	4.2	15.9
Textile product mills	148	135	135	0.4	-8.6
Clothing manufacturing	187	196	201	3.0	7.7
Leather and allied product	32	32	28	-11.8	-13.0
Wood product	1,629	1,588	1,597	0.5	-2.0
Paper manufacturing	2,142	2,211	2,299	4.0	7.3
Printing and related support activities	721	701	745	6.2	3.3
Petroleum and coal product	5,413	6,539	6,592	0.8	21.8
Chemical	3,713	3,865	3,864	0.0	4.1
Plastics and rubber products	1,729	1,797	1,823	1.5	5.5
Non-metallic mineral product	1,058	1,116	1,114	-0.2	5.2
Primary metal	3,240	3,873	3,887	0.4	20.0
Fabricated metal product	2,490	2,689	2,685	-0.2	7.8
Machinery	2,319	2,600	2,708	4.2	16.8
Computer and electronic product	1,185	1,278	1,328	3.9	12.1
Electrical equipment, appliance and component	773	891	907	1.8	17.3
Transportation equipment	6,822	7,394	7,859	6.3	15.2
Motor vehicle	3,582	3,894	4,054	4.1	13.2
Motor vehicle body and trailer	232	277	252	-8.9	8.9
Motor vehicle parts	1,602	1,629	1,637	0.4	2.2
Aerospace product and parts	1,061	1,176	1,418	20.6	33.6
Railroad rolling stock	131	94	114	20.7	-13.2
Ship and boat building	75	109	90	-17.6	19.5
Furniture and related product	892	876	926	5.7	3.8
Miscellaneous manufacturing	759	1,013	946	-6.6	24.6
Non-durable goods industries	21,882	23,317	23,556	1.0	7.6
Durable goods industries	21,167	23,317	23,956	2.7	13.2

^r revised

^p preliminary

1. Percent change calculated at thousands of dollars.

Manufacturing sales: Provinces and territories

	March 2010	February 2011 ^r	March 2011 ^p	February to March 2011	March 2010 to March 2011
Seasonally adjusted					
	\$ millions			% change ¹	
Canada	43,049	46,634	47,511	1.9	10.4
Newfoundland and Labrador	317	431	542	25.8	70.8
Prince Edward Island	109	99	110	10.3	1.0
Nova Scotia	785	887	979	10.4	24.8
New Brunswick	1,376	1,638	1,704	4.0	23.8
Quebec	10,869	11,381	11,613	2.0	6.8
Ontario	19,683	21,322	21,352	0.1	8.5
Manitoba	1,198	1,273	1,251	-1.7	4.5
Saskatchewan	889	933	1,017	9.0	14.3
Alberta	4,858	5,516	5,723	3.7	17.8
British Columbia	2,961	3,147	3,215	2.2	8.6
Yukon	2	4	4	4.1	58.8
Northwest Territories and Nunavut	1	2	1	-32.7	-13.4

^r revised

^p preliminary

1. Percent change calculated at thousands of dollars.

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Retail Services Price Index

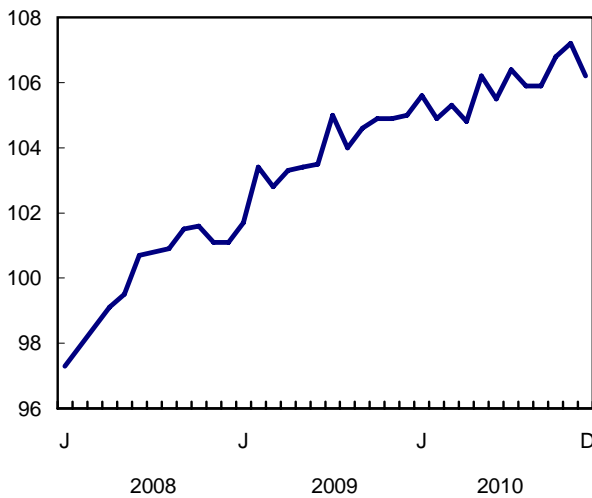
Fourth quarter 2010

The Retail Services Price Index (RSPI) rose by 0.6% in the fourth quarter.

This fourth quarter margin increase was driven by advances in 6 of 10 retail sectors. The largest margin increases were posted by food and beverage store retailers (+2.2%), sporting goods, hobby, book and music store retailers (+1.8%) and retailers of clothing and clothing accessories (+1.1%).

Retail Services Price Index

index (2008=100)



Electronics and appliance store retailers (-2.3%) posted the largest margin decline in the fourth quarter.

Margins for retailers of health and personal care products (-0.6%) and general merchandise (-0.5%) posted moderate decreases in the fourth quarter.

Year over year, the RSPI advanced 1.7% in the fourth quarter with margins increasing in 7 of 10 retail sectors. The largest year-over-year margin increases were posted by food and beverage store retailers (+3.6%), electronics and appliance store retailers (+3.4%), miscellaneous store retailers (+2.8%) and health and personal care store retailers (+2.7%).

Margins for retailers of sporting goods, hobby, book and music stores (-1.9%), furniture and home furnishings stores (-1.0%) and building material and garden equipment and supplies dealers (-0.2%) declined year over year.

Note: All data in this release are seasonally unadjusted and are subject to revision. The Retail Services Price Index is not a retail selling price index. The index represents the change in the price of the retail service. The price of the retail service is defined as the margin price which is the difference between the average purchase price and the average selling price of the retail product being priced.

Available on CANSIM: table 332-0003.

Definitions, data sources and methods: survey number 5135.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (613-951-4550; toll-free 1-888-951-4550; fax: 613-951-3117, ppd-info-dpp@statcan.gc.ca), Producer Prices Division.

□

Retail Services Price Index

	Relative importance ¹	Fourth quarter 2009	Third quarter 2010 ^r	Fourth quarter 2010 ^p	Third quarter to fourth quarter 2010	Fourth quarter 2009 to fourth quarter 2010
	%	(2008=100)			% change	
Retail Services Price Index	100.00	104.9	106.1	106.7	0.6	1.7
Motor vehicle and parts dealers	1.53	. ²	. ²	. ²	. ²	. ²
Furniture and home furnishings stores	3.33	103.9	102.1	102.9	0.8	-1.0
Electronics and appliance stores	3.42	94.1	99.6	97.3	-2.3	3.4
Building material and garden equipment and supplies dealers	5.97	112.2	111.3	112.0	0.6	-0.2
Food and beverage stores	21.81	105.9	107.3	109.7	2.2	3.6
Health and personal care stores	6.68	108.6	112.2	111.5	-0.6	2.7
Gasoline stations	11.52	100.1	101.8	101.5	-0.3	1.4
Clothing and clothing accessories stores	5.24	99.7	98.9	100.0	1.1	0.3
Sporting goods, hobby, book and music stores	2.48	103.9	100.1	101.9	1.8	-1.9
General merchandise stores	11.47	107.8	109.3	108.8	-0.5	0.9
Miscellaneous store retailers	2.56	105.8	107.7	108.8	1.0	2.8

^r revised

^p preliminary

. not available for any reference period

1. The relative importance is based on the weight that each 3-digit NAICS (North American Industrial Classification System) contributes to the overall Retail Services Price Index. The total does not equal 100 as automobile dealers (NAICS 4411), other motor vehicle dealers (NAICS 4412) and non-store retailers (NAICS 454) were not priced.

2. Automobile dealers (NAICS 4411) and other motor vehicle dealers (NAICS 4412) have not been surveyed and therefore data are not available at this time.

Dairy statistics

March 2011 (preliminary)

Dairy statistics for Canada and the provinces are now available for March.

Available on CANSIM: tables 003-0007 to 003-0012, 003-0029, 003-0033 and 003-0034.

Definitions, data sources and methods: survey numbers, including related surveys, 3430, 3431 and 3432.

The first quarter 2011 issue of *Dairy Statistics*, Vol. 6, no. 1 (23-014-X, free), is now available from the *Key resource* module of our website *Publications*.

For more information, call Client Services (toll-free 1-800-465-1991). To enquire about the concepts, methods or data quality of this release, contact Patricia Dow (613-951-9222; patricia.dow@statcan.gc.ca), Agriculture Division. ■

Steel wire and specified wire products

March 2011

Data on steel wire and specified wire products production are now available for March. Revised data for February are also available.

Available on CANSIM: table 303-0047.

Definitions, data sources and methods: survey number 2106.

The March 2011 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. ■

Primary iron and steel

March 2011

Data on primary iron and steel are now available for March.

Available on CANSIM: tables 303-0048 to 303-0051.

Definitions, data sources and methods: survey numbers, including related surveys, 2116 and 2184.

The March 2011 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. ■

New products and studies

Dairy Statistics, First quarter 2011, Vol. 6, no. 1
Catalogue number **23-014-X** (PDF, free; HTML, free)

Energy Statistics Handbook, Fourth quarter 2010
Catalogue number **57-601-X** (CD-ROM, \$54/\$161)

New Motor Vehicle Sales, March 2011, Vol. 83, no. 3
Catalogue number **63-007-X** (PDF, free; HTML, free)

All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.

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