

The Daily

Statistics Canada

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Monthly Survey of Manufacturing, July 2011

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Manufacturing sales rose 2.7% to \$46.7 billion in July. More than three-quarters of the gains were in Ontario.

New motor vehicle sales, July 2011

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Releases

Monthly Survey of Manufacturing

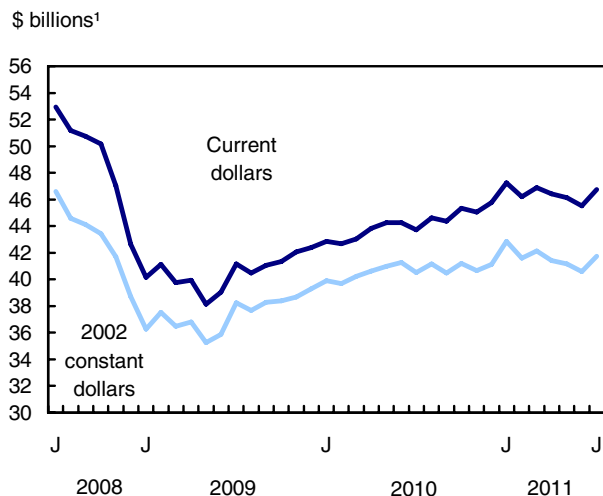
July 2011

Manufacturing sales rose 2.7% to \$46.7 billion in July. The increase follows three consecutive months of declines. More than three-quarters of the sales gains in July were in Ontario.

Constant dollar manufacturing sales were up 2.8%.

Higher sales were reported in 15 of 21 industries, representing 74.8% of total manufacturing. The petroleum and coal products, primary metal and fabricated metal product industries led the gains.

Manufacturing sales rise in July



Wide ranging sales gains in July

Sales in the petroleum and coal products industry increased 6.1% in July to \$6.2 billion. The gain mostly reflected higher volumes, as some refineries ramped up production following maintenance work and retooling in June.

The primary metal industry reported a 7.6% increase in sales to \$4.3 billion, as production rose at some plants following maintenance shutdowns in June. Sales in the industry have advanced steadily since June 2009. Sales in July were at their highest level since October 2008.

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 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.

In the fabricated metal product industry, sales increased 8.7% in July to \$2.9 billion. With this latest advance, sales reached 93.3% of their all-time peak recorded in July 2008.

The miscellaneous (+24.8%) and motor vehicle (+5.5%) industries also reported higher sales in July.

Production fell 17.5% to \$946 million in the aerospace product and parts industry, offsetting a portion of the gains in manufacturing sales.

Manufacturing sales advance in most provinces

Manufacturing sales were up in seven provinces in July, with Ontario, Alberta and Quebec reporting the largest provincial sales increases in dollar terms.

In Ontario, sales rose 4.7% to \$21.3 billion. The rise in July was the largest single-month increase since July 2009. The transportation equipment (+6.3%), miscellaneous manufacturing (+45.8%), and petroleum and coal product (+11.6%) industries posted the largest gains.

Sales of manufactured goods in Alberta rose 3.0% in July, reflecting advances in the petroleum and coal product, chemical and fabricated metal product industries. The gains were partially offset by a 2.5% decline in the machinery industry.

Quebec manufacturers reported a 0.5% increase in sales to \$11.3 billion, reflecting gains in the primary metal, fabricated metal product, petroleum and coal product, and wood product industries. The gains were mostly offset by a decline in the aerospace product and parts industry.

Inventory levels edge down in July

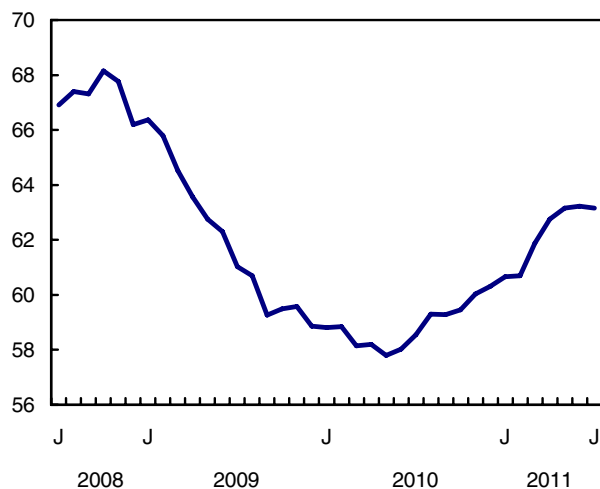
Inventory levels edged down 0.1% in July, the first decline since September 2010. Lower inventory levels were reported by manufacturers in 13 of 21 industries.

The largest declines were reported in the petroleum and coal product, and aerospace product and parts industries, with decreases of 8.5% and 4.9% respectively.

However, the declines were offset by a 3.7% rise in machinery inventories and a 2.8% increase in primary metal inventories.

Inventory levels edge downward in July

\$ billions¹

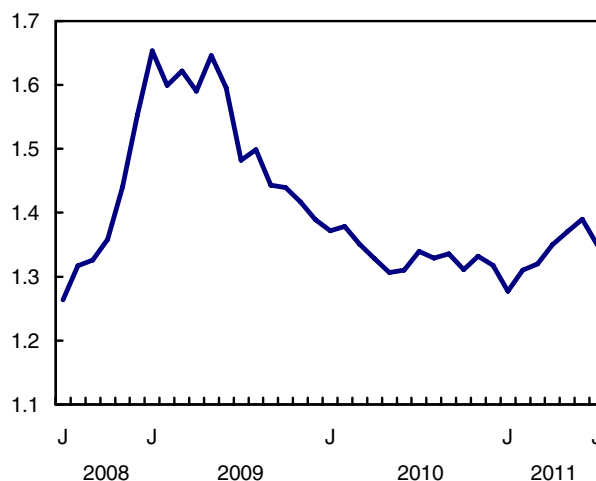


1. Seasonally adjusted.

The inventory-to-sales ratio decreased from 1.39 in June to 1.35 in July. This was the first decrease since January 2011.

The inventory-to-sales ratio decreases

ratio¹



1. Seasonally adjusted.

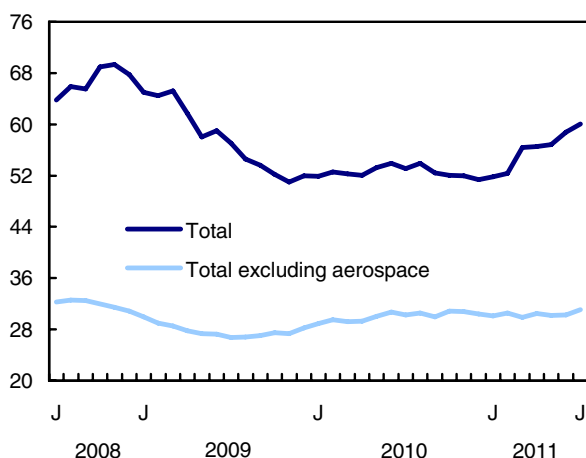
Unfilled orders advance for the seventh straight month

Unfilled orders rose 2.2% in July to \$60.1 billion, the seventh consecutive monthly increase. This was also the highest level since April 2009.

Contributing to the increase in unfilled orders was a 7.6% rise in the machinery industry and a 1.8% advance by aerospace product and parts. A 4.1% gain in the fabricated metal product industry also contributed to the overall increase. Excluding the aerospace industry, unfilled orders rose 2.7% to \$31.1 billion.

Unfilled orders advance for seventh month

\$ billions¹



1. Seasonally adjusted.

New orders increased 1.3% in July to \$48.1 billion, led by gains in the primary metal, machinery, fabricated metal product, and petroleum and coal product

industries. The increase was mostly offset by a decline in the aerospace product and parts 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 August Monthly Survey of Manufacturing will be released on October 14.

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.

Manufacturing: Principal statistics – Seasonally adjusted

	July 2010	June 2011 ^r	July 2011 ^p	June to July 2011	July 2010 to July 2011
	\$ millions			% change ¹	
Manufacturing sales (current dollars)	43,712	45,524	46,736	2.7	6.9
Manufacturing sales (2002 constant dollars)	40,502	40,580	41,729	2.8	3.0
Manufacturing sales excluding motor vehicles, parts and accessories (current dollars)	38,553	40,689	41,640	2.3	8.0
Inventories	58,542	63,231	63,158	-0.1	7.9
Unfilled orders	53,086	58,759	60,077	2.2	13.2
Unfilled orders excluding motor vehicles, parts and accessories	52,359	58,139	59,475	2.3	13.6
New orders	42,880	47,428	48,054	1.3	12.1
New orders excluding motor vehicles, parts and accessories	37,717	42,583	42,977	0.9	13.9
Inventory-to-sales ratio	1.34	1.39	1.35

^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 – Seasonally adjusted

Major group of industries	July 2010	June 2011 ^r	July 2011 ^p	June to July 2011	July 2010 to July 2011
	\$ millions			% change ¹	
Food manufacturing	6,745	6,869	6,829	-0.6	1.3
Beverage and tobacco product	907	856	857	0.1	-5.5
Textile mills	125	134	135	1.1	8.1
Textile product mills	140	142	139	-1.6	-0.6
Clothing manufacturing	185	186	188	0.8	1.5
Leather and allied product	31	33	32	-2.1	2.3
Wood product	1,531	1,437	1,508	4.9	-1.5
Paper manufacturing	2,212	2,216	2,224	0.4	0.6
Printing and related support activities	740	695	686	-1.3	-7.3
Petroleum and coal product	5,369	5,885	6,245	6.1	16.3
Chemical	3,597	3,987	3,993	0.1	11.0
Plastics and rubber products	1,742	1,817	1,893	4.2	8.7
Non-metallic mineral product	1,063	1,109	1,121	1.1	5.5
Primary metal	3,487	4,014	4,318	7.6	23.8
Fabricated metal product	2,576	2,685	2,918	8.7	13.3
Machinery	2,465	2,798	2,763	-1.3	12.1
Computer and electronic product	1,299	1,337	1,333	-0.3	2.7
Electrical equipment, appliance and component	797	837	841	0.4	5.5
Transportation equipment	6,948	6,820	6,842	0.3	-1.5
Motor vehicle	3,325	3,267	3,448	5.5	3.7
Motor vehicle body and trailer	274	291	287	-1.2	5.0
Motor vehicle parts	1,833	1,569	1,649	5.1	-10.1
Aerospace product and parts	1,127	1,146	946	-17.5	-16.1
Railroad rolling stock	74	133	117	-11.8	58.1
Ship and boat building	90	88	87	-1.7	-3.3
Furniture and related product	874	891	902	1.3	3.2
Miscellaneous manufacturing	879	776	969	24.8	10.3
Non-durable goods industries	21,794	22,819	23,222	1.8	6.6
Durable goods industries	21,918	22,705	23,515	3.6	7.3

^r revised

^p preliminary

1. Percent change calculated at thousands of dollars.

Manufacturing sales: Provinces and territories – Seasonally adjusted

	July 2010	June 2011 ^r	July 2011 ^p	June to July 2011	July 2010 to July 2011
	\$ millions			% change ¹	
Canada	43,712	45,524	46,736	2.7	6.9
Newfoundland and Labrador	420	217	222	2.2	-47.2
Prince Edward Island	99	100	91	-9.3	-7.8
Nova Scotia	806	898	919	2.3	14.0
New Brunswick	1,372	1,567	1,601	2.1	16.7
Quebec	10,834	11,266	11,326	0.5	4.5
Ontario	20,114	20,350	21,308	4.7	5.9
Manitoba	1,213	1,335	1,314	-1.6	8.3
Saskatchewan	885	1,071	1,045	-2.4	18.1
Alberta	5,013	5,616	5,785	3.0	15.4
British Columbia	2,952	3,100	3,121	0.7	5.7
Yukon	2	3	3	18.5	28.0
Northwest Territories and Nunavut	1	1	1	-7.2	-30.5

^r revised

^p preliminary

1. Percent change calculated at thousands of dollars.

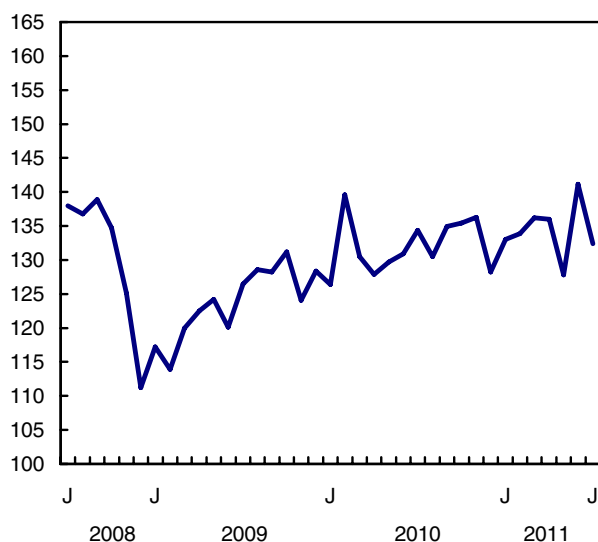
New motor vehicle sales

July 2011

The number of new motor vehicles sold fell 6.2% in July to 132,386 units, partially offsetting the gains in June. Truck and passenger car sales both declined. Lower sales in Ontario accounted for half of the national decrease.

New motor vehicles down in July

thousands of units



Preliminary industry data indicate that the number of new motor vehicles sold in August decreased 1%.

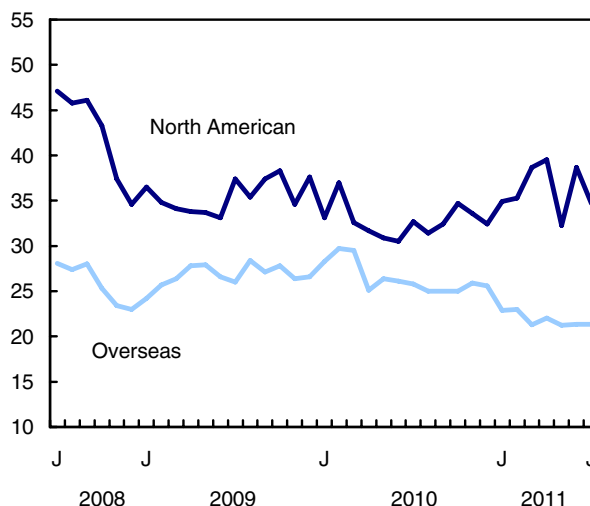
Sales fall for both trucks and passenger cars

Sales of trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses) fell 5.9% to 76,360 units in July, a third decline in four months.

Passenger car sales in July decreased 6.7% to 56,026 units. North American-built passenger cars (-10.3%) accounted for most of the decline, which partially offset the 20.0% increase registered in June. Sales of overseas-built passenger cars edged down 0.2%, continuing a downward trend which began in early 2010.

Overseas-built passenger car sales on downward trend

thousands of units



Sales down in most provinces

New motor vehicle sales decreased in nine provinces in July.

The largest decrease in units sold was in Ontario, where sales fell 8.3%, partially offsetting the increase in June.

Sales in Alberta decreased 7.9% in July. Sales of new motor vehicles have been on an upward trend since the beginning of 2011.

New motor vehicle sales in Quebec fell 4.1%, contributing to a downward trend in sales that began in late 2010.

Nova Scotia (+1.1%) was the sole province to report a rise in sales, a second consecutive monthly increase.

Available on CANSIM: table 079-0003.

Definitions, data sources and methods: survey number 2402.

The July 2011 issue of *New Motor Vehicle Sales* (63-007-X, free) will be available soon.

Data on new motor vehicle sales for August will be released on October 17.

For general information or to order data, contact Client Services (toll-free 1-877-421-3067;

613-951-3549; retailinfo@statcan.gc.ca). To enquire about the concepts, methods or data quality of this release, contact Ashley Ker (613-951-2252), Distributive Trades Division.

New motor vehicle sales – Seasonally adjusted

	July 2010	June 2011 ^r	July 2011 ^p	July 2010 to July 2011	June to July 2011
	number of vehicles			% change	
New motor vehicles	134,368	141,171	132,386	-1.5	-6.2
Passenger cars	58,526	60,054	56,026	-4.3	-6.7
North American ¹	32,720	38,688	34,696	6.0	-10.3
Overseas	25,806	21,366	21,330	-17.3	-0.2
Trucks, vans and buses	75,842	81,117	76,360	0.7	-5.9
New motor vehicles					
Newfoundland and Labrador	2,675	2,438	2,343	-12.4	-3.9
Prince Edward Island	487	490	468	-3.9	-4.5
Nova Scotia	3,714	3,843	3,886	4.6	1.1
New Brunswick	3,311	3,513	3,175	-4.1	-9.6
Quebec	34,875	35,152	33,721	-3.3	-4.1
Ontario	50,888	53,780	49,342	-3.0	-8.3
Manitoba	3,979	4,097	3,923	-1.4	-4.2
Saskatchewan	3,888	4,388	4,009	3.1	-8.6
Alberta	17,274	19,846	18,279	5.8	-7.9
British Columbia ²	13,277	13,624	13,240	-0.3	-2.8

^r revised

^p preliminary

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

2. Includes Yukon, the Northwest Territories and Nunavut.

Note: Data may not add to totals as a result of rounding.

New motor vehicle sales – Not seasonally adjusted

	July 2010	June 2011 ^r	July 2011 ^p	July 2010 to July 2011
	number of vehicles			% change
New motor vehicles	150,800	168,119	144,171	-4.4
Passenger cars	67,582	76,273	62,868	-7.0
North American ¹	38,018	49,009	39,273	3.3
Overseas	29,564	27,264	23,595	-20.2
Trucks, vans and buses	83,218	91,846	81,303	-2.3
New motor vehicles				
Newfoundland and Labrador	3,327	3,276	2,889	-13.2
Prince Edward Island	607	600	590	-2.8
Nova Scotia	4,037	5,115	4,307	6.7
New Brunswick	3,895	4,248	3,610	-7.3
Quebec	40,248	40,994	37,260	-7.4
Ontario	56,247	66,026	52,956	-5.9
Manitoba	4,530	4,682	4,382	-3.3
Saskatchewan	4,530	4,982	4,525	-0.1
Alberta	18,748	22,212	19,387	3.4
British Columbia ²	14,631	15,984	14,265	-2.5

^r revised

^p preliminary

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

2. Includes Yukon, the Northwest Territories and Nunavut.

Note: Data may not add to totals as a result of rounding.

Self-reported Internet victimization in Canada

2009

Results from the 2009 General Social Survey on Victimization show that 7% of adult Internet users in Canada, age 18 years and older, self-reported having been a victim of cyber-bullying at some point in their life.

The most common form of cyber-bullying involved receiving threatening or aggressive e-mails or instant messages, reported by 73% of victims. Slightly more than half (55%) of victims had been the target of hateful comments, while for about 8%, the victim's identity had been assumed by someone sending threatening e-mails.

About 1 in 10 adults reported that a child aged 8 to 17 living in their household had been a victim of cyber-bullying. In about 7 in 10 cases, the victim was female.

Relatively few incidents of cyber-bullying were reported to police. However, those that targeted children were more commonly reported than those that targeted adults (14% versus 7%).

The survey also showed that among Canadians who had used the Internet in the 12 months prior to the survey, 4% reported being the victim of bank fraud on the Internet. In this survey, Internet bank fraud was defined as incidents where credit or debit cards (or information from them) were used from an Internet source to make purchases or withdraw money without authorization from the cardholder.

Of those who reported making online purchases, 14% encountered problems. Incidents reported most often involved not receiving goods or services that had already been paid for, receiving goods or services that were not as described on the website or having extra funds taken from their account.

About 1 in 6 Internet users indicated that they had come across content that promoted hate or violence. Most often, this content targeted ethnic or religious groups.

Note: This release is based upon a *Juristat* article that presents findings on cyber-bullying, Internet bank fraud, problems with Internet purchases and hate content on the Internet. It analyzes the characteristics associated with such incidents, including the socio-demographic

risk factors, reporting to authorities and perceptions of general safety on the Internet.

Data are drawn from the General Social Survey on Victimization last conducted in 2009 on a sample of Canadians aged 15 and older living in the provinces. It is important to note that data are based upon the perceptions of individuals and should not be compared with police-reported data that may measure related concepts.

Definitions, data sources and methods: survey number 4504.

The *Juristat* article "Self-reported Internet victimization in Canada, 2009" (85-002-X, free), is now available. From the *Key resource* module of our website under *Publications*, choose *All subjects*, then *Crime and Justice*, and *Juristat*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Information and Client Services (toll-free 1-800-387-2231; 613-951-9023), Canadian Centre for Justice Statistics. ■

Electric utility construction price indexes

Annual 2010 (revised) and first half 2011 (preliminary)

Construction costs for electric utility distribution systems series increased by 2.9% during the first half of 2011 compared with the 2010 annual index. Higher costs for labour (+6.2%) and construction indirects (+2.9%), which includes engineering, administration and overheads, were the major contributors to the advance in the index.

In the first half of 2011, construction costs for the transmission line system series rose 2.0%, while the transmission line component increased 3.6%, largely as a result of installation labour (+6.2%). The substation component increased by 1.0% in the first half of 2011, led by a 2.7% increase in the construction indirects component.

Compared with 2009 final data, the revised 2010 data showed increases for the distribution systems series (+2.4%) and the transmission line system series (+0.7%). The transmission line component increased by 1.7% and the substation component rose slightly (+0.1%).

Note: This release presents data that are not seasonally adjusted and the indexes published are subject to a two-year revision period after dissemination of a given year's data.

Available on CANSIM: table 327-0011.

Definitions, data sources and methods: survey number 2316.

The second quarter 2011 issue of *Capital Expenditure Price Statistics* (62-007-X, free) will be available in October.

The electric utility construction price indexes data for 2011 will be released on April 5, 2012.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-888-951-4550; 613-951-4550; fax: 1-855-314-8765 or 613-951-3117; ppd-info-dpp@statcan.gc.ca), Producer Prices Division. ■

Refined petroleum products

August 2011 (preliminary)

Data on the production, inventories and domestic sales of refined petroleum products are now available for August. Other selected data about these products are also available.

Definitions, data sources and methods: survey number 2150.

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

Dairy statistics

July 2011 (preliminary)

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

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

The third quarter 2011 issue of *Dairy Statistics*, Vol. 6, no. 3 (23-014-X, free), will be available in November.

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 Brad McKay (613-951-6571; brad.mckay@statcan.gc.ca), Agriculture Division. ■

Steel wire and specified wire products

July 2011

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

Available on CANSIM: table 303-0047.

Definitions, data sources and methods: survey number 2106.

The July 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. ■

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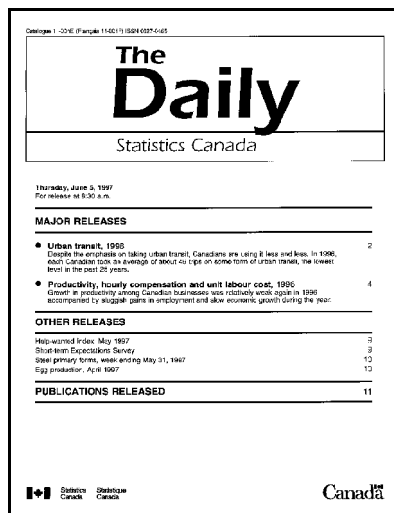
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