

The Daily

Statistics Canada

Tuesday, March 20, 2012

Released at 8:30 a.m. Eastern time

Releases

Study: Market expansion and productivity growth among Canadian manufacturers, 1990 to 2006

3

Canadian manufacturing firms that adapted to economic pressures during the past two decades by finding new markets—either international or domestic—became more productive than those that maintained the status quo.

(continued on page 2)

Perspectives on Labour and Income

Spring 2012 print edition

The Spring 2012 print edition of *Perspectives on Labour and Income*, released today, includes three articles previously released in the online edition.

"Paid and unpaid work over three generations" examines the changes in the participation in and the time spent on paid jobs and unpaid household work for individuals aged 20 to 29 from three generations: late baby boomers, Generation X and Generation Y.

"Seniors returning to Canada" uses census data to address several questions related to Canadian residents who previously emigrated to other countries: Do seniors account for a large proportion of returned emigrants? From where do older emigrants return? Do the characteristics of older returned emigrants differ from those of older Canadians who did not live abroad? Do the amounts and sources of income received in old age differ between these groups? How do all these results differ for Canadian-born versus immigrant returnees?

"Factors associated with voting" investigates the factors associated with voting during the May 2011 federal election. Voting rates are examined across personal, family and labour market characteristics. The study is based on several supplemental questions, commissioned by Elections Canada, that were added to the May Labour Force Survey. Voting trends and international comparisons, based on administrative data, are also presented.

This edition also features the "What's New?" section, which highlights recent reports and studies of interest from Statistics Canada and other organizations.

The Spring 2012 print edition of *Perspectives on Labour and Income*, Vol. 24, no. 1 (75-001-X, free online, \$20/\$63), is now available from the *Key resource* module of our website under *Publications*.

For more information, contact Ted Wannell (613-951-3546; ted.wannell@statcan.gc.ca), Labour Statistics Division.



Statistics
Canada

Statistique
Canada

Canada

The Daily, March 20, 2012

| | |
|--|---|
| Travel between Canada and other countries, January 2012 | 4 |
| Stocks of frozen eggs and poultry meats and edible dried egg products, March 1, 2012 | 6 |
| Production of poultry and eggs, January 2012 | 6 |

| | |
|---------------------------------|----------|
| New products and studies | 7 |
|---------------------------------|----------|

Releases

Study: Market expansion and productivity growth among Canadian manufacturers 1990 to 2006

Canadian manufacturing firms that adapted to economic pressures during the past two decades by finding new markets—either international or domestic—became more productive than those that maintained the status quo.

During the 1990s, reductions in tariffs resulting from free trade agreements led to an expansion of trade between Canada and the United States and to an increase in the export intensity of manufacturing plants. In contrast, the worldwide resource boom post-2000 led to higher prices for Canadian commodity exports, an appreciation of the Canada–US exchange rate, and a decline in the competitiveness of Canada's manufacturing sector in US markets. However, it also led to new domestic opportunities in the domestic resource sector.

Canadian manufacturing firms adapted to these pressures in different ways. Those that adapted by finding new markets became more productive. The more successful firms were more likely to have organizational structures that enabled them to better adapt.

Previous studies have shown that productivity tended to increase for firms that developed new international markets. This study showed that entry into new domestic markets had a similar effect.

In both cases, productivity growth of Canadian manufacturing plants that entered new markets was superior to the productivity of those that maintained the status quo. Entering new domestic markets was just as beneficial as entering international markets. The beneficial effects of entry accrued not just to entrants that crossed international borders but also to other forms of expansion, in particular to entrants that expanded across provincial borders.

Note to readers

This study used plant-level data for the Canadian manufacturing sector from the Annual Survey of Manufactures between 1990 and 2006, as well as data from the Workplace and Employee Survey.

Impact of exiting from export markets

Exiting the export market was not likely to be detrimental to productivity growth for a firm when it was followed by entering new domestic markets. Firms that exited export markets, but then explored new domestic markets, performed as well as firms that continued exporting. They also performed better than those that simply retrenched to their existing home markets.

In other words, experimenting with new markets produced tangible benefits to the overall economy.

The study found significant differences in the strategic capabilities of firms that move to new markets and those that do not find themselves able to adapt. Firms that entered new markets started with a greater strategic emphasis on market innovation and perceived higher levels of competition.

In addition, they typically had a flexible and decentralized organizational structure (flexible job design, information sharing with employees, problem-solving teams, joint labor-management committees and self-directed work groups).

The research paper "Market Expansion and Productivity Growth: Do New Domestic Markets Matter as Much as New International Markets?," part of the *Economic Analysis Research Paper Series* (11F0027M2012078, free), is now available from the *Key resource* module of our website under *Publications*.

Similar studies from the Economic Analysis Division are available online (www.statcan.gc.ca/economicanalysis).

For more information, or to enquire about the concepts, methods or data quality of this release, contact John Baldwin (613-951-8588) or Beiling Yan (613-951-1234), Economic Analysis Division. ■

Travel between Canada and other countries

January 2012

Travel by Canadian residents abroad was down 1.0% to 5.0 million trips in January from December. This decrease is primarily the result of a decline in same-day car trips by Canadians to the United States.

Canadian residents made 4.2 million trips to the United States, down 1.6%.

Canadians made 2.4 million same-day car trips to the United States in January, a 4.0% decrease. This decline follows a 4.0% increase in December.

Overnight travel to the United States rose 1.8% to 1.8 million trips in January. This was the highest level recorded since record keeping began in 1972. Overnight plane travel by Canadians to the United States increased 3.9% to 640,000 trips. Overnight car travel rose 0.8% to nearly 1.1 million trips.

Moreover, travel by Canadians to overseas countries increased 2.4% to 776,000 trips.

In the other direction, travel from abroad to Canada was virtually unchanged at 2.0 million trips in January.

Same-day car travel by United States residents to Canada decreased 3.8% to 577,000 trips. This decrease was offset by a 2.2% increase in overnight travel to 985,000 trips.

Overnight car travel from the United States to Canada was up 0.4% to 562,000 trips, the highest level since December 2010. Overnight plane travel increased 5.7% to 299,000 trips in January.

Residents of countries other than the United States made 389,000 trips to Canada, almost the same as in December.

Of Canada's top 12 overseas markets, 7 recorded a decrease in trips to Canada. Despite a 2.7% decrease in trips, the United Kingdom remained the most important overseas market for Canada. The number of trips by residents of India decreased 16.0%, the largest decrease, while travel from the Netherlands increased 16.4%, the largest increase.

Note: Monthly data are seasonally adjusted.

Available without charge in CANSIM: tables 427-0001 to 427-0006.

Definitions, data sources and methods: survey number 5005.

The January 2012 issue of *International Travel, Advance Information*, Vol. 28, no. 1 (66-001-P, free), is now available from the *Key resource* module of our website under *Publications*.

For more information, contact Client Services (toll-free 1-800-307-3382; 613-951-9169; fax: 613-951-2909; tourism@statcan.gc.ca). To enquire about the concepts, methods or data quality of this release, contact Lotfi Chahdi (613-951-3136; lotfi.chahdi@statcan.gc.ca), Tourism and the Centre for Education Statistics Division.

□

Travel between Canada and other countries – Seasonally adjusted

| | January 2011 ^r | December 2011 ^r | January 2012 ^p | December 2011 to January 2012 |
|---|------------------------------|-------------------------------|------------------------------|---|
| | thousands | | | % change ¹ |
| Canadian trips abroad² | 4,738 | 5,061 | 5,009 | -1.0 |
| To the United States | 4,008 | 4,302 | 4,233 | -1.6 |
| To other countries | 730 | 758 | 776 | 2.4 |
| Same-day car trips to the United States | 2,295 | 2,484 | 2,384 | -4.0 |
| Total trips, one or more nights | 2,401 | 2,538 | 2,589 | 2.0 |
| United States ³ | 1,671 | 1,779 | 1,812 | 1.8 |
| Car | 987 | 1,055 | 1,064 | 0.8 |
| Plane | 592 | 616 | 640 | 3.9 |
| Other modes of transportation | 92 | 109 | 109 | -0.1 |
| Other countries ⁴ | 730 | 758 | 776 | 2.4 |
| Travel to Canada² | 2,002 | 2,040 | 2,041 | 0.1 |
| From the United States | 1,625 | 1,651 | 1,652 | 0.1 |
| From other countries | 377 | 389 | 389 | 0.1 |
| Same-day car trips from the United States | 574 | 600 | 577 | -3.8 |
| Total trips, one or more nights | 1,334 | 1,343 | 1,364 | 1.6 |
| United States ³ | 966 | 964 | 985 | 2.2 |
| Car | 555 | 560 | 562 | 0.4 |
| Plane | 296 | 283 | 299 | 5.7 |
| Other modes of transportation | 115 | 121 | 124 | 2.1 |
| Other countries ⁴ | 368 | 379 | 380 | 0.1 |
| Travel to Canada: Top overseas markets, by country of origin⁵ | | | | |
| United Kingdom | 59 | 58 | 57 | -2.7 |
| France | 39 | 39 | 37 | -5.0 |
| Germany | 26 | 28 | 29 | 2.8 |
| China | 18 | 23 | 25 | 8.1 |
| Japan | 19 | 20 | 21 | 4.6 |
| Australia | 21 | 21 | 21 | 0.0 |
| India | 12 | 15 | 13 | -16.0 |
| Mexico | 11 | 13 | 13 | -1.9 |
| South Korea | 14 | 13 | 12 | -6.4 |
| Netherlands | 9 | 9 | 10 | 16.4 |
| Hong Kong | 12 | 11 | 10 | -8.0 |
| Switzerland | 9 | 10 | 9 | -1.7 |

^r revised

^p preliminary

1. Percentage change is based on unrounded data.

2. Totals exceed the sum of "same-day car trips" and "total trips, one or more nights" because they include all of the same-day trips.

3. Estimates for the United States include counts of cars and buses, and estimated numbers for planes, trains, boats and other methods.

4. Figures for other countries exclude same-day entries by land only, via the United States.

5. Includes same-day and overnight trips.



Stocks of frozen eggs and poultry meats and edible dried egg products

March 1, 2012 (preliminary)

Data on stocks of frozen eggs and poultry meats and edible dried egg products in storage as of March 1 are now available.

Available without charge in CANSIM: tables 003-0023 and 003-0024.

Definitions, data sources and methods: survey number 3425.

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 Emily Makosky (613-951-2442; emily.makosky@statcan.gc.ca), Agriculture Division. ■

Production of poultry and eggs

January 2012 (preliminary)

Data on the production of poultry and eggs are now available for January.

Definitions, data sources and methods: survey number 5039.

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 Emily Makosky (613-951-2442; emily.makosky@statcan.gc.ca), Agriculture Division. ■

New products and studies

Study: Economic Analysis (EA) Research Paper Series: "Market Expansion and Productivity Growth: Do New Domestic Markets Matter As Much As New International Markets?", no. 78
Catalogue number 11F0027M2012078 (PDF, free; HTML, free)

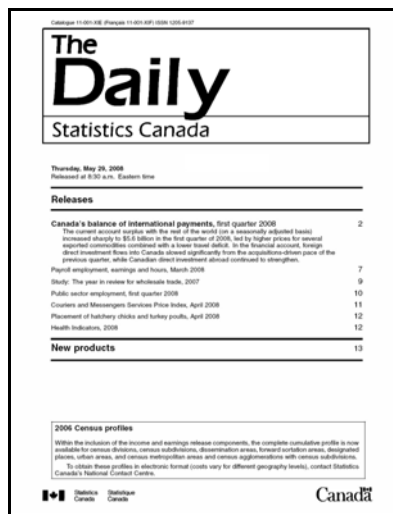
Quarterly Financial Statistics for Enterprises, Fourth quarter 2011, Vol. 22, no. 4
Catalogue number 61-008-X (PDF, free; HTML, free)

Wholesale Trade, January 2012, Vol. 75, no. 1
Catalogue number 63-008-X (PDF, free; HTML, free)

International Travel: Advance Information, January 2012, Vol. 28, no. 1
Catalogue number 66-001-P (PDF, free; HTML, free)

Perspectives on Labour and Income, Spring 2012, Vol. 24, no. 1
Catalogue number 75-001-X (Free online; Print, \$20/\$63)

Catalogue numbers with an -XWE, -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; -XPB or -XPE are paper versions; -XDB or -XDE are electronic versions on diskette; -XCB or -XCE are electronic versions on compact disc; -XVB or -XVE are electronic versions on DVD and -XBB or -XBE a database.



Statistics Canada's official release bulletin

Catalogue 11-001-X

Published each working day by the Communications Division, Statistics Canada, 10G, R.H. Coats Building, 100 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6.

To access or subscribe to *The Daily* on the Internet, visit our website at <http://www.statcan.gc.ca>.

Published by authority of the Minister responsible for Statistics Canada. © Minister of Industry, 2012.

All rights reserved. Use of this publication is governed by the Statistics Canada Open License Agreement:

<http://www.statcan.gc.ca/reference/copyright-droit-auteur-eng.htm>