

The Daily

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Releases

Survey of Innovation and Business Strategy, 2012

Business strategy

In 2012, 87.8% of enterprises mainly focused their long-term business strategy on the positioning of their goods or services, while 12.2% focused on low-price and cost leadership. Business strategies comprise strategic directions such as long-term focus, product positioning, competition surveillance and management practices.

Table 1
Enterprises' most important long-term strategy, Canada, by regions, all surveyed industries, 2012

	Canada	Atlantic region ¹	Quebec	Ontario	Alberta	Rest of Canada ²
	%					
Main focus on good or service positioning	87.8 ^A	79.6 ^E	91.0 ^A	88.2 ^B	85.3 ^B	87.1 ^B
Main focus on low-price and cost leadership	12.2 ^A	20.4 ^E	9.0 ^A	11.8 ^B	14.7 ^B	12.9 ^B

A very reliable (standard error between 0% and 2.49%)

B reliable (standard error between 2.50% and 7.49%)

E use with caution

1. The Atlantic region comprises Newfoundland and Labrador, Prince Edward Island, Nova Scotia and New Brunswick.

2. The rest of Canada comprises Manitoba, Saskatchewan, British Columbia, Yukon, the Northwest Territories and Nunavut.

Note(s): Estimates from the 2012 Survey of Innovation and Business Strategy (SIBS) are expressed as percentages and accompanied by quality indicators. Data quality indicators are based on the standard error (SE) and number of observations in the estimates. Quality indicators for SIBS are the following: *A* is very reliable (SE between 0% and 2.49%); *B* is reliable (SE between 2.50% and 7.49%); *E* is use with caution (SE between 7.50% and 14.99%); and *F* is too unreliable to be published (SE greater than or equal to 15.00%). Categories are not mutually exclusive and will not add up to 100%.

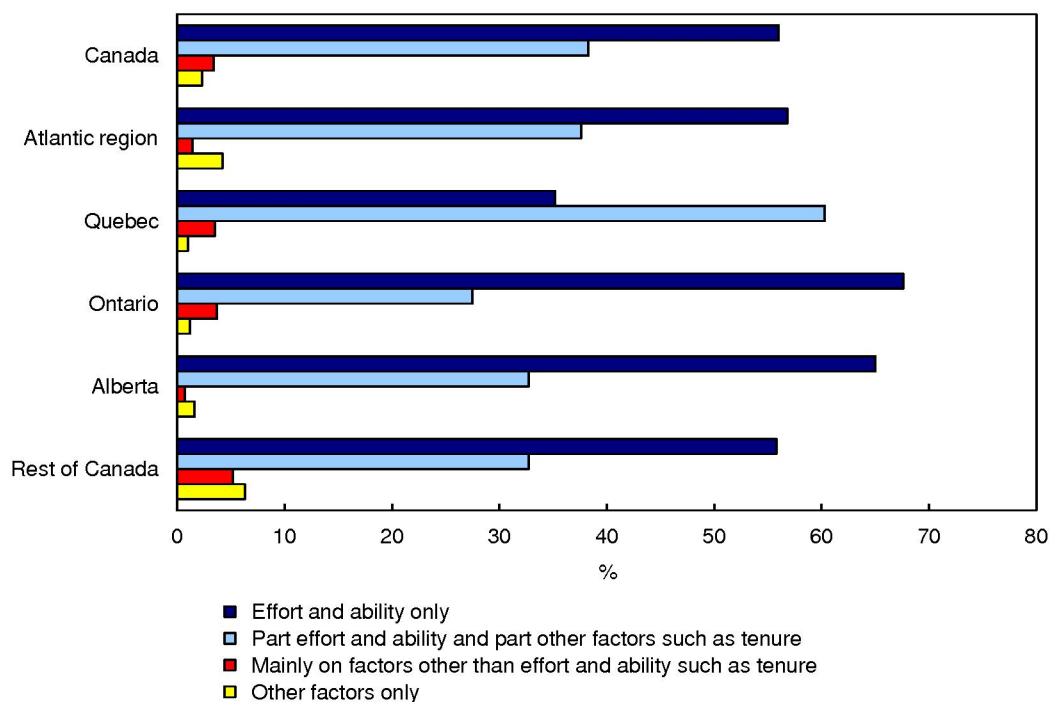
Human resource management practices

In 2012, 56.0% of enterprises promoted employees based on their efforts and abilities. The next most common practice was to promote employees partly on the strength of their efforts and abilities and partly on the strength of other factors such as their tenure (38.3%).

A regional perspective on promotion practices

Most enterprises headquartered in Quebec favoured employee promotion based partly on effort and ability as well as on other factors such as tenure (60.3%). On the other hand, enterprises in all other provinces and regions favoured a mode of promotion based solely on the efforts and abilities of employees.

Chart 1
Main factors for employee promotion within enterprises, by region, all surveyed industries, 2012

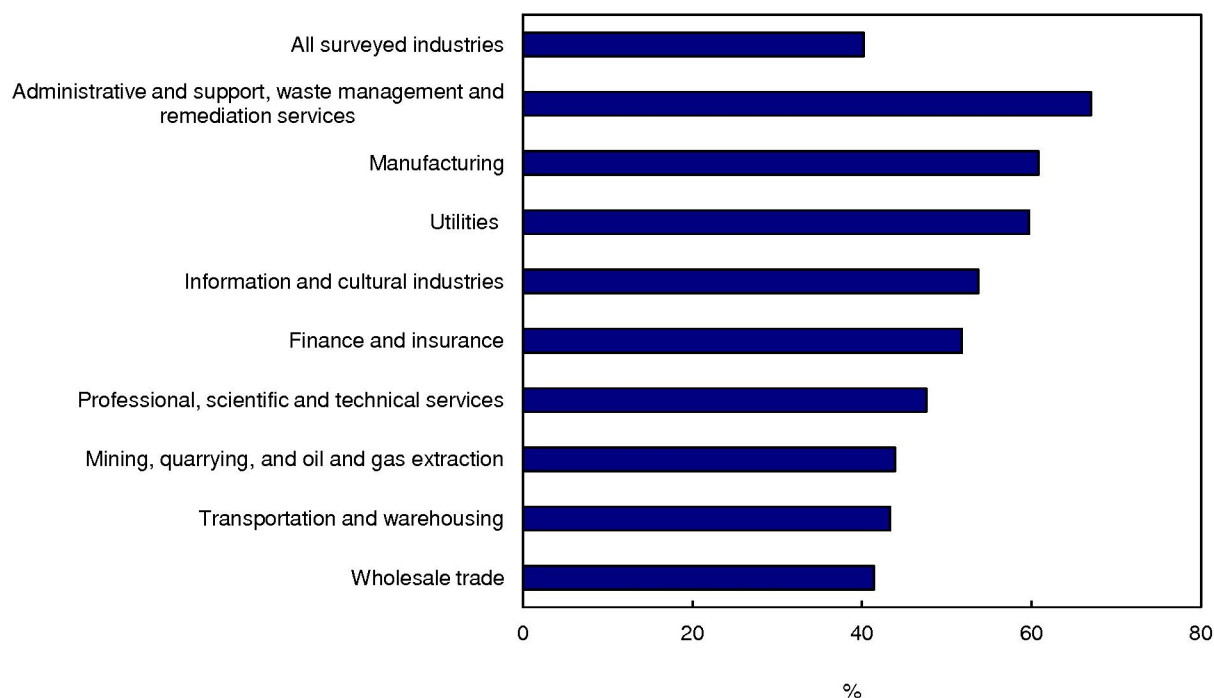


Problem resolution practices for the production of goods and the delivery of services

In 2012, 40.2% of all enterprises in Canada reported that they had a systematic process or procedure in place to resolve problems associated with the production of goods or the provision of services.

Chart 2

Enterprises with systematic problem resolution practices for the production of goods or delivery of services, selected sectors, all surveyed industries, 2012



The percentage of enterprises with a systematic process to resolve problems varied across sectors in 2012. Enterprises in administrative and support, waste management and remediation services (67.0%), manufacturing (60.8%) and utilities (59.7%) most often used this type of process in 2012.

The percentage of enterprises with a systematic process to resolve problems increased by size of enterprise, with 37.5% of small enterprises, 50.1% of medium-sized enterprises and 61.5% of large enterprises employing this type of management practice in 2012.

Competition and business strategies

The business strategy of an enterprise can be affected by several business environment factors, notably competition.

Competition from multinational enterprises

Overall, 50.2% of enterprises in Canada were competing against a multinational enterprise in the main market for their highest selling good or service in 2012. Among all surveyed industries, this percentage increased with the size of the enterprise, with 48.7% of small enterprises, 58.3% of medium-sized enterprises and 79.2% of large enterprises indicating that they had such competition.

Competition from new competitors in the market

In 2012, 35.0% of enterprises in Canada reported that a new competitor had entered the main market for their highest selling good or service. In terms of regional distribution, new competitors were most prevalent in Alberta (45.5%). Ontario (37.5%) recorded the second highest proportion, followed by Quebec (35.0%), other provinces and territories (26.1%) and the Atlantic provinces (23.3%).

Chart 3
Enterprises who competed against multinational enterprise competitors, by enterprise size, selected sectors, all surveyed industries, 2012

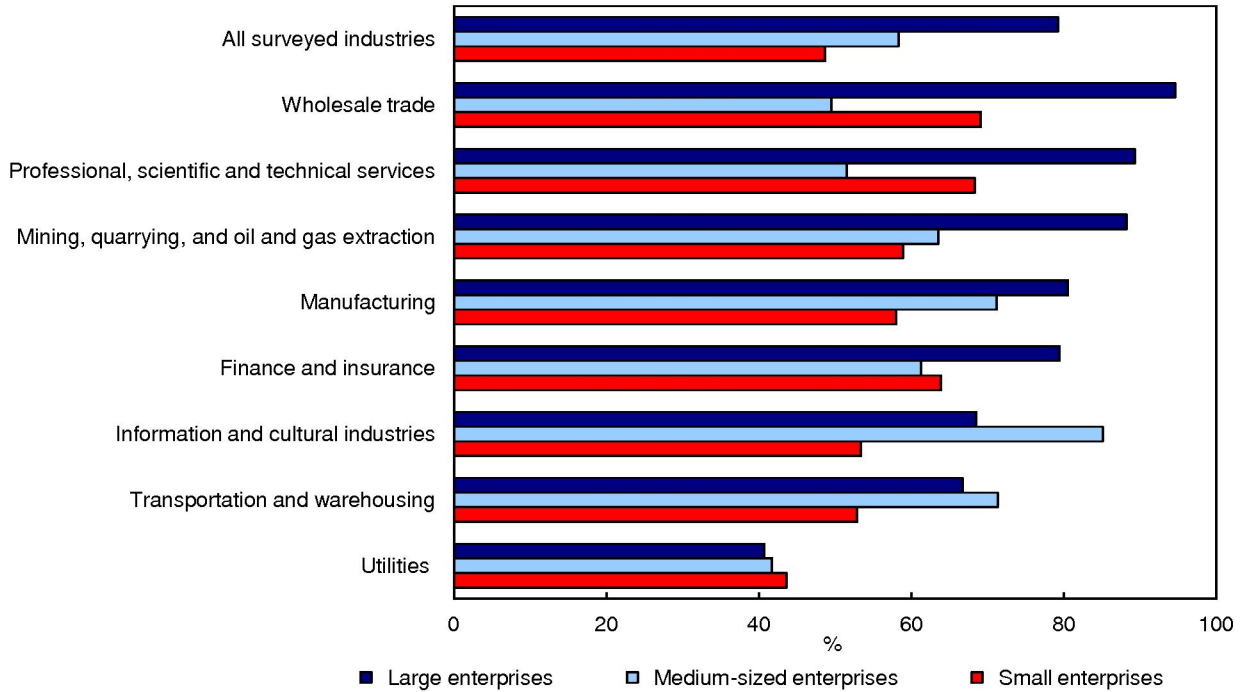


Table 2
Enterprises' type of competitors in main market for their highest selling good or service, by region, all surveyed industries, 2012

	Canada	Atlantic region ¹	Quebec	Ontario	Alberta	Rest of Canada ²
	%					
Multinational enterprise competitors	51.4 ^B	41.4 ^E	47.7 ^B	56.7 ^B	57.4 ^B	44.8 ^E
New competitors	35.0 ^B	23.3 ^B	35.0 ^B	37.5 ^B	45.5 ^B	26.1 ^B

^B reliable (standard error between 2.50% and 7.49%)

^E use with caution

1. The Atlantic region comprises Newfoundland and Labrador, Prince Edward Island, Nova Scotia and New Brunswick.

2. The rest of Canada comprises Manitoba, Saskatchewan, British Columbia, Yukon, the Northwest Territories and Nunavut.

3. New competitors may include multinational enterprises.

Note(s): Estimates from the 2012 Survey of Innovation and Business Strategy (SIBS) are expressed as percentages and accompanied by quality indicators. Data quality indicators are based on the standard error (SE) and number of observations in the estimates. Quality indicators for SIBS are the following: A is very reliable (SE between 0% and 2.49%); B is reliable (SE between 2.50% and 7.49%); E is use with caution (SE between 7.50% and 14.99%); and F is too unreliable to be published (SE greater than or equal to 15.00%). Categories are not mutually exclusive and will not add up to 100%.

Note to readers

The 2012 Survey of Innovation and Business Strategy (SIBS) is a joint initiative of Statistics Canada; Industry Canada; the Department of Foreign Affairs, Trade and Development; the Atlantic Canada Opportunities Agency; Institut de la statistique du Québec; the Ontario Ministry of Economic Development and Trade and Employment and the Ontario Ministry of Research and Innovation; and Alberta Innovation and Advanced Education.

SIBS 2012 provides key information on strategic decisions, innovation activities and operational tactics used by Canadian enterprises. Innovation data are collected for a three-year period. For SIBS 2012, the three-year period was from 2010 to 2012 while for the previous iteration of SIBS (2009), the three-year period was from 2007 to 2009.

The SIBS 2012 sample was composed of 7,818 enterprises in Canada with at least 20 employees and revenues of \$250,000 or more. These enterprises spanned 14 sectors within the North American Industry Classification System (2007). In 2012, the sample was stratified into five regions: the Atlantic region; Quebec; Ontario; Alberta; and the rest of Canada; the previous SIBS (2009) was not stratified by region. For Canada, the sample was also stratified by industry groups and by enterprise size: small (20 to 99 employees); medium (100 to 249 employees) and large (250 or more employees). Data collection for the 2012 reference period was undertaken between March and August 2013.

SIBS 2012 estimates are expressed as percentages and accompanied by quality indicators. Data quality indicators are based on the standard error and number of observations in the estimates. Quality indicators for SIBS are the following:

A is very reliable (standard error between 0% and 2.49%);

B is reliable (standard error between 2.50% and 7.49%);

E is use with caution (standard error between 7.50% and 14.99%); and

F is too unreliable to be published (standard error greater than or equal to 15.00%).

Available in CANSIM: tables 358-0226 to 358-0228.

Definitions, data sources and methods: survey number 5171.

This is the last of three planned releases from the 2012 Survey of Innovation and Business Strategy.

For more information, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca).

To enquire about the concepts, methods or data quality of this release, contact Louise Earl (613-951-2880) or Marc Nadeau (613-951-3692), Investment, Science and Technology Division.

Couriers and Messengers Services Price Index, February 2014

The Couriers and Messengers Services Price Index (CMSPI) increased 0.7% in February compared with January. The courier portion rose 0.9% while the local messenger component edged down 0.1%.

On a year-over-year basis, the CMSPI increased 3.1% in February.

Note to readers

The Couriers and Messengers Services Price Index is a monthly price index measuring the change over time in prices for courier and messenger services provided by long and short distance delivery companies to Canadian-based business clients.

Data for the current month and the previous six months of the series are subject to revision. The indexes are not seasonally adjusted.

Available in CANSIM: table 329-0053.

Definitions, data sources and methods: survey number 5064.

The Couriers and Messengers Services Price Index for March will be released on April 30.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

Commercial Software Price Index, February 2014

The Commercial Software Price Index (CSPI) decreased by 0.3% in February compared with the previous month.

Year over year, the CSPI was up by 2.5%.

Note to readers

The Commercial Software Price Index is a monthly series measuring the change in the purchase price of software typically bought by businesses and governments. This release presents data that are not seasonally adjusted, and the indexes published are subject to a six-month revision period after dissemination of a given month's data.

This index is available at the Canada level only.

Available in CANSIM: table 331-0009.

Definitions, data sources and methods: survey number 5068.

The Commercial Software Price Index for March will be released on April 25.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

Computer and peripherals price indexes, February 2014

Prices for commercial computers increased 1.9% from January to February, while consumer computer prices rose by 0.8%. In the case of computer peripherals, monitor prices fell 0.2% and printer prices were down 0.1%.

Year over year, prices declined for both commercial computers (-0.1%) and consumer computers (-2.0%). Monitor prices decreased by 4.1% and printer prices fell by 1.6%.

Note to readers

The computer and peripherals price indexes are monthly series measuring changes over time in the price of computers and computer peripherals sold to governments, businesses and consumers. This release presents data that are not seasonally adjusted, and the indexes published are subject to a six-month revision period after dissemination of a given month's data.

These indexes are available at the Canada level only.

Available in CANSIM: tables 331-0010 and 331-0011.

Definitions, data sources and methods: survey number 5032.

The computer and peripherals price indexes for March will be released on April 25.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

Farm operating revenues and expenses, 2012 (final)

Final data on farm operating revenues and expenses for 2012 are now available.

Note to readers

The Agriculture Taxation Data Program uses taxation records to produce data on operating revenues and expenses for the agriculture sector.

Available in CANSIM: tables 002-0044 to 002-0063.

Definitions, data sources and methods: survey number 3447.

[Data tables](#) are also available from the *Browse by key resource* module of our website under *Summary tables*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

Engineering services industry, 2012

Data on the engineering services industry are now available for 2012.

Available in CANSIM: tables 360-0005, 360-0012 and 360-0013.

Definitions, data sources and methods: survey number 2439.

The publication *Engineering Services, 2012* (63-258-X), is now available from the *Browse by key resource* module of our website under *Publications*. It contains industry highlights along with financial data including revenues, expenses and operating profit margins. It also includes product information as well as data by type of client and by geographic region.

For more information, or to order data, contact us
(toll-free 1-800-263-1136; 514-283-8300 infostats@statcan.gc.ca).

For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Lorraine St-Jean (613-951-5000; lorraine.st-jean@statcan.gc.ca), Service Industries Division.

New products and studies

New products

Economic Insights: "Recent Developments in the Canadian Economy: Spring 2014", No. 34
Catalogue number 11-626-X2014034 ([HTML](#) | [PDF](#))

Sawmills, January 2014, Vol. 68, no. 1
Catalogue number 35-003-X ([HTML](#) | [PDF](#))

Engineering Services, 2012
Catalogue number 63-258-X ([HTML](#) | [PDF](#))

Release dates: March 31 to April 4, 2014

(Release dates are subject to change.)

Release date	Title	Reference period
31	Payroll employment, earnings and hours	January 2014
31	Gross domestic product by industry	January 2014
1	Industrial product and raw materials price indexes	February 2014
2	Study: Occupational profile and overqualification of young workers in Canada	1991 to 2011
3	Canadian international merchandise trade	February 2014
4	Labour Force Survey	March 2014

See also the release dates for major economic indicators for the rest of the year.



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