# x In 

Friday, March 31, 2000

## OVERVIEW

- Foreign investment in Canadian securities showing wide swings
In January, forcign investors bought $\$ 4.8$ billion worth of Canadian securities. They had sold $\$ 6.6$ billion worth in December. By contrast, Canadian investment in foreign securities was substantial for a third straight month in January.
- Upturn in leading indicator led by housing
The leading indicator grew in February by $1.0 \%$, as the housing index decisively ended four straight months of decline.


## - Retail sales unchanged

In January, retail sales were unchanged from December. Large declines were seen at stores where December sales might have been buoyed by millennial festivities or Y 2 K concerns.

## - Farm equipment wholesalers'

 situation improves slightlyWholesalers saw their sales edge up in January by $0.2 \%$. Wholesalers of farm machinery, equipment and supplies posted the strongest sales gains after two months of declines.

- Small businesses contribute strongly to job creation
Small businesses continued to contribute to job creation well out of proportion to their size in 1997. They were responsible for $57 \%$ of the gross increase in employment despite representing only $32 \%$ of total paid employment.
- A profile of Canadian exporters

From 1993 to 1997, the number of businesses exporting goods rose $29 \% 1030,738$. The value of their exports climbed $58 \%$ to $\$ 279$ billion. A select group of firms accounted for the majority of exports.

## MAR 81

## Foreign investment in Canadian securities showing wide swings

In January, foreign investors bought $\$ 4.8$ billion worth of Canadian securities. They had sold $\$ 6.6$ billion worth in December. Such wide monthly fluctuations have been occurring since the second half of last year. Although foreign investors mostly bought Canadian stocks in January, they also added for the first time in five months to their holdings of Canadian money market paper.

Foreign investors increased their holdings of Canadian stocks by a massive $\$ 4.7$ billion during January. Much of that was accounted for by a share exchange, part of a high-profile acquisition of an American company by a Canadian firm. In addition, forcign investors continued to buy shares in the secondary market ( $\$ 0.8$ billion).

For the first time since August 1999, foreign investors were net buyers of Canadian money market paper ( $\$ 1.3$ billion). By contrast, foreign investors continued to reduce their Canadian bond holdings in January ( $\$ 1.2$ billion), though at a slower pace than in December. The bond selling was widespread geographically, led by American and European investors.

Foreign investment in Canadian securities ${ }^{1}$


1 Includes bonds, stocks and money marker paper.

## ... Foreign investment in Canadian securities showing wide swings

Canadian investors, by contrast, continued to be net buyers of foreign securities for a third straight month ( $\$ 2.3$ billion). In January, they directed a further $\$ 2.9$ billion into foreign stocks. This buying followed an investment of $\$ 8$ billion throughout November and December. Two-thirds of January's investment went into shares of American companies.

Also in January, Canadians reduced their holdings of foreign bonds (mainly U.S. Treasury bills) by $\$ 0.6$ billion. This contrasted with their buying activity in the two prior months, when Canadian investment in foreign bonds totalled $\$ 3.3$ billion.
Available on CANSIM: matrices 2328-2330, 2378-2380 and 4195.

The January 2000 issue of Canada's international transactions in securities (print: 67-002-XPB, \$18/\$176; online at www.statcan.ca: 67-002-XIB, 14/132) presents the full report. For further information, contact Don Granger (613-951-1864), Balance of Payments and Financial Flows Division.

## Related market information

In January, short-term interest rates moved within a narrow range in both the United States and Canada, so the differential favouring investment in the United States remained unchanged at about 50 basis points. On long-term government instruments, the differential also favoured investment in the United States.
After staging one of its best annual performances in recent years last year $(+30 \%)$, the TSE 300 composite index took a breather in January and gained only 0.8\%. Still, that was enough to outperform U.S. stock prices for a third straight month. The Standard \& Poor's 500 index fell $5.1 \%$ in January, after having risen $20 \%$ in 1999.
After a strong performance in December, the Canudian dollar closed marginally lower against the U.S. dollar in January at just over 69 U.S. cents. In 1999, the Canadian dollar gained a full four cents against its American counterpart.

## Upturn in leading indicator led by housing

TThe leading indicator grew in February by $1.0 \%$, slightly above the average for the prior 12 months. January's rise was revised upward to $0.6 \%$. On the heels of the substantial improvement in the labour market at the turn of the year, February's upturn in the composite index was led by housing.

The housing index decisively ended four straight months of decline. Housing starts jumped to their highest level since May 1992, as the volatile multiple units component regained all the ground it lost in January. Sales of existing homes also firmed after several sluggish months. Other durable goods continued to show slow sales growth.

Housing also led the advance in the U.S. leading indicator. The labour and stock market indicators were not far behind, buttressing consumer confidence against the recent series of interest rate hikes.

In Canada, new orders continued to strengthen, thanks to gains in export and resource industries. Shipments rose in lock step with inventories, leaving their ratio unchanged again. The average workweek rose for the first time in eight months, a signal that a rare dip in manufacturing jobs posted in February will soon be reversed.

## Available on CANSIM: matrix 193.

The February 2000 issue of Canadian economic observer (11-010-XPB, $\$ 23 / \$ 227$ ) is now available. For further information, contact Francine Roy (613-951-3627), Current Economic Analysis Group. See also "Current irends" on page 7.

## Retail sales unchanged

IIn January, retail sales were unchanged from December at $\$ 22.6$ billion. This was $6.7 \%$ greater than receipts in January 1999. Sales had advanced $2.1 \%$ in December from November. Millennial festivities and concern over potential Y2K problems were partly responsible for several trade groups' advances in December-and for their subsequent retreats in January. The largest retreats were in food stores $(-4.0 \%)$, liquor, wine and beer stores $(-5.9 \%)$ and automotive parts, accessorics and service stores $(-2.7 \%)$. The strongest sales growth occurred at general merchandise and clothing stores.

January's sales retreat at food stores followed a $2.0 \%$ advance in December. Supermarkets and grocery stores lost more ground
than did specialised food stores ( $-4.2 \%$ and $-2.6 \%$, respectively). Despite these setbacks, sales at food stores have been on the rise since the spring of 1996. Liquor, wine and beer stores, which made large sales gains in the last three months of 1999 before January's drop, have seen their sales rise since the summer of 1996.

The declines posted by automotive parts, accessories and service stores were offset by sales increases of motor and recreational vehicle dealers $(+0.5 \%)$ and gasoline service stations ( $+0.3 \%$ ). These offsets left the automotive trade group's sales unchanged overall in January. The group's sales have heen climbing more strongly since the fall of 1998.

## ... Retail sales unchanged

General merchandisers posted their largest sales growth in 12 months in January ( $+3.8 \%$ ). Robust advances occurred for department stores $(+5.0 \%)$ and for "other general merchandise stores" $(+2.2 \%)$. Together these advances lifted the entire trade group's sales to a level slightly above the previous peak in September 1999, which was before the store closures and restructuring among department stores. However, department store sales remained in January 3.5\% below the peak reached last August. Except for a pause in the spring of 1998, general merchandisers' sales rose uninterrupted from early 1996 until last fall, when Eaton's stores closed out.

Among the other sales gains in January, sales at clothing stores were stronger ( $+2.7 \%$ ), furniture store sales continued to advance $(+2.1 \%)$ and drugstores posted a marginal increase ( $+0.3 \%$ ).

Retail sales grew in only a few provinces in January. Quebec posted the largest dollar-value increase, with advances in all but food and clothing stores. Recent strength in retail sales in Quebec has come from the automotive and furniture trade groups.

In the four Western provinces, sales declines followed strong advances in December. The setbacks in all of these provinces occurred largely at food stores. Sales in all of these provinces generally increased in 1999. Retailers in Alberta have seen the best gains.

Available on CANSIM: 2399 and 2400 (main matrices), 2299, 2397, 2398, 2401-2416 and 2418-2420.

Retail sales, January 2000
Seasonally adjusted

|  | Smillions <br> \% change, <br> previous <br> month | $\%$ change, <br> previous <br> year |  |
| :--- | ---: | ---: | ---: |
| Canada | 22,550 | 0.0 | 6.7 |
| Newioundland | 360 | 1.3 | 8.0 |
| Prince Edward Island | 99 | -1.7 | 10.8 |
| Nova Scotia | 682 | -1.7 | 4.2 |
| New Brunswick | 566 | 0.6 | 11.2 |
| Quebec | 5,228 | 0.8 | 5.3 |
| Ontario | 8,610 | 0.1 | 8.2 |
| Manitoba | 773 | -1.3 | 3.0 |
| Saskatchewan | 664 | -1.5 | 4.4 |
| Alberta | 2,579 | -0.1 | 8.6 |
| British Columbia | 2.909 | -1.0 | 4.6 |
| Yukon | 28 | -2.3 | 7.0 |
| Northwest Territories | 36 | 0.0 | 18.3 |
| Nunavut | 15 | 2.3 | 2.9 |

The January 2000 issue of Retail trade (print: 63-005-XPB, \$21/ \$206; online at www.statcan.ca: 63-005-X1B, \$16/\$155) presents the full report. To order data, or for general information, contact Client Services (1 877 421-3067 or 613-951-3549, retailinfo@statcan.ca). For further analytical information, contact Greg Peterson(613-951-3592; petegre@ statcan.ca), Distributive Trades Division.

# Farm equipment wholesalers' situation improves slightly 

FIrom December to January, wholesalers saw their sales rise a slight $0.2 \%$ to $\$ 31.2$ billion. Except for a period of stagnant sales from late 1997 until mid-1998, wholesale sales have generally been on the rise for several years.

Wholesale sales, January 2000
Seasonally adjusted

|  | S millions | \% change, <br> previous <br> month | \% change, <br> previous <br> year |
| :--- | ---: | ---: | ---: |
| Canada | 31,215 | 0.2 | 9.5 |
| Newroundland | 215 | 0.8 | 4.6 |
| Prince Edward Island | 48 | -4.4 | -2.3 |
| Nova Scotia | 522 | -10.3 | -5.0 |
| New Brunswick | 402 | -0.7 | 14.4 |
| Quebec | 6,442 | 0.3 | 10.0 |
| Ontario | 15.400 | -0.3 | 8.2 |
| Manitoba | 901 | 2.7 | 5.1 |
| Saskatchewan | 880 | 8.2 | 10.7 |
| Alberta | 2,950 | -0.7 | 13.3 |
| British Columbia | 3,431 | 2.4 | 14.8 |
| Yukon | 10 | -3.9 | -21.0 |
| Northwest Territories | 11 | 6.9 | -15.9 |
| Nunavut | 3 | 20.4 | 32.9 |

## Note to readers <br> Every Januar:, wholesale sales data are revised. The seasonally adjusted data have been revised back to 1996.

Wholesalers of farm machinery, equipment and supplies reported the strongest percentage growth in sales in January $(+4.3 \%)$. This followed two months of declines. Since mid-1999, these wholesalers have seen their sales level off. The recent improvements may be due in part to these wholesalers' efforts to reduce their dependence on sales of agricultural cquipment.

Houschold goods wholesalers also showed a notable increase in sales $(+4.1 \%)$. They were followed by wholesalers in the other products group $(+3.1 \%)$. The other products group includes wholesalers of goods such as paper and paper products, waste materials and a variety of chemicals. In this group, much of the strength came from sales of paper and paper-related products. The demand for pulp in Asia and Europe was very high, and this put upward pressure on prices. Following the Y2K transition, wholesalers of computers, packaged soltware and other electronic machinery started the year with a sales gain of $1.8 \%$.

The most severe percentage decline in January occurred for wholesalers of apparel and dry goods $(-7.7 \%)$. This was the second consecutive monthly drop following abnormally high sales in November. Wholesalers of food products saw a $2.7 \%$

## ... Farm equipment wholesalers' situation improves slightly

decline in sales, which resulted in a sizeable sales drop in dollar terms. January's decline was due to reduced manufacturing in this trade group, as well as to lower exports of agricultural and fish products. The decline in January followed unusually high sales of food products in December, which occurred because of millennium celebrations and some consumer stockpiling.

Wholesalers of motor vehicles, parts and accessories saw their sales fall $1.5 \%$, also resulting in a sizeable sales decline in dollar terms. Mirroring this decline, which was the second consecutive one, inventories rose $1.5 \%$. A number of factors might explain the drop in sales in January: auto manufacturing was virtually unchanged from December; the number of new vehicles sold in Canada was down; the strengthening Canadian dollar dampened the value of exported vehicles; and overall prices in this trade group fell.

Among the provinces, Saskatchewan's wholesalers posted the largest monthly growth in January, owing to relatively strong sales of farm machinery and equipment. Manitoba's wholesalers made the second largest sales increase, also due to more robust sales of farm machinery and equipment. In addition to the already cited rise in diversification at some of the major companies in this
trade group, there may be more sales of agricultural equipment due to the overall increase in farm cash receipts in 1999 compared with 1998. The recently announced aid packages to farmers may also be a factor.

The biggest sales decline in January was recorded by wholesalers in Nova Scotia. This followed very high sales in December, when there was a greater demand for lobster and other seafoods, likely linked to millennium celebrations. Wholesale sales also declined in Alberta, despite recent announcements about various exploration and development projects in northern Alberta and the Northwest Territories.

The value of inventorics held by wholesalers rose $0.2 \%$ in January to $\$ 42.0$ billion. Wholesalers of beverage, drug and tobacco products recorded the steepest decline ( $-5.4 \%$ ). Excepl for a brief dip during the first quarter of 1999 , the value of inventories has been building for several years.

## Available on CANSIM: matrices 59, 61, 648 to 649.

The January 2000 issue of Wholesale trade (online at www. statcan.ca: 63-008-XIB, \$14/\$140) presents the full report. To order data, or for general information, contact Client Sevices (613-951-3549; I877421-3067; wholesaleinfo@ statcan.ca). For analytical information, contact Greg Parsons (613-951-0062; parsons@statcan.ca), Distributive Trades Division.

## Small businesses contribute strongly to job creation

Small businesses continued to contribute to job creation well out of proportion to their size in 1997. In fact, they were responsible for $57 \%$ of the gross increase in employment despite representing only $32 \%$ of total paid employment. In particular, businesses with fewer than five employees accounted for $26 \%$ of the gross increase, while representing just under $9 \%$ of paid employment.

Gross job creation by small businesses remained strong for a second straight year. In 1997, their job creation totalled 835,000 jobs, compared with 851,000 in 1996 and an average of 693,000 between 1991 and 1995.

However, small businesses also contributed disproportionately to employment loss, being responsible for $48 \%$ of gross employment decrease. Nonetheless, gross job loss among small businesses continued to decline. In 1997, the job loss among them totalled 482,000 jobs, compared with 501,000 in 1996 and an average of 635,000 between 1991 and 1995.

On a net basis in 1997, small firms created 353,000 more jobs than they lost. This amounted to more than three-quarters of the net employment increase observed among employers of all sizes. Manufacturing and business services led the net employment growth in small businesses. Manufacturers created 54,800 more new jobs than in 1996, representing a $15.5 \%$ increase in net job growth among small businesses. Employment among firms providing services to businesses, such as employment agencies and management consultants, grew by 50,500 , which represented $14.3 \%$ of net employment growth.

## Note to readers

In this article, small businesses are those with fewer than 50 employees and an annual gross operating revenue between $\$ 30,000$ and $\$ 5$ million.
The employment data do not include persons working on their own account, such as self-employed persons, since they generally have no employees. Business exits for 1997 will not be available until the 1998 data are published.

Number of new and exiting small businesses


## ... Small businesses contribute strongly to job creation

In 1997, roughly 7 small businesses out of 10 made a profit. This was unchanged from 1995. The communications and utilitics industry was the most profitable, with $82 \%$ of its small businesses reporting a net profit. As well, small businesses' net profit margins were $\$ 18,5000$, or $5.0 \%$ of gross revenue. This was unchanged from 1995. Small firms providing services to business and to health and social services had the highest profit margins for 1997, each averaging a net profit of $13 \%$ of gross revenuc. The accommodation, food and beverage service industry had the lowest prolit margins; the average net profit of small businesses in this industry was only $0.4 \%$ of gross revenue. This industry also had the lowest proportion of profitable businesses (55\%).

In 1996, about 145,500 small businesses began operations, up from 1995 by $2.6 \%$. At the same time, 125,900 firms of the same size went out of business, down $11.7 \%$. The net increase of 19,600 new firms was the largest annual gain since 1988.
Small business profiles ( $61 \mathrm{FOO} 15 \mathrm{XCB}, \$ 500$ ) and Employment dynamics ( 61 F0020XCB, $\$ 500$ ) are now available on CD-ROM. These products enable users to define a small business according to their specifications. To order, contact your nearest Statistics Canada Regional Reference Centre. For analytical information, contact Michael Tjepkema (613-951-4978; tjepmic@statcan.ca), Small Business and Special Surveys Division.

## A profile of Canadian exporters

In $1997,30,738$ business establishments exported goods, an increase from 1993 of $29 \%$. During this five-ycar period, the value of their exports climbed $58 \%$ to $\$ 279$ billion. The increase in value occurred mainly because of the growth of existing exporters, not because of the addition of new exporters.

The value of exports grew substantially during this period in three industries: clothing ( $+164 \%$ ), electrical and clectronic products $(+151 \%)$ and furniture and fixtures $(+142 \%)$.

A select group of firms accounted for the majority of Canadian cxports. In 1997, large businesses (those with annual exports worth $\$ 25$ million or more) represented only $4 \%$ of exporting firms but accounted for $82 \%$ of all exports. The motor vehicle industry, including parts, was the main contributor to this concentration. Excluding that industry, large businesses accounted for just $59 \%$ of all exports.

The smallest business establishments (those with annual exports worth less than $\$ 1$ million) accounted for almost $70 \%$ of all businesses but only $2 \%$ of the value of all exports. These findings were consistent from 1993 to 1997, as there was no strong trend toward any increasing levels of concentration throughout the period.

## Note to readers

The profile of Canadian exporiers is based on the new Canadian Exporter Registry, which contains comprehensive information on exporting business establishments and the value of their exports. This information is not available in the standard merchandise trade statistics. The Exporter Registry is a joint initiative of Statistics Canada and Team Canada Inc., a network of federal departments and agencies that delivers intermational business development services to Canadians.
The data presented here cover the period 1993 to 1997 and include businesses with exports worth $\$ 30.000$ or more. Data for 1998 and 1999 will be available in the fall of 2000.

The first year of an exporter's life is critical. $\Lambda$ bout $50 \%$ of the businesses that were new in 1994 and 1995 were exporting in every year up to 1997. However, $30 \%$ of these new exporters became completely inactive within the first ycar, and continued to be at least until 1997. The remaining $20 \%$ fluctuated in and out of the Exponter Registry throughout the reference period.
For further information about the profile of Canadian exporters and the new Canadian Exporter Registry, contact David Ogden (613-95/-3318), International Trade Division.

## Exporting business establishments, by value of exports

|  | 1993 |  |  | 1997 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number of businesses | Value of exports | Share of exports ${ }^{1}$ | Number of businesses | Value of exports | Share of exports' |
|  |  | \$ millions | \% |  | \$ millions | \% |
| Total establishments | 23,892 | 176,348 | 100.0 | 30,738 | 278,857 | 100.0 |
| \$30,000-\$99,999 | 7,520 | 434 | 0.2 | 8,068 | 472 | 0.2 |
| \$100,000-\$999,999 | 9,722 | 3,344 | 1.9 | 12,843 | 4,632 | 1.7 |
| \$1,000,000-\$4,999,999 | 3,926 | 9,038 | 5.1 | 5,620 | 13,251 | 4.8 |
| \$5,000,000-\$24,999,999 | 1.845 | 21,026 | 11.9 | 2,890 | 33,153 | 11.9 |
| \$25,000,000 and over | 879 | 142,506 | 80.8 | 1,317 | 227,350 | 81.5 |

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## New from Statistics Canada



## Canadian economic observer March 2000

The March issue of Canadian economic observer, Statistics Canada's flagship publication for cconomic statistics, analyses current economic conditions, summarizes the major economic events that occurred in February and presents a feature article. This month, the feature article is about advanced technology use in manufacturing during the 1990s.

A separate statistical summary presents the principal economic indicators for Canada, the provinces and the major industrial nations.
The March issue of Canadian economic observer (11-010-XPB, \$23/\$227) is now available. For more information, contact Cyndi Bloskie (613-951-3634; ceo@statcan.ca), Current Economic Analysis Group.

## Current trends








Note: All series are seasonally adjusted except the Consumer Price Index.


## Infomat

A weekly review

Published by the Communications Division, Statisties Canada, 1 Oth floor, R.H. Coats Bldg., Ottawa, Ontario, KIA OT6.

Editor: Tim Prichard (613) 951-1197; prictim@statcan.ca
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Price per issuc: paper version, $\$ 4$; Intemel version, \$3. Annual subscription: paper version, $\$ 145$; Internet version, $\$ 109$. Prices outside Canada are the same, but are in U.S. dollars. All prices exclude sales tax.

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| Film, video and audio-visual production. 1997/98* | Huilding permits. February 2000 | Quarterly retail commodity survey, 1999* |  | Labour force survey. <br> March 2000 |
| 10 | 11 | 12 | 13 | 14 |
|  |  | Help-wanted index, March 2000 <br> New housing price index, February 2000 | New motor vehicle sales, February 2000 |  |
| 17 | 18 | 19 | 20 | 21 |
| Consumer price index. <br> March 2000 <br> Composite index. March 2000 <br> Travel between Canada and other countries, February 2000 | Monthly survey of manufacturing, February 2000 | Canadian international merchandise trade. February 2000 <br> Wholessle trade, February 2000 | Crop seeding intentions, March 2000 |  |
| 24 | 25 | 26 | 27 | 28 |
|  |  | Retail trade, February 2000 <br> Canada's international transactions in securities, February 2000 | Employment, carnings and hours. February 2000 | Real CDP at factor cost by industry. February 2000 <br> Fimployment insurance, Fiebruary 2000 |

 year is available from Stalistics Canada's Web site at www.statcan.ca.

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[^0]:    ' Percentages may not add to 100 due to nounding.

