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STATISTICS CANADA STATISTIQUE CANADA

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MAJOR RELEASES

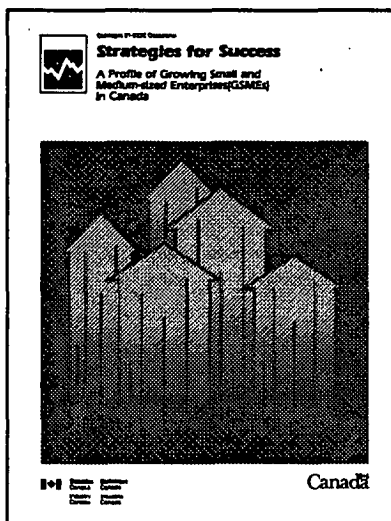
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- **Strategies for Success: A Profile of Growing Small and Medium-sized Enterprises in Canada** 3

Small and medium-sized enterprises have come to account for a larger and larger percentage of total employment. Between 1978 and 1989, firms in the private sector with less than 500 employees increased their share of employment from 56% to 63%. This study focuses on the tactics used by small firms to make themselves successful.
- **Sales of Natural Gas, December 1993** 5

Sales of natural gas in Canada decreased 3.6% from December 1992. An increase in industrial sales was more than offset by declines in residential and commercial sales.

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Strategies for Success: A Profile of Growing Small and Medium-sized Enterprises in Canada

This new publication summarizes the results of a 1992 survey of small and medium-sized businesses in Canada. The special survey profiles a group of firms that grew rapidly in the late 1980s. It focuses on their activities, business strategies and characteristics.

The study summarizes the factors that were perceived by small growing firms as important to their growth. It examines strategies in which they feel they outpace their competitors. It investigates the importance attributed to new marketing, technology, input-sourcing, human-resource and management strategies. Finally, it profiles training, research and development, innovative, and export activities.

Strategies for Success (61-523E, \$15), a unique compendium on the characteristics of successful small firms, is now available. See "How to order Publications".

For more information, contact John Baldwin (613-951-8588, fax: 613-951-5643), Business and Labour Market Analysis Division.



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MAJOR RELEASES

Strategies for Success: A Profile of Growing Small and Medium-sized Enterprises in Canada

Small and medium-sized enterprises have come to account for a larger and larger percentage of total employment. Between 1978 and 1989, firms in the private sector with less than 500 employees increased their share of employment from 56% to 63%. This study focuses on the tactics used by small firms to make themselves successful.

Growing small and medium-sized firms see themselves as servicing specific customer needs and providing high-quality product, but this survey finds other areas in which they believe they excel.

Small firms attribute their growth (on a scale of 0 to 5) nearly as much to their labour skills (2.9) as to management (3.3) and marketing (2.9).

Internal factors are seen as the most important. Firms rank the importance of government assistance last.

These firms feel their greatest competitive advantage is flexibility in meeting customer needs (3.9), product quality (3.9), and customer service (4.0). Research and development is last (1.5).

Smaller firms invest more in marketing (23%) than in any other component except machinery.

Related to the emphasis on marketing, firms in all regions are outward-looking. This is most pronounced in British Columbia, where 47% of sales are outside the home region—including 30% to export markets. Quebec is more oriented to interprovincial trade, Ontario to international markets.

Over half (52%) of firms provide training for their employees. In firms that give formal training, some 32% of employees receive this type of training. Informal training is also used extensively. In those firms that give informal training, some 43% of employees receive this type of training.

Smaller firms use relatively more long-term capital than short-term capital. Some 54.5% of capital comes from equity and long-term debt.

Smaller firms are innovative. They stress technological capability as well as research and development (R&D) capability. A large proportion (30%) attribute success to an R&D-based innovation strategy. An even larger proportion (55%) report having introduced an innovation recently.

Note to users

Eligible firms for this study were defined as having fewer than 500 employees and less than \$100 million of assets in 1984. Eligible firms also had to have grown in employment, sales, and assets between 1984 and 1988. A four-year time period was chosen to delineate a group of firms that enjoyed long-run success.

Some 2,157 eligible firms were randomly selected from the population of eligible firms for this survey. Chartered banks, all public institutions in educational services, and provincially funded hospitals were excluded from the survey. The average sales of a responding firm were some \$6.6 million as of 1989, average assets were \$4.7 million, and average employment was 44 people.

In order to compare more-successful and less-successful firms, the survey sample was divided into two groups based on sales and profitability data. Firms that gained the most market share and profitability were classified as more-successful.

The study also compares the more-successful with the less-successful firms in the survey. The emphasis placed on innovative activity is the most important difference between the two groups.

The more-successful place greater emphasis on their ability to adopt technology (12% higher score) and R&D innovative capability (42% higher score).

Twice as many of the more-successful firms have an R&D unit than do the less-successful firms. The more-successful spend more than twice as much on R&D as a percentage of investment. The mean R&D-to-sales ratio is 65% higher for the more-successful firms.

The more-successful give themselves higher scores relative to the competition in the following areas: R&D spending (33% higher score), the frequency with which new products are introduced (7% higher score), and the costs of production (8% higher score).

The more-successful place greater emphasis on developing new technology (21% higher score), refining the technology of others (16% higher score), and improving their own technology (7% higher score). The more-successful place greater emphasis on just-in-time inventory control (17% higher score) and on process control (26% higher score).

The more-successful place greater emphasis on using new materials (19% higher score), on using existing materials more efficiently (14% higher score), and on reducing energy costs (15% higher score).

More-successful firms are more likely to have found sources of ideas for product innovations in: the production department (42% higher score), an R&D department (73% higher score), Canadian patents (47% higher score), or parent and affiliates (41% higher score).

Strategies for Success: A Profile of Growing Small and Medium-sized Enterprises (GSMEs) in Canada (61-523E, \$15) is now available. See "How to Order Publications".

For more information on the survey and its results, contact John Baldwin (613-951-8588, fax: 613-951-5643), Business and Labour Market Analysis Division. ■

Sales of Natural Gas

December 1993 (Preliminary)

Sales of natural gas including direct sales in Canada totalled 6 455 million cubic metres, down 3.6% from December 1992. An increase in industrial sales was more than offset by declines in residential and commercial sales.

On the basis of rate structure, December sales were as follows with the percentage change from December 1992 in brackets: residential sales, 1 972 million cubic metres (-7.0%); commercial sales, 1 432 million cubic metres (-13.0%) and industrial sales including direct sales, 3 051 million cubic metres (+4.1%).

The decrease in residential sales in December was primarily due to the warmer than normal weather conditions throughout Western Canada.

On an annual basis, sales of natural gas in 1993 amounted to 59 566 million cubic metres, up 4.7% from 1992. Sales by sector were as follows with the percentage change from 1992 in brackets: residential sales, 14 902 million cubic metres (+4.7%); commercial sales, 11 506 million cubic metres (+0.4%) and industrial sales including direct sales, 33 158 million cubic metres (+6.4%).

The December 1993 issue of *Gas Utilities* (55-002, \$12.70/\$127) will be available the third week of March. See "How to Order Publications".

For detailed information on this release, contact Gary Smalldridge (613-951-3567), Energy Section, Industry Division.

Sales of natural gas in Canada

Rate structure	December 1992	December 1993 ^P	December 1992 to December 1993	Year-to-date 1992	Year-to-date 1993 ^P	Year-to-date 1992 to 1993
	thousands of cubic metres		% change	thousands of cubic metres		% change
Total	6 696 861	6 455 239	-3.6	56 865 807	59 566 079	+ 4.7
Residential	2 120 317	1 972 350	-7.0	14 235 426	14 901 919	+ 4.7
Commercial	1 645 579	1 431 856	-13.0	11 455 709	11 506 420	+ 0.4
Industrial	2 251 141	2 241 576		24 606 542	25 061 334	
Direct ¹	679 824	809 457	+ 4.1	6 568 130	8 096 406	+ 6.4

Sales of natural gas by province

Rate structure	Canada	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia
	thousands of cubic metres						
Total	6 455 239	554 267	2 526 309	261 200	464 827	1 844 539	804 097
Residential	1 972 350	76 587	913 539	109 300	131 775	476 987	264 162
Commercial	1 431 856	172 888	603 671	115 300	86 711	265 562	187 724
Industrial	2 241 576	301 520	716 253	9 900	4 348	1 101 990	107 565
Direct ¹	809 457	3 272	292 846	26 700	241 993	-	244 646

Degree Days²

December 1992	---	688	546	1,071	1,116	951	499
December 1993	---	730	575	952	848	659	418

¹ Represents direct sales for consumption, where the utility acts solely as the transporter.

² A unit measuring the extent to which the outdoor mean temperature (the average of the maximum and minimum) falls below 18 degrees celsius. One degree day is counted for each degree below 18 degrees celsius for each calendar day. A high value indicates a cold month and a low value a warm month.

--- Figures not applicable.

- Nil or zero.

^P Preliminary figures.

Note: Revised figures will be available in *Gas Utilities* (55-002) and on CANSIM.

DATA AVAILABILITY ANNOUNCEMENTS

Department Store Sales Advance Release

January 1994

Department store sales including concessions for January were \$654 million, down 7.9% from January 1993. Sales for the major department stores were \$358 million (-10.1%), while sales for the junior category were \$296 million (-5.2%).

This release is an advance indicator of data to be published in the Monthly Department Store Sales by Province and Metropolitan Area survey.

For further information on this release, contact Diane Lake (613-951-9824), Retail Trade Section, Industry Division. ■

Profile of Urban and Rural Areas—Part B 1991 Census

Profile of Urban and Rural Areas—Part B (Canada, Provinces and Territories) profiles urban and rural areas based on 1991 Census data.

Each profile contains population, dwelling, household and 1990 income characteristics. Population variables include language, immigration, labour force activity, mobility and fertility.

Data on farm characteristics from the Census of Agriculture have been included also.

Profile of Urban and Rural Areas—Part B (93-340, \$55) is now available. See "How to Order Publications" or contact your nearest Statistics Canada Regional Reference Centre. ■

Trends In Employment by Occupation 1976-1993

Labour Force Annual Averages, 1993 features an in-depth article describing long-term employment trends by their occupational distribution. This publication also presents annual averages for the estimates that are published monthly in *The Labour Force* (71-001). As well, it contains a broader range of provincial and sub-provincial annual average estimates.

Labour Force Annual Averages, 1993 (71-220, \$39) is now available. See "How to Order Publications".

For further information, contact Jean-Marc Levesque (613-951-2301), Household Surveys Division. ■

Adult Criminal Court Statistics 1992 and

Adult Criminal Court Caseload Trends 1990-91 to 1992-93

These two reports contain information from the national Adult Criminal Court Survey. Both reports highlight activities of the provincial/territorial courts in Quebec, Nova Scotia, Prince Edward Island, and the Yukon. *Adult Criminal Court Caseload Trends* contains Ontario data for the first time.

Adult Criminal Court Statistics contains the following information: the number of cases and charges heard; types of offences; age and sex of persons charged and convicted; case processing time; outcome and sentencing. This report presents data for federal offences only.

Adult Criminal Court Caseload Trends contains information on court workload and changes in workload over the two-year period. This report presents data for federal, provincial/territorial and municipal offences.

For further information, contact Information and Client Services (613-951-9023 or 1-800-387-2231) or contact the Courts Program (613-951-6645), Canadian Centre for Justice Statistics. ■

Construction Union Wage Rate Index January 1994

The Construction Union Wage Rate Index (including supplements) for Canada remained unchanged in January from December's level of 133.8. On a year-over-year basis, the composite index increased 1.4% from January 1993 to January 1994. This was the smallest January-over-January index movement since 1985, when a 0.5% increase was recorded.

Construction Union Wage Rates and Indexes (1985=100) comprise union wage rates for 16 trades in 22 metropolitan areas (including the basic rate and rates that include selected supplementary payments) and indexes for cities where a majority of trades are covered by current collective agreements.

Available on CANSIM: matrices 956, 958 and 2033 to 2038.

The first quarter 1994 issue of *Construction Price Statistics* (62-007, \$19/\$76) will be available in June. See "How to Order Publications".

For further information on this release, contact the Information and Current Analysis Unit (613-951-9607), Prices Division. ■

Selected Financial Indexes

January 1994

Data for January 1994 are now available for the Selected Financial Indexes.

Available on CANSIM: matrix 2031.

The first quarter 1994 issue of *Construction Price Statistics* (62-007, \$19/\$76) will be available in June. See "How to Order Publications".

For detailed information on this release, contact the Information and Current Analysis Unit (613-951-9607), Prices Division. ■

Tobacco Products

January 1994

Tobacco product firms produced 3.81 billion cigarettes in January 1994, a 6.8% decrease from 4.09^r (revised) billion produced in January 1993.

Domestic sales in January 1994 totalled 1.94 billion cigarettes, down 2.5% from 1.99 billion sold in January 1993.

Available on CANSIM: matrix 46.

The January 1994 issue of *Production and Disposition of Tobacco Products* (32-022, \$5/\$50) will be available shortly. See "How to Order Publications".

For further information, contact Peter Zylstra (613-951-3511), Industry Division. ■

Electric Lamps

January 1994

Light bulb and tube manufacturers sold 23,578,000 light bulbs and tubes in January 1994, a 7.2% increase from 21,999,000^r (revised) units in January 1993.

The January 1994 issue of *Electric Lamps* (43-009, \$5/\$50) will be available at a later date.

For detailed information on this release, contact Laurie Vincent (613-951-3523), Industry Division. ■

Telephone Statistics

December 1993

The 13 major telephone systems reported monthly revenues of \$1,174.0 million in December 1993, up 2.3% from December 1992.

Operating expenses totalled \$841.3 million, down 11.8% from December 1992. Net operating revenue totalled \$332.7 million, a 72.7% jump from December 1992.

Available on CANSIM: matrix 355.

The December 1993 issue of *Telephone Statistics* (56-002, \$8.30/\$83) will be released shortly. See "How to Order Publications".

For detailed information on this release, contact J. R. Slattery (613-951-2205), Services, Science and Technology Division. ■

PUBLICATIONS RELEASED

National Balance Sheet Accounts, Annual Estimates 1983-1992.

Catalogue number 13-214

(Canada: \$35; United States: US\$42; Other Countries: US\$49).

Pack of Selected Processed Fruits (excl. Apples), 1993.

Catalogue number 32-234

(Canada: \$13; United States: US\$16; Other Countries: US\$18).

Pack of Selected Processed Vegetables, 1993.

Catalogue number 32-240

(Canada: \$13; United States: US\$16; Other Countries: US\$18).

Refined Petroleum Products, November 1993.

Catalogue number 45-004

(Canada: \$18.20/\$182; United States: US\$21.80/US\$218; Other Countries: US\$25.50/US\$255).

Shipments of Plastic Film and Bags

Manufactured from Resin, Quarter Ended December 1993.

Catalogue number 47-007

(Canada: \$6.75/\$27; United States: US\$8/US\$32; Other Countries: US\$9.50/US\$38).

Strategies for Success: A Profile of Growing Small and Medium-sized Enterprises (GSMEs) in Canada.

Catalogue number 61-523E

(Canada: \$15; United States: US\$18; Other Countries: US\$21).

The Labour Force, January 1994.

Catalogue number 71-001

(Canada: \$17.90/\$179; United States: US\$21.50/US\$215; Other Countries: US\$25.10/US\$251).

Labour Force Annual Averages, 1993.

Catalogue number 71-220

(Canada: \$39; United States: US\$47; Other Countries: US\$55).

Profile of Urban and Rural Areas—Part B, 1991 Census.

Catalogue number 93-340

(Canada: \$55; United States: US\$66; Other Countries: US\$77).

The paper used in this publication meets the minimum requirements of American National Standard for Information Sciences – Permanence of Paper for Printed Library Materials, ANSI Z39.48 – 1984.



How to Order Publications

Simplify your data search with *Statistics Canada Catalogue, 1993* (11-204E, \$13.95; United States: US\$17; Other Countries: US\$20). Its keyword index will guide you to statistics on Canada's social and economic activity.

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Each centre has facilities to retrieve information from CANSIM and E-STAT, Statistics Canada's computerized data retrieval systems. A telephone inquiry service is available with toll-free access for clients who are located outside local calling areas. Many other valuable services — from seminars to consultations — are also offered. Call or write your nearest Regional Reference Centre for more information.

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Fax: 1-416-973-7475

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Advisory Services
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Suite 300, MacDonald Building
344 Edmonton Street
Winnipeg, Manitoba
R3B 3L9

Local calls: (204) 983-4020
Toll free: 1-800-661-7828
Fax: 1-204-983-7543

Saskatchewan

Advisory Services
Statistics Canada
Avord Tower, 9th Floor
2002 Victoria Avenue
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Local calls: (306) 780-5405
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Fax: 1-306-780-5403

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First Street Plaza, Room 401
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Calgary, Alberta
T2G 4Z6

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Toll free: 1-800-563-7828
Fax: 1-403-292-4958

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10001 Bellamy Hill
Edmonton, Alberta
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Fax: 1-403-495-5318

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Advisory Services
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Sinclair Centre, Suite 300
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Vancouver, B.C. V6C 3C9

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Toll free: 1-800-663-1551
Fax: 1-604-666-4863

Telecommunications Device for the Hearing Impaired

Toll free: 1-800-363-7629



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The Daily, February 18, 1994

MAJOR RELEASE DATES

Week of February 21-25
(Release dates are subject to change)

Release date	Title	Reference period
February		
21	Retail Trade	December 1993
22	Wholesale Trade	December 1993
23	Unemployment Insurance Statistics	December 1993
24	Canada's International Transactions in Securities	December 1993
24	Quarterly Financial Statistics of Enterprises	Fourth Quarter 1993
25	International Travel Account	Oct.-Dec. 1993
25	Industrial Product Price Index and Raw Materials Price Index	January 1994