

Catalogue no. 63-005-X

# Retail Trade

March 2009



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Statistics Canada  
Distributive Trades Division

# Retail Trade

March 2009

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# User information

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## Symbols

The following standard symbols are used in Statistics Canada publications:

- . not available for any reference period
- .. not available for a specific reference period
- ... not applicable
- 0 true zero or a value rounded to zero
- 0<sup>s</sup> value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
- p preliminary
- r revised
- x suppressed to meet the confidentiality requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published

## Note to users

Figures may not add up to totals because of rounding.

## Acknowledgement

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## Highlights

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- Retail sales increased for the third consecutive month in March, rising 0.3% in current dollars to \$33.9 billion. Higher sales at new car dealers was the main contributor to this increase. In volume terms, retail sales rose 0.7%.

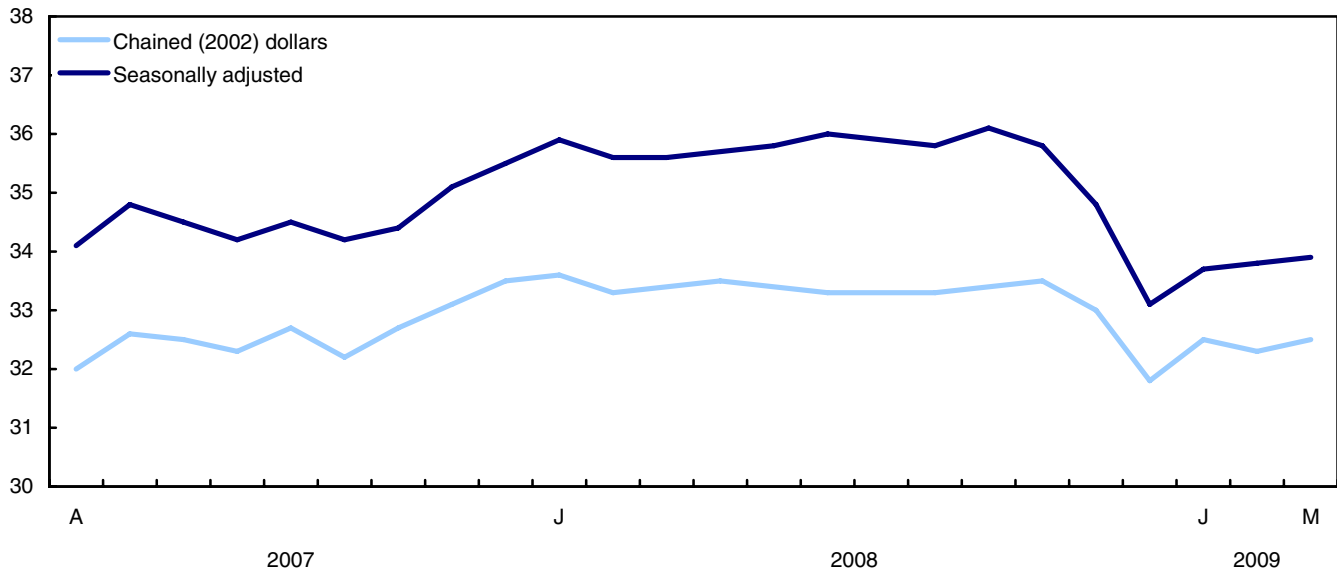
## Analysis — March 2009

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Retail sales increased for the third consecutive month in March, rising 0.3% in current dollars to \$33.9 billion. Higher sales at new car dealers was the main contributor to this increase. In volume terms, retail sales rose 0.7%.

**Chart 1**  
**Retail sales: seasonally adjusted and chained (2002) dollars, Canada**

billions of dollars



The three consecutive months of gains in retail sales in current dollars have not completely offset the sharp declines reported in November and December. March's retail sales stood 6.3% lower than the peak reached in September 2008. Most of this decline reflects price changes. In volume terms, sales are down 2.6% from September 2008.

The main contributor to the rise in retail sales was a 3.6% increase in sales at new car dealers. This was lower than the 6.3% rise in the number of new motor vehicles sold reported by the New Motor Vehicle Sales Survey, as dealers offered higher rebates. The automotive sector as a whole increased by 0.5%, as the rise in sales at new car dealers was partially offset by lower sales at gasoline stations (-2.8%) and used and recreational motor vehicle and parts dealers (-2.6%).

Sales at food and beverage stores rose for the third consecutive month, increasing 0.9%. This reflects in part higher food prices. Food and beverage stores and pharmacies and personal care stores are the only two sectors where March's sales level was above the October 2008 level.

Of the four sectors with a decline in sales, the largest was a 0.7% drop at miscellaneous retailers (which include, among others, sporting goods stores and office supply stores), followed by a 0.6% decrease in the building and outdoor home supplies stores. The decline in the building and outdoor home supplies sector was due to lower sales in the westernmost provinces. In addition to lower housing starts, unseasonably poor weather in Alberta may have been a contributing factor.

## Sales in Quebec continue to lead in March

Sales increased in seven provinces in March, led by a third consecutive month of rising sales in Quebec (+2.0%) and Ontario (+0.6%). Since falling sharply in December, sales have been generally up or stable in all provinces except Alberta. Quebec is the only province that has essentially returned to its sales level of November 2008.

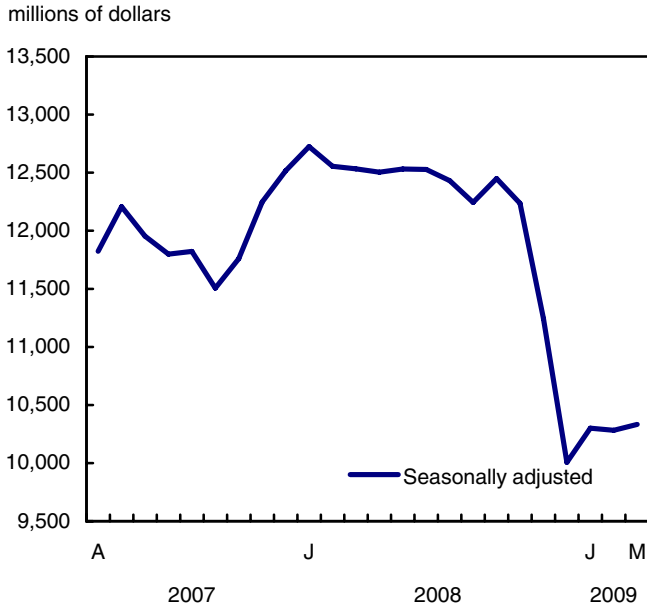
### Note to readers

Total retail sales by volume are measured by deflating values in current dollars of the various trade groups using consumer price indexes. This retail sales release, in chained dollars series (2002), is a chain Fisher volume index with 2002 as the reference year.

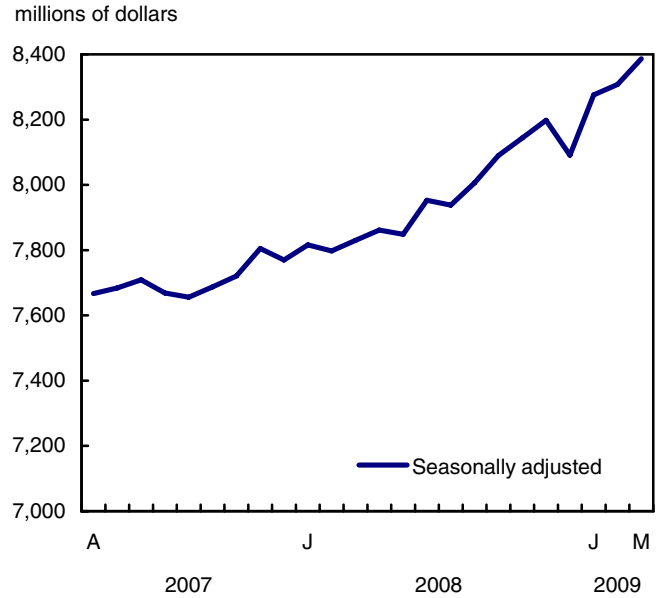
The largest sales decline in March was a 1.8% drop in Alberta, which followed a 1.5% decrease in February. The province had the lowest growth rate in the number of new motor vehicles sold among all provinces in March. Retail sales in the province were at their lowest level since March 2006.

**Chart 2**  
**Retail sales: seasonally adjusted, by retail sector, Canada**

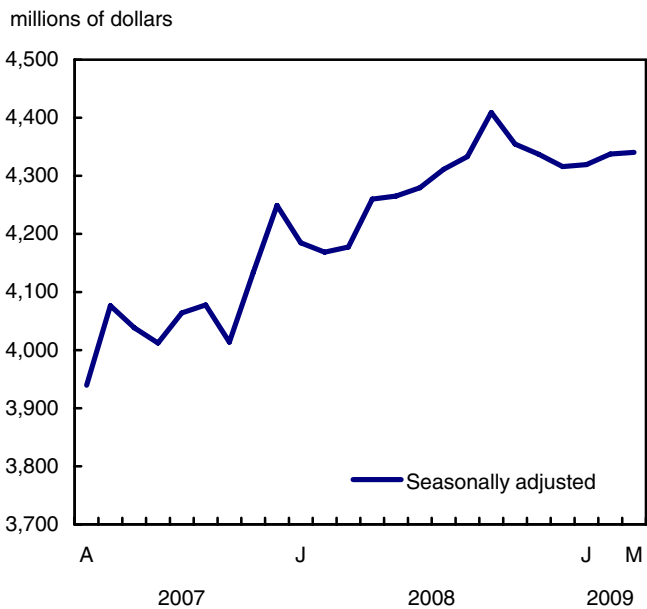
**Automotive**



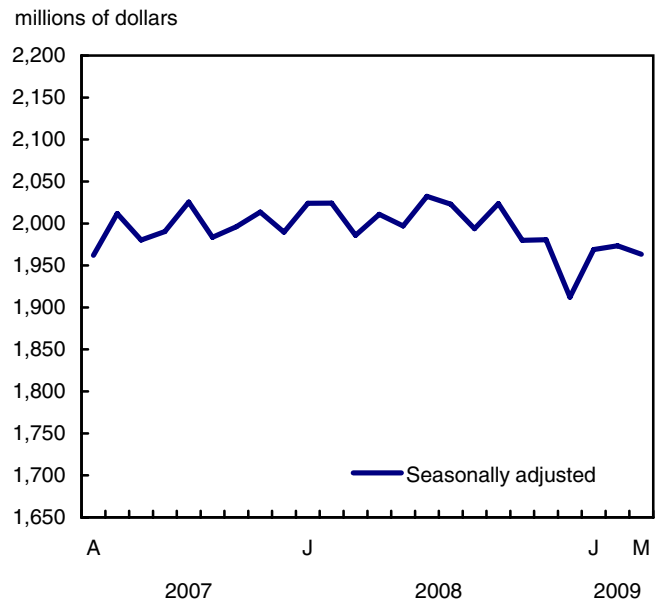
**Food and beverage stores**



**General merchandise stores**

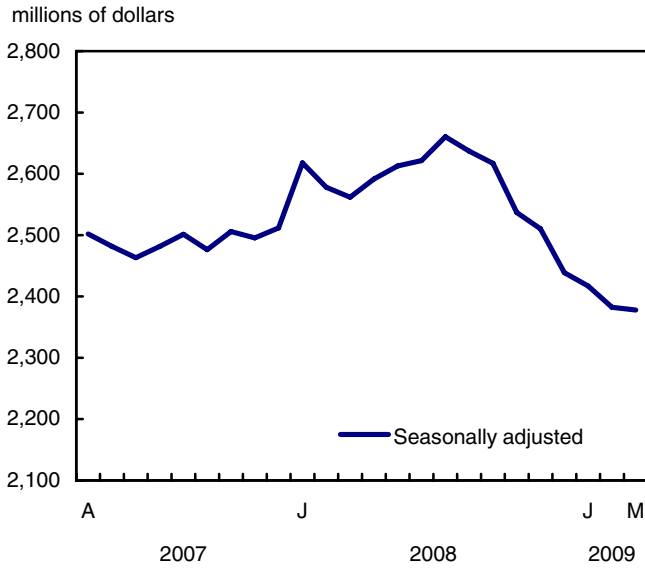


**Clothing and accessories stores**

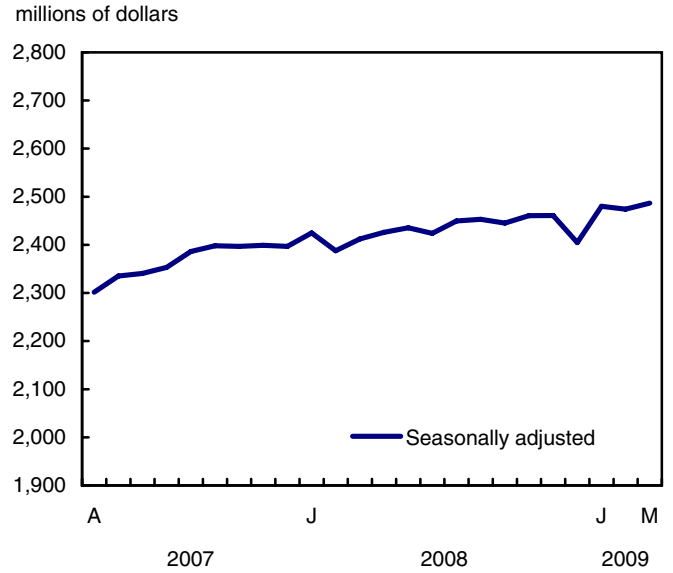


**Chart 3**  
**Retail sales: seasonally adjusted, by retail sector, Canada**

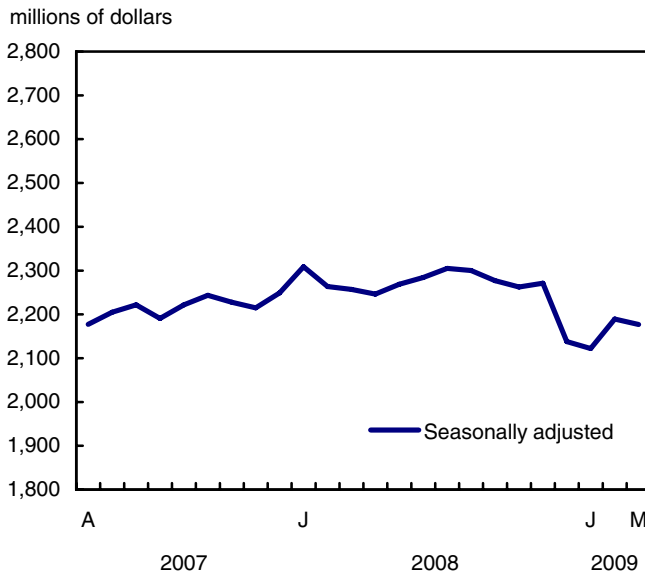
**Furniture, home furnishings and electronics stores**



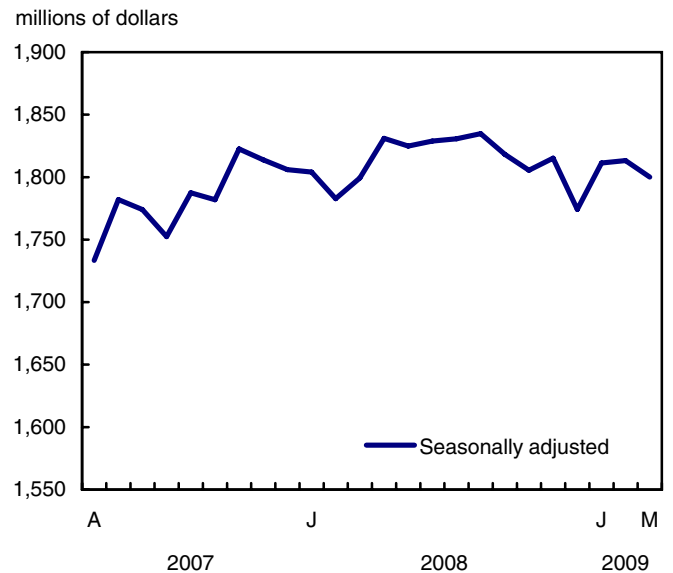
**Pharmacies and personal care stores**



**Building and outdoor home supplies stores**



**Miscellaneous retailers**



## Related products

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### Selected publications from Statistics Canada

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63-007-X	New Motor Vehicle Sales
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### Selected technical and analytical products from Statistics Canada

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11-621-M2003006	A New Look: Retail Clothing Sales in Canada
11-621-M2003007	Christmas: Consumers' Season
11-621-M2004012	On the Move with Homebuyers: Shopping for Furniture
11-621-M2004019	Consumer Holiday Shopping Patterns
11-621-M2005029	Gift Cards: A Win-win Way to Give
11-621-M2005032	Provincial Retail Trade Since the Turn of the Millennium
11-621-M2005034	Christmas Shopping: A Provincial Perspective
11-621-M2006048	Competing for the Retail Drug Market
11-621-M2006051	Gift Cards: The Gift of Choice

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### Selected CANSIM tables from Statistics Canada

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080-0014	Retail trade, sales by trade group based on the North American Industry Classification System (NAICS)
080-0015	Retail trade, sales by trade group based on the North American Industry Classification System (NAICS)
080-0016	Retail trade, sales, chained dollars and index at basic prices
080-0017	Retail trade, sales and sales trend, seasonally adjusted, by trade sector based on the North American Industry Classification System (NAICS)

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**Selected surveys from Statistics Canada**

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2406	Retail Trade Survey (Monthly)
2408	Monthly Retail Trade Survey (Department Store Organizations)

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**Selected summary tables from Statistics Canada**

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- *Economic indicators, by province and territory (monthly and quarterly)*
- *Retail trade, by industries*
- *Retail trade, by province and territory*
- *Retail trade, by industries (monthly)*
- *Retail trade, by provinces and territories (monthly)*
- *Department store sales, by province*

# Statistical tables

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**Table 1-1**  
**Retail sales by trade group and by region, seasonally adjusted (current periods) — Sales**

	March <sup>p</sup> 2009	February <sup>r</sup> 2009	January <sup>r</sup> 2009	December 2008	Year-to-date 2009
	millions of dollars				
<b>Trade group - Canada</b>					
New car dealers	5,413.8	5,224.4	5,273.3	5,039.4	15,911.5
Used and recreational motor vehicle and parts dealers	1,492.7	1,532.7	1,554.2	1,566.9	4,579.6
Gasoline stations	3,426.4	3,525.4	3,473.2	3,400.6	10,425.0
Furniture stores	779.3	775.5	787.2	795.6	2,342.0
Home furnishings stores	449.2	442.4	451.4	452.3	1,343.0
Computer and software stores	107.1	107.0	104.6	101.3	318.8
Home electronics and appliance stores	1,042.3	1,057.3	1,073.9	1,089.5	3,173.6
Home centres and hardware stores	1,758.0	1,766.3	1,706.2	1,725.1	5,230.5
Specialized building materials and garden stores	418.9	423.1	415.8	412.7	1,257.7
Supermarkets	6,061.0	6,005.2	6,010.8	5,860.6	18,076.9
Convenience and specialty food stores	852.9	851.2	841.3	841.7	2,545.4
Beer, wine and liquor stores	1,472.8	1,451.4	1,423.5	1,388.7	4,347.7
Pharmacies and personal care stores	2,486.8	2,474.1	2,480.2	2,404.6	7,441.1
Clothing stores	1,509.0	1,514.5	1,510.4	1,465.0	4,534.0
Shoe, clothing accessories and jewellery stores	454.3	458.9	458.5	447.2	1,371.8
General merchandise stores	4,340.3	4,337.7	4,319.3	4,315.9	12,997.3
Sporting goods, hobby, music and book stores	905.0	901.0	905.0	893.9	2,711.0
Miscellaneous store retailers	895.1	912.3	906.3	880.3	2,713.7
<b>Total, all stores</b>	<b>33,864.9</b>	<b>33,760.4</b>	<b>33,695.1</b>	<b>33,081.4</b>	<b>101,320.4</b>
<b>Regions</b>					
Newfoundland and Labrador	585.9	577.4	569.5	568.9	1,732.8
Prince Edward Island	139.7	137.9	139.6	137.9	417.3
Nova Scotia	978.1	972.9	969.5	956.8	2,920.6
New Brunswick	796.0	791.1	797.2	791.8	2,384.3
Quebec	7,872.2	7,717.4	7,643.7	7,629.1	23,233.2
Ontario	12,174.5	12,096.3	11,994.0	11,569.6	36,264.9
Manitoba	1,199.2	1,206.4	1,203.7	1,207.5	3,609.3
Saskatchewan	1,161.3	1,160.3	1,156.7	1,128.3	3,478.2
Alberta	4,567.1	4,651.8	4,721.6	4,708.0	13,940.4
British Columbia	4,266.2	4,327.2	4,376.2	4,261.2	12,969.6
Yukon	41.9	40.9	42.0	40.5	124.8
Northwest Territories	56.6	54.8	55.7	55.9	167.2
Nunavut	26.2	26.0	25.7	26.0	77.9

Table 1-2

Retail sales by trade group and by region, seasonally adjusted (current periods) — Percentage change from previous month

	March <sup>p</sup> 2009	February <sup>r</sup> 2009	January <sup>r</sup> 2009	December 2008
	percent			
<b>Trade group - Canada</b>				
New car dealers	3.6	-0.9	4.6	-13.7
Used and recreational motor vehicle and parts dealers	-2.6	-1.4	-0.8	-4.8
Gasoline stations	-2.8	1.5	2.1	-9.5
Furniture stores	0.5	-1.5	-1.1	-3.0
Home furnishings stores	1.5	-2.0	-0.2	-4.4
Computer and software stores	0.1	2.3	3.2	-7.6
Home electronics and appliance stores	-1.4	-1.5	-1.4	-1.6
Home centres and hardware stores	-0.5	3.5	-1.1	-6.9
Specialized building materials and garden stores	-1.0	1.8	0.7	-1.2
Supermarkets	0.9	-0.1	2.6	-0.8
Convenience and specialty food stores	0.2	1.2	0.0	-2.1
Beer, wine and liquor stores	1.5	2.0	2.5	-2.9
Pharmacies and personal care stores	0.5	-0.2	3.1	-2.3
Clothing stores	-0.4	0.3	3.1	-3.2
Shoe, clothing accessories and jewellery stores	-1.0	0.1	2.5	-4.4
General merchandise stores	0.1	0.4	0.1	-0.5
Sporting goods, hobby, music and book stores	0.4	-0.4	1.2	0.0
Miscellaneous store retailers	-1.9	0.7	3.0	-4.4
<b>Total, all stores</b>	<b>0.3</b>	<b>0.2</b>	<b>1.9</b>	<b>-5.0</b>
<b>Regions</b>				
Newfoundland and Labrador	1.5	1.4	0.1	-4.0
Prince Edward Island	1.3	-1.2	1.3	-4.1
Nova Scotia	0.5	0.3	1.3	-3.0
New Brunswick	0.6	-0.8	0.7	-1.9
Quebec	2.0	1.0	0.2	-3.2
Ontario	0.6	0.9	3.7	-6.3
Manitoba	-0.6	0.2	-0.3	-3.4
Saskatchewan	0.1	0.3	2.5	-5.9
Alberta	-1.8	-1.5	0.3	-4.8
British Columbia	-1.4	-1.1	2.7	-6.3
Yukon	2.4	-2.6	3.6	-6.2
Northwest Territories	3.3	-1.6	-0.4	-0.8
Nunavut	0.6	1.3	-1.0	-0.6

Table 1-3

Retail sales by trade group and by region, seasonally adjusted (current periods) — Percentage change from previous year

	March <sup>p</sup> 2009	February <sup>r</sup> 2009	January <sup>r</sup> 2009	December 2008	Year-to-date 2009
	percent				
<b>Trade group - Canada</b>					
New car dealers	-16.1	-18.9	-19.4	-22.9	-18.1
Used and recreational motor vehicle and parts dealers	-7.9	-6.1	-8.4	-5.1	-7.5
Gasoline stations	-23.2	-21.4	-22.5	-21.5	-22.4
Furniture stores	-8.0	-9.8	-9.0	-4.7	-8.9
Home furnishings stores	-12.3	-14.3	-14.6	-10.8	-13.7
Computer and software stores	-7.7	-7.7	-11.6	-12.8	-9.0
Home electronics and appliance stores	-4.1	-2.7	-3.0	3.4	-3.2
Home centres and hardware stores	-4.4	-3.8	-8.8	-6.0	-5.7
Specialized building materials and garden stores	0.1	-0.8	-5.2	-0.4	-2.0
Supermarkets	8.0	7.6	8.1	5.3	7.9
Convenience and specialty food stores	2.2	1.5	-1.2	0.4	0.8
Beer, wine and liquor stores	6.5	5.3	1.3	1.5	4.4
Pharmacies and personal care stores	3.1	3.6	2.3	0.3	3.0
Clothing stores	-1.0	-2.4	-2.8	-3.6	-2.0
Shoe, clothing accessories and jewellery stores	-1.6	-3.0	-2.6	-4.8	-2.4
General merchandise stores	3.9	4.1	3.2	1.6	3.7
Sporting goods, hobby, music and book stores	0.2	1.7	2.2	0.3	1.3
Miscellaneous store retailers	-0.1	1.7	-1.3	-3.8	0.1
<b>Total, all stores</b>	<b>-4.8</b>	<b>-5.1</b>	<b>-6.2</b>	<b>-6.8</b>	<b>-5.3</b>
<b>Regions</b>					
Newfoundland and Labrador	2.0	-0.8	-3.2	-0.5	-0.7
Prince Edward Island	-1.3	-2.7	-2.7	-0.6	-2.2
Nova Scotia	-4.3	-3.9	-3.9	-3.3	-4.0
New Brunswick	0.5	-2.6	-1.3	-0.9	-1.1
Quebec	1.6	-3.1	-4.3	-2.0	-2.0
Ontario	-3.9	-3.6	-6.4	-8.1	-4.6
Manitoba	-5.1	-3.2	-3.9	-2.4	-4.1
Saskatchewan	-3.4	-1.4	-1.7	-4.4	-2.2
Alberta	-12.2	-10.2	-8.8	-9.8	-10.4
British Columbia	-11.3	-9.2	-9.2	-11.9	-9.9
Yukon	-5.1	-8.9	-5.8	-8.1	-6.6
Northwest Territories	-5.3	-11.2	-9.0	-7.4	-8.5
Nunavut	5.7	4.5	-0.3	8.1	3.3

**Table 2-1**  
**Retail sales by trade group and by region, not seasonally adjusted (current periods) — Sales**

	March <sup>p</sup> 2009	February <sup>r</sup> 2009	January 2009	December 2008	Year-to-date 2009
	millions of dollars				
<b>Trade group - Canada</b>					
New car dealers	5,761.4	4,049.6	4,164.6	4,405.4	13,975.6
Used and recreational motor vehicle and parts dealers	1,353.4	1,080.7	1,081.8	1,225.6	3,515.9
Gasoline stations	3,226.5	2,963.3	3,083.6	3,134.4	9,273.4
Furniture stores	716.6	604.8	713.2	864.8	2,034.6
Home furnishings stores	422.9	351.6	380.6	603.3	1,155.1
Computer and software stores	114.8	99.4	109.5	126.0	323.7
Home electronics and appliance stores	893.7	811.5	955.6	2,049.6	2,660.8
Home centres and hardware stores	1,362.5	1,131.1	1,174.7	1,436.1	3,668.2
Specialized building materials and garden stores	337.2	282.5	274.5	321.1	894.2
Supermarkets	5,676.7	5,341.2	6,127.7	6,191.6	17,145.6
Convenience and specialty food stores	771.0	717.5	756.0	886.0	2,244.5
Beer, wine and liquor stores	1,224.7	1,093.6	1,117.8	1,877.1	3,436.1
Pharmacies and personal care stores	2,430.7	2,261.1	2,439.7	2,838.5	7,131.5
Clothing stores	1,276.6	1,011.6	1,188.4	2,295.3	3,476.6
Shoe, clothing accessories and jewellery stores	347.1	329.5	337.9	832.0	1,014.5
General merchandise stores	3,660.0	3,164.9	3,531.7	6,324.7	10,356.6
Sporting goods, hobby, music and book stores	768.7	651.3	822.0	1,556.7	2,242.0
Miscellaneous store retailers	795.1	761.4	782.3	1,069.1	2,338.8
<b>Total, all stores</b>	<b>31,139.5</b>	<b>26,706.6</b>	<b>29,041.6</b>	<b>38,037.3</b>	<b>86,887.7</b>
<b>Regions</b>					
Newfoundland and Labrador	514.2	441.9	460.9	678.1	1,416.9
Prince Edward Island	118.1	103.5	114.1	157.0	335.6
Nova Scotia	889.6	766.3	838.9	1,127.4	2,494.7
New Brunswick	718.3	613.0	674.4	902.1	2,005.8
Quebec	7,169.0	5,964.8	6,405.9	8,076.3	19,539.7
Ontario	11,206.4	9,544.8	10,358.3	13,923.4	31,109.5
Manitoba	1,117.2	954.7	1,043.7	1,381.8	3,115.6
Saskatchewan	1,058.2	902.9	993.4	1,279.0	2,954.6
Alberta	4,235.2	3,734.3	4,138.8	5,368.6	12,108.3
British Columbia	3,989.4	3,577.3	3,906.7	5,007.3	11,473.5
Yukon	36.2	30.9	34.0	44.3	101.0
Northwest Territories	61.1	50.0	50.1	62.9	161.2
Nunavut	26.6	22.1	22.5	29.3	71.2

**Table 2-2**  
**Retail sales by trade group and by region, not seasonally adjusted (current periods) — Percentage change from previous year**

	March <sup>p</sup> 2009	February <sup>r</sup> 2009	January 2009	December 2008	Year-to-date 2009
	percent				
<b>Trade group - Canada</b>					
New car dealers	-9.6	-22.9	-22.0	-18.1	-17.6
Used and recreational motor vehicle and parts dealers	-2.7	-9.6	-10.0	0.3	-7.2
Gasoline stations	-23.9	-23.5	-21.9	-22.1	-23.1
Furniture stores	-7.4	-13.9	-6.9	-7.2	-9.3
Home furnishings stores	-8.5	-17.9	-15.6	-8.5	-13.9
Computer and software stores	-6.5	-11.5	-10.7	-10.0	-9.5
Home electronics and appliance stores	-6.0	-7.4	0.2	4.5	-4.3
Home centres and hardware stores	-1.3	-7.8	-12.1	-1.0	-7.0
Specialized building materials and garden stores	1.6	-4.4	-6.0	3.6	-2.7
Supermarkets	3.2	2.0	13.9	2.6	6.4
Convenience and specialty food stores	-2.8	-3.0	1.1	-0.4	-1.6
Beer, wine and liquor stores	-0.2	-1.6	8.4	-2.3	2.0
Pharmacies and personal care stores	3.5	-1.2	2.8	2.2	1.8
Clothing stores	-1.9	-6.4	0.7	-5.4	-2.4
Shoe, clothing accessories and jewellery stores	-0.9	-7.9	0.4	-5.5	-2.9
General merchandise stores	1.1	0.6	5.3	0.8	2.4
Sporting goods, hobby, music and book stores	-0.7	-2.1	3.0	-0.1	0.2
Miscellaneous store retailers	-1.7	-1.3	-0.6	-3.0	-1.2
<b>Total, all stores</b>	<b>-4.9</b>	<b>-9.0</b>	<b>-4.5</b>	<b>-4.8</b>	<b>-6.1</b>
<b>Regions</b>					
Newfoundland and Labrador	3.8	-5.0	-1.4	2.0	-0.8
Prince Edward Island	-1.1	-7.5	0.2	2.7	-2.8
Nova Scotia	-4.7	-8.2	-1.6	-1.1	-4.8
New Brunswick	0.2	-7.1	0.4	2.4	-2.1
Quebec	0.7	-7.3	-2.9	-0.4	-3.0
Ontario	-2.7	-7.6	-5.2	-5.8	-5.0
Manitoba	-4.5	-7.1	-1.6	-0.1	-4.4
Saskatchewan	-3.3	-5.8	0.4	-1.8	-2.9
Alberta	-13.8	-13.5	-6.4	-7.7	-11.3
British Columbia	-12.3	-12.8	-6.7	-10.3	-10.6
Yukon	-7.3	-12.1	-3.6	-6.0	-7.6
Northwest Territories	-6.5	-14.6	-6.5	-5.0	-9.2
Nunavut	6.8	-0.1	2.4	9.6	3.2

**Table 3-1**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Canada**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	13,975.6	15,242.2	19,138.3	22,061.6	16,959.9
Used and recreational motor vehicle and parts dealers	3,515.9	4,286.4	5,233.7	6,103.5	3,788.8
Gasoline stations	9,273.4	11,081.5	15,433.2	14,582.6	12,059.5
Furniture stores	2,034.6	2,594.7	2,793.6	2,568.4	2,242.6
Home furnishings stores	1,155.1	1,655.0	1,577.0	1,493.3	1,341.6
Computer and software stores	323.7	351.4	348.9	339.2	357.8
Home electronics and appliance stores	2,660.8	4,277.4	3,373.0	2,891.2	2,780.4
Home centres and hardware stores	3,668.2	5,241.9	6,462.0	6,476.4	3,944.3
Specialized building materials and garden stores	894.2	1,152.6	1,450.9	1,534.5	919.1
Supermarkets	17,145.6	17,994.2	17,399.3	17,065.9	16,119.6
Convenience and specialty food stores	2,244.5	2,540.5	2,713.2	2,582.2	2,280.9
Beer, wine and liquor stores	3,436.1	4,703.5	4,602.4	4,200.5	3,369.2
Pharmacies and personal care stores	7,131.5	7,777.6	7,186.9	7,212.6	7,008.5
Clothing stores	3,476.6	5,600.3	4,562.9	4,660.2	3,562.0
Shoe, clothing accessories and jewellery stores	1,014.5	1,795.4	1,386.4	1,376.2	1,044.5
General merchandise stores	10,356.6	15,555.5	12,754.8	12,971.0	10,118.5
Sporting goods, hobby, music and book stores	2,242.0	3,315.6	2,671.1	2,566.2	2,237.9
Miscellaneous store retailers	2,338.8	2,958.8	2,853.5	2,780.3	2,367.3
<b>Total, all stores</b>	<b>86,887.7</b>	<b>108,124.6</b>	<b>111,941.2</b>	<b>113,465.7</b>	<b>92,502.2</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	-8.3	-20.4	-13.3	30.1	-1.6
Used and recreational motor vehicle and parts dealers	-18.0	-18.1	-14.2	61.1	-7.5
Gasoline stations	-16.3	-28.2	5.8	20.9	1.1
Furniture stores	-21.6	-7.1	8.8	14.5	-16.9
Home furnishings stores	-30.2	4.9	5.6	11.3	-24.0
Computer and software stores	-7.9	0.7	2.9	-5.2	-6.3
Home electronics and appliance stores	-37.8	26.8	16.7	4.0	-31.6
Home centres and hardware stores	-30.0	-18.9	-0.2	64.2	-24.8
Specialized building materials and garden stores	-22.4	-20.6	-5.4	67.0	-22.0
Supermarkets	-4.7	3.4	2.0	5.9	-5.0
Convenience and specialty food stores	-11.7	-6.4	5.1	13.2	-8.7
Beer, wine and liquor stores	-26.9	2.2	9.6	24.7	-26.1
Pharmacies and personal care stores	-8.3	8.2	-0.4	2.9	-8.2
Clothing stores	-37.9	22.7	-2.1	30.8	-38.1
Shoe, clothing accessories and jewellery stores	-43.5	29.5	0.7	31.8	-42.8
General merchandise stores	-33.4	22.0	-1.7	28.2	-32.1
Sporting goods, hobby, music and book stores	-32.4	24.1	4.1	14.7	-32.7
Miscellaneous store retailers	-21.0	3.7	2.6	17.4	-21.0
<b>Total, all stores</b>	<b>-19.6</b>	<b>-3.4</b>	<b>-1.3</b>	<b>22.7</b>	<b>-15.2</b>

Table 3-1 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Canada

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-17.6	-11.6	-5.4	-3.5	2.5
Used and recreational motor vehicle and parts dealers	-7.2	4.7	3.9	1.0	8.3
Gasoline stations	-23.1	-7.1	26.4	19.8	19.7
Furniture stores	-9.3	-3.8	4.4	3.2	2.4
Home furnishings stores	-13.9	-6.3	4.3	3.8	5.3
Computer and software stores	-9.5	-8.0	5.8	1.6	-4.8
Home electronics and appliance stores	-4.3	5.3	10.4	8.9	9.8
Home centres and hardware stores	-7.0	0.0	6.3	2.6	4.4
Specialized building materials and garden stores	-2.7	-2.2	0.7	-0.6	2.9
Supermarkets	6.4	6.1	4.5	1.5	4.6
Convenience and specialty food stores	-1.6	1.7	2.4	-0.3	6.1
Beer, wine and liquor stores	2.0	3.2	4.5	3.9	7.5
Pharmacies and personal care stores	1.8	1.8	3.1	4.0	4.5
Clothing stores	-2.4	-2.7	0.9	3.3	3.0
Shoe, clothing accessories and jewellery stores	-2.9	-1.6	0.2	1.1	0.7
General merchandise stores	2.4	4.3	7.4	5.9	5.9
Sporting goods, hobby, music and book stores	0.2	-0.3	2.4	4.9	2.8
Miscellaneous store retailers	-1.2	-1.2	3.5	2.4	4.4
<b>Total, all stores</b>	<b>-6.1</b>	<b>-0.9</b>	<b>5.2</b>	<b>3.6</b>	<b>6.2</b>

**Table 3-2**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Newfoundland and Labrador**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	206.7	225.6	347.0	405.9	256.8
Used and recreational motor vehicle and parts dealers	127.6	186.9	144.4	147.3	126.8
Gasoline stations	180.4	213.4	274.8	248.8	209.0
Furniture stores	21.2	32.8	27.9	25.5	20.0
Home furnishings stores	6.5	9.3	6.8	6.6	5.9
Computer and software stores	4.1	4.2	3.8	4.3	4.3
Home electronics and appliance stores	20.6	33.1	21.9	16.4	15.6
Home centres and hardware stores	76.5	136.0	150.0	117.1	63.5
Specialized building materials and garden stores	13.2	22.7	25.6	21.8	11.6
Supermarkets	265.1	274.5	280.7	265.7	252.5
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	93.0	100.2	88.2	86.3	80.7
Clothing stores	30.9	67.0	46.9	42.2	28.9
Shoe, clothing accessories and jewellery stores	8.8	20.0	12.4	10.6	8.1
General merchandise stores	220.2	365.5	284.7	261.3	205.0
Sporting goods, hobby, music and book stores	17.5	34.8	20.6	18.0	16.7
Miscellaneous store retailers	23.6	37.9	30.0	28.8	25.1
<b>Total, all stores</b>	<b>1,416.9</b>	<b>1,904.9</b>	<b>1,907.1</b>	<b>1,822.7</b>	<b>1,428.1</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	-8.4	-35.0	-14.5	58.0	4.1
Used and recreational motor vehicle and parts dealers	-31.7	29.4	-1.9	16.2	-22.9
Gasoline stations	-15.4	-22.4	10.5	19.1	-3.5
Furniture stores	-35.4	17.5	9.4	27.5	-37.1
Home furnishings stores	-30.2	37.0	3.2	12.4	-37.0
Computer and software stores	-2.8	12.1	-12.3	0.9	-26.4
Home electronics and appliance stores	-37.7	50.7	34.1	4.6	-36.0
Home centres and hardware stores	-43.8	-9.3	28.1	84.4	-45.0
Specialized building materials and garden stores	-42.0	-11.6	17.6	87.3	-38.4
Supermarkets	-3.4	-2.2	5.7	5.2	-5.9
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	-7.2	13.7	2.1	7.0	-7.7
Clothing stores	-53.9	42.9	11.1	46.0	-56.2
Shoe, clothing accessories and jewellery stores	-56.0	61.2	16.7	30.7	-52.3
General merchandise stores	-39.8	28.4	9.0	27.5	-38.1
Sporting goods, hobby, music and book stores	-49.9	68.7	14.8	7.6	-47.3
Miscellaneous store retailers	-37.9	26.5	4.3	14.6	-32.3
<b>Total, all stores</b>	<b>-25.6</b>	<b>-0.1</b>	<b>4.6</b>	<b>27.6</b>	<b>-20.8</b>

Table 3-2 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Newfoundland and Labrador

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-19.5	-8.5	3.8	2.4	19.1
Used and recreational motor vehicle and parts dealers	0.6	13.7	13.8	9.2	3.0
Gasoline stations	-13.7	-1.5	21.0	10.8	17.0
Furniture stores	5.9	3.2	12.0	20.7	11.2
Home furnishings stores	11.0	0.2	-4.7	1.2	5.1
Computer and software stores	-3.6	-27.0	-28.4	-8.6	-36.0
Home electronics and appliance stores	31.6	35.2	33.3	21.5	15.3
Home centres and hardware stores	20.4	17.7	21.4	11.7	5.2
Specialized building materials and garden stores	13.0	19.9	9.6	7.1	13.1
Supermarkets	5.0	2.3	3.8	0.2	1.7
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	15.3	14.7	7.1	-0.7	-1.9
Clothing stores	6.8	1.4	5.9	7.7	6.8
Shoe, clothing accessories and jewellery stores	8.1	17.2	10.1	14.1	12.1
General merchandise stores	7.4	10.4	11.8	7.4	9.1
Sporting goods, hobby, music and book stores	4.6	9.9	5.8	4.9	9.2
Miscellaneous store retailers	-6.0	2.5	4.4	4.8	7.8
<b>Total, all stores</b>	<b>-0.8</b>	<b>5.6</b>	<b>10.4</b>	<b>5.8</b>	<b>8.8</b>

**Table 3-3**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Prince Edward Island**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	45.1	50.3	67.7	76.5	52.7
Used and recreational motor vehicle and parts dealers	8.8	11.5	15.1	17.9	10.5
Gasoline stations	49.7	60.8	87.2	72.7	57.3
Furniture stores	4.0	4.9	5.3	5.1	4.0
Home furnishings stores	1.6	3.5	3.5	3.1	2.5
Computer and software stores	0.6	0.6	0.5	0.5	0.6
Home electronics and appliance stores	6.0	11.6	8.3	7.0	6.2
Home centres and hardware stores	23.6	36.0	39.1	32.5	23.4
Specialized building materials and garden stores	8.4	12.0	13.4	18.3	6.8
Supermarkets	82.3	88.3	92.0	84.3	78.2
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	29.3	33.2	29.9	29.4	27.3
Clothing stores	7.9	15.8	14.9	11.7	8.5
Shoe, clothing accessories and jewellery stores	2.6	5.8	4.5	3.8	2.7
General merchandise stores	32.0	57.7	47.9	43.5	31.6
Sporting goods, hobby, music and book stores	5.5	9.6	8.0	6.4	5.4
Miscellaneous store retailers	6.3	8.6	12.4	7.5	6.1
<b>Total, all stores</b>	<b>335.6</b>	<b>437.6</b>	<b>488.2</b>	<b>449.6</b>	<b>345.2</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	-10.3	-25.7	-11.5	45.0	-3.9
Used and recreational motor vehicle and parts dealers	-23.2	-23.8	-15.9	70.6	-7.7
Gasoline stations	-18.3	-30.3	20.0	26.7	4.0
Furniture stores	-18.6	-7.8	4.3	27.9	-12.4
Home furnishings stores	-55.8	-0.2	12.7	24.7	-43.9
Computer and software stores	-8.4	16.5	3.3	-5.9	-18.5
Home electronics and appliance stores	-48.4	39.2	19.2	12.4	-36.1
Home centres and hardware stores	-34.5	-7.9	20.5	38.7	-35.1
Specialized building materials and garden stores	-29.8	-10.4	-26.8	167.5	-35.9
Supermarkets	-6.8	-4.1	9.1	7.9	-5.4
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	-11.7	11.0	1.5	7.7	-13.3
Clothing stores	-50.0	6.2	27.0	38.3	-49.9
Shoe, clothing accessories and jewellery stores	-54.9	28.8	17.4	43.2	-53.8
General merchandise stores	-44.5	20.4	10.3	37.7	-42.3
Sporting goods, hobby, music and book stores	-43.1	20.6	24.3	18.1	-39.7
Miscellaneous store retailers	-27.5	-30.0	65.0	23.5	-26.4
<b>Total, all stores</b>	<b>-23.3</b>	<b>-10.4</b>	<b>8.6</b>	<b>30.3</b>	<b>-18.5</b>

Table 3-3 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Prince Edward Island

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-14.4	-8.3	-5.3	-0.6	1.0
Used and recreational motor vehicle and parts dealers	-15.9	1.0	11.2	45.4	-7.2
Gasoline stations	-13.3	10.3	31.7	34.9	25.9
Furniture stores	0.0	7.6	24.2	30.9	22.7
Home furnishings stores	-38.1	-21.3	-2.5	4.5	49.1
Computer and software stores	3.6	-7.8	-14.3	-19.5	-26.7
Home electronics and appliance stores	-3.8	19.3	10.0	9.1	8.4
Home centres and hardware stores	0.7	0.0	1.1	-14.1	11.4
Specialized building materials and garden stores	23.2	12.4	15.1	1.0	-7.5
Supermarkets	5.3	6.8	2.7	2.9	3.9
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	7.3	5.3	1.2	5.6	2.7
Clothing stores	-6.7	-6.6	-0.8	-3.0	2.5
Shoe, clothing accessories and jewellery stores	-2.3	0.1	4.9	15.7	19.5
General merchandise stores	1.5	5.5	5.8	4.3	4.9
Sporting goods, hobby, music and book stores	0.7	6.8	-14.2	-10.4	-23.8
Miscellaneous store retailers	3.3	5.0	-7.2	-8.0	-1.1
<b>Total, all stores</b>	<b>-2.8</b>	<b>3.3</b>	<b>6.5</b>	<b>6.6</b>	<b>6.3</b>

**Table 3-4**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — New Brunswick**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	326.1	332.4	443.9	517.6	363.1
Used and recreational motor vehicle and parts dealers	96.6	142.0	169.9	176.0	102.3
Gasoline stations	261.6	324.4	464.7	397.8	321.1
Furniture stores	31.2	39.9	36.7	32.7	28.6
Home furnishings stores	17.1	27.9	25.2	22.2	19.1
Computer and software stores	2.1	2.3	2.3	2.5	2.6
Home electronics and appliance stores	42.1	66.6	50.9	44.7	42.3
Home centres and hardware stores	94.3	137.2	158.6	145.7	87.2
Specialized building materials and garden stores	15.0	27.6	38.1	32.9	16.6
Supermarkets	454.3	489.0	498.4	470.6	434.2
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	156.6	161.3	147.8	147.0	146.0
Clothing stores	49.1	89.0	68.2	67.1	50.5
Shoe, clothing accessories and jewellery stores	15.3	33.0	20.9	20.8	16.1
General merchandise stores	223.8	380.7	281.7	276.8	212.8
Sporting goods, hobby, music and book stores	38.2	58.7	43.8	41.2	35.9
Miscellaneous store retailers	41.5	51.9	43.0	35.6	35.9
<b>Total, all stores</b>	<b>2,005.8</b>	<b>2,540.8</b>	<b>2,684.5</b>	<b>2,598.9</b>	<b>2,048.1</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	-1.9	-25.1	-14.2	42.6	4.0
Used and recreational motor vehicle and parts dealers	-32.0	-16.4	-3.5	72.0	-26.4
Gasoline stations	-19.4	-30.2	16.8	23.9	-3.6
Furniture stores	-22.0	8.7	12.3	14.4	-23.4
Home furnishings stores	-38.7	10.8	13.1	16.4	-25.3
Computer and software stores	-7.3	0.0	-6.5	-5.5	-2.9
Home electronics and appliance stores	-36.8	31.0	13.8	5.7	-33.6
Home centres and hardware stores	-31.2	-13.5	8.8	67.2	-27.9
Specialized building materials and garden stores	-45.7	-27.6	15.8	98.2	-43.8
Supermarkets	-7.1	-1.9	5.9	8.4	-5.5
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	-3.0	9.1	0.6	0.6	-2.6
Clothing stores	-44.9	30.5	1.7	32.9	-46.5
Shoe, clothing accessories and jewellery stores	-53.8	57.7	0.6	29.5	-53.2
General merchandise stores	-41.2	35.1	1.8	30.1	-41.3
Sporting goods, hobby, music and book stores	-35.0	34.1	6.3	14.8	-30.8
Miscellaneous store retailers	-20.1	20.8	20.9	-0.9	-18.1
<b>Total, all stores</b>	<b>-21.1</b>	<b>-5.4</b>	<b>3.3</b>	<b>26.9</b>	<b>-17.1</b>

Table 3-4 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — New Brunswick

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-10.2	-4.8	4.4	0.9	5.9
Used and recreational motor vehicle and parts dealers	-5.6	2.2	11.1	11.5	6.2
Gasoline stations	-18.6	-2.6	30.4	14.9	13.5
Furniture stores	8.9	6.9	8.6	2.2	8.2
Home furnishings stores	-10.7	8.8	6.2	-0.2	0.2
Computer and software stores	-18.1	-14.2	0.7	-33.6	-53.6
Home electronics and appliance stores	-0.4	4.6	7.2	11.0	7.6
Home centres and hardware stores	8.2	13.4	3.0	-0.1	3.2
Specialized building materials and garden stores	-9.7	-6.6	9.6	7.2	-12.7
Supermarkets	4.6	6.4	8.3	3.0	4.2
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	7.2	7.6	8.9	8.7	7.4
Clothing stores	-2.7	-5.6	-4.2	0.9	0.5
Shoe, clothing accessories and jewellery stores	-5.1	-3.8	-2.2	1.5	3.4
General merchandise stores	5.2	5.0	5.8	2.5	3.3
Sporting goods, hobby, music and book stores	6.3	13.2	12.0	17.9	12.7
Miscellaneous store retailers	15.6	18.6	11.7	-7.3	2.2
<b>Total, all stores</b>	<b>-2.1</b>	<b>2.9</b>	<b>9.6</b>	<b>5.1</b>	<b>6.4</b>

**Table 3-5**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Nova Scotia**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	410.4	419.1	596.6	700.4	539.3
Used and recreational motor vehicle and parts dealers	89.1	118.3	121.0	121.3	87.6
Gasoline stations	262.6	320.2	445.8	406.4	322.0
Furniture stores	42.2	55.5	49.3	41.3	38.6
Home furnishings stores	24.3	41.6	33.8	30.7	28.1
Computer and software stores	3.7	3.8	3.6	3.9	4.0
Home electronics and appliance stores	55.7	93.5	67.8	57.1	57.0
Home centres and hardware stores	121.9	182.8	207.3	194.8	122.9
Specialized building materials and garden stores	24.1	31.4	39.2	38.8	21.7
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	207.6	217.3	195.5	195.3	193.6
Clothing stores	70.5	127.0	93.5	91.9	69.5
Shoe, clothing accessories and jewellery stores	19.6	39.7	27.0	26.7	21.3
General merchandise stores	280.2	471.8	351.7	341.8	272.9
Sporting goods, hobby, music and book stores	51.3	83.4	66.3	58.0	50.1
Miscellaneous store retailers	64.1	87.8	80.0	65.3	63.9
<b>Total, all stores</b>	<b>2,494.7</b>	<b>3,119.7</b>	<b>3,227.6</b>	<b>3,161.4</b>	<b>2,620.6</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	-2.1	-29.8	-14.8	29.9	10.3
Used and recreational motor vehicle and parts dealers	-24.7	-2.2	-0.3	38.4	-20.3
Gasoline stations	-18.0	-28.2	9.7	26.2	-4.3
Furniture stores	-23.9	12.5	19.5	6.8	-15.1
Home furnishings stores	-41.6	23.0	10.3	9.1	-25.9
Computer and software stores	-2.6	5.7	-7.9	-2.4	-10.6
Home electronics and appliance stores	-40.5	38.0	18.7	0.2	-37.1
Home centres and hardware stores	-33.3	-11.8	6.4	58.5	-33.4
Specialized building materials and garden stores	-23.1	-20.0	1.2	78.6	-26.3
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	-4.4	11.2	0.1	0.8	-5.8
Clothing stores	-44.4	35.9	1.7	32.2	-45.6
Shoe, clothing accessories and jewellery stores	-50.6	47.0	1.3	25.1	-49.1
General merchandise stores	-40.6	34.1	2.9	25.3	-39.4
Sporting goods, hobby, music and book stores	-38.4	25.8	14.3	15.6	-36.3
Miscellaneous store retailers	-27.1	9.8	22.5	2.2	-27.0
<b>Total, all stores</b>	<b>-20.0</b>	<b>-3.3</b>	<b>2.1</b>	<b>20.6</b>	<b>-15.9</b>

Table 3-5 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Nova Scotia

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-23.9	-14.3	-0.7	2.0	13.4
Used and recreational motor vehicle and parts dealers	1.6	7.6	11.2	-1.1	-0.4
Gasoline stations	-18.5	-4.8	25.5	22.0	19.7
Furniture stores	9.3	21.9	18.9	2.7	5.6
Home furnishings stores	-13.5	9.7	0.4	-1.1	7.5
Computer and software stores	-7.5	-15.2	-18.4	-34.0	-19.4
Home electronics and appliance stores	-2.4	3.2	10.3	11.3	19.4
Home centres and hardware stores	-0.9	-1.0	5.0	3.3	-0.7
Specialized building materials and garden stores	11.1	6.5	17.3	8.7	1.9
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	7.3	5.7	6.6	6.0	-3.4
Clothing stores	1.5	-0.7	2.6	6.4	6.6
Shoe, clothing accessories and jewellery stores	-7.9	-5.1	-2.6	4.6	6.7
General merchandise stores	2.7	4.8	7.1	5.6	5.9
Sporting goods, hobby, music and book stores	2.4	6.0	4.5	-5.1	5.0
Miscellaneous store retailers	0.2	0.3	-3.1	-12.4	1.5
<b>Total, all stores</b>	<b>-4.8</b>	<b>0.1</b>	<b>6.3</b>	<b>4.2</b>	<b>6.9</b>

**Table 3-6**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Quebec**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	2,977.2	3,249.2	4,259.5	5,193.0	3,441.0
Used and recreational motor vehicle and parts dealers	815.3	1,021.8	1,305.1	1,559.5	766.7
Gasoline stations	1,953.8	2,296.5	3,270.0	3,194.9	2,673.5
Furniture stores	589.4	733.3	813.1	777.9	630.0
Home furnishings stores	188.5	267.2	249.9	219.1	184.3
Computer and software stores	80.8	86.0	88.3	79.8	83.3
Home electronics and appliance stores	465.2	720.0	567.9	482.3	464.5
Home centres and hardware stores	854.6	1,350.1	1,658.0	1,702.6	844.1
Specialized building materials and garden stores	132.2	177.2	199.8	232.7	127.7
Supermarkets	4,025.0	4,126.7	3,958.4	3,922.8	3,681.7
Convenience and specialty food stores	743.2	839.4	926.6	869.9	790.9
Beer, wine and liquor stores	560.3	828.5	674.6	629.8	530.5
Pharmacies and personal care stores	2,145.9	2,259.4	2,137.1	2,115.8	2,067.5
Clothing stores	851.3	1,291.2	1,125.9	1,167.5	811.1
Shoe, clothing accessories and jewellery stores	213.2	366.7	289.3	290.2	202.4
General merchandise stores	1,961.2	2,904.4	2,393.6	2,477.2	1,866.3
Sporting goods, hobby, music and book stores	486.0	720.9	614.6	600.8	476.1
Miscellaneous store retailers	496.6	583.0	632.2	668.5	510.3
<b>Total, all stores</b>	<b>19,539.7</b>	<b>23,821.4</b>	<b>25,163.7</b>	<b>26,184.1</b>	<b>20,152.0</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	-8.4	-23.7	-18.0	50.9	3.2
Used and recreational motor vehicle and parts dealers	-20.2	-21.7	-16.3	103.4	-11.9
Gasoline stations	-14.9	-29.8	2.4	19.5	4.5
Furniture stores	-19.6	-9.8	4.5	23.5	-15.9
Home furnishings stores	-29.4	6.9	14.0	18.9	-25.0
Computer and software stores	-6.1	-2.7	10.7	-4.2	-0.3
Home electronics and appliance stores	-35.4	26.8	17.7	3.8	-29.4
Home centres and hardware stores	-36.7	-18.6	-2.6	101.7	-31.3
Specialized building materials and garden stores	-25.4	-11.3	-14.2	82.2	-28.7
Supermarkets	-2.5	4.3	0.9	6.5	-4.0
Convenience and specialty food stores	-11.5	-9.4	6.5	10.0	-8.2
Beer, wine and liquor stores	-32.4	22.8	7.1	18.7	-33.2
Pharmacies and personal care stores	-5.0	5.7	1.0	2.3	-5.6
Clothing stores	-34.1	14.7	-3.6	43.9	-36.7
Shoe, clothing accessories and jewellery stores	-41.9	26.7	-0.3	43.4	-44.7
General merchandise stores	-32.5	21.3	-3.4	32.7	-32.2
Sporting goods, hobby, music and book stores	-32.6	17.3	2.3	26.2	-32.3
Miscellaneous store retailers	-14.8	-7.8	-5.4	31.0	-12.5
<b>Total, all stores</b>	<b>-18.0</b>	<b>-5.3</b>	<b>-3.9</b>	<b>29.9</b>	<b>-13.4</b>

Table 3-6 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Quebec

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-13.5	-2.6	-0.3	-0.2	5.0
Used and recreational motor vehicle and parts dealers	6.3	17.4	10.3	3.1	15.2
Gasoline stations	-26.9	-10.3	27.3	19.9	23.9
Furniture stores	-6.5	-2.1	8.2	1.5	-0.7
Home furnishings stores	2.3	8.8	15.7	1.1	-1.4
Computer and software stores	-3.1	2.9	12.1	-0.5	-12.4
Home electronics and appliance stores	0.1	9.5	8.8	8.8	9.8
Home centres and hardware stores	1.2	9.8	12.7	4.6	-0.1
Specialized building materials and garden stores	3.5	-1.1	-5.0	-10.6	-2.6
Supermarkets	9.3	7.6	7.2	4.1	4.0
Convenience and specialty food stores	-6.0	-2.5	-0.6	-5.0	4.1
Beer, wine and liquor stores	5.6	4.3	6.2	4.5	8.3
Pharmacies and personal care stores	3.8	3.1	1.4	1.2	4.5
Clothing stores	5.0	0.8	3.9	3.1	1.4
Shoe, clothing accessories and jewellery stores	5.3	0.2	2.8	0.2	1.7
General merchandise stores	5.1	5.6	8.5	4.1	5.0
Sporting goods, hobby, music and book stores	2.1	2.6	6.1	10.4	3.8
Miscellaneous store retailers	-2.7	0.0	11.1	6.1	6.0
<b>Total, all stores</b>	<b>-3.0</b>	<b>2.4</b>	<b>7.7</b>	<b>4.2</b>	<b>6.6</b>

**Table 3-7**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Ontario**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	4,912.8	5,316.3	6,601.1	7,551.9	5,774.5
Used and recreational motor vehicle and parts dealers	1,168.4	1,397.4	1,689.7	1,957.4	1,324.0
Gasoline stations	3,122.4	3,729.2	5,202.6	5,016.9	4,059.3
Furniture stores	731.7	916.0	1,004.0	892.2	793.7
Home furnishings stores	436.2	622.3	583.5	571.6	523.7
Computer and software stores	101.0	108.8	108.9	104.0	114.7
Home electronics and appliance stores	928.4	1,558.6	1,231.8	1,009.2	986.6
Home centres and hardware stores	1,220.5	1,641.0	1,999.5	2,064.2	1,291.2
Specialized building materials and garden stores	312.9	404.1	533.8	518.2	307.1
Supermarkets	5,875.4	6,121.7	5,855.5	5,734.4	5,431.1
Convenience and specialty food stores	754.6	856.4	868.8	852.8	739.5
Beer, wine and liquor stores	1,346.7	1,879.4	1,900.2	1,711.6	1,361.7
Pharmacies and personal care stores	2,873.2	3,129.2	2,866.9	2,907.5	2,786.7
Clothing stores	1,334.7	2,266.4	1,745.9	1,850.8	1,379.4
Shoe, clothing accessories and jewellery stores	409.6	720.2	566.1	568.7	422.2
General merchandise stores	3,884.2	5,963.6	4,813.7	4,942.8	3,794.3
Sporting goods, hobby, music and book stores	805.6	1,160.0	892.6	844.0	790.7
Miscellaneous store retailers	891.1	1,158.1	1,061.7	1,039.2	883.0
<b>Total, all stores</b>	<b>31,109.5</b>	<b>38,948.6</b>	<b>39,526.2</b>	<b>40,137.3</b>	<b>32,763.3</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	-7.6	-19.5	-12.6	30.8	-4.3
Used and recreational motor vehicle and parts dealers	-16.4	-17.3	-13.7	47.8	-3.4
Gasoline stations	-16.3	-28.3	3.7	23.6	0.1
Furniture stores	-20.1	-8.8	12.5	12.4	-15.7
Home furnishings stores	-29.9	6.6	2.1	9.1	-26.9
Computer and software stores	-7.2	-0.1	4.7	-9.3	-10.5
Home electronics and appliance stores	-40.4	26.5	22.1	2.3	-34.1
Home centres and hardware stores	-25.6	-17.9	-3.1	59.9	-22.6
Specialized building materials and garden stores	-22.6	-24.3	3.0	68.7	-21.6
Supermarkets	-4.0	4.5	2.1	5.6	-5.2
Convenience and specialty food stores	-11.9	-1.4	1.9	15.3	-10.7
Beer, wine and liquor stores	-28.3	-1.1	11.0	25.7	-26.5
Pharmacies and personal care stores	-8.2	9.2	-1.4	4.3	-8.7
Clothing stores	-41.1	29.8	-5.7	34.2	-41.2
Shoe, clothing accessories and jewellery stores	-43.1	27.2	-0.4	34.7	-42.8
General merchandise stores	-34.9	23.9	-2.6	30.3	-33.8
Sporting goods, hobby, music and book stores	-30.6	30.0	5.8	6.7	-33.8
Miscellaneous store retailers	-23.1	9.1	2.2	17.7	-27.0
<b>Total, all stores</b>	<b>-20.1</b>	<b>-1.5</b>	<b>-1.5</b>	<b>22.5</b>	<b>-17.0</b>

Table 3-7 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Ontario

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-14.9	-11.9	-2.7	-1.2	2.4
Used and recreational motor vehicle and parts dealers	-11.7	2.0	8.7	7.5	10.1
Gasoline stations	-23.1	-8.1	29.9	21.5	19.3
Furniture stores	-7.8	-2.7	5.1	5.3	3.8
Home furnishings stores	-16.7	-13.1	-2.0	0.1	2.6
Computer and software stores	-11.9	-15.1	13.1	10.9	7.5
Home electronics and appliance stores	-5.9	4.1	12.7	7.4	8.1
Home centres and hardware stores	-5.5	-1.6	4.6	0.4	2.9
Specialized building materials and garden stores	1.9	3.1	5.2	0.7	0.9
Supermarkets	8.2	6.9	4.5	0.6	5.7
Convenience and specialty food stores	2.0	3.4	2.2	1.4	8.3
Beer, wine and liquor stores	-1.1	1.5	2.8	0.9	5.6
Pharmacies and personal care stores	3.1	2.5	3.6	5.8	3.7
Clothing stores	-3.2	-3.4	1.9	4.0	0.5
Shoe, clothing accessories and jewellery stores	-3.0	-2.4	-1.8	-0.5	-1.7
General merchandise stores	2.4	4.1	7.3	5.6	3.8
Sporting goods, hobby, music and book stores	1.9	-2.9	-1.3	1.8	-1.1
Miscellaneous store retailers	0.9	-4.2	1.9	1.8	4.7
<b>Total, all stores</b>	<b>-5.0</b>	<b>-1.3</b>	<b>6.0</b>	<b>4.3</b>	<b>5.7</b>

**Table 3-8**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Manitoba**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	450.2	497.0	608.2	681.6	576.2
Used and recreational motor vehicle and parts dealers	142.9	165.6	165.0	204.4	156.2
Gasoline stations	379.2	448.5	575.6	541.7	440.9
Furniture stores	48.4	73.9	80.0	74.4	62.7
Home furnishings stores	38.8	58.3	49.4	43.4	39.5
Computer and software stores	10.1	13.9	10.1	10.1	10.9
Home electronics and appliance stores	97.8	157.4	115.4	102.2	97.8
Home centres and hardware stores	175.4	245.8	302.7	291.7	179.5
Specialized building materials and garden stores	39.1	58.9	65.0	71.2	32.1
Supermarkets	665.0	704.3	674.5	669.1	637.2
Convenience and specialty food stores	49.7	57.7	57.1	52.8	45.5
Beer, wine and liquor stores	127.4	174.7	168.6	162.8	121.3
Pharmacies and personal care stores	187.5	197.8	183.9	177.4	173.5
Clothing stores	78.5	132.0	99.8	109.7	84.8
Shoe, clothing accessories and jewellery stores	29.5	54.2	37.0	38.0	31.0
General merchandise stores	443.5	639.6	519.7	539.6	424.4
Sporting goods, hobby, music and book stores	81.5	121.1	87.2	94.3	72.8
Miscellaneous store retailers	71.0	105.0	98.1	91.4	71.6
<b>Total, all stores</b>	<b>3,115.6</b>	<b>3,905.9</b>	<b>3,897.2</b>	<b>3,955.9</b>	<b>3,257.8</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	-9.4	-18.3	-10.8	18.3	3.3
Used and recreational motor vehicle and parts dealers	-13.7	0.4	-19.3	30.8	1.0
Gasoline stations	-15.5	-22.1	6.3	22.9	1.0
Furniture stores	-34.6	-7.6	7.6	18.6	-23.9
Home furnishings stores	-33.5	18.0	13.8	9.8	-21.9
Computer and software stores	-27.2	37.5	-0.6	-6.9	-12.5
Home electronics and appliance stores	-37.9	36.5	12.8	4.6	-32.0
Home centres and hardware stores	-28.6	-18.8	3.8	62.5	-26.4
Specialized building materials and garden stores	-33.6	-9.5	-8.7	122.1	-32.2
Supermarkets	-5.6	4.4	0.8	5.0	-4.2
Convenience and specialty food stores	-13.8	1.1	8.1	16.0	-8.9
Beer, wine and liquor stores	-27.0	3.6	3.6	34.2	-26.2
Pharmacies and personal care stores	-5.2	7.6	3.7	2.3	0.7
Clothing stores	-40.6	32.3	-9.0	29.3	-40.0
Shoe, clothing accessories and jewellery stores	-45.6	46.6	-2.8	22.8	-43.4
General merchandise stores	-30.7	23.1	-3.7	27.2	-29.7
Sporting goods, hobby, music and book stores	-32.7	38.9	-7.5	29.5	-34.4
Miscellaneous store retailers	-32.4	7.1	7.3	27.7	-21.3
<b>Total, all stores</b>	<b>-20.2</b>	<b>0.2</b>	<b>-1.5</b>	<b>21.4</b>	<b>-13.9</b>

Table 3-8 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Manitoba

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-21.9	-10.9	-4.5	-2.2	8.6
Used and recreational motor vehicle and parts dealers	-8.5	7.1	-7.6	3.4	28.5
Gasoline stations	-14.0	2.7	32.4	30.2	28.4
Furniture stores	-22.9	-10.3	7.8	24.5	16.8
Home furnishings stores	-1.9	15.2	17.8	17.4	21.6
Computer and software stores	-7.4	11.3	-1.1	10.4	13.2
Home electronics and appliance stores	0.1	9.5	10.8	14.5	14.5
Home centres and hardware stores	-2.2	0.9	7.3	8.6	15.2
Specialized building materials and garden stores	22.0	24.4	20.8	19.1	-2.7
Supermarkets	4.4	5.9	3.5	1.5	6.6
Convenience and specialty food stores	9.3	15.5	7.0	-0.9	1.8
Beer, wine and liquor stores	5.0	6.2	6.0	5.7	7.6
Pharmacies and personal care stores	8.0	14.8	17.5	14.5	13.9
Clothing stores	-7.5	-6.7	-8.7	-1.4	0.7
Shoe, clothing accessories and jewellery stores	-4.9	-1.0	-0.6	-0.7	4.6
General merchandise stores	4.5	6.0	9.6	9.3	6.5
Sporting goods, hobby, music and book stores	12.0	9.2	4.2	13.6	5.1
Miscellaneous store retailers	-0.8	15.4	11.3	5.8	-2.8
<b>Total, all stores</b>	<b>-4.4</b>	<b>3.2</b>	<b>7.4</b>	<b>7.9</b>	<b>11.3</b>

**Table 3-9**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Saskatchewan**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	556.8	633.0	718.3	742.6	605.6
Used and recreational motor vehicle and parts dealers	156.8	160.8	198.4	260.9	165.9
Gasoline stations	418.6	510.2	648.1	603.3	485.7
Furniture stores	50.0	65.9	63.0	57.4	51.1
Home furnishings stores	37.7	49.8	45.5	44.4	38.0
Computer and software stores	11.4	10.6	9.2	9.6	9.7
Home electronics and appliance stores	87.2	142.2	102.1	93.6	88.7
Home centres and hardware stores	150.3	219.6	289.5	266.0	164.9
Specialized building materials and garden stores	29.8	32.8	39.0	53.4	23.0
Supermarkets	474.3	509.0	487.6	479.3	446.9
Convenience and specialty food stores	26.2	28.8	32.1	31.9	26.4
Beer, wine and liquor stores	114.1	142.6	156.6	135.1	107.3
Pharmacies and personal care stores	174.3	189.1	170.5	172.0	169.7
Clothing stores	72.6	111.4	88.1	93.4	75.4
Shoe, clothing accessories and jewellery stores	23.9	46.4	30.5	32.5	24.4
General merchandise stores	465.0	663.1	598.1	632.6	448.6
Sporting goods, hobby, music and book stores	51.9	86.5	58.1	57.3	47.1
Miscellaneous store retailers	53.7	78.6	68.1	69.1	63.6
<b>Total, all stores</b>	<b>2,954.6</b>	<b>3,680.3</b>	<b>3,803.0</b>	<b>3,834.4</b>	<b>3,041.9</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	-12.0	-11.9	-3.3	22.6	-5.6
Used and recreational motor vehicle and parts dealers	-2.5	-19.0	-24.0	57.3	4.5
Gasoline stations	-17.9	-21.3	7.4	24.2	-0.9
Furniture stores	-24.1	4.6	9.8	12.4	-18.2
Home furnishings stores	-24.4	9.5	2.6	16.8	-17.2
Computer and software stores	8.5	14.4	-3.9	-1.3	-5.9
Home electronics and appliance stores	-38.7	39.3	9.1	5.5	-32.4
Home centres and hardware stores	-31.6	-24.1	8.8	61.3	-19.9
Specialized building materials and garden stores	-9.4	-15.9	-26.9	132.6	-30.6
Supermarkets	-6.8	4.4	1.7	7.3	-5.4
Convenience and specialty food stores	-9.2	-10.2	0.5	21.0	-16.7
Beer, wine and liquor stores	-20.0	-9.0	15.9	25.9	-21.6
Pharmacies and personal care stores	-7.8	10.9	-0.9	1.4	-8.2
Clothing stores	-34.8	26.4	-5.7	23.8	-35.6
Shoe, clothing accessories and jewellery stores	-48.5	51.8	-5.9	33.0	-45.5
General merchandise stores	-29.9	10.9	-5.5	41.0	-27.5
Sporting goods, hobby, music and book stores	-39.9	48.8	1.5	21.7	-36.1
Miscellaneous store retailers	-31.7	15.4	-1.5	8.6	-13.8
<b>Total, all stores</b>	<b>-19.7</b>	<b>-3.2</b>	<b>-0.8</b>	<b>26.1</b>	<b>-13.9</b>

Table 3-9 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Saskatchewan

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-8.1	-1.4	6.7	10.1	12.2
Used and recreational motor vehicle and parts dealers	-5.5	1.3	-2.4	9.0	27.5
Gasoline stations	-13.8	4.1	25.7	22.8	24.6
Furniture stores	-2.1	5.5	11.0	16.0	20.8
Home furnishings stores	-0.8	8.6	7.2	16.7	21.4
Computer and software stores	17.7	2.1	1.4	3.9	-1.9
Home electronics and appliance stores	-1.7	8.3	16.4	19.2	22.7
Home centres and hardware stores	-8.9	6.7	16.0	15.1	34.4
Specialized building materials and garden stores	29.6	-0.7	-6.9	-24.1	-33.2
Supermarkets	6.1	7.8	5.3	3.7	4.7
Convenience and specialty food stores	-0.7	-9.0	-1.1	-8.2	-27.0
Beer, wine and liquor stores	6.4	4.2	9.7	6.9	10.1
Pharmacies and personal care stores	2.7	2.3	9.4	19.5	28.9
Clothing stores	-3.8	-4.9	-3.5	3.2	3.7
Shoe, clothing accessories and jewellery stores	-2.2	3.6	10.1	15.1	13.3
General merchandise stores	3.6	7.2	15.9	19.1	19.3
Sporting goods, hobby, music and book stores	10.4	17.5	13.7	18.4	16.6
Miscellaneous store retailers	-15.6	6.5	14.6	19.0	25.9
<b>Total, all stores</b>	<b>-2.9</b>	<b>4.2</b>	<b>11.2</b>	<b>12.6</b>	<b>15.8</b>

**Table 3-10**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Alberta**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	2,402.7	2,737.1	3,239.7	3,597.3	3,114.7
Used and recreational motor vehicle and parts dealers	551.8	645.5	875.7	1,092.3	632.7
Gasoline stations	1,408.2	1,707.8	2,263.4	2,083.1	1,812.6
Furniture stores	277.2	377.3	389.6	350.0	321.4
Home furnishings stores	201.7	294.7	314.7	304.8	255.6
Computer and software stores	51.2	59.0	62.0	62.0	62.7
Home electronics and appliance stores	492.3	797.7	639.1	583.3	540.4
Home centres and hardware stores	441.1	643.8	842.8	830.2	556.5
Specialized building materials and garden stores	139.5	186.2	244.2	283.0	194.5
Supermarkets	2,242.7	2,426.2	2,329.5	2,288.8	2,162.1
Convenience and specialty food stores	253.6	271.5	288.6	273.3	249.5
Beer, wine and liquor stores	350.1	459.3	449.5	439.7	353.6
Pharmacies and personal care stores	572.4	661.2	588.3	613.3	602.8
Clothing stores	487.1	770.5	645.2	620.5	529.2
Shoe, clothing accessories and jewellery stores	145.1	278.7	211.7	203.3	165.1
General merchandise stores	1,438.7	2,111.8	1,741.9	1,768.4	1,450.0
Sporting goods, hobby, music and book stores	321.4	491.4	406.5	421.0	322.3
Miscellaneous store retailers	331.4	413.2	381.8	355.5	326.7
<b>Total, all stores</b>	<b>12,108.3</b>	<b>15,333.0</b>	<b>15,913.9</b>	<b>16,169.8</b>	<b>13,652.4</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	-12.2	-15.5	-9.9	15.5	-4.1
Used and recreational motor vehicle and parts dealers	-14.5	-26.3	-19.8	72.7	-3.3
Gasoline stations	-17.5	-24.5	8.7	14.9	1.5
Furniture stores	-26.5	-3.2	11.3	8.9	-19.3
Home furnishings stores	-31.5	-6.4	3.2	19.2	-20.1
Computer and software stores	-13.3	-4.8	-0.1	-1.1	-9.4
Home electronics and appliance stores	-38.3	24.8	9.6	7.9	-29.1
Home centres and hardware stores	-31.5	-23.6	1.5	49.2	-22.3
Specialized building materials and garden stores	-25.1	-23.8	-13.7	45.5	-20.2
Supermarkets	-7.6	4.2	1.8	5.9	-5.2
Convenience and specialty food stores	-6.6	-5.9	5.6	9.5	-1.5
Beer, wine and liquor stores	-23.8	2.2	2.2	24.3	-25.2
Pharmacies and personal care stores	-13.4	12.4	-4.1	1.7	-12.4
Clothing stores	-36.8	19.4	4.0	17.2	-34.4
Shoe, clothing accessories and jewellery stores	-47.9	31.7	4.1	23.2	-41.4
General merchandise stores	-31.9	21.2	-1.5	22.0	-29.2
Sporting goods, hobby, music and book stores	-34.6	20.9	-3.4	30.6	-34.1
Miscellaneous store retailers	-19.8	8.2	7.4	8.8	-15.5
<b>Total, all stores</b>	<b>-21.0</b>	<b>-3.7</b>	<b>-1.6</b>	<b>18.4</b>	<b>-14.2</b>

Table 3-10 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Alberta

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-22.9	-15.7	-15.9	-13.6	-3.2
Used and recreational motor vehicle and parts dealers	-12.8	-1.3	-4.4	-12.6	-0.9
Gasoline stations	-22.3	-4.4	22.3	18.1	16.7
Furniture stores	-13.7	-5.2	-0.8	-1.0	-0.9
Home furnishings stores	-21.1	-7.9	11.1	8.5	11.1
Computer and software stores	-18.4	-14.7	1.3	-6.8	-12.2
Home electronics and appliance stores	-8.9	4.7	7.8	11.8	9.7
Home centres and hardware stores	-20.8	-10.2	-0.2	-0.1	6.4
Specialized building materials and garden stores	-28.2	-23.6	-14.6	0.5	17.9
Supermarkets	3.7	6.4	3.5	1.0	3.2
Convenience and specialty food stores	1.6	7.2	4.3	0.9	11.7
Beer, wine and liquor stores	-1.0	-2.8	4.2	8.5	9.3
Pharmacies and personal care stores	-5.1	-4.0	-1.3	5.3	7.2
Clothing stores	-8.0	-4.5	-1.1	2.1	7.7
Shoe, clothing accessories and jewellery stores	-12.1	-1.1	3.1	7.1	5.6
General merchandise stores	-0.8	3.1	5.0	5.9	8.6
Sporting goods, hobby, music and book stores	-0.3	0.5	1.6	2.1	4.5
Miscellaneous store retailers	1.5	6.9	0.4	-3.7	-0.3
<b>Total, all stores</b>	<b>-11.3</b>	<b>-3.6</b>	<b>-0.1</b>	<b>-0.7</b>	<b>4.7</b>

**Table 3-11**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — British Columbia**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	millions of dollars				
<b>Trade group</b>					
New car dealers	1,641.6	1,740.0	2,195.1	2,532.7	2,178.9
Used and recreational motor vehicle and parts dealers	345.5	422.4	530.5	545.8	400.9
Gasoline stations	1,211.0	1,445.6	2,169.1	1,986.9	1,644.9
Furniture stores	237.0	292.1	322.3	309.4	289.5
Home furnishings stores	200.8	277.7	262.5	245.5	242.9
Computer and software stores	58.0	60.5	58.1	60.5	63.9
Home electronics and appliance stores	460.3	688.4	562.2	489.6	475.6
Home centres and hardware stores	500.5	636.9	795.5	816.0	601.8
Specialized building materials and garden stores	178.0	196.9	249.3	260.6	175.7
Supermarkets	2,414.6	2,586.4	2,565.6	2,513.9	2,390.1
Convenience and specialty food stores	214.9	248.1	268.4	264.4	225.8
Beer, wine and liquor stores	657.8	847.9	856.8	790.7	632.1
Pharmacies and personal care stores	677.5	812.3	763.0	752.7	745.4
Clothing stores	490.3	723.4	629.1	599.4	519.7
Shoe, clothing accessories and jewellery stores	145.9	228.7	184.9	179.8	149.8
General merchandise stores	1,309.5	1,877.6	1,607.5	1,571.9	1,310.4
Sporting goods, hobby, music and book stores	378.0	542.9	467.9	419.6	415.8
Miscellaneous store retailers	352.4	425.5	435.4	409.7	373.4
<b>Total, all stores</b>	<b>11,473.5</b>	<b>14,053.2</b>	<b>14,923.3</b>	<b>14,749.1</b>	<b>12,836.8</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous quarter				
<b>Trade group</b>					
New car dealers	-5.7	-20.7	-13.3	16.2	-2.2
Used and recreational motor vehicle and parts dealers	-18.2	-20.4	-2.8	36.1	-10.2
Gasoline stations	-16.2	-33.4	9.2	20.8	0.7
Furniture stores	-18.9	-9.4	4.2	6.9	-15.3
Home furnishings stores	-27.7	5.8	6.9	1.0	-21.1
Computer and software stores	-4.2	4.1	-3.9	-5.4	0.3
Home electronics and appliance stores	-33.1	22.4	14.8	2.9	-29.5
Home centres and hardware stores	-21.4	-19.9	-2.5	35.6	-15.2
Specialized building materials and garden stores	-9.6	-21.0	-4.3	48.3	-8.5
Supermarkets	-6.6	0.8	2.1	5.2	-5.9
Convenience and specialty food stores	-13.4	-7.6	1.5	17.1	-5.3
Beer, wine and liquor stores	-22.4	-1.0	8.3	25.1	-19.1
Pharmacies and personal care stores	-16.6	6.5	1.4	1.0	-13.2
Clothing stores	-32.2	15.0	5.0	15.3	-30.7
Shoe, clothing accessories and jewellery stores	-36.2	23.7	2.8	20.0	-37.3
General merchandise stores	-30.3	16.8	2.3	20.0	-28.9
Sporting goods, hobby, music and book stores	-30.4	16.0	11.5	0.9	-27.8
Miscellaneous store retailers	-17.2	-2.3	6.3	9.7	-20.0
<b>Total, all stores</b>	<b>-18.4</b>	<b>-5.8</b>	<b>1.2</b>	<b>14.9</b>	<b>-13.8</b>

Table 3-11 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — British Columbia

	Quarter <sup>p</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-24.7	-21.9	-12.8	-7.9	-1.4
Used and recreational motor vehicle and parts dealers	-13.8	-5.4	-9.4	-5.4	-1.8
Gasoline stations	-26.4	-11.5	20.4	15.1	15.4
Furniture stores	-18.2	-14.5	-5.0	-1.1	2.4
Home furnishings stores	-17.3	-9.8	0.2	6.5	6.3
Computer and software stores	-9.4	-5.1	-4.7	2.6	0.2
Home electronics and appliance stores	-3.2	2.1	8.6	4.8	9.2
Home centres and hardware stores	-16.8	-10.3	1.0	1.0	4.1
Specialized building materials and garden stores	1.3	2.6	6.0	4.7	6.4
Supermarkets	1.0	1.8	1.2	-0.2	4.1
Convenience and specialty food stores	-4.8	4.0	10.0	6.1	2.8
Beer, wine and liquor stores	4.1	8.5	5.7	7.0	9.0
Pharmacies and personal care stores	-9.1	-5.4	2.5	-1.3	1.1
Clothing stores	-5.6	-3.6	-2.1	3.4	7.7
Shoe, clothing accessories and jewellery stores	-2.6	-4.3	-1.7	-2.1	-3.0
General merchandise stores	-0.1	1.9	4.9	4.1	5.8
Sporting goods, hobby, music and book stores	-9.1	-5.7	3.6	4.0	5.6
Miscellaneous store retailers	-5.6	-8.9	-1.6	4.2	4.9
<b>Total, all stores</b>	<b>-10.6</b>	<b>-5.6</b>	<b>1.5</b>	<b>1.6</b>	<b>4.8</b>

**Table 3-12**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Yukon**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	x	x	x	x	x
Used and recreational motor vehicle and parts dealers	x	x	x	x	x
Gasoline stations	x	x	x	x	x
Furniture stores	x	x	x	x	x
Home furnishings stores	x	x	x	x	x
Computer and software stores	x	x	x	x	x
Home electronics and appliance stores	x	x	x	x	x
Home centres and hardware stores	x	x	x	x	x
Specialized building materials and garden stores	x	x	x	x	x
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	x	x	x	x	x
Clothing stores	x	x	x	x	x
Shoe, clothing accessories and jewellery stores	x	x	x	x	x
General merchandise stores	x	x	x	x	x
Sporting goods, hobby, music and book stores	x	x	x	x	x
Miscellaneous store retailers	x	x	x	x	x
<b>Total, all stores</b>	<b>101.0</b>	<b>128.3</b>	<b>149.9</b>	<b>142.5</b>	<b>109.4</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	x	x	x	x	x
Used and recreational motor vehicle and parts dealers	x	x	x	x	x
Gasoline stations	x	x	x	x	x
Furniture stores	x	x	x	x	x
Home furnishings stores	x	x	x	x	x
Computer and software stores	x	x	x	x	x
Home electronics and appliance stores	x	x	x	x	x
Home centres and hardware stores	x	x	x	x	x
Specialized building materials and garden stores	x	x	x	x	x
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	x	x	x	x	x
Clothing stores	x	x	x	x	x
Shoe, clothing accessories and jewellery stores	x	x	x	x	x
General merchandise stores	x	x	x	x	x
Sporting goods, hobby, music and book stores	x	x	x	x	x
Miscellaneous store retailers	x	x	x	x	x
<b>Total, all stores</b>	<b>-21.2</b>	<b>-14.4</b>	<b>5.2</b>	<b>30.3</b>	<b>-15.6</b>

Table 3-12 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Yukon

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	x	x	x	x	x
Used and recreational motor vehicle and parts dealers	x	x	x	x	x
Gasoline stations	x	x	x	x	x
Furniture stores	x	x	x	x	x
Home furnishings stores	x	x	x	x	x
Computer and software stores	x	x	x	x	x
Home electronics and appliance stores	x	x	x	x	x
Home centres and hardware stores	x	x	x	x	x
Specialized building materials and garden stores	x	x	x	x	x
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	x	x	x	x	x
Clothing stores	x	x	x	x	x
Shoe, clothing accessories and jewellery stores	x	x	x	x	x
General merchandise stores	x	x	x	x	x
Sporting goods, hobby, music and book stores	x	x	x	x	x
Miscellaneous store retailers	x	x	x	x	x
<b>Total, all stores</b>	<b>-7.6</b>	<b>-1.0</b>	<b>8.1</b>	<b>7.2</b>	<b>10.4</b>

**Table 3-13**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Northwest Territories**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	33.5	29.0	41.3	38.4	39.9
Used and recreational motor vehicle and parts dealers	x	x	x	x	x
Gasoline stations	x	x	x	x	x
Furniture stores	x	x	x	x	x
Home furnishings stores	x	x	x	x	x
Computer and software stores	x	x	x	x	x
Home electronics and appliance stores	x	x	x	x	x
Home centres and hardware stores	x	x	x	x	x
Specialized building materials and garden stores	x	x	x	x	x
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	x	x	x	x	x
Clothing stores	x	x	x	x	x
Shoe, clothing accessories and jewellery stores	x	x	x	x	x
General merchandise stores	33.3	40.5	38.1	40.0	37.6
Sporting goods, hobby, music and book stores	x	x	x	x	x
Miscellaneous store retailers	x	x	x	x	x
<b>Total, all stores</b>	<b>161.2</b>	<b>169.8</b>	<b>178.9</b>	<b>181.4</b>	<b>177.5</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	15.4	-29.7	7.6	-3.7	16.0
Used and recreational motor vehicle and parts dealers	x	x	x	x	x
Gasoline stations	x	x	x	x	x
Furniture stores	x	x	x	x	x
Home furnishings stores	x	x	x	x	x
Computer and software stores	x	x	x	x	x
Home electronics and appliance stores	x	x	x	x	x
Home centres and hardware stores	x	x	x	x	x
Specialized building materials and garden stores	x	x	x	x	x
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	x	x	x	x	x
Clothing stores	x	x	x	x	x
Shoe, clothing accessories and jewellery stores	x	x	x	x	x
General merchandise stores	-17.8	6.2	-4.7	6.4	-14.4
Sporting goods, hobby, music and book stores	x	x	x	x	x
Miscellaneous store retailers	x	x	x	x	x
<b>Total, all stores</b>	<b>-5.1</b>	<b>-5.1</b>	<b>-1.4</b>	<b>2.2</b>	<b>0.8</b>

Table 3-13 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Northwest Territories

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	-16.0	-15.5	-1.0	0.1	14.0
Used and recreational motor vehicle and parts dealers	x	x	x	x	x
Gasoline stations	x	x	x	x	x
Furniture stores	x	x	x	x	x
Home furnishings stores	x	x	x	x	x
Computer and software stores	x	x	x	x	x
Home electronics and appliance stores	x	x	x	x	x
Home centres and hardware stores	x	x	x	x	x
Specialized building materials and garden stores	x	x	x	x	x
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	x	x	x	x	x
Clothing stores	x	x	x	x	x
Shoe, clothing accessories and jewellery stores	x	x	x	x	x
General merchandise stores	-11.5	-7.8	-0.8	3.0	11.9
Sporting goods, hobby, music and book stores	x	x	x	x	x
Miscellaneous store retailers	x	x	x	x	x
<b>Total, all stores</b>	<b>-9.2</b>	<b>-3.5</b>	<b>2.2</b>	<b>6.1</b>	<b>13.1</b>

**Table 3-14**  
**Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Nunavut**

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
millions of dollars					
<b>Trade group</b>					
New car dealers	x	x	x	x	x
Used and recreational motor vehicle and parts dealers	x	x	x	x	x
Gasoline stations	x	x	x	x	x
Furniture stores	0.0	0.0	0.0	0.0	0.0
Home furnishings stores	0.0	0.0	0.0	0.0	0.0
Computer and software stores	x	x	x	x	x
Home electronics and appliance stores	x	x	x	x	x
Home centres and hardware stores	x	x	x	x	x
Specialized building materials and garden stores	x	x	x	x	x
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	x	x	x	x	x
Clothing stores	x	x	x	x	x
Shoe, clothing accessories and jewellery stores	0.0	0.0	0.0	0.0	0.0
General merchandise stores	x	x	x	x	x
Sporting goods, hobby, music and book stores	x	x	x	x	x
Miscellaneous store retailers	x	x	x	x	x
<b>Total, all stores</b>	<b>71.2</b>	<b>81.2</b>	<b>77.8</b>	<b>78.5</b>	<b>69.0</b>
	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
percentage change from previous quarter					
<b>Trade group</b>					
New car dealers	x	x	x	x	x
Used and recreational motor vehicle and parts dealers	x	x	x	x	x
Gasoline stations	x	x	x	x	x
Furniture stores	...	...	...	...	...
Home furnishings stores	...	...	...	...	...
Computer and software stores	x	x	x	x	x
Home electronics and appliance stores	x	x	x	x	x
Home centres and hardware stores	x	x	x	x	x
Specialized building materials and garden stores	x	x	x	x	x
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	x	x	x	x	x
Clothing stores	x	x	x	x	x
Shoe, clothing accessories and jewellery stores	...	...	...	...	...
General merchandise stores	x	x	x	x	x
Sporting goods, hobby, music and book stores	x	x	x	x	x
Miscellaneous store retailers	x	x	x	x	x
<b>Total, all stores</b>	<b>-12.3</b>	<b>4.3</b>	<b>-1.0</b>	<b>13.8</b>	<b>-4.7</b>

Table 3-14 – continued

## Retail sales by trade group and by region, not seasonally adjusted (quarterly estimates) — Nunavut

	Quarter <sup>P</sup> I 2009	Quarter IV 2008	Quarter III 2008	Quarter II 2008	Quarter I 2008
	percentage change from previous year				
<b>Trade group</b>					
New car dealers	x	x	x	x	x
Used and recreational motor vehicle and parts dealers	x	x	x	x	x
Gasoline stations	x	x	x	x	x
Furniture stores	...	...	...	...	...
Home furnishings stores	...	...	...	...	...
Computer and software stores	x	x	x	x	x
Home electronics and appliance stores	x	x	x	x	x
Home centres and hardware stores	x	x	x	x	x
Specialized building materials and garden stores	x	x	x	x	x
Supermarkets	x	x	x	x	x
Convenience and specialty food stores	x	x	x	x	x
Beer, wine and liquor stores	x	x	x	x	x
Pharmacies and personal care stores	x	x	x	x	x
Clothing stores	x	x	x	x	x
Shoe, clothing accessories and jewellery stores	...	...	...	...	...
General merchandise stores	x	x	x	x	x
Sporting goods, hobby, music and book stores	x	x	x	x	x
Miscellaneous store retailers	x	x	x	x	x
<b>Total, all stores</b>	<b>3.2</b>	<b>12.1</b>	<b>6.5</b>	<b>13.4</b>	<b>14.5</b>

**Table 4**  
**Retail sales (current periods) — Coefficient of variation**

	March 2009 <sup>p</sup>	February 2009 <sup>r</sup>	January 2009	December 2008
	percent			
<b>Trade group - Canada</b>				
New car dealers	2.2	2.2	2.1	2.0
Used and recreational motor vehicle and parts dealers	4.4	4.4	4.3	4.3
Gasoline stations	1.7	1.9	1.9	1.9
Furniture stores	2.9	2.9	3.0	3.3
Home furnishings stores	3.9	3.9	3.8	4.0
Computer and software stores	6.4	6.5	6.6	6.4
Home electronics and appliance stores	2.1	2.2	2.1	1.4
Home centres and hardware stores	1.9	1.8	1.9	2.0
Specialized building materials and garden stores	5.0	5.1	5.2	4.9
Supermarkets	1.7	1.8	1.8	1.8
Convenience and specialty food stores	3.5	3.5	3.4	3.6
Beer, wine and liquor stores	0.6	0.6	0.7	0.5
Pharmacies and personal care stores	3.3	3.4	3.4	3.3
Clothing stores	1.1	1.1	1.4	1.0
Shoe, clothing accessories and jewellery stores	2.0	2.4	2.1	2.2
General merchandise stores	0.4	0.4	0.4	0.3
Sporting goods, hobby, music and book stores	3.0	2.8	3.1	2.3
Miscellaneous store retailers	2.4	2.4	2.5	3.0
<b>Total, all stores</b>	<b>0.7</b>	<b>0.7</b>	<b>0.6</b>	<b>0.5</b>
<b>Regions</b>				
Newfoundland and Labrador	2.1	2.4	2.4	2.1
Prince Edward Island	2.4	2.5	2.4	1.9
Nova Scotia	1.9	1.9	2.0	1.7
New Brunswick	2.7	2.7	2.6	2.3
Quebec	1.6	1.6	1.5	1.3
Ontario	1.3	1.3	1.3	1.0
Manitoba	1.8	1.8	1.8	1.5
Saskatchewan	2.3	2.4	2.2	2.1
Alberta	1.5	1.4	1.4	1.2
British Columbia	1.2	1.3	1.3	1.1
Yukon	0.8	0.8	0.8	1.0
Northwest Territories	1.1	1.1	1.1	0.9
Nunavut	0.0	0.0	0.0	0.0

**Table 5-1**  
**Retail sales by trade group and by region (historical estimates) — Seasonally adjusted, March 2008 to March 2009**

	March <sup>p</sup> 2009	February <sup>r</sup> 2009	January <sup>r</sup> 2009	December 2008	November 2008	October 2008	September 2008
	millions of dollars						
<b>Trade group - Canada</b>							
New car dealers	5,413.8	5,224.4	5,273.3	5,039.4	5,839.9	6,114.5	6,150.4
Used and recreational motor vehicle and parts dealers	1,492.7	1,532.7	1,554.2	1,566.9	1,646.1	1,657.4	1,642.3
Gasoline stations	3,426.4	3,525.4	3,473.2	3,400.6	3,757.9	4,464.7	4,657.3
Furniture stores	779.3	775.5	787.2	795.6	820.1	823.8	861.0
Home furnishings stores	449.2	442.4	451.4	452.3	473.1	492.1	515.8
Computer and software stores	107.1	107.0	104.6	101.3	109.7	115.6	114.2
Home electronics and appliance stores	1,042.3	1,057.3	1,073.9	1,089.5	1,107.4	1,105.3	1,126.0
Home centres and hardware stores	1,758.0	1,766.3	1,706.2	1,725.1	1,853.3	1,838.3	1,851.7
Specialized building materials and garden stores	418.9	423.1	415.8	412.7	417.9	424.4	425.3
Supermarkets	6,061.0	6,005.2	6,010.8	5,860.6	5,908.6	5,885.4	5,827.4
Convenience and specialty food stores	852.9	851.2	841.3	841.7	860.1	842.8	849.4
Beer, wine and liquor stores	1,472.8	1,451.4	1,423.5	1,388.7	1,429.5	1,415.5	1,413.3
Pharmacies and personal care stores	2,486.8	2,474.1	2,480.2	2,404.6	2,460.8	2,460.7	2,445.3
Clothing stores	1,509.0	1,514.5	1,510.4	1,465.0	1,513.0	1,507.8	1,545.2
Shoe, clothing accessories and jewellery stores	454.3	458.9	458.5	447.2	467.7	472.1	478.4
General merchandise stores	4,340.3	4,337.7	4,319.3	4,315.9	4,337.1	4,354.8	4,409.2
Sporting goods, hobby, music and book stores	905.0	901.0	905.0	893.9	894.0	879.9	897.5
Miscellaneous store retailers	895.1	912.3	906.3	880.3	921.3	925.6	920.8
<b>Total, all stores</b>	<b>33,864.9</b>	<b>33,760.4</b>	<b>33,695.1</b>	<b>33,081.4</b>	<b>34,817.2</b>	<b>35,780.7</b>	<b>36,130.4</b>
<b>Regions</b>							
Newfoundland and Labrador	585.9	577.4	569.5	568.9	592.8	609.3	607.0
Prince Edward Island	139.7	137.9	139.6	137.9	143.7	145.3	145.9
Nova Scotia	978.1	972.9	969.5	956.8	986.7	1,015.3	1,045.7
New Brunswick	796.0	791.1	797.2	791.8	806.8	840.2	854.4
Quebec	7,872.2	7,717.4	7,643.7	7,629.1	7,877.3	8,041.2	8,189.4
Ontario	12,174.5	12,096.3	11,994.0	11,569.6	12,343.5	12,718.0	12,783.8
Manitoba	1,199.2	1,206.4	1,203.7	1,207.5	1,250.6	1,277.9	1,262.8
Saskatchewan	1,161.3	1,160.3	1,156.7	1,128.3	1,199.6	1,226.3	1,207.8
Alberta	4,567.1	4,651.8	4,721.6	4,708.0	4,943.2	5,080.9	5,145.9
British Columbia	4,266.2	4,327.2	4,376.2	4,261.2	4,547.4	4,695.6	4,758.3
Yukon	41.9	40.9	42.0	40.5	43.2	45.0	45.2
Northwest Territories	56.6	54.8	55.7	55.9	56.4	58.7	59.8
Nunavut	26.2	26.0	25.7	26.0	26.1	27.0	24.4

Table 5-1 – continued

## Retail sales by trade group and by region (historical estimates) — Seasonally adjusted, March 2008 to March 2009

	August 2008	July 2008	June 2008	May 2008	April 2008	March 2008
	millions of dollars					
<b>Trade group - Canada</b>						
New car dealers	5,974.0	6,043.4	6,125.5	6,315.7	6,403.5	6,450.0
Used and recreational motor vehicle and parts dealers	1,608.4	1,582.8	1,593.2	1,584.5	1,574.4	1,620.1
Gasoline stations	4,661.1	4,805.7	4,808.7	4,631.8	4,525.9	4,462.7
Furniture stores	863.6	876.4	864.6	864.9	859.6	847.3
Home furnishings stores	514.2	521.4	519.3	512.8	509.6	512.0
Computer and software stores	118.5	123.8	122.2	121.4	120.2	116.1
Home electronics and appliance stores	1,140.7	1,138.7	1,115.4	1,113.7	1,102.1	1,086.4
Home centres and hardware stores	1,877.7	1,879.3	1,869.2	1,853.3	1,833.1	1,838.2
Specialized building materials and garden stores	422.5	425.8	415.3	415.5	413.0	418.6
Supermarkets	5,745.5	5,677.4	5,685.9	5,611.8	5,626.6	5,612.8
Convenience and specialty food stores	845.9	848.1	840.3	830.5	832.6	834.8
Beer, wine and liquor stores	1,414.9	1,412.3	1,426.8	1,406.4	1,402.4	1,382.5
Pharmacies and personal care stores	2,453.0	2,449.7	2,423.8	2,435.3	2,426.0	2,412.4
Clothing stores	1,524.7	1,554.5	1,558.3	1,531.5	1,556.5	1,524.0
Shoe, clothing accessories and jewellery stores	469.0	468.4	474.0	465.5	454.4	461.8
General merchandise stores	4,333.2	4,311.2	4,279.5	4,265.2	4,260.1	4,177.4
Sporting goods, hobby, music and book stores	905.9	901.7	918.1	911.2	913.7	903.4
Miscellaneous store retailers	928.9	929.1	910.8	913.6	917.3	896.0
<b>Total, all stores</b>	<b>35,801.7</b>	<b>35,949.6</b>	<b>35,950.8</b>	<b>35,784.5</b>	<b>35,731.1</b>	<b>35,556.6</b>
<b>Regions</b>						
Newfoundland and Labrador	599.2	596.9	587.4	575.1	582.6	574.5
Prince Edward Island	144.7	144.9	146.5	142.7	142.5	141.5
Nova Scotia	1,021.6	1,024.1	1,013.1	1,014.4	1,010.4	1,022.0
New Brunswick	846.4	849.6	828.7	824.5	818.9	792.0
Quebec	7,971.1	8,056.5	7,983.5	7,975.8	7,905.7	7,746.9
Ontario	12,804.7	12,804.2	12,803.9	12,757.4	12,773.2	12,669.4
Manitoba	1,251.9	1,248.4	1,260.0	1,250.4	1,244.7	1,263.7
Saskatchewan	1,207.6	1,214.1	1,216.2	1,207.2	1,197.7	1,202.3
Alberta	5,086.1	5,095.9	5,162.1	5,137.4	5,136.6	5,203.4
British Columbia	4,741.2	4,787.4	4,818.8	4,770.2	4,789.0	4,812.2
Yukon	44.3	44.7	44.6	44.3	44.7	44.1
Northwest Territories	58.4	57.5	59.3	59.5	59.7	59.8
Nunavut	24.5	25.5	26.7	25.7	25.3	24.8

**Table 5-2**  
**Retail sales by trade group and by region (historical estimates) — Not seasonally adjusted, March 2008 to March 2009**

	March <sup>p</sup> 2009	February <sup>r</sup> 2009	January 2009	December 2008	November 2008	October 2008	September 2008
millions of dollars							
<b>Trade group - Canada</b>							
New car dealers	5,761.4	4,049.6	4,164.6	4,405.4	4,990.2	5,846.6	6,125.5
Used and recreational motor vehicle and parts dealers	1,353.4	1,080.7	1,081.8	1,225.6	1,424.8	1,636.0	1,582.6
Gasoline stations	3,226.5	2,963.3	3,083.6	3,134.4	3,484.8	4,462.4	4,840.9
Furniture stores	716.6	604.8	713.2	864.8	867.0	862.9	908.5
Home furnishings stores	422.9	351.6	380.6	603.3	532.4	519.3	526.0
Computer and software stores	114.8	99.4	109.5	126.0	107.9	117.5	119.7
Home electronics and appliance stores	893.7	811.5	955.6	2,049.6	1,181.9	1,046.0	1,129.5
Home centres and hardware stores	1,362.5	1,131.1	1,174.7	1,436.1	1,774.4	2,031.4	2,099.5
Specialized building materials and garden stores	337.2	282.5	274.5	321.1	383.6	447.8	465.1
Supermarkets	5,676.7	5,341.2	6,127.7	6,191.6	5,797.0	6,005.6	5,544.3
Convenience and specialty food stores	771.0	717.5	756.0	886.0	807.0	847.6	845.4
Beer, wine and liquor stores	1,224.7	1,093.6	1,117.8	1,877.1	1,415.6	1,410.9	1,327.2
Pharmacies and personal care stores	2,430.7	2,261.1	2,439.7	2,838.5	2,415.7	2,523.4	2,389.3
Clothing stores	1,276.6	1,011.6	1,188.4	2,295.3	1,713.2	1,591.7	1,575.1
Shoe, clothing accessories and jewellery stores	347.1	329.5	337.9	832.0	497.3	466.1	452.1
General merchandise stores	3,660.0	3,164.9	3,531.7	6,324.7	4,838.3	4,392.5	4,105.1
Sporting goods, hobby, music and book stores	768.7	651.3	822.0	1,556.7	937.5	821.4	903.6
Miscellaneous store retailers	795.1	761.4	782.3	1,069.1	905.0	984.6	950.4
<b>Total, all stores</b>	<b>31,139.5</b>	<b>26,706.6</b>	<b>29,041.6</b>	<b>38,037.3</b>	<b>34,073.6</b>	<b>36,013.7</b>	<b>35,889.6</b>
<b>Regions</b>							
Newfoundland and Labrador	514.2	441.9	460.9	678.1	613.5	613.3	596.7
Prince Edward Island	118.1	103.5	114.1	157.0	136.6	143.9	146.7
Nova Scotia	889.6	766.3	838.9	1,127.4	970.9	1,021.3	1,026.3
New Brunswick	718.3	613.0	674.4	902.1	787.8	850.9	842.4
Quebec	7,169.0	5,964.8	6,405.9	8,076.3	7,576.7	8,168.4	8,088.4
Ontario	11,206.4	9,544.8	10,358.3	13,923.4	12,281.9	12,743.3	12,703.8
Manitoba	1,117.2	954.7	1,043.7	1,381.8	1,229.9	1,294.2	1,261.1
Saskatchewan	1,058.2	902.9	993.4	1,279.0	1,159.9	1,241.4	1,220.0
Alberta	4,235.2	3,734.3	4,138.8	5,368.6	4,841.1	5,123.4	5,119.0
British Columbia	3,989.4	3,577.3	3,906.7	5,007.3	4,359.6	4,686.3	4,756.0
Yukon	36.2	30.9	34.0	44.3	39.2	44.8	46.8
Northwest Territories	61.1	50.0	50.1	62.9	51.4	55.6	57.0
Nunavut	26.6	22.1	22.5	29.3	25.1	26.8	25.4

Table 5-2 – continued

## Retail sales by trade group and by region (historical estimates) — Not seasonally adjusted, March 2008 to March 2009

	August 2008	July 2008	June 2008	May 2008	April 2008	March 2008
	millions of dollars					
<b>Trade group - Canada</b>						
New car dealers	6,201.4	6,811.5	6,836.7	7,497.1	7,727.7	6,370.8
Used and recreational motor vehicle and parts dealers	1,706.3	1,944.8	1,936.0	2,154.7	2,012.8	1,391.6
Gasoline stations	5,168.1	5,424.1	5,155.6	5,013.0	4,414.0	4,240.3
Furniture stores	947.9	937.3	871.1	881.5	815.9	774.1
Home furnishings stores	520.4	530.6	508.6	499.8	484.9	462.3
Computer and software stores	115.4	113.8	111.7	114.6	112.9	122.8
Home electronics and appliance stores	1,176.5	1,067.0	979.9	989.6	921.8	950.4
Home centres and hardware stores	2,069.5	2,293.0	2,280.7	2,372.3	1,823.4	1,380.1
Specialized building materials and garden stores	472.1	513.7	542.9	581.6	409.9	331.8
Supermarkets	5,987.6	5,867.3	5,552.2	6,165.2	5,348.5	5,503.3
Convenience and specialty food stores	924.9	942.9	881.3	896.6	804.3	793.5
Beer, wine and liquor stores	1,654.2	1,621.0	1,471.7	1,516.1	1,212.7	1,227.1
Pharmacies and personal care stores	2,403.1	2,394.5	2,359.8	2,490.0	2,362.8	2,348.1
Clothing stores	1,545.2	1,442.7	1,538.7	1,609.7	1,511.8	1,300.9
Shoe, clothing accessories and jewellery stores	499.0	435.4	460.0	492.6	423.6	350.1
General merchandise stores	4,302.1	4,347.6	4,414.0	4,543.8	4,013.1	3,619.9
Sporting goods, hobby, music and book stores	917.8	849.7	851.3	872.7	842.2	774.4
Miscellaneous store retailers	966.7	936.4	959.0	973.5	847.8	808.5
<b>Total, all stores</b>	<b>37,578.3</b>	<b>38,473.3</b>	<b>37,711.0</b>	<b>39,664.4</b>	<b>36,090.2</b>	<b>32,750.0</b>
<b>Regions</b>						
Newfoundland and Labrador	652.2	658.1	621.2	629.8	571.7	495.5
Prince Edward Island	169.5	172.1	156.9	158.3	134.5	119.5
Nova Scotia	1,085.5	1,115.9	1,062.0	1,117.3	982.0	933.4
New Brunswick	907.0	935.1	877.5	908.1	813.4	716.6
Quebec	8,365.3	8,710.0	8,508.2	9,287.3	8,388.6	7,120.2
Ontario	13,316.0	13,506.4	13,368.6	13,907.7	12,861.1	11,511.8
Manitoba	1,307.6	1,328.5	1,316.0	1,380.3	1,259.7	1,170.2
Saskatchewan	1,268.8	1,314.1	1,278.9	1,354.8	1,200.7	1,093.9
Alberta	5,330.8	5,464.1	5,429.0	5,662.5	5,078.4	4,912.7
British Columbia	5,039.4	5,127.9	4,954.0	5,121.9	4,673.2	4,546.9
Yukon	50.0	53.1	50.5	49.4	42.5	39.0
Northwest Territories	59.7	62.2	61.6	60.7	59.1	65.4
Nunavut	26.5	25.9	26.7	26.5	25.4	24.9

## Objectives, uses and users

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### Objective

The Monthly Retail Trade Survey (MRTS) provides information on the performance of the retail trade sector on a monthly basis, and when combined with other statistics, represents an important indicator of the state of the Canadian economy.

### Uses

The estimates provide a measure of the health and performance of the retail trade sector. Information collected is used to estimate level and monthly trend for retail sales. At the end of each year, the estimates provide a preliminary look at annual retail sales and performance.

### Users

A variety of organizations, sector associations, and levels of government make use of the information. Retailers rely on the survey results to compare their performance against similar types of businesses, as well as for marketing purposes. Retail associations are able to monitor industry performance and promote their retail industries. Investors can monitor industry growth, which can result in better access to investment capital by retailers. Governments are able to understand the role of retailers in the economy, which aids in the development of policies and tax incentives. As an important industry in the Canadian economy, governments are able to better determine the overall health of the economy through the use of the estimates in the calculation of the nation's Gross Domestic Product (GDP).

# Concepts, variables and classifications

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## Concepts

The retail trade sector comprises establishments primarily engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise.

The retailing process is the final step in the distribution of merchandise; retailers are therefore organized to sell merchandise in small quantities to the general public. This sector comprises two main types of retailers, that is, store and non-store retailers. The MRTS covers only store retailers. Their main characteristics are described below.

Store retailers operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In general, retail stores have extensive displays of merchandise and use mass-media advertising to attract customers. They typically sell merchandise to the general public for personal or household consumption, but some also serve business and institutional clients. These include establishments such as office supplies stores, computer and software stores, gasoline stations, building material dealers, plumbing supplies stores and electrical supplies stores.

In addition to selling merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. For example, new automobile dealers, electronic and appliance stores and musical instrument and supplies stores often provide repair services, while floor covering stores and window treatment stores often provide installation services. As a general rule, establishments engaged in retailing merchandise and providing after sales services are classified in this sector.

Catalogue sales showrooms, gasoline service stations, and mobile home dealers are treated as store retailers.

## Variables

**Sales** are defined as the sales of all goods purchased for resale, net of returns and discounts. This includes commission revenue and fees earned from selling goods and services on account of others, such as selling lottery tickets, bus tickets, and phone cards. It also includes parts and labour revenue from repair and maintenance; revenue from rental and leasing of goods and equipment; revenues from services, including food services; sales of goods manufactured as a secondary activity; and the proprietor's withdrawals, at retail, of goods for personal use. Other revenue from rental of real estate, placement fees, operating subsidies, grants, royalties and franchise fees are excluded.

**Trading Location** is the physical location(s) in which business activity is conducted in each province and territory, and for which sales are credited or recognized in the financial records of the company. For retailers, this would normally be a store.

**Constant Dollars:** The value of retail trade is measured in two ways; including the effects of price change on sales and net of the effects of price change. The first measure is referred to as retail trade in current dollars and the latter as retail trade in constant dollars. The method of calculating the current dollar estimate is to aggregate the weighted value of sales for all retail outlets. The method of calculating the constant dollar estimate is to first adjust the sales values to a base year, using the Consumer Price Index, and then sum up the resulting values.

## Classification

The Monthly Retail Trade Survey is based on the definition of retail trade under the NAICS (North American Industry Classification System). NAICS is the agreed upon common framework for the production of comparable statistics by

the statistical agencies of Canada, Mexico and the United States. The agreement defines the boundaries of twenty sectors. NAICS is based on a production-oriented, or supply based conceptual framework in that establishments are grouped into industries according to similarity in production processes used to produce goods and services.

Estimates appear for 19 major trade groups based on special aggregations of the 2002 North American Industry Classification System (NAICS) industries. The 19 trade groups are further aggregated to 8 trade group sectors.

Geographically, sales estimates are produced for Canada and each province and territory.

## Coverage and frames

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Statistics Canada's Business Register (BR) provides the frame for the Monthly Retail Trade Survey. The BR is a structured list of businesses engaged in the production of goods and services in Canada. It is a centrally maintained database containing detailed descriptions of most business entities operating within Canada. The BR includes all incorporated businesses, with or without employees. For unincorporated businesses, the BR includes all employer businesses, and businesses with no employees with annual sales greater than \$30,000 that have a Goods and Services Tax (GST) account (the BR does not include unincorporated businesses with no employees and with annual sales less than \$30,000).

The businesses on the BR are represented by a hierarchical structure with four levels, with the statistical enterprise at the top, followed by the statistical company, the statistical establishment and the statistical location. An enterprise can be linked to one or more statistical companies, a statistical company can be linked to one or more statistical establishments, and a statistical establishment to one or more statistical locations.

The target population for the MRTS consists of all statistical establishments on the BR that are classified to the retail sector using the North American Industry Classification System (NAICS) (approximately 215,000 establishments). The NAICS code range for the retail sector is 441100 to 453999. A statistical establishment is the production entity or the smallest grouping of production entities which: produces a homogeneous set of goods or services; does not cross provincial boundaries; and provides data on the value of output, together with the cost of principal intermediate inputs used, along with the cost and quantity of labour used to produce the output. The production entity is the physical unit where the business operations are carried out. It must have a civic address and dedicated labour.

The exclusions to the target population are ancillary establishments (producers of services in support of the activity of producing goods and services for the market of more than one establishment within the enterprise, and serves as a cost centre or a discretionary expense centre for which data on all its costs including labour and depreciation can be reported by the business), future establishments, establishments with a missing or a zero gross business income (GBI) value on the BR and establishments in the following non-covered NAICS:

- 4541 (electronic shopping and mail-order houses)
- 4542 (vending machine operators)
- 45431 (fuel dealers)
- 45439 (other direct selling establishments)

## Sampling

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The MRTS sample consists of 10,000 groups of establishments (clusters) classified to the Retail Trade sector selected from the Statistics Canada Business Register. A cluster of establishments is defined as all establishments belonging to a statistical enterprise that are in the same trade group and geographical region. The MRTS uses a stratified design with simple random sample selection in each stratum. The stratification is done by industry groups using the NAICS-four digit level, and the geographical regions consisting of the provinces and territories, as well as three provincial sub-regions. We further stratify the population by size. The size measure is created using a combination of independent survey data and three administrative variables: the GBI, the GST sales, and the T2-revenue (from corporation tax return).

The size strata consist of one take-all (census), at most, two take-some (partially sampled) strata, and one take-none (none sampled) stratum. Take-none strata serve to reduce respondent burden by excluding the smaller businesses from the surveyed population. These businesses should represent at most five percent of total sales. Instead of sending questionnaires to these businesses, the estimates are produced through the use of administrative data.

The sample was allocated optimally in order to reach target coefficients of variation at the national, provincial/territorial, industrial, and industry by province/territory levels. The sample was also inflated to compensate for dead, non-responding, and misclassified units.

MRTS is a repeated survey with maximisation of monthly sample overlap. The sample is kept month after month and every month births are added to the sample and dead units are identified. MRTS births, i.e., new clusters of establishment(s), are identified every month via the BR's latest universe. They are stratified according to the same criteria as the initial population. A sample of these births is selected according to the sampling fraction of the stratum to which they belong and is added to the monthly sample. Deaths occur on a monthly basis. A death can be a cluster of establishment(s) that have ceased their activities (out-of-business) or whose major activities are no longer in retail trade (out-of-scope). The status of these businesses is updated on the BR using administrative sources and survey feedback, including feedback from the MRTS. Methods to treat dead units and misclassified units are part of the sample and population update procedures.

## Questionnaire design

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The Monthly Retail Trade Survey incorporates the following sub-surveys:

Monthly Retail Trade Survey - R8

Monthly Retail Trade Survey (with inventories) – R8

Survey of Sales and Inventories of Alcoholic Beverages

The questionnaires collect monthly data on retail sales and the number of trading locations by province or territory and inventories of goods owned and intended for resale from a sample of retailers. The items on the questionnaires have remained unchanged for several years. For the 2004 redesign, the general questionnaires were subject to cosmetic changes only. The questionnaire for Sales and Inventories of Alcoholic Beverages underwent more extensive changes. The modifications were discussed with stakeholders and the respondents were given an opportunity to comment before the new questionnaire was finalized. If further changes are needed to any of the questionnaires, proposed changes would go through a review committee and a field test with respondents and data users to ensure its relevancy.

## Response and non-response

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Despite the best efforts of survey managers and operations staff to maximize response in the MRTS, some non-response will occur. For statistical establishments to be classified as responding, the degree of partial response (where an accurate response is obtained for only some of the questions asked a respondent) must meet a minimum threshold level below which the response would be rejected and considered a unit nonresponse. In such an instance, the business is classified as not having responded at all.

Non-response has two effects on data: first it introduces bias in estimates when nonrespondents differ from respondents in the characteristics measured; and second, it contributes to an increase in the sampling variance of estimates because the effective sample size is reduced from that originally sought.

The degree to which efforts are made to get a response from a non-respondent is based on budget and time constraints, its impact on the overall quality and the risk of nonresponse bias.

The main method to reduce the impact of non-response at sampling is to inflate the sample size through the use of over-sampling rates that have been determined from similar surveys.

Besides the methods to reduce the impact of non-response at sampling and collection, the non-responses to the survey that do occur are treated through imputation.

In order to measure the amount of non-response that occurs each month, various response rates are calculated. For a given reference month, the estimation process is run at least twice (a preliminary and a revised run). Between each run, respondent data can be identified as unusable and imputed values can be corrected through respondent data. As a consequence, response rates are computed following each run of the estimation process.

For the MRTS, two types of rates are calculated (unweighted and weighted). In order to assess the efficiency of the collection process, unweighted response rates are calculated. Weighted rates, using the estimation weight and the value for the variable of interest, assess the quality of estimation. Within each of these types of rates, there are distinct rates for units that are surveyed and for units that are only modeled from administrative data that has been extracted from GST files.

To get a better picture of the success of the collection process, two unweighted rates called the 'collection results rate' and the 'extraction results rate' are computed. They are computed by dividing the number of respondents by the number of units that we tried to contact or tried to receive extracted data for them. Non-monthly reporters (respondents with special reporting arrangements where they do not report every month but for whom actual data is available in subsequent revisions) are excluded from both the numerator and denominator for the months where no contact is performed.

In summary, the various response rates are calculated as follows:

### **Weighted rates:**

$$\text{Survey Response rate (estimation)} = \frac{\text{Sum of weighted sales of units with response status } i}{\text{Sum of survey weighted sales}}$$

where  $i$  = units that have either reported data that will be used in estimation or are converted refusals, or have reported data that has not yet been resolved for estimation.

$$\text{Admin Response rate (estimation)} = \frac{\text{Sum of weighted sales of units with response status } ii}{\text{Sum of administrative weighted sales}}$$

where *ii* = units that have data that was extracted from administrative files and are usable for estimation.

$$\text{Total Response rate (estimation)} = \frac{\text{Sum of weighted sales of units with response status } i \text{ or response status } ii}{\text{Sum of all weighted sales}}$$

### **Unweighted rates:**

$$\text{Survey Response rate (collection)} = \frac{\text{Number of questionnaires with response status } iii}{\text{Number of questionnaires with response status } iv}$$

where *iii* = units that have either reported data (unresolved, used or not used for estimation) or are converted refusals.

where *iv* = all of the above plus units that have refused to respond, units that were not contacted and other types of nonrespondent units.

$$\text{Admin Response rate (extraction)} = \frac{\text{Number of questionnaires with response status } vi}{\text{Number of questionnaires with response status } vii}$$

where *vi* = in-scope units that have data (either usable or non-usable) that was extracted from administrative files

where *vii* = all of the above plus units that have refused to report to the administrative data source, units that were not contacted and other types of nonrespondent units.

*(% of questionnaire collected over all in-scope questionnaires)*

$$\text{Collection Results Rate} = \frac{\text{Number of questionnaires with response status } iii}{\text{Number of questionnaires with response status } viii}$$

where *viii* = same as *iii* defined above

where *viii* = same as *iv* except for the exclusion of units that were contacted because their response is unavailable for a particular month since they are non-monthly reporters.

$$\text{Extraction Results Rate} = \frac{\text{Number of questionnaires with response status } ix}{\text{Number of questionnaires with response status } vii}$$

where *ix* = same as *vi* with the addition of extracted units that have been imputed or were out of scope

where *vii* = same as *vii* defined above

*(% of questionnaires collected over all questionnaire in-scope we tried to collect)*

All the above weighted and unweighted rates are provided at the trade group, geography and size group level or for any combination of these levels.

## Use of Administrative Data

Managing response burden is an ongoing challenge for Statistics Canada. In an attempt to alleviate response burden and survey costs, especially for smaller businesses, Statistics Canada has been investigating various alternatives to survey taking. Administrative data files are a rich source of information for business data and Statistics Canada is working at bringing this rich data source to its full potential. As such, beginning with the October 2005 reference month, the MRTS has reduced the number of simple establishments in the sample that are surveyed directly and instead derives sales data for these establishments from Goods and Service Tax (GST) files using a statistical model. The model accounts for differences between sales and revenue (reported for GST purposes) as well as for the time lag between the survey reference period and the reference period of the GST file.

For more information on the methodology for modeling sales from administrative data sources (i.e. GST data) which also contributes to the estimates of the survey portion, please refer to Statistics Canada Integrated Meta Data base (IMDB) document located on Statistics Canada's website by clicking on the following link: [http://www.statcan.ca/english/sdds/document/2406\\_D11\\_T9\\_V1\\_E.pdf](http://www.statcan.ca/english/sdds/document/2406_D11_T9_V1_E.pdf).

## Methods used to reduce non-response at collection

Significant effort is spent trying to minimize non-response during collection. Methods used, among others, are interviewer techniques such as probing and persuasion, repeated re-scheduling and call-backs to obtain the information, and procedures dealing with how to handle non-compliant (refusal) respondents.

If data are unavailable at the time of collection, a respondent's best estimates are also accepted, and are subsequently revised once the actual data become available.

To minimize total non-response for all variables, partial responses are accepted. In addition, questionnaires are customized for the collection of certain variables, such as inventory, so that collection is timed for those months when the data are available.

Finally, to build trust and rapport between the interviewers and respondents, cases are generally assigned to the same interviewer each month. This action establishes a personal relationship between interviewer and respondent, and builds respondent trust.

## Data collection and capture operations

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Collection of the data is performed by Statistics Canada's Regional Offices. Respondents are sent a questionnaire or are contacted by telephone to obtain their sales and inventory values, as well as to confirm the opening or closing of business trading locations. Collection of the data begins approximately 7 working days after the end of the reference month and continues for the duration of that month.

New entrants to the survey are introduced to the survey via an introductory letter that informs the respondent that a representative of Statistics Canada will be calling. This call is to introduce the respondent to the survey, confirm the respondent's business activity, establish and begin data collection, as well as to answer any questions that the respondent may have.

## Editing

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Data editing is the application of checks to detect missing, invalid or inconsistent entries or to point to data records that are potentially in error. In the survey process for the MRTS, data editing is done at two different time periods.

First of all, editing is done during data collection. Once data are collected via the telephone, or via the receipt of completed mail-in questionnaires, the data are captured using customized data capture applications. All data are subjected to data editing. Edits during data collection are referred to as field edits and generally consist of validity and some simple consistency edits. They are used to detect mistakes made during the interview by the respondent or the interviewer and to identify missing information during collection in order to reduce the need for follow-up later on. Another purpose of the field edits is to clean up responses. In the MRTS, the current month's responses are edited against the respondent's previous month's responses and/or the previous year's responses for the current month. Field edits are also used to identify problems with data collection procedures and the design of the questionnaire, as well as the need for more interviewer training.

Follow-up with respondents occurs to validate potential erroneous data following any failed preliminary edit check of the data. Once validated, the collected data is regularly transmitted to the head office in Ottawa.

Secondly, editing known as statistical editing is also done after data collection and this is more empirical in nature. Statistical editing is run prior to imputation in order to identify the data that will be used as a basis to impute non-respondents. Large outliers that could disrupt a monthly trend are excluded from trend calculations by the statistical edits. It should be noted that adjustments are not made at this stage to correct the reported outliers.

The first step in the statistical editing is to identify which responses will be subjected to the statistical edit rules. Reported data for the current reference month will go through various edit checks.

The first set of edit checks is based on the Hidiriglou-Berthelot method whereby a ratio of the respondent's current month data over historical (last month, same month last year) or auxiliary data (GST sales, GBI) is analyzed. When the respondent's ratio differs significantly from ratios of respondents who are similar in terms of industry and/or geography group, the response is deemed an outlier.

The second set of edits consists of an edit known as the share of market edit. With this method, one is able to edit all respondents, even those where historical and auxiliary data is unavailable. The method relies on current month data only. Therefore, within a group of respondents that are similar in terms of industry and/or geography, if the weighted contribution of a respondent to the group's total is too large, it will be flagged as an outlier.

For edit checks based on the Hidiriglou-Berthelot method, data that are flagged as an outlier will not be included in the imputation models (those based on ratios). Also, data that are flagged as outliers in the share of market edit will not be included in the imputation models where means and medians are calculated to impute for responses that have no historical responses.

In conjunction with the statistical editing after data collection of reported data, there is also error detection done on the extracted GST data.

Modeled data based on the GST are also subject to an extensive series of processing steps which thoroughly verify each record that is the basis for the model as well as the record being modeled.

Edits are performed at a more aggregate level (industry by geography level) to detect records which deviate from the expected range, either by exhibiting large month-to-month change, or differing significantly from the remaining units.

All data which fail these edits are subject to manual inspection and possible corrective action.

## Imputation

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Imputation in the MRTS is the process used to assign replacement values for missing data. This is done by assigning values when they are missing on the record being edited to ensure that estimates are of high quality and that a plausible, internal consistency is created. Due to concerns of response burden, cost and timeliness, it is generally impossible to do all follow-ups with the respondents in order to resolve missing responses. Since it is desirable to produce a complete and consistent microdata file, imputation is used to handle the remaining missing cases.

In the MRTS, imputation is based on historical data or administrative data (GST sales). The appropriate method is selected according to a strategy that is based on whether historical data is available, auxiliary data is available and/or which reference month is being processed.

There are three types of historical imputation methods. The first type is a general trend that uses one historical data source (previous month, data from next month or data from same month previous year). The second type is a regression model where data from previous month and same month previous year are used simultaneously. The third type uses the historical data as a direct replacement value for a non-respondent. Depending upon the particular reference month, there is an order of preference that exists so that top quality imputation can result. The historical imputation method that was labelled as the third type above is always the last option in the order for each reference month.

The imputation methods using administrative data are automatically selected when historical information is unavailable for a non-respondent. The administrative data source (annual GST sales) is the basis of these methods. The annual GST sales are used for two types of methods. One is a general trend that will be used for simple structure, e.g. enterprises with only one establishment, and a second type is called median-average that is used for units with a more complex structure.

## Estimation

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Estimation is a process that approximates unknown population parameters using only part of the population that is included in a sample. Inferences about these unknown parameters are then made, using the sample data and associated survey design.

In the MRTS, new estimation processes have been developed using Statistics Canada's Generalized Estimation System (GES) and addressing the need to treat influential units and allowing for implementation of special corrections during processing. Different methodologies have been put in place to estimate retail sales and inventories.

For retail sales, the population is divided into a survey portion (take-all and take-some strata) and a non-survey portion (take-none stratum). From the sample that is drawn from the survey portion, an estimate for the population is determined through the use of a Horvitz-Thompson estimator where responses for sales are weighted by using the inverses of the inclusion probabilities of the sampled units. Such weights (called sampling weights) can be interpreted as the number of times that each sampled unit should be replicated to represent the entire population. The calculated weighted sales values are summed by domain, to produce the total sales estimates by each industrial trade group / geographic area combination. A domain is defined as the most recent classification values available from the BR for the unit and the survey reference period. These domains may differ from the original sampling strata because units may have changed size, industry or location. Changes in classification are reflected immediately in the estimates and do not accumulate over time. For the non-survey portion, a ratio type estimator is calculated using auxiliary data. The estimate of the total retail sales is equal to the sum of the survey and non-survey portion estimates.

For retail inventories, a non-probability sample is drawn including the largest businesses in each domain, and a ratio type estimator is used to produce an estimate for the population total.

For more information on the methodology for modeling sales from administrative data sources (i.e. GST data) which also contributes to the estimates of the survey portion, please refer to Statistics Canada Integrated Meta Data base (IMDB) document located on Statistics Canada's website by clicking on the following link: [http://www.statcan.ca/english/sdds/document/2406\\_D11\\_T9\\_V1\\_E.pdf](http://www.statcan.ca/english/sdds/document/2406_D11_T9_V1_E.pdf).

The measure of precision used for the MRTS to evaluate the quality of a population parameter estimate and to obtain valid inferences is the variance. The variance from the survey portion is derived directly from a stratified simple random sample without replacement.

Sample estimates may differ from the expected value of the estimates. However, since the estimate is based on a probability sample, the variability of the sample estimate with respect to its expected value can be measured. The variance of an estimate is a measure of the precision of the sample estimate and is defined as the average, over all possible samples, of the squared difference of the estimate from its expected value.

## Seasonal adjustment and trend-cycle estimation

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Socio-economic time series such as data from the MRTS can be broken down into five main components: the trend-cycle, seasonality, the trading-day effect, the Easter holiday effect and the irregular component.

The trend represents the long-term change in the series, whereas the cycle represents a smooth, quasi-periodical movement about the trend, showing a succession of growth and decline phases (e.g., the business cycle). These two components—the trend and the cycle—are estimated together, and the trend-cycle reflects the fundamental evolution of the series. The other components reflect short-term transient movements.

The seasonal component represents sub-annual, monthly or quarterly fluctuations that recur more or less regularly from one year to the next. Seasonal variations are caused by the direct and indirect effects of the climatic seasons, institutional factors (attributable to social conventions or administrative rules; e.g., Christmas) and technological factors.

The trading-day component originates from the fact that the relative importance of the days varies systematically within the week and that the number of each day of the week in a given month varies from year to year. This effect is present when activity varies with the day of the week. For instance, Sunday is typically less active than the other days, and the number of Sundays, Mondays, etc., in a given month changes from year to year.

The Easter holiday effect is the variation due to the shift of part of April's activity to March when Easter falls in March rather than April.

Lastly, the irregular component includes all other more or less erratic fluctuations not taken into account in the preceding components. It is a residual that includes errors of measurement on the variable itself as well as unusual events (e.g., strikes, drought, floods, major power blackout or other unexpected events causing variations in respondents' commercial activities).

Thus, the latter four components—seasonal, irregular, trading-day and Easter holiday effect—all conceal the fundamental trend-cycle component of the series. Seasonal adjustment (correction of seasonal variation) consists in removing the seasonal, trading-day and Easter holiday effect components from the series, and it thus helps reveal the trend-cycle. While seasonal adjustment permits a better understanding of the underlying trend-cycle of a series, the seasonally adjusted series still contains an irregular component. Slight month-to-month variations in the seasonally adjusted series may be simple irregular movements. To get a better idea of the underlying trend, users should examine several months of the seasonally adjusted series.

Since April 2008, MRTS data are seasonally adjusted using the X-12-ARIMA<sup>1</sup> software. The technique that is used essentially consists of first correcting the initial series for all sorts of undesirable effects, such as the trading-day and the Easter holiday effects, by a module called regARIMA. These effects are estimated using regression models with ARIMA errors (auto-regressive integrated moving average models). The series can also be extrapolated for at least one year by using the model. Subsequently, the raw series—pre-adjusted and extrapolated if applicable—is seasonally adjusted by the X-11 method.

The X-11 method is used for analysing monthly and quarterly series. It is based on an iterative principle applied in estimating the different components, with estimation being done at each stage using adequate moving averages<sup>2</sup>. The moving averages used to estimate the main components—the trend and seasonality—are primarily smoothing tools designed to eliminate an undesirable component from the series. Since moving averages react poorly to the presence of atypical values, the X-11 method includes a tool for detecting and correcting atypical points. This tool is

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1. For more information, see X-12-ARIMA Reference Manual Version 0.3 (2007), U.S. Census Bureau.

2. Ladiray, D. and Quenneville, B. (2001). Seasonal Adjustment with the X-11 Method. New York: Springer-Verlag, Lecture Notes in Statistics #158.

used to clean up the series during the seasonal adjustment. Outlying data points can also be detected and corrected in advance, within the regARIMA module.

Lastly, the annual totals of the seasonally adjusted series are forced to the annual totals of the original series.

Retail trade forms a system of 33 series: the Canada grand total, the 19 trade group totals, and the 13 provincial/territorial totals. For non-seasonally adjusted series, the summing of the 19 trade group totals produces the grand total (Canada) for each month and is equal to the sum of the 13 provincial/territorial totals.

Unfortunately, seasonal adjustment removes the sub-annual additivity of a system of series; small discrepancies, which generally vary between -1% and 1%, are observed between the sum of the seasonally adjusted trade groups and the sum of the seasonally adjusted provinces and territories. To restore additivity, a reconciliation process is applied to the seasonally adjusted retail trade series. The reconciliation process operates as follows: (1) The seasonally adjusted grand total for Canada is obtained “indirectly” by summing up the trade group totals, which have previously been seasonally adjusted separately. And (2) the seasonally adjusted provincial and territorial totals are then reconciled so that their sum is equal to the seasonally adjusted grand total for Canada, obtained previously. The procedure is such that a) the system’s seasonally adjusted components are modified as little as possible in percentage, b) the seasonally adjusted components add up to the grand total for each month, and c) the seasonally adjusted monthly values add up to the yearly totals for the non-adjusted series.

## Adjustment for historical series

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The historical series for the MRTS begins in January 1991. The data from January 1991 to March 2004 were backcasted based on conversion coefficients from the MRTS on a 1980 SIC basis. Before the first release of the redesigned MRTS results for the April 2004 reference month, estimates were produced from December 2003 on to establish a comparison basis between the old and the new survey. The backcasted series were adjusted to the level of the redesigned survey.

In the first phase, the backcasted series were benchmarked beginning in January 1991. To do so, individual ratios of series from the new survey were calculated. These ratios were then applied to the backcasted series.

This benchmarking removes the additivity to the system of series because the series are benchmarked individually. For example, this process brings forth differences between the sum of the trade group and the sum of the provinces and territories. To restore additivity, a reconciliation process is applied to the benchmarked series.

## Data quality evaluation

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The methodology of this survey has been designed to control errors and to reduce their potential effects on estimates. However, the survey results remain subject to errors, of which sampling error is only one component of the total survey error. Sampling error results when observations are made only on a sample and not on the entire population. All other errors arising from the various phases of a survey are referred to as nonsampling errors. For example, these types of errors can occur when a respondent provides incorrect information or does not answer certain questions; when a unit in the target population is omitted or covered more than once; when GST data for records being modeled for a particular month are not representative of the actual record for various reasons; when a unit that is out of scope for the survey is included by mistake or when errors occur in data processing, such as coding or capture errors.

Prior to publication, combined survey results are analyzed for comparability; in general, this includes a detailed review of individual responses (especially for large businesses), general economic conditions and historical trends.

A common measure of data quality for surveys is the coefficient of variation (CV). The coefficient of variation, defined as the standard error divided by the sample estimate, is a measure of precision in relative terms. Since the coefficient of variation is calculated from responses of individual units, it also measures some non-sampling errors.

The formula used to calculate coefficients of variation (CV) as percentages is:

$$CV(X) = \frac{S(X)}{X} * 100\%$$

where X denotes the estimate and S(X) denotes the standard error of X.

Confidence intervals can be constructed around the estimates using the estimate and the CV. Thus, for our sample, it is possible to state with a given level of confidence that the expected value will fall within the confidence interval constructed around the estimate. For example, if an estimate of \$12,000,000 has a CV of 2%, the standard error will be \$240,000 (the estimate multiplied by the CV). It can be stated with 68% confidence that the expected values will fall within the interval whose length equals the standard deviation about the estimate, i.e. between \$11,760,000 and \$12,240,000. Alternatively, it can be stated with 95% confidence that the expected value will fall within the interval whose length equals two standard deviations about the estimate, i.e. between \$11,520,000 and \$12,480,000.

Finally, due to the small contribution of the non-survey portion to the total estimates, bias in the non-survey portion has a negligible impact on the CVs. Therefore, the CV from the survey portion is used for the total estimate that is the summation of estimates from the surveyed and non-surveyed portions.

## Disclosure control

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Statistics Canada is prohibited by law from releasing any data which would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data.

Confidentiality analysis includes the detection of possible "direct disclosure", which occurs when the value in a tabulation cell is composed of a few respondents or when the cell is dominated by a few companies.

## Data comparability

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In June 2004, estimates based on the 2002 North American Industry Classification System (NAICS) were released. This followed a parallel production of four months where both NAICS and 1980 Standard Industrial Classification based estimates were generated for internal analysis. The change in classification and the new sample indicated a change in the level of the estimates. To avoid a break in the series, retail estimates were adjusted at the trade group by province level back to January 1991.

Caution should be taken when comparing annualized monthly totals from the Monthly Retail Trade Survey to the estimates from annual retail surveys. Differences may result from sampling differences; conceptual and coverage differences; the timing of revisions within the two survey processes; the reporting period covered (fiscal or calendar year); different response rates to the two surveys; and how revenues are reported.

Each year, effort is made to evaluate the differences and correct known discrepancies in the data. However, benchmarking of the two surveys is not done.

# Appendix I

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## Special Aggregation: Retail Trade

### Based on the North American Industry Classification System (NAICS) 2002

#### Industries - Retail Trade

<b>A</b>	<b>Automotive</b>
<b>010</b>	<b>New Car Dealers</b>
44111	New Car Dealers
<b>020</b>	<b>Used and Recreational Motor Vehicle and Parts Dealers</b>
44112	Used Car Dealers
44121	Recreational Vehicle Dealers
44122	Motorcycle, Boat, and Other Motor Vehicle Dealers
44131	Automotive Parts and Accessories Stores
44132	Tire Dealers
<b>130</b>	<b>Gasoline Stations</b>
44711	Gasoline Stations with Convenience Stores
44719	Other Gasoline Stations
<b>B</b>	<b>Furniture, Home Furnishings and Electronics Stores</b>
<b>030</b>	<b>Furniture Stores</b>
44211	Furniture Stores
<b>040</b>	<b>Home Furnishings Stores</b>
44221	Floor Covering Stores
44229	Other Home Furnishings Stores
<b>050</b>	<b>Computer and Software Stores</b>
44312	Computer and Software Stores
<b>060</b>	<b>Home Electronics and Appliance Stores</b>
44311	Appliance, Television and Other Electronics Stores
44313	Camera and Photographic Supplies Stores
<b>C</b>	<b>Building and Outdoor Home Supplies Stores</b>
<b>070</b>	<b>Home Centres and Hardware Stores</b>
44411	Home Centres
44413	Hardware Stores
<b>080</b>	<b>Specialized Building Materials and Garden Stores</b>
44412	Paint and Wallpaper Stores
44419	Other Building Material Dealers
44421	Outdoor Power Equipment Stores
44422	Nursery Stores and Garden Centres
<b>D</b>	<b>Food and Beverage Stores</b>
<b>090</b>	<b>Supermarkets</b>

44511 Supermarkets and Other Grocery (except Convenience) Stores

**100 Convenience and Specialty Food Stores**

44512 Convenience Stores  
 44521 Meat Markets  
 44522 Fish and Seafood Markets  
 44523 Fruit and Vegetable Markets  
 44529 Other Specialty Food Stores

**110 Beer, Wine and Liquor Stores**

44531 Beer, Wine and Liquor Stores

**E Pharmacies and Personal Care Stores**

**120 Pharmacies and Personal Care Stores**

44611 Pharmacies and Drug Stores  
 44612 Cosmetics, Beauty Supplies and Perfume Stores  
 44613 Optical Goods Stores  
 44619 Other Health and Personal Care Stores

**F Clothing and Accessories Stores**

**140 Clothing Stores**

44811 Men's Clothing Stores  
 44812 Women's Clothing Stores  
 44813 Children's and Infant's Clothing Stores  
 44814 Family Clothing Stores  
 44819 Other Clothing Stores

**150 Shoe, Clothing Accessories and Jewellery Stores**

44815 Clothing Accessories Stores  
 44821 Shoe Stores  
 44831 Jewellery Stores  
 44832 Luggage and Leather Goods Stores

**G General Merchandise Stores**

**175 Department Stores**

45211 Department Stores  
 45291 Warehouse Clubs and Superstores  
 45299 All Other General Merchandise Stores

**H Miscellaneous Retailers**

**160 Sporting Goods, Hobby, Music and Book Stores**

45111 Sporting Goods Stores  
 45112 Hobby, Toy and Game Stores  
 45113 Sewing, Needlework and Piece Goods Stores  
 45114 Musical Instrument and Supplies Stores  
 45121 Book Stores and News Dealers  
 45122 Pre-Recorded Tape, Compact Disc and Record Stores

**190 Miscellaneous Store Retailers**

45311 Florists  
 45321 Office Supplies and Stationery Stores  
 45322 Gift, Novelty and Souvenir Stores  
 45331 Used Merchandise Stores  
 45391 Pet and Pet Supplies Stores

45392 Art Dealers  
45393 Mobile Home Dealers  
45399 All Other Miscellaneous Store Retailers

**L Non-Store Retailers (not in scope on the Monthly Retail Trade Survey)**

**210 Electronic Shopping and Mail-Order Houses**  
45411 Electronic Shopping and Mail-Order Houses

**220 Vending Machine Operators**  
45421 Vending Machine Operators

**230 Fuel Dealers**  
45431 Fuel Dealers

**240 Other Direct Selling Establishments**  
45439 Other Direct Selling Establishments