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Wholesale trade

April 2004



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Statistics Canada
Wholesale trade

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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^s 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 confidential to meet secrecy requirements of the *Statistics Act*
- E use with caution
- F too unreliable to be published

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Highlights

- Wholesale sales posted a 1.0% gain in April; wholesalers sold \$37.2 billion worth of goods and services. This was a second consecutive monthly increase. After a poor start in the first two months of the year, sales have made up lost ground.

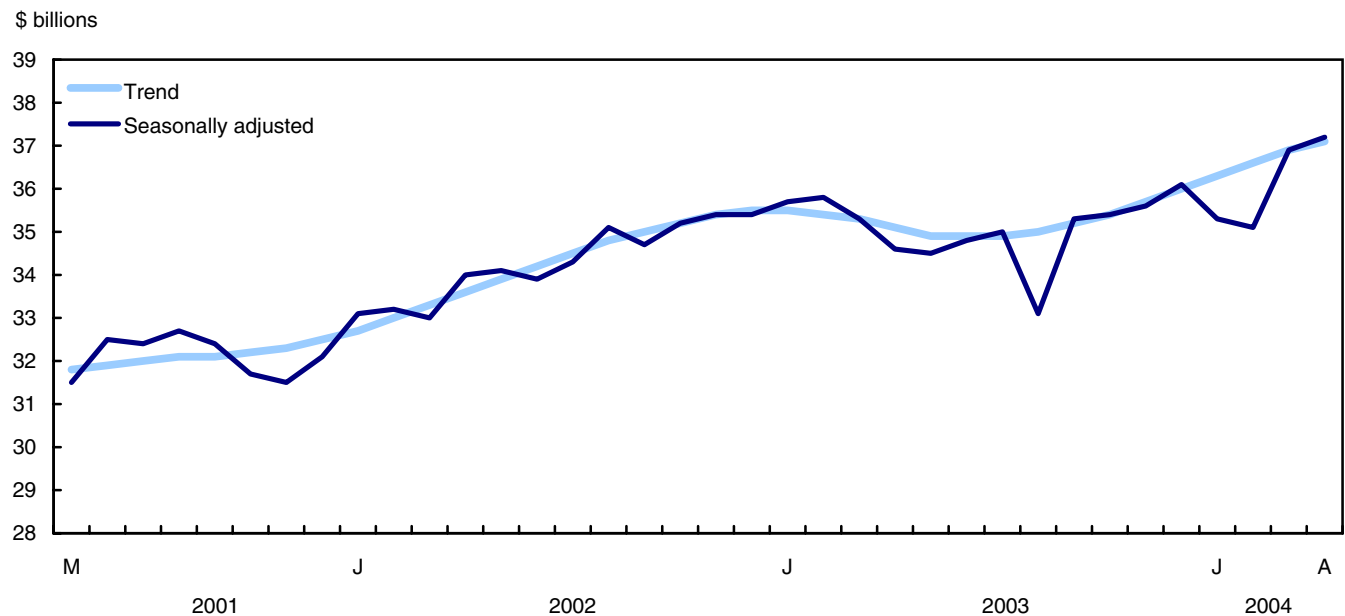
Analysis — April 2004

Wholesale sales posted a 1.0% gain in April; wholesalers sold \$37.2 billion worth of goods and services. This was a second consecutive monthly increase. After a poor start in the first two months of the year, sales have made up lost ground.

The strong performance of the past 2 months contrasts with the previous 12, when wholesale trade was generally lacklustre owing to declining motor vehicle sales. Prior to this, wholesale sales went through a strong period of growth, which ran from the fall of 2001 to February 2003.

Chart 1

Wholesale sales



As with March's rise, April's growth was largely attributable to motor vehicles (+4.0%). Increases were also registered in 8 of the other 14 trade groups, which have been newly defined in accordance to the North American Industry Classification System (NAICS). The most notable increases were seen in the other products category, such as chemicals and other agricultural supplies, paper and disposable plastic products, (+5.1%), as well as in home and personal products (+2.0%). Food products (-1.6%) and computers and other electronic equipment (-2.2%) registered the largest decreases.

Note to readers

Beginning with this release, the Monthly Wholesale Trade Survey will publish its estimates based on the North American Industry Classification System (NAICS 2002). Some examples of changes include the transfer of building supply and home centres to Retail Trade and of establishments servicing machinery and equipment to the Service Industries.

The NAICS-based estimates are not comparable with the previously published estimates based on the Standard Industrial Classification (SIC) of 1980. Therefore, in order to facilitate this transition, NAICS-based historical series from January 1993 to March 2004 have been produced. For a description of methodology on the NAICS based Monthly Wholesale Trade Survey, please follow the link to *Definitions, data sources and methods* at the end of this release.

For information on the wholesale trade industry classification under NAICS 2002, please go to the *Definitions, data sources and methods* page of our website, and select the *Industry* link found under the *Standard classifications* section.

Motor vehicle sales take off

Reflecting strong sales of new vehicles in dealers' showrooms since the start of the year, wholesale sales of motor vehicles advanced 4.0%, a second consecutive monthly increase. Wholesale sales of motor vehicles have seen a slight rise since September 2003. Prior to this, automotive wholesale sales contracted sharply, starting in February 2003.

Sales in the other products category post robust growth for a second consecutive month

Wholesalers of "other products" saw a second month of robust growth; sales gained 5.1%. As in March, this sector benefited from rising sales of chemicals and other agricultural supplies.

Sales of food products decline

Sales of food products declined 1.6% in April, in contrast with March. After a period of growth extending over several years, this sector has recorded generally declining sales since the start of 2003.

Only three provinces post gains above the average

Among the provinces, only Manitoba (+3.1%), British Columbia (+2.4%) and Ontario (+2.0%) posted gains greater than the average. The growth registered in Manitoba and British Columbia was largely attributable to the other products category (including chemicals and other agricultural supplies, paper and disposable plastic products), as well as machinery and equipment. Ontario mainly benefited from increased sales in the other products category and motor vehicles.

The province registering the sharpest contraction was New Brunswick, where sales fell 2.7%. This decline was largely attributable to food products and to computers and other electronic equipment. Together, these two groups account for approximately one-third of wholesale trade in the province. Wholesale sales in New Brunswick have generally been stable for the past 12 months, after declining sharply at the start of 2003.

Inventory-to-sales ratio at new historic low

The total value of wholesalers' inventories declined 0.2% in April to \$44.0 billion. This decrease was mainly attributable to food products and to computers and other electronic equipment.

The growth of sales in April, accompanied by a decrease in inventories, brought the inventory-to-sales ratio down from 1.20 in March to 1.18 in April. The previous record of 1.19 dated from November 2002. This ratio is a key measure of the time it would take to exhaust inventories at the current pace of sales.

Chart 2

Inventory-to-sales ratio

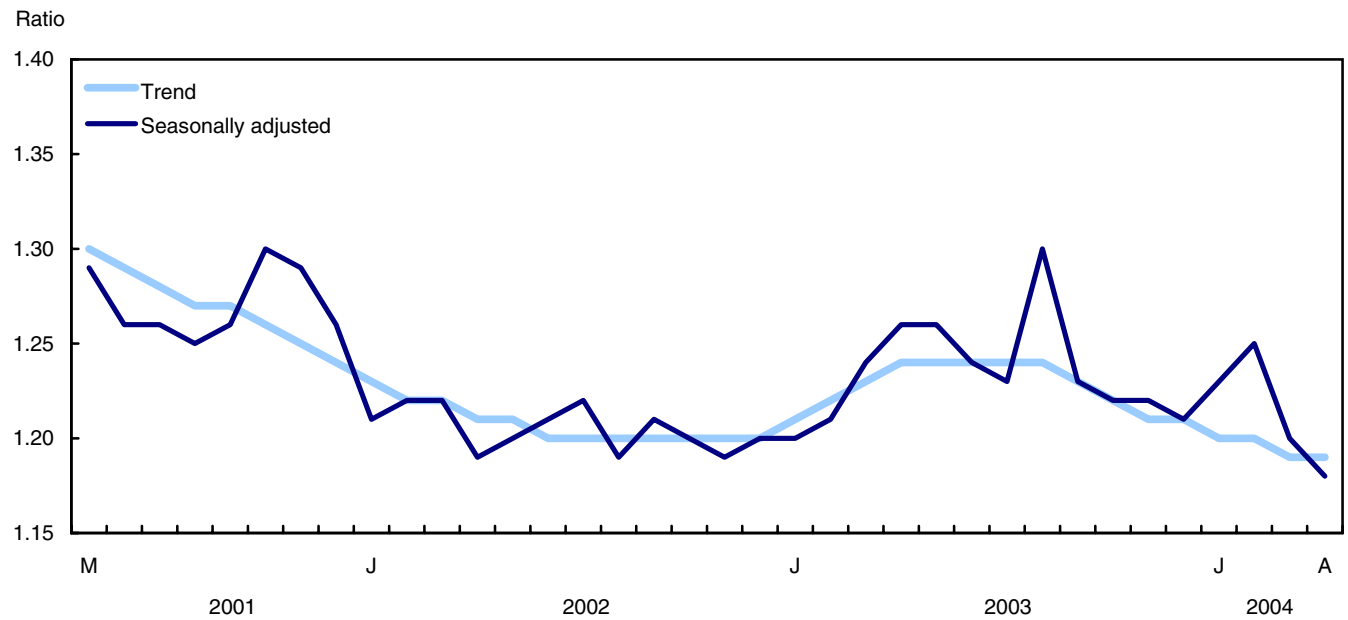
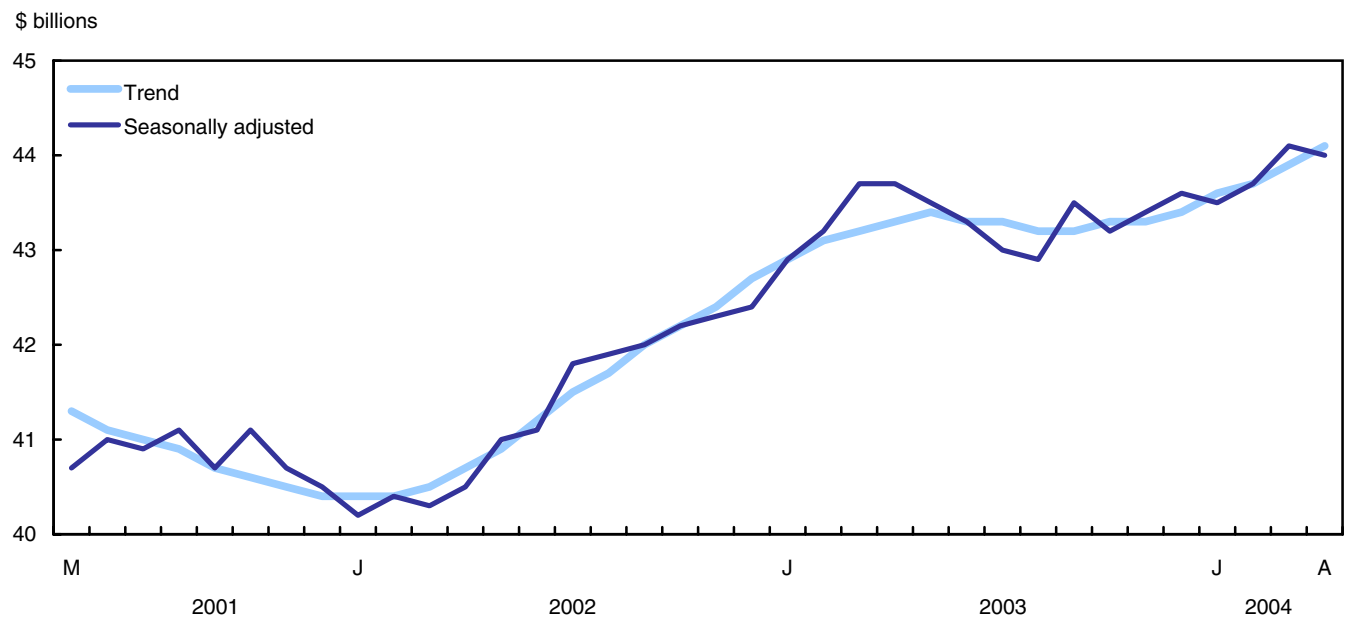


Chart 3

Inventories



Related products

Selected CANSIM tables from Statistics Canada

081-0007	Wholesale trade, sales by trade group based on the North American Industry Classification System (NAICS)
081-0008	Wholesale trade, inventories by trade group based on the North American Industry Classification System (NAICS)
081-0009	Wholesale trade, sales in constant dollars and price index
081-0010	Wholesale trade, sales and sales trend, seasonally adjusted, by trade sector based on the North American Industry Classification System (NAICS)

Note on CANSIM

All current and historical statistics on Wholesale Trade (tables 0810007-0810008 and 0810010) as well as many other series are available to the public from Statistics Canada's computerized data bank CANSIM (Canadian Socio-Economic Information Management System) via terminal, on computer printouts, or in machine readable form .

For further information, please visit CANSIM.

Selected surveys from Statistics Canada

2401	Wholesale Trade Survey (Monthly)
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Selected tables of Canadian statistics from Statistics Canada

- *Canadian Statistics - Wholesale merchants' sales, by industries (monthly)*
- *Canadian Statistics - Wholesale merchants' sales, by provinces and territories (monthly)*
- *Canadian Statistics - Wholesale merchants' inventories, by industries (monthly)*
- *Canadian Statistics - Wholesale merchants' sales, by industries*
- *Canadian Statistics - Wholesale merchants' sales, by provinces and territories*
- *Canadian Statistics - Wholesale merchants' inventories, by industries*

Statistical Tables

Table 1-1

Wholesale merchant sales, by trade group and region, seasonally adjusted - Sales

	April ^p 2004	March ^r 2004	February ^r 2004	January ^r 2004	Year-to-date 2004
millions of dollars					
Trade Group - Canada					
Farm products	452	434	425	405	1,717
Food products	6,345	6,449	6,370	6,398	25,562
Alcohol and tobacco	662	624	583	629	2,499
Apparel	722	721	698	704	2,845
Home and personal products	2,276	2,231	2,238	2,217	8,962
Pharmaceuticals	2,221	2,211	2,071	2,136	8,638
Motor vehicles	6,286	6,041	5,285	5,666	23,279
Motor vehicle parts and accessories	1,464	1,466	1,416	1,412	5,759
Building supplies	2,971	2,947	2,787	2,644	11,348
Metal products	1,015	1,048	953	861	3,877
Lumber and millwork	1,071	1,060	996	983	4,109
Machinery and equipment	3,160	3,188	3,036	2,868	12,251
Computers and other electronic equipment	2,545	2,603	2,579	2,663	10,390
Office and professional equipment	1,647	1,668	1,625	1,576	6,516
Other products	4,382	4,171	4,020	4,127	16,700
Total, all trade groups	37,219	36,862	35,082	35,288	144,451
Regions					
Newfoundland and Labrador	213	215	202	209	839
Prince Edward Island	51	51	49	47	197
Nova Scotia	533	529	515	500	2,077
New Brunswick	452	465	444	447	1,807
Quebec	7,080	7,210	6,901	6,732	27,923
Ontario	19,638	19,252	18,132	18,582	75,604
Manitoba	945	916	915	876	3,653
Saskatchewan	951	950	856	904	3,660
Alberta	3,789	3,790	3,684	3,616	14,879
British Columbia	3,546	3,462	3,362	3,356	13,726
Yukon Territory	7	7	7	6	27
Northwest Territories	13	16	13	12	54
Nunavut	1	1	1	1	4

Table 1-2

Wholesale merchant sales, by trade group and region, seasonally adjusted - % change from previous month

	April ^p 2004	March ^r 2004	February ^r 2004	January ^r 2004
	percentage			
Trade Group - Canada				
Farm products	4.2	2.1	5.2	-3.1
Food products	-1.6	1.2	-0.4	0.8
Alcohol and tobacco	6.1	7.0	-7.4	2.4
Apparel	0.1	3.3	-0.8	-4.0
Home and personal products	2.0	-0.3	1.0	-0.9
Pharmaceuticals	0.5	6.8	-3.0	3.4
Motor vehicles	4.0	14.3	-6.7	-7.1
Motor vehicle parts and accessories	-0.2	3.5	0.3	1.7
Building supplies	0.8	5.7	5.4	-3.3
Metal products	-3.2	9.9	10.8	1.0
Lumber and millwork	1.0	6.5	1.3	3.4
Machinery and equipment	-0.9	5.0	5.9	-3.6
Computers and other electronic equipment	-2.2	0.9	-3.1	0.9
Office and professional equipment	-1.3	2.7	3.1	-3.8
Other products	5.1	3.8	-2.6	-6.5
Total, all trade groups	1.0	5.1	-0.6	-2.3
Regions				
Newfoundland and Labrador	-0.8	6.3	-3.2	-4.7
Prince Edward Island	-0.1	3.9	4.0	0.7
Nova Scotia	0.7	2.7	3.2	-3.6
New Brunswick	-2.7	4.7	-0.7	1.1
Quebec	-1.8	4.5	2.5	-0.3
Ontario	2.0	6.2	-2.4	-3.3
Manitoba	3.1	0.1	4.5	-0.5
Saskatchewan	0.2	11.0	-5.3	-2.6
Alberta	0.0	2.9	1.9	-0.7
British Columbia	2.4	3.0	0.2	-2.3
Yukon Territory	2.4	-0.4	8.7	-9.9
Northwest Territories	-14.3	18.5	11.4	-15.6
Nunavut	39.1	11.7	-7.5	-6.9

Table 1-3

Wholesale merchant sales, by trade group and region, seasonally adjusted - % change from previous year

	April ^p 2004	March ^r 2004	February ^r 2004	January ^r 2004	Year-to-date 2004
	percentage				
Trade Group - Canada					
Farm products	7.6	9.0	1.2	2.0	4.9
Food products	-3.0	-0.5	-2.3	-2.0	-2.0
Alcohol and tobacco	8.8	4.8	-1.8	4.0	4.0
Apparel	-4.6	-2.6	-2.0	-7.9	-4.3
Home and personal products	8.1	5.5	6.7	3.5	5.9
Pharmaceuticals	24.8	26.6	20.2	34.6	26.4
Motor vehicles	8.8	-0.9	-17.2	-12.2	-5.8
Motor vehicle parts and accessories	2.2	0.4	-3.4	-2.4	-0.8
Building supplies	18.0	14.1	6.6	0.8	9.8
Metal products	28.6	23.6	11.6	-0.7	15.4
Lumber and millwork	26.3	23.5	11.7	2.9	15.7
Machinery and equipment	7.6	5.1	1.4	-4.4	2.4
Computers and other electronic equipment	2.0	4.2	-5.7	4.2	1.0
Office and professional equipment	-2.8	-1.9	-5.1	-8.1	-4.5
Other products	11.0	0.3	-2.3	2.2	2.7
Total, all trade groups	7.4	4.4	-2.1	-1.1	2.1
Regions					
Newfoundland and Labrador	3.6	4.5	-0.3	2.2	2.5
Prince Edward Island	3.8	10.1	4.1	10.0	6.9
Nova Scotia	3.2	-1.0	-4.6	-8.4	-2.8
New Brunswick	1.9	0.9	-6.3	-7.3	-2.8
Quebec	5.6	8.8	3.3	-0.3	4.3
Ontario	7.7	3.1	-4.5	-1.0	1.2
Manitoba	4.6	-1.3	-0.3	-3.4	-0.1
Saskatchewan	-2.7	-5.7	-18.8	-13.3	-10.3
Alberta	14.4	11.2	7.1	5.8	9.6
British Columbia	8.6	1.7	-2.6	-3.5	0.9
Yukon Territory	-32.5	-15.3	-6.0	-30.5	-22.4
Northwest Territories	-22.5	-4.5	-13.3	-29.3	-17.6
Nunavut	-49.6	-67.1	-73.8	-69.4	-65.6

Table 2-1

Wholesale merchants sales, by trade group and region, not seasonally adjusted - Sales

	April ^p 2004	March ^r 2004	February 2004	January 2004	Year-to-date 2004
millions of dollars					
Trade Group - Canada					
Farm products	520	474	397	352	1,744
Food products	6,161	6,413	5,663	5,938	24,175
Alcohol and tobacco	651	589	506	527	2,273
Apparel	693	876	725	546	2,840
Home and personal products	2,162	2,277	1,860	1,791	8,090
Pharmaceuticals	2,174	2,251	1,920	2,075	8,420
Motor vehicles	7,274	7,204	5,379	4,913	24,771
Motor vehicle parts and accessories	1,604	1,602	1,279	1,253	5,738
Building supplies	2,970	2,928	2,337	2,195	10,430
Metal products	1,035	1,181	932	825	3,973
Lumber and millwork	1,108	1,057	868	773	3,807
Machinery and equipment	3,414	3,414	2,641	2,477	11,945
Computers and other electronic equipment	2,388	3,311	2,395	2,512	10,607
Office and professional equipment	1,631	2,054	1,502	1,410	6,597
Other products	4,833	4,282	3,449	3,470	16,035
Total, all trade groups	38,619	39,916	31,852	31,060	141,446
Regions					
Newfoundland and Labrador	207	214	166	175	761
Prince Edward Island	49	43	35	36	162
Nova Scotia	535	521	414	413	1,884
New Brunswick	442	454	371	375	1,643
Quebec	7,188	7,725	6,209	5,877	26,999
Ontario	20,682	21,361	16,872	16,452	75,366
Manitoba	1,000	921	770	729	3,421
Saskatchewan	1,082	920	680	731	3,413
Alberta	3,772	3,940	3,236	3,230	14,179
British Columbia	3,640	3,789	3,078	3,026	13,533
Yukon Territory	7	6	5	4	21
Northwest Territories	14	22	14	10	59
Nunavut	1	1	1	1	4

Table 2-2

Wholesale merchants sales, by trade group and region, not seasonally adjusted - % change from previous year

	April ^p 2004	March ^r 2004	February 2004	January 2004	Year-to-date 2004
	percentage				
Trade Group - Canada					
Farm products	7.7	12.7	2.2	1.1	6.3
Food products	-3.7	2.8	-0.9	-2.7	-1.1
Alcohol and tobacco	9.0	8.7	1.1	1.1	5.2
Apparel	-4.4	3.6	-2.0	-10.3	-2.7
Home and personal products	7.2	11.9	7.7	1.1	7.1
Pharmaceuticals	24.6	33.2	21.2	33.3	28.0
Motor vehicles	8.8	4.6	-15.8	-15.2	-3.8
Motor vehicle parts and accessories	3.9	3.6	-1.3	-2.1	1.3
Building supplies	17.6	20.9	8.2	-1.6	11.7
Metal products	26.5	32.8	13.1	-3.3	17.4
Lumber and millwork	28.9	31.6	12.8	-0.9	18.5
Machinery and equipment	7.0	11.7	2.2	-6.7	4.0
Computers and other electronic equipment	3.2	7.4	-4.1	4.4	3.0
Office and professional equipment	-3.8	4.4	-3.6	-11.4	-3.1
Other products	12.3	4.2	-1.3	0.6	4.4
Total, all trade groups	7.6	9.2	-1.2	-2.8	3.5
Regions					
Newfoundland and Labrador	2.1	9.4	0.0	0.6	3.2
Prince Edward Island	3.5	15.1	3.3	5.1	6.7
Nova Scotia	4.9	0.7	-2.8	-10.4	-1.6
New Brunswick	2.9	6.0	-4.9	-8.3	-0.9
Quebec	4.6	14.2	3.6	-2.0	5.4
Ontario	8.3	7.9	-3.3	-2.8	2.9
Manitoba	6.8	1.6	1.0	-3.6	1.7
Saskatchewan	-2.1	-2.2	-18.1	-16.1	-8.9
Alberta	13.2	17.5	7.4	4.1	10.8
British Columbia	8.8	6.4	-2.0	-5.4	2.2
Yukon Territory	-31.1	-16.3	-7.1	-31.2	-22.8
Northwest Territories	-21.5	-3.5	-13.9	-28.8	-15.5
Nunavut	-40.8	-58.6	-66.0	-60.3	-57.5

Table 3-1

Wholesale merchants sample, weighted response rate (current periods)

	April ^p 2004	March ^r 2004	February 2004	January 2004
	percentage			
Trade Group - Canada				
Farm products	83.1	86.8
Food products	88.0	92.3
Alcohol and tobacco	89.1	89.6
Apparel	84.4	91.8
Home and personal products	86.6	93.3
Pharmaceuticals	95.5	98.3
Motor vehicles	97.1	98.5
Motor vehicle parts and accessories	92.4	95.4
Building supplies	88.6	91.3
Metal products	85.8	91.0
Lumber and millwork	89.6	88.8
Machinery and equipment	84.9	91.4
Computers and other electronic equipment	93.7	95.7
Office and professional equipment	83.4	86.4
Other products	87.2	90.3
Total, all trade groups	90.0	93.3
Regions				
Newfoundland and Labrador	79.0	80.4
Prince Edward Island	77.5	79.4
Nova Scotia	77.9	79.8
New Brunswick	76.5	75.3
Quebec	87.7	94.6
Ontario	91.5	94.1
Manitoba	87.0	91.6
Saskatchewan	89.5	92.1
Alberta	91.8	93.6
British Columbia	89.4	92.1
Yukon Territory	93.2	78.6
Northwest Territories	48.6	86.8
Nunavut	67.9	100.0

Table 3-2

Wholesale merchants sample, coefficient of variation (current periods)

	April ^p 2004	March ^r 2004	February 2004	January 2004
	percentage			
Trade Group - Canada				
Farm products	2.8	3.4
Food products	1.8	2.0
Alcohol and tobacco	1.1	1.3
Apparel	5.9	5.8
Home and personal products	4.0	3.9
Pharmaceuticals	1.0	1.1
Motor vehicles	1.2	0.7
Motor vehicle parts and accessories	2.8	2.7
Building supplies	3.3	3.0
Metal products	3.7	3.8
Lumber and millwork	3.2	3.2
Machinery and equipment	2.3	2.3
Computers and other electronic equipment	2.0	2.1
Office and professional equipment	3.4	3.3
Other products	2.9	3.1
Total, all trade groups	0.7	0.7
Regions				
Newfoundland and Labrador	1.1	1.2
Prince Edward Island	2.2	1.8
Nova Scotia	1.8	1.5
New Brunswick	1.5	1.6
Quebec	1.7	1.7
Ontario	1.0	1.0
Manitoba	1.9	1.6
Saskatchewan	1.6	1.5
Alberta	1.7	1.5
British Columbia	2.2	2.1
Yukon Territory	0.0	0.0
Northwest Territories	0.0	0.0
Nunavut	0.0	0.0

Table 4-1

Wholesale merchants inventories, by trade group, seasonally adjusted - Inventories

	April ^p 2004	March ^r 2004	February ^r 2004	January ^r 2004
millions of dollars				
Trade Group - Canada				
Farm products	138	132	106	105
Food products	4,484	4,708	4,748	4,769
Alcohol and tobacco	295	283	286	289
Apparel	1,440	1,425	1,413	1,423
Home and personal products	3,442	3,277	3,310	3,325
Pharmaceuticals	2,394	2,310	2,290	2,344
Motor vehicles	4,293	4,341	4,142	4,110
Motor vehicle parts and accessories	2,922	2,845	2,927	2,886
Building supplies	4,505	4,476	4,431	4,430
Metal products	1,758	1,708	1,641	1,569
Lumber and millwork	1,021	941	907	900
Machinery and equipment	8,265	8,556	8,329	8,156
Computers and other electronic equipment	1,541	1,620	1,587	1,612
Office and professional equipment	2,397	2,242	2,427	2,397
Other products	5,073	5,192	5,186	5,197
Total, all trade groups	43,969	44,055	43,729	43,511

Table 4-2

Wholesale merchants inventories, by trade group, seasonally adjusted - % change from previous month

	April ^p 2004	March ^r 2004	February ^r 2004	January ^r 2004
percentage				
Trade Group - Canada				
Farm products	4.6	25.2	0.9	-3.5
Food products	-4.8	-0.8	-0.5	-1.1
Alcohol and tobacco	4.4	-1.0	-1.3	5.3
Apparel	1.0	0.8	-0.7	1.2
Home and personal products	5.1	-1.0	-0.4	-2.3
Pharmaceuticals	3.6	0.9	-2.3	0.8
Motor vehicles	-1.1	4.8	0.8	4.0
Motor vehicle parts and accessories	2.7	-2.8	1.4	-4.8
Building supplies	0.6	1.0	0.0	0.6
Metal products	2.9	4.1	4.6	2.2
Lumber and millwork	8.5	3.8	0.8	4.4
Machinery and equipment	-3.4	2.7	2.1	-0.1
Computers and other electronic equipment	-4.9	2.1	-1.5	-1.6
Office and professional equipment	6.9	-7.6	1.3	0.0
Other products	-2.3	0.1	-0.2	-1.0
Total, all trade groups	-0.2	0.7	0.5	-0.1

Table 4-3

Wholesale merchants inventories, by trade group, seasonally adjusted - % change from previous year

	April ^p 2004	March ^r 2004	February ^r 2004	January ^r 2004
	percentage			
Trade Group - Canada				
Farm products	27.2	32.1	-2.7	2.1
Food products	-2.5	2.0	5.3	7.3
Alcohol and tobacco	-3.0	-9.1	-6.0	-3.0
Apparel	-1.9	-2.8	-2.0	-5.7
Home and personal products	9.5	-0.4	2.1	4.1
Pharmaceuticals	9.0	4.4	4.3	19.8
Motor vehicles	5.2	9.8	6.7	-2.8
Motor vehicle parts and accessories	-9.8	-11.4	-2.8	-3.9
Building supplies	2.0	1.7	0.4	0.6
Metal products	17.3	7.1	4.4	0.9
Lumber and millwork	30.3	10.7	5.8	0.3
Machinery and equipment	0.4	4.5	2.0	-1.1
Computers and other electronic equipment	-9.4	4.5	-3.8	-1.8
Office and professional equipment	-3.5	-8.9	-0.7	-1.4
Other products	-6.5	-5.7	-4.8	4.9
Total, all trade groups	0.7	0.8	1.1	1.5

Table 5-1

Wholesale merchants inventories, by trade group, not seasonally adjusted - Inventories

	April ^p 2004	March ^r 2004	February 2004	January 2004
millions of dollars				
Trade Group - Canada				
Farm products	169	156	116	103
Food products	4,354	4,644	4,656	4,705
Alcohol and tobacco	298	267	262	260
Apparel	1,383	1,413	1,466	1,425
Home and personal products	3,436	3,277	3,290	3,121
Pharmaceuticals	2,416	2,456	2,377	2,415
Motor vehicles	4,530	4,780	4,407	4,191
Motor vehicle parts and accessories	3,043	3,025	3,035	2,770
Building supplies	4,552	4,444	4,327	4,244
Metal products	1,833	1,782	1,778	1,688
Lumber and millwork	1,135	1,084	1,026	920
Machinery and equipment	8,538	8,524	8,359	8,027
Computers and other electronic equipment	1,530	1,680	1,639	1,659
Office and professional equipment	2,411	2,395	2,416	2,358
Other products	5,693	5,623	5,387	5,253
Total, all trade groups	45,322	45,550	44,542	43,140

Table 5-2

Wholesale merchants inventories, by trade group, not seasonally adjusted - % change from previous year

	April ^p 2004	March ^r 2004	February 2004	January 2004
percentage				
Trade Group - Canada				
Farm products	28.9	32.8	-2.4	1.2
Food products	-2.6	2.1	5.3	7.1
Alcohol and tobacco	-2.4	-9.5	-5.9	-2.5
Apparel	-1.7	-2.9	-2.4	-5.7
Home and personal products	9.7	-0.3	2.3	4.2
Pharmaceuticals	9.4	4.8	4.3	19.7
Motor vehicles	5.2	9.9	5.9	-2.7
Motor vehicle parts and accessories	-9.5	-11.5	-3.4	-4.5
Building supplies	2.1	1.7	0.4	0.6
Metal products	17.5	7.2	4.3	0.4
Lumber and millwork	31.8	10.6	5.1	1.1
Machinery and equipment	0.2	4.5	2.0	-1.0
Computers and other electronic equipment	-9.4	4.6	-3.9	-2.2
Office and professional equipment	-3.6	-9.0	-0.5	-1.8
Other products	-6.5	-5.5	-4.7	4.6
Total, all trade groups	0.7	0.8	1.0	1.4

Table 6-1

Wholesale merchants, inventories/sales ratio, seasonally adjusted, by trade group

	Inventories/sales ratio			
	April ^p 2004	March ^r 2004	February ^r 2004	January ^r 2004
Trade Group - Canada				
Farm products	0.31	0.30	0.25	0.26
Food products	0.71	0.73	0.75	0.75
Alcohol and tobacco	0.45	0.45	0.49	0.46
Apparel	1.99	1.98	2.02	2.02
Home and personal products	1.51	1.47	1.48	1.50
Pharmaceuticals	1.08	1.04	1.11	1.10
Motor vehicles	0.68	0.72	0.78	0.73
Motor vehicle parts and accessories	2.00	1.94	2.07	2.04
Building supplies	1.52	1.52	1.59	1.68
Metal products	1.73	1.63	1.72	1.82
Lumber and millwork	0.95	0.89	0.91	0.92
Machinery and equipment	2.62	2.68	2.74	2.84
Computers and other electronic equipment	0.61	0.62	0.62	0.61
Office and professional equipment	1.46	1.34	1.49	1.52
Other products	1.16	1.24	1.29	1.26
Total, all trade groups	1.18	1.20	1.25	1.23

Table 6-2

Wholesale merchants, inventories/sales ratio, seasonally adjusted, by trade group

	Inventories/sales ratio			
	April 2003	March 2003	February 2003	January 2003
Trade Group - Canada				
Farm products	0.26	0.25	0.26	0.26
Food products	0.70	0.71	0.69	0.68
Alcohol and tobacco	0.50	0.52	0.51	0.49
Apparel	1.94	1.98	2.02	1.98
Home and personal products	1.49	1.56	1.55	1.49
Pharmaceuticals	1.23	1.27	1.28	1.23
Motor vehicles	0.71	0.65	0.61	0.66
Motor vehicle parts and accessories	2.26	2.20	2.05	2.08
Building supplies	1.75	1.70	1.69	1.68
Metal products	1.90	1.88	1.84	1.79
Lumber and millwork	0.92	0.99	0.96	0.94
Machinery and equipment	2.81	2.70	2.73	2.75
Computers and other electronic equipment	0.68	0.62	0.60	0.64
Office and professional equipment	1.47	1.45	1.43	1.42
Other products	1.37	1.32	1.32	1.23
Total, all trade groups	1.26	1.24	1.21	1.20

Table 7-1

Wholesale merchants sample, weighted response rate for inventories (current periods)

	April ^p 2004	March ^r 2004	February 2004	January 2004
	percentage			
Trade Group - Canada				
Farm products	63.8	68.4
Food products	75.5	80.4
Alcohol and tobacco	62.6	65.0
Apparel	69.5	76.3
Home and personal products	77.3	85.7
Pharmaceuticals	93.7	97.1
Motor vehicles	89.7	93.8
Motor vehicle parts and accessories	88.6	93.2
Building supplies	80.0	84.1
Metal products	86.1	90.5
Lumber and millwork	75.4	75.5
Machinery and equipment	80.2	86.2
Computers and other electronic equipment	87.6	83.3
Office and professional equipment	77.3	81.1
Other products	80.1	85.2
Total, all trade groups	81.5	86.2

Table 7-2

Wholesale merchants sample, coefficient of variation for inventories (current periods)

	April ^p 2004	March ^r 2004	February 2004	January 2004
	percentage			
Trade Group - Canada				
Farm products	7.9	7.1
Food products	4.2	5.7
Alcohol and tobacco	1.7	1.7
Apparel	6.2	6.2
Home and personal products	6.3	4.5
Pharmaceuticals	1.5	1.5
Motor vehicles	3.3	3.3
Motor vehicle parts and accessories	4.2	4.4
Building supplies	4.9	4.9
Metal products	2.9	2.8
Lumber and millwork	3.1	3.2
Machinery and equipment	3.3	3.4
Computers and other electronic equipment	4.5	4.0
Office and professional equipment	4.7	4.7
Other products	3.0	3.0
Total, all trade groups	1.2	1.2

Objective, uses and users

Objectives

The Monthly Wholesale Trade Survey (MWTS) provides information on the performance of the wholesale trade sector and is an important indicator of the health of the Canadian economy. In addition, the business community uses the data to analyse market performance.

Uses

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

Users

A variety of organizations, sector associations, and levels of government make use of the information. Wholesalers can use the survey results to compare their performance against similar types of businesses, as well as for marketing purposes. Wholesale associations are able to monitor industry performance and promote their wholesale industries. Investors can monitor industry growth, which can result in better access to investment capital by wholesalers. Governments are able to understand the role of wholesalers in the economy, which aid in the development of policies and tax incentives. As an important industry in the Canadian economy (5-6% of the Gross Domestic Product, depending on the year), 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

Concepts

Wholesale trade is generally the intermediate step in the distribution of merchandise. The sector comprises establishments primarily engaged in the buying and selling of merchandise and providing logistics, marketing and support services.

Wholesalers are organized to sell merchandise in large quantities to retailers, business and institutional clients. However, some wholesalers, in particular those that supply non-consumer capital goods, sell merchandise in single units to final users.

The sector recognizes two main types of wholesalers: wholesale merchants and wholesale agents and brokers.

Wholesale merchants buy and sell merchandise on their own account, that is, they take title to the goods they sell. They generally operate from warehouse or office locations and they may ship from their own inventory or arrange for the shipment of goods directly from the supplier to the client.

In addition to the sales of goods, they may provide, or arrange for the provision of, logistics, marketing and support services, such as packaging and labelling, inventory management, shipping, handling of warranty claims, in-store or co-op promotions, and product training.

Dealers of machinery and equipment, such as dealers of farm machinery and heavy-duty trucks, also fall within this category.

They are known by a variety of trade designation depending on their relationship with suppliers or customers, or the distribution method they employ. Examples include wholesale merchant, wholesale distributor, drop shipper, rack-jobbers, import-export merchants, buying groups, dealer-owned cooperatives and banner wholesalers.

For purposes of industrial classification, wholesale merchants are classified by industry according to the principal lines of commodities sold. A description of each trade group included in the accompanying statistical data is shown in Appendix I. As most businesses sell several kinds of commodities, the classification assigned to a business generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business.

Wholesale Agents and Brokers buy and sell merchandise owned by others on a fee or commission basis. They do not take title to the goods they buy or sell, and they generally operate at or from an office location.

Wholesale agents and brokers are known by a variety of trade designations including import-export agents, wholesale commission agents, wholesale brokers, and manufacturer's representatives' ad agents.

Variables

Sales. Defined as the sales of all goods purchased for resale, net of returns and discounts. This includes parts used in generating repair and maintenance revenue, labour revenue from repair and maintenance, sales of goods manufactured as a secondary activity by the wholesaler, and revenue from rental and leasing of office space, other real estate, and goods and equipment.

As well, any commission revenue and fees earned from buying and selling merchandise on account of others by wholesale merchants is also included.

Other operating revenue such as operating subsidies and grants, shipping, handling, and storing goods for others are excluded.

Inventories are defined as the book value, .i.e., the value maintained in the accounting records, of all stock owned at month end and intended for resale. This includes stock in selling outlets, in warehouses, in transit, or on consignment to others. It also includes stock owned within and outside Canada.

Inventories held on consignment from others (not owned), and store and office supplies and any other supplies not to be sold 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 wholesalers, this would normally be a distribution centre.

Current price refers to the prices prevailing during the period being referred to.

Constant price is the valuation expressed at the prices prevailing during a fixed reference or base period.

Classifications

The Monthly Wholesale Trade Survey is based on the definition of wholesale trade under the NAICS (North American Industrial 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 15 major trade groups based on special aggregations of the 2002 North American Industrial Classification System (NAICS) industries. The 15 trade groups are further aggregated to 7 trade group sectors which correspond exactly to the 3-digit NAICS codes for wholesale trade industries, with the exception of the following: wholesale agents and brokers; and petroleum and oilseed and grain wholesaler-distributors.

Geographically, sales estimates are produced for Canada and each province and territory. Inventory estimates are produced only for Canada as a whole.

Coverage and frames

Statistics Canada's Business Register (BR) provides the frame for the Monthly Wholesale 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 MWTS consists of all statistical establishments on the BR that are classified to the wholesale sector using the North American Industry Classification System (NAICS) (approximately 110,000 establishments). The NAICS code range for wholesale sector is 410000 to 419999. 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/territorial 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 zero gross business income (GBI) value on the BR and establishments in the following non-covered NAICS:

- 41112 (oilseed and grain)
- 412 (petroleum products)
- 419 (agents and brokers)

Sampling

The MWTS sample consists of 8,000 groups of establishments (clusters) classified to the Wholesale 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 industrial group and geographical region. The MWTS uses a stratified design with simple random sample selection in each stratum. The stratification is done by trade group groups using the NAICS-four digit level, and the geographical regions consisting of the provinces and territories. 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 trade group by province/territory levels. The sample was also inflated to compensate for dead, non-responding, and misclassified units.

MWTS is a repeated survey with maximization 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. MWTS 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 also 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 wholesale trade (out-of-scope). The status of these businesses is updated on the BR using administrative sources and survey feedback, including feedback from the MWTS. Methods to treat dead units and misclassified units are part of the sample and population update procedures.

Questionnaire design

The questionnaire collects monthly data on wholesale sales and the number of trading locations by province or territory and inventories of goods owned and intended for resale from a sample of wholesalers. For the 2004 redesign, most questionnaires were subject to cosmetic changes only, with the exception of the inclusion of Nunavut. 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

Despite the best efforts of survey managers and operations staff to maximize response in the MWTS, 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 non-response. 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 non-respondents 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 non-response 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 nonresponse 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 MWTS, two types of rates are calculated. 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.

To get a better picture of the success of the collection process, another unweighted rate called the 'collection result rate' is computed. It is computed by dividing the number of respondents by the number of units that we tried to contact. 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 two different response rates are calculated as follows:

Weighted rates:

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

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.

Unweighted rates:

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

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

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

Collection results rate =
$$\frac{\text{Number of questionnaires with response status } ii}{\text{Number of questionnaires with response status } iv}$$

where *ii* = same as *ii* defined above

where *iv* = same as *iii* except for the exclusion of units that were not contacted because their response is unavailable for a particular month since they are non-monthly reporters.

The response rate (collection) is basically the percentage of questionnaires collected over all in-scope questionnaires while the collection results rate is the percentage of questionnaires collected over all in-scope questionnaires for which an attempt to collect was performed. All the above rates are provided at the trade group, geography and size group level as well as for any combination of these levels.

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

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. There is also follow-up of non-response. 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

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 MWTS, 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 also 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 MWTS, 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 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 Hidioglou-Berthelot method whereby a ratio of the respondent's current month data over historical (i.e. last month, or same month last year) or administrative (i.e. GST sales or GBI) data is analyzed. When the respondent's ratio differs significantly from ratios of respondents who are similar in terms of trade group 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 trade group 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 Hidioglou-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.

Imputation

Imputation in the MWTS 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 micro data file, imputation is used to handle the remaining missing cases.

In the MWTS, imputation for missing values can be based on either historical or administrative data. The appropriate method is selected according to a strategy that is based on whether historical data is available, administrative 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 a 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

Estimation is a process that approximates unknown population parameters using only the 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 MWTS, new estimation processes have been developed using Statistics Canada's Generalized Estimation System (GES), addressing the need to deal with influential units and allowing for implementation of special corrections during processing. Different methodologies have been put in place to estimate wholesale sales and inventories.

For wholesale 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, trade group 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 wholesale sales is equal to the sum of the survey and non-survey portion estimates.

For wholesale inventories, the sample selected for estimating sales is used to derive an estimate through the use of a Horvitz-Thompson estimator for the survey portion. A sample-based ratio is then used to produce the estimate for the non-survey portion, and the estimate of the total is derived as the sum of the survey and non-survey portion estimates.

The measure of precision used for the MWTS 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

Revisions in the raw data are required to correct known non-sampling errors. These normally include replacing imputed data with reported data, corrections to previously reported data, and estimates for new births that were not known at the time of the original estimates.

Raw data are revised, on a monthly basis, for the month immediately prior to the current reference month being published. That is, when data for December are being published for the first time, there will also be revisions, if necessary, to the raw data for November. In addition, revisions are made once a year, with the initial release of the February data, for all months in the previous year. The purpose is to correct any significant problems that have been found that apply for an extended period. The actual period of revision depends on the nature of the problem identified, but rarely exceeds three years.

Wholesale trade data are seasonally adjusted using the X11ARIMA/2000¹ model. This consists of extrapolating a year's worth of raw data with the ARIMA model (auto-regressive integrated moving average model), and of seasonally adjusting the raw time series.

Socio-economic time series such as data from the MWTS 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 or a given quarter 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, say, July 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 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. However, one must bear in mind that the seasonally adjusted series contains not only the trend-cycle but also the irregular component (which is technically difficult to isolate for the current months).

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

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 averages². The moving averages used to estimate the main components—the trend and seasonality—are primarily smoothing tools designed to eliminate any 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 used to clean up the series prior to seasonal adjustment.

Lastly, the trading day effect and the Easter holiday effect are components that are estimated using linear regression models, based on the irregular component. To evaluate the different components of the series, taking account of the possible presence of atypical points, X-11 proceeds iteratively: estimation of components, search for unwanted effects in the irregular component, estimation of components on a corrected series, search for unwanted effects in the irregular component, etc.

Wholesale trade forms a system of 29 series: the Canada grand total, the 15 trade group totals, and the 13 provincial/territorial totals. For non-seasonally adjusted series, the summing of the 15 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 wholesale trade series. The reconciliation process operates as follows:

- 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
- 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.

2. For further information, see *X11ARIMA version 2000, an update of the seasonal adjustment method X11ARIMA/88*, developed by Estelle Bee Dagum, Time Series Research and Analysis Centre, Statistics Canada.

Adjustment for historical series

The historical series for the MWTS begins in January 1993. The data from January 1993 to March 2004 were backcasted based on conversion coefficients from the MWTS on a 1980 SIC basis. Before the first release of the redesigned MWTS 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 1993. 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

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 non-sampling 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 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. While the impact of non-sampling errors is difficult to evaluate, certain measures such as response and imputation rates can be used as indicators of the potential level of non-sampling error.

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

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 or 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

In June 2004, estimates based on the 2002 North American Industrial 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, wholesale estimates were adjusted at the trade group by province/territory level back to January 1993.

Caution should be taken when comparing annualized monthly totals from the Monthly Wholesale Trade Survey to the estimates from the Annual Wholesale Trade Survey. Differences may result from sampling differences; conceptual and coverage differences (such as the inclusion of oilseed and grain and petroleum wholesaler-distributors and wholesale agents and brokers in the Annual Wholesale Trade Survey estimates and their exclusion from the Monthly Wholesale Trade Survey estimates); 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

Special aggregation: Wholesale trade

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

M Farm Products¹

010 Farm Products

- 41111 Live Animal Wholesaler-Distributors
- 41112 Oilseed and Grain Wholesaler-Distributors (Not in scope for Monthly)
- 41113 Nursery Stock and Plant Wholesaler-Distributors
- 41119 Other Farm Product Wholesaler-Distributors

N Petroleum Products (Not in scope for Monthly)

020 Petroleum Products

- 41211 Petroleum Product Wholesaler-Distributors

O Food, Beverage and Tobacco products

030 Food, Beverage and Tobacco products

- 41311 General-Line Food Wholesaler-Distributors
- 41312 Dairy and Milk Products Wholesaler-Distributors
- 41313 Poultry and Egg Wholesaler-Distributors
- 41314 Fish and Seafood Product Wholesaler-Distributors
- 41315 Fresh Fruit and Vegetable Wholesaler-Distributors
- 41316 Red Meat and Meat Product Wholesaler-Distributors
- 41319 Other Specialty-Line Food Wholesaler-Distributors
- 41321 Non-Alcoholic Beverage Wholesaler-Distributors

040 Alcohol and Tobacco

- 41322 Alcoholic Beverage Wholesaler-Distributors
- 41331 Cigarette and Tobacco Product Wholesaler-Distributors

P Personal and Household Goods

050 Apparel

- 41411 Clothing and Clothing Accessories Wholesaler-Distributors
- 41412 Footwear Wholesaler-Distributors
- 41413 Piece Goods, Notions and Other Dry Goods Wholesaler-Distributors

1. Also published without NAICS 411120 Oilseed and Grain Wholesaler-Distributors as: Trade Group Sector "Aa" Farm Products (excluding oilseeds and grains), comprising Trade Group 11 Farm Products (excluding oilseeds and grain).

060 Home and Personal Products

- 41421 Home Entertainment Equipment Wholesaler-Distributors
- 41422 Household Appliance Wholesaler-Distributors
- 41431 China, Glassware, Crockery and Pottery Wholesaler-Distributors
- 41432 Floor Covering Wholesaler-Distributors
- 41433 Linen, Drapery and Other Textile Furnishings Wholesaler-Distributors
- 41439 Other Home Furnishings Wholesaler-Distributors
- 41441 Jewellery and Watch Wholesaler-Distributors
- 41442 Book, Periodical and Newspaper Wholesaler-Distributors
- 41443 Photographic Equipment and Supplies Wholesaler-Distributors
- 41444 Sound Recording Wholesalers
- 41445 Video Cassette Wholesalers
- 41446 Toy and Hobby Goods Wholesaler-Distributors
- 41447 Amusement and Sporting Goods Wholesaler-Distributors
- 41452 Toiletries, Cosmetics and Sundries Wholesaler-Distributors

070 Pharmaceuticals

- 41451 Pharmaceuticals and Pharmacy Supplies Wholesaler-Distributors

Q Automotive Products

080 Motor Vehicles

- 41511 New and Used Automobile and Light-Duty Truck Wholesaler-Distributors
- 41512 Truck, Truck Tractor and Bus Wholesaler-Distributors
- 41519 Recreational and Other Motor Vehicles Wholesaler-Distributors

090 Motor Vehicle Parts and Accessories

- 41521 Tire Wholesaler-Distributors
- 41529 Other New Motor Vehicle Parts and Accessories Wholesaler-Distributors
- 41531 Used Motor Vehicle Parts and Accessories Wholesaler-Distributors

R Building Materials

100 Building Supplies

- 41611 Electrical Wiring and Construction Supplies Wholesaler-Distributors
- 41612 Plumbing, Heating and Air-Conditioning Equipment and Supplies Wholesaler-Distributors
- 41631 General-Line Building Supplies Wholesaler-Distributors
- 41633 Hardware Wholesaler-Distributors
- 41634 Paint, Glass and Wallpaper Wholesaler-Distributors
- 41639 Other Specialty-Line Building Supplies Wholesaler-Distributors

110 Metal Products

- 41621 Metal Service Centres

120 Lumber and Millwork

- 41632 Lumber, Plywood and Millwork Wholesaler-Distributors

S Machinery and Electronic Equipment**130 Machinery and Equipment**

- 41711 Farm, Lawn and Garden Machinery and Equipment Wholesaler-Distributors
- 41721 Construction and Forestry Machinery, Equipment and Supplies Wholesaler-Distributors
- 41722 Mining and Oil and Gas Well Machinery, Equipment and Supplies Wholesaler-Distributors
- 41723 Industrial Machinery, Equipment and Supplies Wholesaler-Distributors
- 41799 All Other Machinery, Equipment and Supplies Wholesaler-Distributors

140 Computers and Other Electronic Equipment

- 41731 Computer, Computer Peripheral and Pre-Packaged Software Wholesaler-Distributors
- 41732 Electronic Components, Navigational and Communications Equipment and Supplies Wholesaler-Distributors

150 Office and Professional Equipment

- 41791 Office and Store Machinery and Equipment Wholesaler-Distributors
- 41792 Service Establishment Machinery, Equipment and Supplies Wholesaler-Distributors
- 41793 Professional Machinery, Equipment and Supplies Wholesaler-Distributors

T Other Products**160 Other Products**

- 41811 Recyclable Metal Wholesaler-Distributors
- 41812 Recyclable Paper and Paperboard Wholesaler-Distributors
- 41819 Other Recyclable Material Wholesaler-Distributors
- 41821 Stationery and Office Supplies Wholesaler-Distributors
- 41822 Other Paper and Disposable Plastic Product Wholesaler-Distributors
- 41831 Agricultural Feed Wholesaler-Distributors
- 41832 Seed Wholesaler-Distributors
- 41839 Agricultural Chemical and Other Farm Supplies Wholesaler-Distributors
- 41841 Chemical (except Agricultural) and Allied Product Wholesaler-Distributors
- 41891 Log and Wood Chip Wholesaler-Distributors
- 41892 Mineral, Ore and Precious Metal Wholesaler-Distributors
- 41893 Second-Hand Goods (except Machinery and Automotive) Wholesaler-Distributors
- 41899 All Other Wholesaler-Distributors

U Agents and Brokers**170 Agents and Brokers (Not in scope for Monthly)**

- 41911 Farm Product Agents and Brokers
- 41912 Petroleum Product Agents and Brokers
- 41913 Food, Beverage and Tobacco Agents and Brokers
- 41914 Personal and Household Goods Agents and Brokers
- 41915 Motor Vehicle and Parts Agents and Brokers
- 41916 Building Material and Supplies Agents and Brokers
- 41917 Machinery, Equipment and Supplies Agents and Brokers
- 41919 Other Wholesale Agents and Brokers