



The Daily

Statistics Canada

Monday, December 21, 1998

For release at 8:30 a.m.

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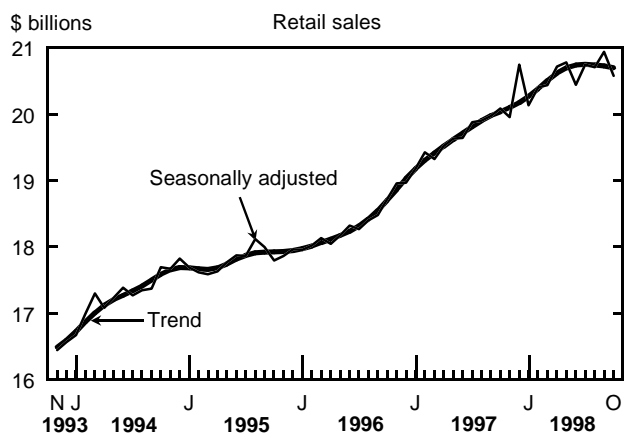
Retail trade

October 1998

In October, motor vehicle dealers drove down retail sales by 1.7% to \$20.6 billion, following a 1.1% increase in September. Retailers registered their lowest year-over-year increase (+2.5%) since August 1996. Excluding the dealers, retail sales would have been virtually unchanged in October (-0.1%) compared to September.

After more than two years of increases, retail sales have been weakening since late in the spring of 1998, as sales have declined or stagnated in all sectors except furniture stores. The period of strong advances in retail sales from the fall of 1996 to the summer of 1997 coincided with a significant rise in consumer credit during 1996 and 1997. However, increases in consumer credit during 1998 have been less pronounced than in the previous two years. The high level of consumer debt, declining consumer confidence and the stagnation in average weekly earnings since the start of 1998 may have contributed to the faltering sales.

Autos drove down retail sales in October



Most sectors had lower sales

The drop in retail sales during October originated from most sectors, with the automotive sector leading the way. Only drug stores posted significant advances, as sales increased by 0.8%, following a 1.7% decline in September.

Falling sales by motor vehicle and recreational vehicle dealers (-6.1%) led to a 4.0% decline in the auto sector. Retail sales of motor and recreational vehicles had remained stable from April to July 1998, then picked up again in August and September coincident with incentives offered by dealers. These incentives were substantially reduced in October. Before the spring of 1998, sales by motor vehicle and recreational vehicle dealers had generally been increasing since mid-1996.

Retail sales by gasoline service stations remained unchanged. Sales at gasoline service stations have declined since the fall of 1997 due to depressed prices. On a year-over-year basis, sales by gasoline service stations were 8.7% lower in October 1998 than a year ago. Retailers of automotive parts, accessories and services (+1.6%) reported the only increase in the auto sector during October. However, retail sales in automotive parts, accessories and service stores have been relatively flat since the start of 1998, after growing for more than two years.

Following a 1.0% increase in September, food stores posted a 0.6% decline in October. Sales by food retailers have been weakening since June 1998, after a period of general gains that started at the beginning of 1996.

Sales at general merchandise stores declined 0.4% in October, following a considerable increase of 2.7% in September. Within this sector, both department stores (-0.6%) and other general merchandise stores (-0.2%) lost some of the strength gained in September. Sales by general merchandise stores have generally been flat since the spring of 1998 after advancing during the previous two years.

Retail sales in furniture stores have generally increased since early 1996. This sector is the only one still showing significant growth in 1998. Drugstore sales have generally been declining since the summer of 1998, following a period of growth that started in the middle of 1997. Sales in clothing stores have levelled off since the spring of 1998. This flattening occurred after a period of general increases that started at the beginning of 1996 with a pause in early 1997.

Largest declines in the Prairie provinces

Retail sales fell in almost all provinces and territories in October. Exceptions were in Nova Scotia (+0.4%) and Newfoundland, which remained unchanged after increasing by 4.2% in September. Newfoundland and Nova Scotia are the only two

Atlantic provinces in which sales have generally been increasing in the last 12 months.

Although retail sales posted a nation-wide decline, they were especially weak in the Prairie provinces. Low prices of commodities such as farm, petroleum and wood products may have had an effect on consumer spending in October. More than three quarters of the decline in the Prairie provinces can be attributed to the auto sector.

Retailers in Alberta (-4.9%), Saskatchewan (-4.8%) and Manitoba (-4.0%) experienced the largest declines in October. In Alberta, retail sales fell or remained unchanged in all sectors. Retail sales in Alberta have advanced slowly since the beginning of 1998, after a period of strong growth that started in the summer of 1996. Retail sales fell in Saskatchewan despite increases in general merchandise stores, furniture stores and in retail stores not elsewhere classified. In Saskatchewan, retail sales have been declining since the end of 1997, after increasing for more than two years. In Manitoba, diminishing sales in the automotive sector pushed down total retail sales. After two years of general increases, consumer spending in Manitoba has flattened out in 1998.

Despite a 1.4% decline in October, retailers in Ontario continued to do well compared with most other provinces. Retail sales in Ontario were 6.0% higher in October than a year earlier, well above the 2.5% year-over-year change at the national level. All retail sectors in Ontario are still experiencing growth, except for some weakness in the last few months by food stores and drug stores. Retail sales in Ontario have generally been increasing since the mid-1996.

Diminishing sales in the auto sector pushed down retail sales in Quebec by 0.7%. Despite this decline, retail sales in Quebec were still 3.0% higher in October than a year ago. However, retail sales in Quebec

have been relatively flat since March 1998. Previously, retailers enjoyed a period of strong increases from mid-1996 to the start of 1997, then sales flattened out and picked up slightly toward the end of 1997.

Consumers in British Columbia continued to stay away from stores. Retailers reported a 0.6% sales decline in October, the third consecutive monthly decline. Sales in the auto sector and food stores declined the most. Total retail sales in British Columbia have generally been declining since the end of 1997, after advancing slowly since the fall of 1995.

Related indicators

The number of new motor vehicles sold in November increased, according to sources from the automotive industry. Employment grew for the fifth consecutive month in November, up 0.7% from October. About three quarters of the increase in total employment came from full-time work. The number of housing starts dropped 6.4% in November from October.

Available on CANSIM: matrices 2299, 2398-2417 and 2420.

The October 1998 issue of *Retail trade* (63-005-XPB, \$21/\$206) will be available shortly. See *How to order publications*.

For further information, contact the Client Services Unit (613-951-3549; 1 877-421-3067; logener@statcan.ca). For analytical information, or to enquire about the concepts, methods and data quality of this release, contact Paul Gratton (613-951-3541; gratpau@statcan.ca), Retail Trade Section, Distributive Trades Division. □

Retail sales

	Oct. 1997	July 1998 ^r	Aug. 1998 ^r	Sept. 1998 ^r	Oct. 1998 ^p	Sept. 1998 to Oct. 1998	Oct. 1997 to Oct. 1998
	seasonally adjusted						
	\$ millions					% change	
Food	4,711	4,840	4,781	4,827	4,800	-0.6	1.9
Supermarkets and grocery stores	4,356	4,477	4,421	4,469	4,431	-0.9	1.7
All other food stores	355	363	360	358	370	3.3	4.2
Drug and patent medicine stores	1,033	1,106	1,100	1,081	1,089	0.8	5.4
Clothing	1,138	1,174	1,174	1,169	1,171	0.2	2.9
Shoe stores	147	140	138	137	138	0.8	-6.2
Men's clothing stores	131	130	133	131	129	-1.1	-1.3
Women's clothing stores	363	372	370	365	363	-0.7	-0.1
Other clothing stores	497	532	534	536	541	1.1	8.9
Furniture	974	1,071	1,057	1,063	1,059	-0.4	8.7
Household furniture and appliance stores	786	871	855	860	853	-0.8	8.5
Household furnishings stores	187	200	202	203	205	1.0	9.7
Automotive	7,848	7,966	8,049	8,148	7,821	-4.0	-0.3
Motor vehicle and recreational vehicle dealers	5,336	5,487	5,596	5,689	5,344	-6.1	0.1
Gasoline service stations	1,381	1,272	1,272	1,261	1,260	0.0	-8.7
Automotive parts, accessories and services	1,131	1,207	1,181	1,198	1,217	1.6	7.6
General merchandise stores	2,247	2,350	2,307	2,370	2,360	-0.4	5.0
Retail stores not elsewhere classified	2,135	2,239	2,241	2,281	2,280	0.0	6.8
Other semi-durable goods stores	684	689	688	703	713	1.5	4.4
Other durable goods stores	531	580	576	586	580	-1.0	9.3
All other retail stores not elsewhere classified	920	970	977	992	986	-0.6	7.2
Total, retail sales	20,086	20,745	20,709	20,938	20,580	-1.7	2.5
Total excluding motor vehicle and recreational vehicle dealers	14,750	15,258	15,113	15,249	15,237	-0.1	3.3
Provinces and territories							
Newfoundland	307	319	312	325	326	0.0	6.0
Prince Edward Island	84	89	88	88	85	-3.4	0.4
Nova Scotia	610	637	636	634	636	0.4	4.3
New Brunswick	477	500	496	498	481	-3.3	0.9
Quebec	4,628	4,776	4,766	4,803	4,768	-0.7	3.0
Ontario	7,389	7,814	7,859	7,939	7,830	-1.4	6.0
Manitoba	729	734	730	755	725	-4.0	-0.6
Saskatchewan	650	637	634	655	624	-4.8	-3.9
Alberta	2,315	2,380	2,364	2,422	2,303	-4.9	-0.5
British Columbia	2,828	2,791	2,755	2,751	2,735	-0.6	-3.3
Yukon	25	26	27	26	25	-6.0	-0.7
Northwest Territories	43	43	42	43	43	-1.9	-0.8

^r Revised figures.

^p Preliminary figures.

Retail sales

	Oct. 1997	Sept. 1998 ^r	Oct. 1998 ^p	Oct. 1997 to Oct. 1998
	unadjusted			
	\$ millions			% change
Food	4,807	4,745	5,024	4.5
Supermarkets and grocery stores	4,454	4,396	4,655	4.5
All other food stores	352	349	369	4.8
Drug and patent medicine stores	1,063	1,056	1,101	3.6
Clothing	1,212	1,225	1,268	4.6
Shoe stores	167	149	159	-4.6
Men's clothing stores	135	120	138	2.3
Women's clothing stores	381	392	383	0.5
Other clothing stores	528	564	587	11.1
Furniture	1,025	1,098	1,130	10.2
Household furniture and appliance stores	825	888	911	10.4
Household furnishings stores	200	210	219	9.4
Automotive	8,072	8,135	7,866	-2.6
Motor vehicle and recreational vehicle dealers	5,452	5,691	5,295	-2.9
Gasoline service stations	1,436	1,265	1,307	-9.0
Automotive parts, accessories and services	1,183	1,180	1,264	6.8
General merchandise stores	2,366	2,236	2,502	5.7
Retail stores not elsewhere classified	2,056	2,238	2,217	7.8
Other semi-durable goods stores	656	707	691	5.3
Other durable goods stores	475	559	516	8.6
All other retail stores not elsewhere classified	924	972	1,010	9.2
Total, retail sales	20,600	20,733	21,108	2.5
Total excluding motor vehicle and recreational vehicle dealers	15,148	15,043	15,813	4.4
Provinces and territories				
Newfoundland	312	317	335	7.3
Prince Edward Island	85	86	86	1.1
Nova Scotia	621	617	653	5.1
New Brunswick	497	495	505	1.6
Quebec	4,786	4,774	4,945	3.3
Ontario	7,538	7,913	7,945	5.4
Manitoba	764	737	763	0.0
Saskatchewan	692	638	667	-3.6
Alberta	2,383	2,348	2,386	0.1
British Columbia	2,854	2,739	2,756	-3.5
Yukon	25	27	25	-1.8
Northwest Territories	43	42	43	-0.9

^r Revised figures.

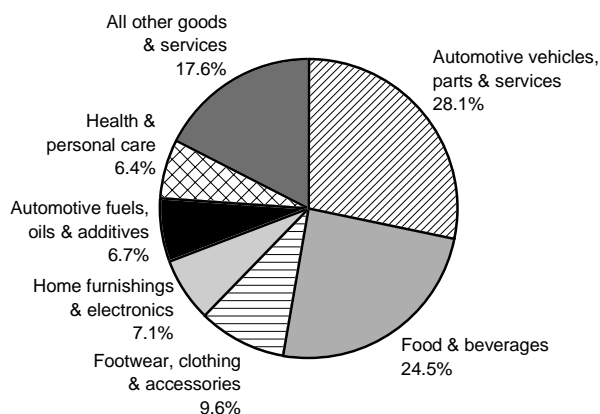
^p Preliminary figures.

Quarterly Retail Commodity Survey

1997, first and second quarters 1998 (preliminary)

Consumers spent \$237.9 billion at retail stores in 1997, spending the most on motor vehicles, parts and services (\$66.9 billion) and food and beverages (\$58.3 billion). Next came footwear, clothing and accessories (\$22.9 billion), home furnishings and electronics (\$16.8 billion) and health and personal care products (\$15.2 billion).

Retail commodity breakdown, 1997



Distribution of sales for 1997

Canadians spent \$15.2 billion buying used motor vehicles, close to half of what they put out for new motor vehicles in 1997 (\$32.5 billion). They also spent \$10.5 billion on parts and accessories and \$8.4 billion on labour receipts to fix and maintain their vehicles.

Consumers made 79% (\$46 billion) of their purchases of food and beverages in food stores in 1997. However, they bought \$5.2 billion in food and \$7.3 billion in beverages (including alcohol) at other types of retail stores.

Most of the \$7.3 billion spent on beverages were purchases of alcoholic beverages from liquor and beer outlets. While most alcoholic beverages were bought at liquor and beer outlets, 11% were bought from a food store.

Note to readers

Statistics Canada today adds a new release to its group of regular reports to provide an even more comprehensive, statistical portrait of the nation's retail industry. The Quarterly Retail Commodity Survey joins the monthly Retail Trade Survey, monthly Survey of Large Retailers and Department Store Sales and Stocks Survey.

The new survey analyses quarterly retail sales at the national level on the basis of commodities, using data from the monthly Retail Trade Survey. As of today, preliminary data starting with the first quarter of 1997 through to the second quarter of 1998 are available.

For example, according to the monthly Retail Trade Survey, national sales in the second quarter of 1998 of drug and patent medicine stores amounted to \$3,223 million (unadjusted). The Quarterly Retail Commodity Survey provides a further analysis of this amount. About \$1,995 million came from the sale of drugs (prescription and over-the-counter), vitamins and other health supplements. The remainder came from the sale of personal care products (\$558 million), food (\$169 million), tobacco (\$101 million), and so on.

The monthly Survey of Large Retailers, also in today's Daily, provides an analysis of sales on the basis of commodities among about 80 large retailers, which are also covered by the Quarterly Retail Commodity Survey. These large retailers include department stores and other large outlets, mainly in the food, clothing, home furnishings, electronics, sporting goods and general merchandise sectors. A list of these 80 large retailers is available.

Data for both the Quarterly Retail Commodity Survey and the monthly Survey of Large Retailers have not been adjusted for seasonal factors.

As usual, Statistics Canada will continue to publish the Retail Trade Survey on a monthly basis, providing retail sales level estimates by province and trade group. It will also release results of the Department Store Sales and Stocks Survey monthly, containing early provincial and national level sales data for department stores.

Statistics Canada is also releasing today annual estimates of retail sales that are not made in regular store outlets. Direct Selling in Canada releases data for 1996 and 1997 on the retail marketing of consumer goods to households through means such as house parties, mail order and door-to-door selling.

Most of the \$5.2 billion in food that was bought outside a food store came from general merchandise stores (\$3.3 billion). Another \$1.6 billion was purchased at drug stores, service stations and department stores. Candy and snack foods accounted for \$1.9 billion.

In 1997, 59% of all clothing bought at retail stores was purchased at clothing or footwear stores, whereas 27% was bought at a department store. Of the \$17.5 billion spent on clothing, more than half (54%) was spent on women's clothing, compared with 31% for men's clothing.

Department stores captured 23% of the women's clothing market, 28% of the men's, 40% of the girl's and

boy's, and 56% of the infant's and children's clothing market.

Consumers purchased their furniture, appliances, electronics and home furnishings mostly at household furniture, appliance and furnishing stores (58%). Department stores, however, attracted 19% of the business; general merchandisers, and home and auto supply stores handled another 12%.

Consumers acquired \$5.2 billion of home electronics, more than half (\$2.8 billion) being spent on televisions and audio/video equipment. This excludes purchases of computers and related equipment made at specialized computer stores. These are considered wholesalers for historical reasons.

Canadians spent \$4.6 billion on home furnishings, \$4.0 billion on furniture and \$3.0 billion on appliances. Department stores held over a quarter of the market for household appliances and for home furnishings.

Consumers shopped for health and personal care products at several kinds of stores. They bought 63% of their supplies in drug stores, 16% in food stores, 11% in department stores and 11% in other stores.

Prescription and over-the-counter drugs made up the majority (57% or \$8.7 billion) of expenses on health and personal care products. Of drugs, 81% (prescription and over-the-counter) were bought in a drugstore, 13% in a food store.

Consumers spent close to \$2 billion on cosmetics and fragrances, accounting for 13% of expenses on health and personal care products at retail outlets. Drug stores captured 47% of the market for cosmetics and

fragrances, edging out department stores which had 40% of the market.

Commodity sales by types of store for second quarter 1998

In the second quarter of 1998, sales of food and beverage products (including alcohol) accounted for 81% (\$11.9 billion) of the total sales (\$14.7 billion) registered by Canada's supermarkets and other food stores. Of the remaining \$2.7 billion, 30% (\$863 million) came from the sales of tobacco products, 22% (\$631 million) from health and personal care products and 12% (\$339 million) from housewares.

Within drug stores, prescription and over-the-counter drugs accounted for 62% of their total sales, followed by personal care products (18%), food and beverages (7%), housewares (3%), and tobacco (3%).

Within department stores, the biggest product lines were women's clothing with 16% of total sales followed by men's clothing (9%). Home furnishings and housewares ranked next with 6% each, followed by cosmetics and fragrances (5%) and household appliances (5%).

For data or general information, contact the Client Services Unit (613-951-3549; 1 877-421-3067, logener@statcan.ca). For analysis, or to enquire about the concepts, methods, or data quality of this release, contact Janet Sear (613-951-5580; searj@statcan.ca), Retail Commodity Section, Distributive Trades Division. □

Share of store sales by commodities group 1997

	Food stores	Drugstores	Footwear and clothing stores	Household furniture, appliance and furnishings stores	Department stores	General merchandise and automotive parts and accessories stores	Other retail stores	All retail stores
	%							
Commodities								
Food and beverages	82.0	7.4	0.3	0.0	4.0	15.2	6.9	24.5
Health and personal care products	4.3	77.3	0.9	0.1	10.7	2.0	0.9	6.4
Footwear, clothing and accessories	0.3	0.5	92.0	0.0	36.2	6.8	2.8	9.6
Home furnishings and electronics	0.3	2.6	1.1	84.8	19.9	8.5	1.1	7.1
Automotive vehicles, parts and services	0.0	0.0	0.0	0.6	1.4	41.6	54.1	28.1
Automotive fuels, oils and additives	1.6	0.0	0.0	0.0	0.4	2.4	13.7	6.7
All other goods and services	11.4	12.2	5.7	14.4	27.4	23.5	20.5	17.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Commodities share by type of store 1997

	Food stores	Drugstores	Footwear and clothing stores	Household furniture, appliance and furnishings stores	Department stores	General merchandise and automotive parts and accessories stores	Other retail stores	All retail stores
	%							
Commodities								
Food and beverages	78.7	1.6	0.1	0.0	1.1	6.4	12.3	100.0
Health and personal care products	15.7	62.6	0.8	0.1	11.2	3.2	6.4	100.0
Footwear, clothing and accessories	0.7	0.2	53.7	0.0	25.1	7.3	12.9	100.0
Home furnishings and electronics	1.1	1.9	0.8	58.4	18.8	12.4	6.5	100.0
Automotive vehicles, parts and services	0.0	0.0	0.0	0.1	0.3	15.2	84.3	100.0
Automotive fuels, oils and additives	5.8	0.0	0.0	0.0	0.4	3.8	90.0	100.0
All other goods and services	15.3	3.6	1.8	4.0	10.4	13.7	51.2	100.0
Total	23.5	5.2	5.6	4.9	6.7	10.3	43.8	100.0

■

OTHER RELEASES

Department store sales and stocks

November 1998

Department store sales fell 0.6% in November to \$1,417.5 million (seasonally adjusted). Sales in October were \$1,425.8 million. Since the spring of 1998, monthly department store sales have been relatively volatile, but overall sales have been generally flat. Department store sales experienced a period of strong advances from the summer of 1996 to the spring of 1998, following a period of gradual advances from mid-1993.

Seasonally adjusted, department store sales were 3.6% higher in November compared with November 1997. Year-to-date sales were \$15.6 billion in November, 6.8% higher than in the same period last year.

Unadjusted for seasonality, department store sales increased in most provinces in November 1998 compared to the same period last year. Stores in Alberta (+5.0%), Nova Scotia (+2.7%) and

Saskatchewan (+2.2%) experienced the largest increases whereas British Columbia, including the Yukon and Northwest Territories, (-3.2%) and New Brunswick (-0.9%) experienced year-over-year declines.

Available on CANSIM: matrices 111-113

Accounts receivable data for department stores are available through the Client Services Unit, Distributive Trades Division.

To purchase data, or for general information, contact Client Services (613-951-3549; 1 877-421-3067, logener@statcan.ca). For analytical information, or to enquire about the concepts, methods and data quality of this release, contact Jeff Fritzsche (613-951-2812; fritjef@statcan.ca), Retail Trade Section, Distributive Trades Division.

Department store sales including concessions

	Nov. 1997	Nov. 1998	Nov. 1997 to Nov. 1998	Jan. to Nov. 1998	Jan.- Nov. 1997 to Jan.- Nov. 1998
unadjusted					
	\$ millions	\$ millions	% change	\$ millions	% change
Canada	1,790.1	1,804.0	0.8	14,229.3	6.2
Newfoundland and Prince Edward Island ¹	37.5	38.2	1.9	264.5	6.1
Nova Scotia	63.3	65.0	2.7	442.0	5.5
New Brunswick	48.1	47.7	-0.9	330.4	4.6
Quebec	306.8	307.2	0.1	2,614.7	5.9
Ontario	774.8	781.0	0.8	6,016.7	7.2
Manitoba	74.8	76.2	1.8	595.5	6.8
Saskatchewan	57.3	58.5	2.2	472.5	8.5
Alberta	201.5	211.5	5.0	1,669.4	10.1
British Columbia, Yukon, Northwest Territories ¹	226.1	218.8	-3.2	1,823.6	0.0

¹ For reasons of confidentiality, data for Newfoundland and Prince Edward Island, and British Columbia, the Yukon and Northwest Territories are combined.

Monthly Survey of Large Retailers

October 1998

October sales for the group of large retailers reached \$6.0 billion, an increase of 6.7% compared with

October 1997. Over the same 12 months, retail sales, excluding motor and recreational vehicle dealers, increased 4.4%. In general, retail sales have been weakening since the late spring of 1998. (All data in this report are unadjusted for seasonality.)

Year-over-year sales increased in all the major product lines. Housewares had the highest sales growth at 16.3%. Most of this category was sold in non-food stores (68.0%) and is made up of tableware, household cleaning supplies and other non-electric household supplies (laundry baskets, brooms, etc.). Household cleaning supplies contributed to more than half the sales in housewares (51.4%). Consumers split their purchases of cleaning supplies almost evenly between food (48.8%) and non-food stores (51.2%).

Health and personal care products also had strong sales (+15.9%), followed by home furnishings and electronics (+6.6%). Of the home furnishings and electronics category, floor coverings had a high growth in sales (+13.6%) as well as television and audio/video equipment (+10.3%). As in the previous month, the smallest gains continued to be in the purchase of hardware and lawn and garden products (+1.7%).

Food and beverages, which accounted for the largest share (36.2%) of the total sales of this group of large retailers, increased by 5.9%. Due to Halloween, candy and snack foods had the largest jump in sales at 15.6% of all the categories within the food and beverage group. Unlike other food items, candy and snacks were mostly sold in non-food stores (58.2%). This share was split evenly between department stores (29.0%) and other non-food stores (29.2%). By contrast, all other food items had shares of at least 80% sold in the food stores.

Sales of footwear, clothing and accessories advanced by 5.8% in October, compared with the same month last year. This category represented the second highest share (21.0%) of the total sales for the group of large retailers. Of this category, most of the growth was due to an increase in both women's (+7.4%) and men's clothing (+6.0%). More men's clothing (41.6%) than women's (37.7%) tended to be bought in department stores.

Sales for the group of large retailers

	Oct. 1997	Oct. 1998	Oct. 1997 to Oct. 1998
	unadjusted		
	\$ 000,000		% change
Commodities			
Food and beverages	2,050	2,170	5.9
Health and personal care products	358	415	15.9
Housewares	240	279	16.3
Footwear, clothing and accessories	1,192	1,261	5.8
Home furnishings and electronics	756	806	6.6
Hardware and lawn and garden products	178	181	1.7
Sporting and leisure goods	261	273	4.6
All other goods and services	585	609	4.1
Total	5,620	5,994	6.7

For data or general information, contact the Client Services Unit (613-951-3549; 1 877-421-3067). For data analysis, or to enquire about the concepts, methods, and quality of data for this release, contact Veronica Utovac (613-951-0669), Retail Commodity Section, Distributive Trades Division. ■

Direct selling

1996 and 1997

In 1997, consumers purchased \$3.4 billion in merchandise from direct sellers operating in Canada, a marginal increase (+0.3%) from 1996. By comparison, in-store retail sales excluding the auto sector (\$144.5 billion) increased 5.9% over the same period.

Consumers opened their doors more frequently in 1996 and 1997. Sales by personal selling, such as group demonstrations at house parties, increased 3.7% in 1996 and 3.1% in 1997. Sales by mail or telephone declined in 1997 (-0.7%), after posting a 0.5% increase in 1996. Other methods of direct selling, such as sales from manufacturing premises and from regular home delivery, were less popular, declining in both 1996 (-2.4%) and 1997 (0.8%).

Newspaper sales represented the largest-selling commodity in both 1996 and 1997, accounting for 14.7% and 15.7% of total direct sales respectively. Sales of newspapers rebounded in 1997, increasing 6.9% after posting a decline in 1996 (-3.0%).

Consumer purchases of cosmetics increased 6.0% in 1997 and 11.9% in 1996. However, consumers

purchased fewer books and encyclopedias in 1997 (-7.1%) after an increase of 3.5% in 1996. Sales of audio tapes, compact disks and equipment declined in both 1996 (-7.8%) and 1997 (-8.9%).

Available on CANSIM: matrix 34.

For data or general information, contact the Client Services Unit (613-951-3549; 1 877-421-3067, logener@statcan.ca). For data analysis, or to enquire about the concepts, methods, and quality of data for this release, contact Serge Gervais (613-951-9218), Retail Commodity Section, Distributive Trades Division. ■

Employment insurance

October 1998 (preliminary)

An estimated 551,450 Canadians received regular Employment Insurance benefits in October, down 2.3% from September. The number of beneficiaries decreased in Ontario (-3.1%), Newfoundland (-2.3%), Quebec (-1.6%) and British Columbia (-0.5%), but increased in all other provinces and both territories.

Regular benefit payments grew 4.0% in October to \$674.2 million.

Number of beneficiaries receiving regular benefits

	Oct. 1998	Sept. 1998 to Oct. 1998
seasonally adjusted		
		% change
Canada	551,450	-2.3
Newfoundland	34,330	-2.3
Prince Edward Island	9,030	1.3
Nova Scotia	31,170	1.0
New Brunswick	36,570	0.2
Quebec	189,910	-1.6
Ontario	119,720	-3.1
Manitoba	14,050	2.2
Saskatchewan	12,720	9.4
Alberta	35,360	4.1
British Columbia	69,500	-0.5
Yukon	1,380	1.0
Northwest Territories	1,270	1.0

Employment insurance statistics

	Sept. 1998	Oct. 1998	Sept. 1998 to Oct. 1998
seasonally adjusted			
			% change
Regular beneficiaries	564,720 ^P	551,450 ^P	-2.3
Regular payments (\$ millions)	648.4	674.2	4.0
	Oct. 1997	Oct. 1998	Oct. 1997 to Oct. 1998
unadjusted			
			% change
All beneficiaries ('000)	630.0	602.6 ^P	-4.4
Regular beneficiaries ('000)	444.2	424.9 ^P	-4.3
Payments (\$ millions)	739.6	708.7	-4.2
Year-to-date (January to October)			
	1997	1998	1997 to 1998
			% change
Payments (\$ millions)	10,130.9	9,754.9	-3.7

^P Preliminary figures.

Note: All beneficiaries includes all claimants paid regular benefits (e.g., due to layoff) or special benefits (e.g., due to illness).

Note: Statistics on employment insurance claims were not released in today's Daily because of administrative changes to claimant reporting procedure. The discrepancy between the estimated number of regular beneficiaries and regular payments series can be explained in part by differences in their reference periods. The number of beneficiaries is a measure of all persons who were in receipt of EI benefits for the week containing the 15th day of the month. The regular benefit payments series measures the total of all monies received by individuals for the entire month.

Available on CANSIM: matrices 26 (series 1.6), 5702-5717 and 5735-5736.

For further information, or to enquire about the concepts, methods or data quality of this release, contact Justin Lacroix, (613-951-4090; fax: 613-951-4087; labour@statcan.ca), Labour Division. ■

Employer-sponsored pension plans (trusteed funds)

Second quarter 1998

The market value of the assets of trusteed pension funds, a key source of retirement income for Canadians, increased to \$508 billion during the second quarter of 1998. Assets grew just 0.5% compared with 8.1% during the first three months of the year.

Foreign investments increased 3% in the second quarter, a somewhat better performance than Canadian investments, whose value was virtually unchanged. Foreign investments accounted for just over 19% of the total market value of the pension fund portfolios.

The sluggish growth in the second quarter was primarily the result of declining stock prices. Because equities account for the largest proportion of the assets of the funds (currently 44%), market forces have a significant impact on the worth of the funds.

The second quarter performance represents a significant shift from previous periods. From the end of 1994 to March 31, 1998, strong stock market conditions, plus new investments, drove the value of equities in the fund portfolios from \$120 billion to \$228 billion. The TSE composite index leveled off then declined 3% during the second quarter of 1998. This was reflected in a 2% drop in the value of the equity investments of the funds.

The diversification of the pension fund portfolios limited the impact of the downturn in stock prices, which accelerated throughout the third quarter of 1998. Bonds, a lower risk investment than stocks, represented 37% of the total value of the funds in the second quarter. The trend in recent years had been to increase investment in stocks to take advantage of rising stock prices. Since the fourth quarter of 1997, however, fund managers have been purchasing bonds at an accelerated pace.

As well, now almost half of the income of the funds is not linked to stocks. Instead, it comes from interest-generating investments and from contributions made by employees and employers. In the second quarter of 1998, the total income of the funds was \$17.4 billion. Expenditures, largely pension payments, amounted to \$6.1 billion.

Available on CANSIM: matrix 5749.

The second quarter 1998 issue of *Quarterly estimates of trusteed pension funds* (74-001-XPB, \$19/\$62) will be available mid-January, 1999. See *How to order publications*.

For more information or to enquire about the methods, concepts or data quality of this release,

contact Client Services at (613-951-7355), Income Statistics Division. ■

Civil aviation financial statistics

Third quarter 1998

Air Canada reported a basic loss of \$186 million in the third quarter of 1998 (seasonally adjusted). Basic income or loss is measured by combining operating income (before capital gains, miscellaneous items and tax) with interest expenses and interest income. Prior to the third quarter, Air Canada had reported quarterly basic incomes (as opposed to losses) for two years. Air Canada noted its pilot strike adversely affected operations for September, 1998. However, they also noted that, even without the strike, income in this quarter had deteriorated from the record third quarter they experienced in 1997. Canadian Airlines International Ltd. (CAI) reported a seasonally adjusted basic loss of \$42 million in the third quarter of 1998.

Available on CANSIM: matrix 385 (series 7 to 9).

Financial data for the third quarter of 1998 on civil aviation (Air Canada and Canadian Airlines International Ltd.) will appear in the December issue of *Aviation: service bulletin* (51-004-XIB, \$8/\$82), published monthly on the Internet (www.statcan.ca). A print-on-demand service is also available at a different price. It can be ordered directly from the Internet or by calling 1 800-267-6677.

For further information, or to enquire about the concepts, methods and data quality of this release, contact Lisa Di Piéto (613-951-0146), Aviation Statistics Centre, Transportation Division. ■

Civil aviation operating statistics

September and October 1998

In October 1998, Air Canada bounced back from the 44% drop in domestic passenger-kilometres (seasonally adjusted data) in September 1998. Their domestic operations for October were at virtually the same level as their operations in July and August. Air Canada noted its pilot strike adversely affected operations for most of September. Canadian Airlines International Ltd. (CAI) reported a decrease of 11% in its domestic passenger-kilometres in October, but its operations were 6% higher than before the Air Canada labour dispute.

September 1998 data on civil aviation (operational data) for Air Canada and Canadian Airlines International Ltd. are also available.

Available on CANSIM: matrix 385 (series 1 to 6).

The September and October 1998 data will appear respectively in the December 1998 and January 1999 issues of *Aviation : service Bulletin* (51-004-XIB, \$8/\$82), published monthly on the Internet (www.statcan.ca). A print-on-demand service is also available at a different price. It can be ordered directly from the Internet or by calling 1 800-267-6677.

For further information, or to enquire about the concepts, methods and data quality of this release, contact Lisa Di Piéto (613-951-0146), Aviation Statistics Centre, Transportation Division. ■

Railway carloadings

Seven-day period ending December 7, 1998

Carloadings of freight (excluding intermodal traffic) during the seven-day period ending December 7, 1998, increased 1.9% to 4.8 million tonnes from the same period last year. The number of cars loaded decreased 3.7%.

Intermodal traffic (piggyback) totalled 369 000 tonnes, a 3.9% increase from the same period last year. The year-to-date figures show a decline of 1.2%.

Total traffic (carloadings of freight and intermodal traffic) increased 2.0% during the period. This brought the year-to-date total to 241.2 million tonnes, a decrease of 2.9% from the previous year.

All year-to-date figures have been revised.

For further information on this release, or to enquire about the methods, concepts or data quality of this release, contact Robert Larocque (613-951-2486, fax:613-951-0009, laroque@statcan.ca), Transportation Division. ■

Deliveries of major grains

November 1998

Data on November grain deliveries are now available.

Available on CANSIM: matrix 976-981.

The delivery data are contained in the November issue of *Cereals and oilseeds review* (22-007-XPB, \$15/\$149), which will be available in February. See *How to order publications*.

For further information, or to enquire about the methods, concepts or data quality of this release, contact Rick Burroughs (613-951-2890) or Susan Anderson (613-951-3859), Grain Marketing Unit, Agriculture Division. ■

Cereals and oilseeds review

October 1998

Data from the October issue of *Cereals and oilseeds review* are now available. The information includes data on production, stocks, cash and futures prices, crop quality, domestic processing, exports, farmers' deliveries and supply-disposition analyses.

The November situation report, an overview of current market conditions, both domestic and international, is also included in the October issue of *Cereals and oilseeds review* (22-007-XPB, \$15/\$149), which will be available in early January 1999. See *How to order publications*.

For further information, or to enquire about the methods, concepts or data quality of this release, contact contact Rick Burroughs (613-951-2890; burrric@statcan.ca) or Les Macartney (613-951-8714; macales@statcan.ca), Grain Marketing Unit, Agriculture Division. ■

Crime and police resources in municipalities

1997

This report provides information on police personnel, expenditures and crime statistics for each municipal police force in Canada. It allows the reader to compare municipalities using key policing indicators, such as population per police officer, per capita cost, Criminal Code incidents per police officer, as well as violent, property, and total crime rates, and clearance rates.

Crime and police resources in Canadian municipalities, 1997 (85-223-XPE, \$32, Internet version: 85-223-XIE, \$24) is now available. See *How to order publications*.

For further information, or to inquire about the methods, concepts or data quality of this release, contact Information and Client Services (613-951-9023; 1 800-387-2231), Canadian Centre for Justice Statistics. ■

PUBLICATIONS RELEASED

Monthly survey of manufacturing, October 1998

Catalogue number 31-001-XPB

(Canada: \$20/\$196; outside Canada: US\$20/US\$196).

Primary iron and steel, October 1998

Catalogue number 41-001-XPB

(Canada: \$7/\$62; outside Canada: US\$7/US\$62).

Industry price indexes, October 1998

Catalogue number 62-011-XPB

(Canada: \$22/\$217; outside Canada: US\$22/US\$217).

Wholesale trade, October 1998

Catalogue number 63-008-XIB

(Canada: \$14/\$140; outside Canada: US\$14/US\$140).

Touriscope, International travel advance information, Vol. 14, no. 10

Catalogue number 66-001-PPB

(Canada: \$8/\$73; outside Canada: US\$8/US\$73).

Crime and police resources in Canadian municipalities, 1997

Catalogue number 85-223-XPE

(Canada: \$32; outside Canada: US\$32).

Crime and police resources in Canadian municipalities, 1997

Catalogue number 85-223-XIE

(Canada: \$24; outside Canada: US\$24).

All prices exclude sales tax.

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
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• Productivity, hourly compensation and unit labour cost, 1995 Growth in productivity among Canadian businesses was notably weak again in 1995, accompanied by sluggish gains in employment and slow nominal growth during the year.	4
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