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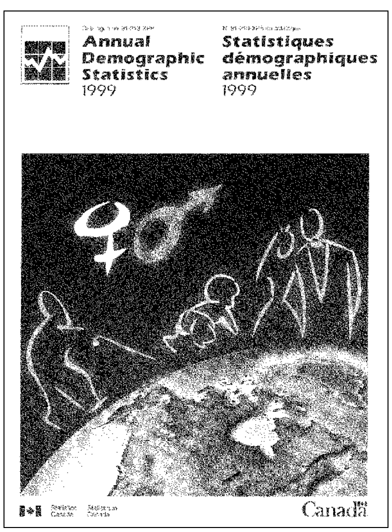
The Daily

Statistics Canada

Wednesday, April 5, 2000
For release at 8:30 a.m.

MAJOR RELEASES

(continued on following page)



Annual demographic statistics

1999

The 1999 edition of *Annual demographic statistics* is now available.

This publication provides the most recent population estimates and projections up to 2004 by age group and sex, plus data on births, deaths and migrations, and other demographic components. The information is now grouped by province and territory, census metropolitan area and census division. Data on census families and vital statistics are also provided.

The CD-ROM, included with the publication, contains even more data than last year. The historical time series includes population data back to 1971 for provinces and territories, and to 1986 for census divisions and census metropolitan areas. The CD-ROM also includes the population projections, as well as animated age pyramids, which illustrate the aging of the population.

These time series can be easily manipulated to create customized demographic analyses in any spreadsheet program. The population figures can be used to calculate per-capita rates for market research, quantitative analysis and planning.

Annual demographic statistics 1999 (91-213-XPB, $125 including CD-ROM; 91-213-XIB, $56 CD-ROM not included) is now available. See *How to order publications*. For more information, contact Lise Champagne (613-951-2320; fax: 613-951-2307; *chamlis@statcan.ca*), Demography Division.

OTHER RELEASES

PUBLICATIONS RELEASED

MAJOR RELEASES

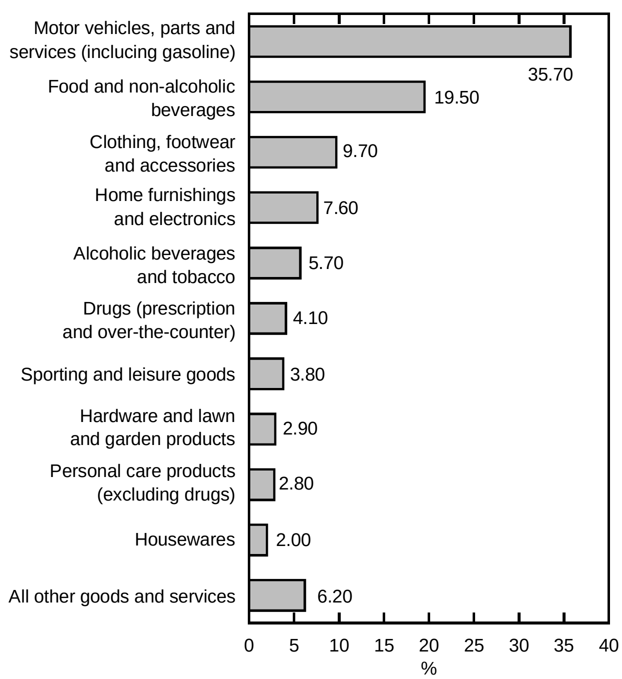
Quarterly Retail Commodity Survey

1999 and fourth quarter 1999(preliminary)

Consumers spent more on motor vehicles and related parts and services in 1999 than they did on food, non-alcoholic beverages, and clothing and footwear combined.

Of every $100 of retail spending in 1999, Canadians purchased $35.70 worth of motor vehicles and related parts and services, $19.50 worth of food and non-alcoholic beverages, and $9.70 worth of clothing, accessories and footwear.

Commodity shares, 1999



The fourth largest category was home furnishings and electronics, which in 1999 took $7.60 of every $100 consumers spent at retail stores. Alcohol and tobacco took $5.70, and prescription and over-the-counter drugs accounted for $4.10, outpacing the $3.80 spent on sporting and leisure goods.

Spending in retail stores totalled $261.2 billion in 1999, up 5.8% from 1998. Sales of automotive fuels, oils and additives, affected by rising prices in the latter half of the year, registered the largest year-over-year sales increase of all the major commodity groups (+12.3%). Sales of home furnishings and electronics recorded the second largest advance (+10.5%).

> ***Note to readers***
>
> *The Quarterly Retail Commodity Survey provides quarterly estimates, at the national level, of the goods and services sold at various types of retail stores. It works in conjunction with the Monthly Retail Trade Survey, which provides total sales estimates by type of retail store.*
>
> *All commodity sales estimates mentioned in this release (levels or shares) are therefore derived from purchases at retail stores and not from purchases at any other source. The Quarterly Retail Commodity Survey and the Monthly Retail Trade Survey follow the 1980 Standard Industrial Classification. Under this classification, stores primarily engaged in selling computer hardware and software, office equipment or building and lumber supplies are classified as wholesale trade.*
>
> *Any reference to sales of new motor vehicles includes the full selling price, including leased vehicles at their full selling price.*
>
> *Quarterly data for the Quarterly Retail Commodity Survey have not been adjusted for seasonality.*

Sales of home furnishings and electronics were strong all year. Throughout 1999, consumers spent $19.9 billion on these items at retail stores. Within the category, sales of electronics registered the largest increase (+14.4%) compared with 1998, as consumers stocked up on the latest gadgets.

Annual sales, all retail stores

	1998	1999	1998 to 1999
	$ millions		% change
Commodity			
Food and beverages	59,256	59,817	0.9
Health and personal care products	16,581	18,144	9.4
Clothing, footwear and accessories	24,409	25,253	3.5
Home furnishings and electronics	18,026	19,927	10.5
Motor vehicles, parts and service	71,163	76,157	7.0
Automotive fuels, oils and additives	15,254	17,131	12.3
All other goods and services	42,147	44,758	6.2
Total	**246,836**	**261,188**	**5.8**

Indoor furniture (+11.2%) and home furnishings (+7.8%) also sold well. (Home furnishings include floor coverings, bedding, artwork and window treatments.) Appliances saw the smallest gain of the group, up 6.5% from 1998.

Consumer shopping patterns shift throughout the year

For most of the year, Canadians bought about 60% of their home furnishings and electronics from a specialty store. However, during the fourth quarter of 1999, that market share fell to just under 56%, as general merchandise stores (which include department stores) and auto supply stores gained ground during the holiday period. In the fourth quarter of 1999, consumers bought 33.5% of their home furnishings and electronics at general merchandise or auto supply stores, up from the 29% market share these stores held in each of the previous three quarters of 1999. This pattern was similar to that observed in 1998.

Consumers buying fewer of their health and personal care products at pharmacies

Canadians spent $18.1 billion on health and personal care products in 1999, 9.4% more than in 1998. Health and personal care products include cosmetics, drugs (prescription and over-the-counter), vitamins, eyewear, and other toiletries. Although drugstores capture the majority of the market for these products, they lost ground in 1999. Their market share fell from 61.8% in 1998 to 58.7%, as consumers turned to other types of retail stores to buy these products.

In 1999, consumers bought $3.2 billion of health and personal care products at food stores, 23.7% more than they did in 1998. Another $2.8 billion was bought at general merchandise stores, 16.0% more than in 1998. As a result, the food store share of the health and personal care product market grew by 2.0 percentage points to 17.8%, and general merchandise stores gained 0.9 percentage points to reach 15.5%.

Fourth quarter 1999

In total, consumers spent $71.6 billion in retail stores during the fourth quarter, 7.3% more than they did in the fourth quarter of 1998. (Quarterly data have not been adjusted for seasonality.)

Reflecting higher prices at the pumps, sales of automotive fuels, oils and additives recorded the biggest year-over-year quarterly increase (+25.1%); sales of clothing, footwear and accessories recorded the lowest (+0.5%).

Quarterly sales, all retail stores

	Fourth quarter 1998	Third quarter 1999[r]	Fourth quarter 1999[p]	Fourth quarter 1998 to fourth quarter 1999
	unadjusted			
	$ millions			% change
Commodity				
Food and beverages	15,480	15,322	16,030	3.6
Health and personal care products	4,606	4,527	5,021	9.0
Clothing, footwear and accessories	8,179	6,361	8,217	0.5
Home furnishings and electronics	5,876	5,060	6,539	11.3
Motor vehicles, parts and service	16,915	20,013	18,520	9.5
Automotive fuels, oils and additives	3,736	4,756	4,674	25.1
All other goods and services	11,942	11,462	12,606	5.6
Total	**66,734**	**67,501**	**71,607**	**7.3**

r *Revised data.*
p *Preliminary data.*

Sales of clothing, footwear and accessories rose by only 0.5% in the fourth quarter of 1999 compared with 1998, following a 5.3% year-over-year quarterly increase in the third quarter. The restructuring of the department store sector and related sales events that started in the third quarter of 1999 may have led consumers to make early purchases of these items.

These sales events also attracted customers away from specialty clothing, footwear and accessory stores. In the third quarter of 1999, general merchandise stores (which includes department stores) attracted 33.3% of the clothing, footwear and accessory market, up from the 31.4% they held in the third quarter of 1998. In the fourth quarter of 1999, the general merchandise sector lost share — falling to 32.6%, from 34.1% in the fourth quarter of 1998.

Sales of food and beverages (+3.6%) in the fourth quarter of 1999 were aided by strong sales of alcoholic beverages (+14.9%), which were boosted by millenium celebrations.

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

Commodity share of sales within store types

Fourth quarter 1999

	Food stores	Drugstores	Clothing and shoe stores	Household furniture, appliance and household furnishing stores	General merchandise and automotive parts, accessories and service stores	Other retail stores	All retail stores
				%			
Commodity							
Food and beverages	77.5	6.9	0.1	0.0	10.1	8.5	22.4
Health and personal care products	5.7	78.3	1.3	0.1	6.4	1.1	7.0
Clothing, footwear and accessories	0.4	0.6	91.7	0.0	18.9	4.0	11.5
Home furnishings and electronics	0.6	3.9	1.4	85.1	15.5	1.3	9.1
Motor vehicles, parts and service	0.0	0.0	0.0	0.7	21.0	52.5	25.9
Automotive fuels, oils and additives	1.9	0.0	0.0	0.0	1.7	14.0	6.5
All other goods and services	13.9	10.2	5.6	14.1	26.4	18.6	17.6
Total	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Commodity share of sales across store types

Fourth quarter 1999

	Food stores	Drugstores	Clothing and shoe stores	Household furniture, appliance and household furnishing stores	General merchandise and automotive parts, accessories and service stores	Other retail stores	All retail stores
				%			
Commodity							
Food and beverages	73.8	1.6	0.0	0.0	9.0	15.6	100.0
Health and personal care	17.2	57.2	1.2	0.0	18.2	6.2	100.0
Clothing, footwear and accessories	0.7	0.3	51.9	0.0	32.6	14.5	100.0
Home furnishings and electronics	1.5	2.2	1.0	55.8	33.5	6.0	100.0
Motor vehicles, parts and service	0.0	0.0	0.0	0.2	16.1	83.8	100.0
Automotive fuels, oils and additives	6.2	0.0	0.0	0.0	5.1	88.7	100.0
All other goods and services	16.9	3.0	2.1	4.8	29.7	43.6	100.0
Total	**21.3**	**5.1**	**6.5**	**6.0**	**19.8**	**41.3**	**100.0**

■

OTHER RELEASES

Annual demographic statistics

1999

This issue of *Annual demographic statistics* provides an updated statistical snapshot of the population of Canada, the provinces and territories and census metropolitan areas as of July 1, 1999.

Canada's population aged 65 and over grew from 3.4 million in 1994 to 3.8 million in 1999, and will reach 4.1 million in 2004 if current trends persist.

Seniors accounted for 11.8% of the population in 1994 and 12.4% in 1999. By 2004, it is estimated that they will make up 13.0%. The pace of growth among seniors will accelerate over the next 12 years, as the first baby boomers reach the age of 65.

The population aged 15 and under declined from 6.0 million in 1994 to 5.9 million in 1999, and may shrink to 5.7 million by 2004.

Young people aged 15 and under represented 20.5% of the population in 1994 and 19.4% in 1999. The proportion could fall to 17.9% in 2004.

The new territory of Nunavut yielded an interesting population profile in 1999. About 38% of the population was aged 15 and under, and only 2.5% were seniors. Alberta was the only province in which seniors made up less than 10% of the population.

Among census metropolitan areas, Victoria had the oldest population; seniors comprised 17.5% of its population and youths 15 and under only 15.7%. Conversely, Calgary and the Quebec portion of Ottawa–Hull had the youngest populations. Young people 15 and under made up more than 20% of their populations, while seniors comprised less than 9%.

Canada's population on July 1, 1999 was estimated at 30,491,300. It is projected to reach 31.7 million by 2004, given certain conditions: that trends in natural increase continue; the immigration level meets targets; the number of emigrants increases slightly; and the number of non-permanent residents remains constant over the next five years.

Population growth is far from uniform across the provinces and territories. The leading factor for Ontario, the most populous province at 11,513,800, was international migration. It received 53% of all immigrants to Canada in 1998/99, and was also home to 44% of all non-permanent residents in Canada on July 1, 1999. If these trends continue, Ontario's population could pass the 12-million mark in 2003.

Interprovincial migration was the dominant component of Alberta's population growth, while Nunavut and the Northwest Territories owed their high population growth exclusively to natural increase.

Available on CANSIM: matrix 8151.

Annual demographic statistics 1999 (91-213-XPB, $125; 91-213-XIB, $56) is now available. See *How to order publications*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Francois Nault (613-951-9582), Demography Division. ■

Monthly Survey of Large Retailers

January 2000 (preliminary)

January sales by large retailers totalled $5.1 billion, up 1.4% over the same period last year (all data in this release are unadjusted for seasonality). Year-over-year sales comparisons are affected by changes in the composition of the group of large retailers. This is especially true within the food sector, where several supermarket chains have been restructured.

The large retailers' group is composed of approximately 80 of Canada's largest companies in the food, clothing, home furnishings and electronics, sporting goods and general merchandise sectors of retail trade. In January, these large retailers accounted for approximately 37.0% of total retail trade, excluding motor and recreational vehicle dealers.

In January, large food retailers accounted for 42.1% of the group's total sales, compared with 45.3% in January 1999. The share for department stores remained relatively stable in January (19.8%) compared with a year earlier, despite the loss of Eaton's. The other non-food retailers accounted for 38.1%, compared with 35.0% a year ago.

Sales of home furnishings and electronics by large retailers rose 12.6% in January, the largest-ever year-over-year percentage sales increase. Growth of this commodity moved it ahead of health and beauty products, which rose 9.8%. Health and beauty products had held the top spot since July 1999.

In the home furnishings and electronics category, sales of indoor furniture increased 13.6%. Sales of household appliances and home electronics each rose 13.2%, while home furnishings advanced 10.3% compared with the same month last year. In January, sales of home furnishings and electronics accounted for 14.8% of total sales by the group compared with 13.4% in January 1999.

Food and beverage sales by large retailers fell 5.4% in January. The share of food and beverages sold by large retailers dropped from 41.2% in January 1999 to 38.4% in January 2000.

Sales of hardware and lawn and garden products were down 3.5% compared with the same month last year. A combination of high sales in January 1999 and unseasonably warm winter temperatures this year contributed to lower monthly sales of such products as snowblowers.

Data are also available to compare sales by stores belonging to the group of large retailers with commodity estimates for all retail stores. The most recent period for which this comparison can be made is the fourth quarter of 1999.

In the fourth quarter of 1999, large retailers accounted for 30.4% of purchases made from all retail stores. If sales by motor and recreational vehicle dealers are excluded, the share of sales made by the group jumps to 39.4%. Large retailers accounted for 41.2% of total food sales and more than half of all retail sales of housewares, clothing, footwear and accessories and home furnishings and electronics.

Strong sales of health and beauty products by large retailers in the fourth quarter of 1999 pushed up their market share for these commodities from 30.7% in the fourth quarter of 1998 to 32.9% in the fourth quarter of 1999. Much of the increase resulted from higher sales of prescription and over-the-counter drugs — a quarterly year-over-year percentage increase of 31.7%. Large retailers accounted for 23.1% of total sales of prescription and over-the-counter drugs in the fourth quarter of 1999, compared with 19.8% in the same quarter last year.

Higher fourth-quarter sales of sporting and leisure goods pushed large retailers' market share up slightly to 39.2% from 38.5% in the fourth quarter of 1998.

Share of total retail sales for the group of large retailers

	Fourth quarter 1998	Fourth quarter 1999
	%	
Commodities		
Food and beverages	42.2	41.2
Clothing, footwear and accessories	58.7	59.2
Home furnishings and electronics	54.5	53.8
Health and personal care products	30.7	32.9
Housewares	67.5	66.2
Sporting and leisure goods	38.5	39.2
Hardware and lawn and garden products	35.7	36.0
All other goods and services	7.3	7.3
Total	**31.0**	**30.4**

For data or general information, contact the Client Services Unit (613-951-3549; 1 877 421-3067; *retailinfo@statcan.ca*). For more information, or to enquire about the concepts, methods or data quality of this release, contact Catherine Draper (613-951-0669; *drapcat@statcan.ca*), Retail Commodity Section, Distributive Trades Division.

Sales by commodity for the group of large retailers

	Dec. 1998	Dec. 1999[r]	Dec. 1998 to Dec. 1999	Jan. 1999	Jan. 2000[p]	Jan. 1999 to Jan. 2000
	unadjusted					
	$ millions		% change	$ millions		% change
Commodities						
Food and beverages	2,376	2,510	5.6	2,071	1,960	-5.4
Clothing, footwear and accessories	2,101	2,121	1.0	789	801	1.5
Home furnishings and electronics	1,391	1,519	9.2	672	757	12.6
Health and personal care products	575	662	15.0	392	431	9.8
Housewares	375	414	10.3	255	263	2.8
Sporting and leisure goods	609	662	8.7	182	198	8.5
Hardware and lawn and garden products	222	251	12.9	153	148	-3.5
All other goods and services	704	785	11.5	512	543	6.0
Total	**8,354**	**8,922**	**6.8**	**5,027**	**5,100**	**1.4**

r *Revised figures.*
p *Preliminary figures.*

■

Short-term Expectations Survey

February 2000 to May 2000

Results for the monthly Short-term Expectations Survey of economic forecasters are now available. Responses were obtained between March 21 and March 29.

Forecasters expected the rate of inflation to decrease in the short term. The mean forecast for the year-over-year change in the Consumer Price Index was 2.6% for March, 2.5% for April and 2.4% for May.

Actual inflation was higher than previously expected. The average forecast for February was 2.3%, compared with the actual rate of 2.7%.

At the time of the survey, forecasters were predicting the then-unpublished monthly growth rates in gross domestic product would hold steady at 0.3% per month from January to March. Since then, the actual rate for January has been posted at 0.5%.

Short-term expectations survey

	Average forecasts					Actual figures	
	Jan	Feb.	March	April	May	Jan.	Feb.
	% yearly growth						
Consumer Price Index							
Initial forecast	2.2	2.2	2.4	1.9	2.4	2.3	2.7
First revision	2.3	2.5	2.1	2.5	..	..	..
Second revision	2.6	2.3	2.6	..	..	..	..
	% monthly growth, seasonally adjusted, constant $1992						
Gross domestic product							
Initial forecast	0.2	0.3	0.3	..	..	0.5	..
First revision	0.2	0.3	..	..	..	..	..
Second revision	0.3	..	..	..	..	..	..
	$ billion						
Exports							
Initial forecast	31.0	31.6	31.6	33.5	..	33.2	..
First revision	31.6	32.0	33.6	..	..	..	..
Second revision	32.0	33.3	..	..	..	..	..
Imports							
Initial forecast	28.1	28.3	29.3	29.0	..	28.6	..
First revision	28.2	29.0	28.9	..	..	..	..
Second revision	28.8	28.7	..	..	..	..	..
Balance							
Initial forecast	2.9	3.3	2.3	4.5	..	4.6	..
First revision	3.4	3.0	4.7	..	..	..	..
Second revision	3.2	4.6	..	..	..	..	..
	seasonally adjusted %						
Unemployment rate							
Initial forecast	7.3	7.0	6.9	6.8	6.8	6.8	6.8
First revision	7.0	7.0	6.8	6.8	..	..	..
Second revision	7.0	6.8	6.8	..	..	..	..
Labour force participation rate							
Initial forecast	65.5	65.6	65.6	65.7	66.0	65.7	65.8
First revision	65.6	65.6	65.7	65.9	..	..	..
Second revision	65.6	65.7	65.8	..	..	..	..

.. *Figures not available.*

Forecasters were also asked to predict values for the international trade surplus for February, March and April. The survey suggests that the surplus will hover very closely to the actual value of $4.6 billion observed for January. Mean forecasts were: $4.6 billion for February, $4.7 billion for March and $4.5 billion for April.

Little change was expected in the unemployment rate, which stood at 6.8% for February. On average, the forecasters expected this rate to hold steady at 6.8% through to May.

The next release of results from the Short-term Expectations Survey will be on May 3.

For more information, for a set of tables, or to enquire about the concepts, methods or data quality of this survey, contact Jamie Brunet (613-951-6684; fax: 613-951-1572; *jamie.brunet@statcan.ca*), Small Business and Special Surveys Division. ■

Domestic sales of refined petroleum products

February 2000 (preliminary)

Sales of refined petroleum products totalled 7 516 500 cubic metres in February, up 5.2% from the same month a year earlier. The increase is reduced to 1.5% when adjusted for the extra day in February because leap year 2000. Total motor gasoline sales increased by 5.3% (or +1.7% adjusted) from the previous year; however, sales of mid- and premium grades dropped by 24.4% and 20.4% (or -25.5% and -23.1% adjusted), respectively. Increases were recorded for diesel fuel oil (+19.0% or +14.9% adjusted) and other refined products (+14.6% or +10.6% adjusted). The other refined products category includes asphalt, lube oils, stove oil and petroleum coke.

Year-to-date sales of refined petroleum products were up 198 800 cubic metres (+1.3%) over the same period in 1999. Sales rose for four of the seven major product groups; the largest advances were for diesel fuel (+381 000 cubic metres or +11.6%) and other refined products (+224 700 cubic metres or +19.5%). Heavy fuel oil decreased by 27.8%, while petrochemical feedstocks dropped by 14.7%.

Sales of refined petroleum products

	Feb. 1999[r]	Feb. 2000[p]	Feb. 1999 to Feb. 2000
	thousands of cubic metres		% change
Total, all products	**7 147.1**	**7 516.5**	**5.2**
Motor gasoline	2 797.8	2 946.0	5.3
Diesel fuel oil	1 582.5	1 883.2	19.0
Light fuel oil	679.0	703.2	3.6
Heavy fuel oil	699.3	555.2	-20.6
Aviation turbo fuels	397.3	405.2	2.0
Petrochemical feedstocks[1]	393.8	339.4	-13.8
All other refined products	597.4	684.4	14.6
	Jan. 1999 to Feb. 1999[r]	Jan. 2000 to Feb. 2000[p]	Jan.-Feb. 1999 to Jan.-Feb. 2000
Total, all products	**14 801.8**	**15 000.6**	**1.3**
Motor gasoline	5 719.3	5 874.3	2.7
Diesel fuel oil	3 285.1	3 666.1	11.6
Light fuel oil	1 486.9	1 439.6	-3.2
Heavy fuel oil	1 453.0	1 049.1	-27.8
Aviation turbo fuels	872.0	883.3	1.3
Petrochemical feedstocks[1]	831.0	709.0	-14.7
All other refined products	1 154.5	1 379.2	19.5

r *Revised*
p *Preliminary*
1 *Materials produced by refineries that are used by the petrochemical industry to produce chemicals, synthetic rubber and a variety of plastics.*

Available on CANSIM: matrices 628-642 and 644-647.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Michael Westland (613-951-3060; *westmic@statcan.ca*) or Eleonore Harding (613-951-5708; *hardele@statcan.ca*), Energy Section, Manufacturing, Construction and Energy Division. ■

PUBLICATIONS RELEASED

Coal and coke statistics, January 2000
Catalogue number 45-002-XIB ($9/$85).

Energy statistics handbook, March 2000
Catalogue number 57-601-UPB ($387).

Energy statistics handbook, March 2000
Catalogue number 57-601-XDE ($284).

Annual demographic statistics, 1999
Catalogue number 91-213-XIB ($56).

Annual demographic statistics, 1999
Catalogue number 91-213-XPB ($125).

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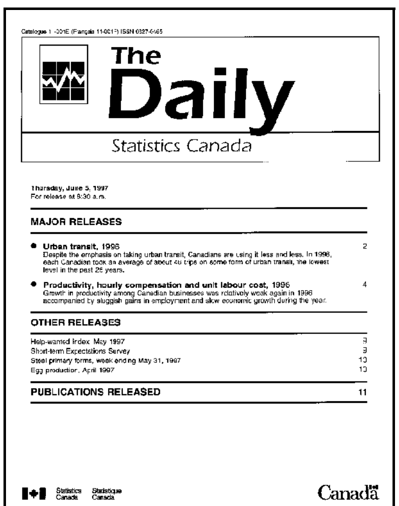
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The Daily

Statistics Canada

Thursday, June 5, 1997
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MAJOR RELEASES

- **Urban transit,** 1996 — 2
  Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about 45 trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost,** 1996 — 4
  Growth in productivity among Canadian businesses was relatively weak again in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

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PUBLICATIONS RELEASED 11

Statistics Canada Statistique Canada

Canada

Statistics Canada's official release bulletin

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