



The Daily

Statistics Canada

Wednesday, April 23, 2008

Released at 8:30 a.m. Eastern time

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Releases

Retail trade

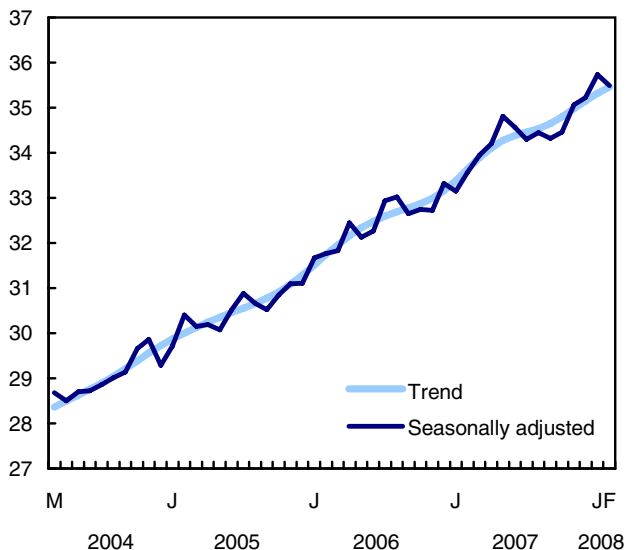
February 2008

After a strong start to the year, retailers reported their first sales decrease in five months in February.

Retail sales fell 0.7% in February to an estimated \$35.5 billion. None of the eight retail trade sectors showed higher sales in February, and two posted reductions of 1.0% or more. Despite the decline in February, and moderate sales in the middle of 2007, retail sales have generally been rising at a rapid clip since 2004.

Retail sales fall for the first time in five months

\$ billions



strong increases in January. Sales remained relatively stable for the second consecutive month in Alberta and Saskatchewan.

Available on CANSIM: tables 080-0014 to 080-0017.

Definitions, data sources and methods: survey numbers, including related surveys, 2406 and 2408.

The February 2008 issue of *Retail Trade* (63-005-XWE, free) will be available shortly.

Data on retail trade for March will be released on May 22.

For more information, or to order data, contact Client Services (613-951-3549; toll-free 1-877-421-3067; retailinfo@statcan.ca). For analytical information, or to enquire about concepts, methods or data quality, contact Claude Bilodeau (613-951-1816), Distributive Trades Division.

Retail sales

	February 2007 ^r	January 2008 ^r	February 2008 ^p	February 2007 to February 2008
Unadjusted				
	\$ millions			% change
Automotive	9,027	10,458	10,247	13.5
New car dealers	4,815	5,331	5,241	8.8
Used and recreational motor vehicle and parts dealers	1,056	1,222	1,196	13.2
Gasoline stations	3,156	3,905	3,810	20.7
Furniture, home furnishings and electronics stores	1,936	2,293	2,127	9.8
Furniture stores	656	768	706	7.7
Home furnishings stores	398	452	430	7.9
Computer and software stores	116	123	113	-2.4
Home electronics and appliance stores	766	950	878	14.5
Building and outdoor home supplies stores	1,399	1,626	1,529	9.3
Home centres and hardware stores	1,124	1,335	1,227	9.1
Specialized building materials and garden stores	275	291	302	9.8
Food and beverage stores	6,505	7,108	7,073	8.7
Supermarkets	4,850	5,367	5,240	8.0
Convenience and specialty food stores	670	738	728	8.7
Beer, wine and liquor stores	985	1,003	1,105	12.2
Pharmacies and personal care stores	2,124	2,360	2,289	7.8
Clothing and accessories stores	1,313	1,514	1,416	7.8
Clothing stores	984	1,177	1,064	8.1
Shoe, clothing accessories and jewellery stores	329	337	352	7.1
General merchandise stores	2,908	3,354	3,143	8.1
Miscellaneous retailers	1,357	1,577	1,445	6.5
Sporting goods, hobby, music and book stores	638	799	668	4.7
Miscellaneous store retailers	719	778	777	8.0
Total retail sales	26,569	30,291	29,268	10.2
Total excluding new car dealers, used and recreational motor vehicle and parts dealers	20,698	23,737	22,832	10.3
Provinces and territories				
Newfoundland and Labrador	405	468	460	13.6
Prince Edward Island	100	112	111	10.6
Nova Scotia	749	855	835	11.4
New Brunswick	587	669	666	13.4
Quebec	5,710	6,556	6,392	11.9
Ontario	9,475	10,907	10,311	8.8
Manitoba	888	1,060	1,029	16.0
Saskatchewan	787	985	952	21.0
Alberta	3,964	4,409	4,300	8.5
British Columbia	3,803	4,159	4,098	7.8
Yukon	33	35	35	5.1
Northwest Territories	49	53	58	19.4
Nunavut	19	21	21	15.5

^r revised

^p preliminary

Note: Figures may not add up to total due to rounding.

Retail sales

	February 2007 ^r	November 2007 ^r	December 2007 ^r	January 2008 ^r	February 2008 ^p	January to February 2008	February 2007 to February 2008
Seasonally adjusted							
	\$ millions					% change	
Automotive	11,412	12,130	12,372	12,649	12,479	-1.3	9.3
New car dealers	6,203	6,298	6,473	6,645	6,530	-1.7	5.3
Used and recreational motor vehicle and parts dealers	1,508	1,582	1,646	1,694	1,647	-2.8	9.2
Gasoline stations	3,701	4,251	4,253	4,310	4,302	-0.2	16.2
Furniture, home furnishings and electronics stores	2,433	2,506	2,494	2,581	2,565	-0.6	5.4
Furniture stores	826	844	824	861	857	-0.5	3.8
Home furnishings stores	496	494	503	520	516	-0.8	4.1
Computer and software stores	123	119	114	117	115	-1.5	-6.8
Home electronics and appliance stores	988	1,050	1,052	1,082	1,077	-0.5	9.0
Building and outdoor home supplies stores	2,162	2,233	2,231	2,274	2,268	-0.3	4.9
Home centres and hardware stores	1,747	1,802	1,819	1,837	1,831	-0.4	4.8
Specialized building materials and garden stores	415	431	411	437	438	0.1	5.5
Food and beverage stores	7,550	7,821	7,760	7,814	7,816	0.0	3.5
Supermarkets	5,433	5,604	5,567	5,596	5,599	0.1	3.1
Convenience and specialty food stores	802	839	835	840	836	-0.5	4.2
Beer, wine and liquor stores	1,315	1,377	1,358	1,379	1,381	0.2	5.1
Pharmacies and personal care stores	2,317	2,393	2,393	2,411	2,394	-0.7	3.3
Clothing and accessories stores	1,948	2,024	1,976	2,032	2,012	-1.0	3.3
Clothing stores	1,488	1,549	1,506	1,562	1,544	-1.1	3.8
Shoe, clothing accessories and jewellery stores	460	475	470	470	468	-0.4	1.8
General merchandise stores	4,005	4,148	4,204	4,175	4,167	-0.2	4.1
Miscellaneous retailers	1,734	1,814	1,797	1,797	1,784	-0.7	2.8
Sporting goods, hobby, music and book stores	874	890	888	887	883	-0.4	1.1
Miscellaneous store retailers	861	925	910	910	901	-1.1	4.7
Total retail sales	33,561	35,068	35,227	35,733	35,487	-0.7	5.7
Total excluding new car dealers, used and recreational motor vehicle and parts dealers	25,850	27,189	27,108	27,394	27,309	-0.3	5.6
Provinces and territories							
Newfoundland and Labrador	536	560	571	584	582	-0.3	8.7
Prince Edward Island	135	138	138	142	141	-0.9	4.4
Nova Scotia	958	987	979	1,014	1,017	0.3	6.1
New Brunswick	757	796	788	808	817	1.1	7.9
Quebec	7,377	7,700	7,635	7,892	7,907	0.2	7.2
Ontario	11,994	12,423	12,541	12,749	12,539	-1.6	4.5
Manitoba	1,124	1,214	1,234	1,251	1,248	-0.2	11.0
Saskatchewan	1,008	1,146	1,169	1,170	1,170	0.0	16.0
Alberta	4,959	5,189	5,213	5,194	5,192	0.0	4.7
British Columbia	4,594	4,786	4,831	4,799	4,744	-1.1	3.3
Yukon	44	43	44	44	44	-0.4	1.3
Northwest Territories	54	61	60	62	62	0.9	14.4
Nunavut	22	24	24	25	24	-3.1	9.3

^r revised

^p preliminary

Note: Figures may not add up to total due to rounding.



Study: New motor vehicle sales, year in review 2007

Canadian motorists established a number of firsts when it came to buying new motor vehicles last year, according to a review of annual data for 2007.

For the first time since 2003, drivers in Alberta fell from first place in terms of percentage growth of the number of new motor vehicles sold. Unit sales in Alberta rose 3.3%, well behind the increase of 16.8% in Newfoundland and Labrador, which led the pack.

For the first time since 2001, the average amount spent on a new motor vehicle sold in Canada fell from the previous year. On average, drivers spent \$31,723 for a new motor vehicle in 2007, down 2.0% from \$32,386 in 2006. This change could reflect a difference in the type of vehicles purchased, as well as the price of vehicles.

The traditional "Big Three" automakers no longer controlled a majority of the market for North American-built passenger cars. In 2007, their market share fell below 50%. The "Big Three" accounted for only 49.1% of the Canadian market for North-American-built passenger cars. In 2000, they accounted for 67.9%.

Dealers sold 1,690,538 new vehicles in 2007, a 1.5% increase over 2006 and the second highest level since data started to be collected in 1946. Although this was the third consecutive annual increase, the level still fell short of the record set in 2002.

In 1992, passenger cars made up about two-thirds of new vehicle sales. In 2007, they accounted for only about half (50.8%); this proportion was down slightly from 2006.

Sales of passenger cars slipped 0.5% to 859,003 units in 2007. Most of this decline was in North American-built models, where sales fell for the fourth time in five years. On the other hand, dealers sold a record high 831,535 new trucks last year (which include minivans, sport-utility vehicles, light and heavy trucks, vans and buses), up 3.5% from 2006.

In total, households and businesses spent \$53.6 billion on new vehicles in 2007. This was a slight 0.6% decline from 2006, despite the 1.5% gain in unit sales. Sluggish sales of heavy trucks and buses had a dampening effect on the dollar value of the new motor vehicle market.

Heavy trucks have a high unit price relative to cars and smaller trucks. Sales of heavy trucks in 2007 were depressed as firms had pulled forward their purchases to comply with the January 1, 2007 implementation of new Environmental Protection Agency emission standards in the United States.

After five consecutive years of double-digit growth, dollar sales of heavy trucks and buses fell 30.6%. New

trucks other than heavy trucks and buses explain most of the increase in unit sales, as well as the increase in dollar sales for new motor vehicles in 2007.

In the passenger car market, Ontario drivers spent the most on these types of new vehicles, \$26,933 on average. Motorists in British Columbia spent the most for trucks, an average of \$40,666.

Definitions, data sources and methods: survey number 2402.

The analytical article "New Motor Vehicle Sales: 2007 in Review" is now available online as part of the *Analysis in Brief* (11-621-MWE2008069, free) series from the *Publications* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Joseph Patrick Dunlavy (613-951-0193), Distributive Trades Division. ■

Railway carloadings

February 2008

The Canadian railway industry loaded about 21.5 million metric tonnes in February, a 5.1% decline from January. The decline in loadings is typical for February as it is a shorter month.

On a year-over-year basis, however, February's loadings were higher than the 20.1 million metric tonnes loaded by the industry in 2007 when it was affected by a 15-day rail strike. It was also higher than the 21.2 million metric tonnes loaded in 2006.

While the extra day brought on by having a leap year had an impact on the increased year-over-year loadings, the industry was not without its own challenges during the month. In particular, the industry faced a number of derailments and the continued effects of a harsh winter.

Non-intermodal loadings, which comprise the majority of the loadings for the industry, decreased 5.1% to 19.3 million metric tonnes. The decrease in loadings was widespread, with declines in 49 of the 64 commodity classifications.

Despite this drop, manufactured products continued its strong growth, with double-digit increases in three of its core commodity classifications. These include freight motor vehicles (+40.4%), automobiles and minivans (+22.4%) and parts and accessories for motor vehicles (+13.6%).

The rise in automotive loadings may be the result of dealerships stocking their lots with new vehicles in anticipation of demand from price reductions and incentives offered by manufacturers.

A similar picture can be painted on the intermodal loadings side of things, as loadings decreased 5.7% to 2.2 million metric tonnes in February.

The decrease was primarily the result of a drop in containerized cargo shipments, which fell 5.8% to 2.1 million metric tonnes.

Rail freight traffic coming from the United States also fell for the month, declining 2.3% to 2.7 million metric tonnes.

On a year-over-year basis, commodity loadings transported within and into Canada rose in February. Traffic received from the United States led the way, climbing 20.6% from February 2007, while non-intermodal and intermodal loadings rose 7.2% and 6.5%, respectively.

The annual increase in tonnage from US inbound traffic is attributable to a 22.5% rise in the number of carloadings.

Available on CANSIM: table 404-0002.

Definitions, data sources and methods: survey number 2732.

The February 2008 issue of *Monthly Railway Carloadings*, Vol. 85, no. 2 (52-001-XWE, free) is now available from the *Publications* module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the Dissemination Unit (toll-free 1-866-500-8400; fax: 613-951-0009; transportationstatistics@statcan.ca), Transportation Division. ■

Residential Telephone Service Survey

December 2007

Fewer than one-quarter of Canadian households now use only traditional land-line telephone service as the nation shifts more and more to cell phones, cable or "Voice over Internet Protocol" telephone services, according to new data from the Residential Telephone Service Survey.

In just one year, technological improvements and increased availability of alternative methods of getting phone service have resulted in large shifts in how households communicate by phone.

In December 2006, an estimated 3.8 million households, or 29.6% of the total, reported using only traditional land-line telephone service.

By December 2007, this had declined to 3.1 million households, or 24.0% of the total.

In general, rates of land-line only households declined from east to west. Households in Newfoundland and Labrador and New Brunswick reported the highest rates of land-line service. The

lowest were reported by households in Alberta and British Columbia.

On the other hand, in December 2007, 72.4% of households reported having at least one cell phone, up from 67.1% a year earlier.

Provincially, this proportion ranged from a high of 83.5% of households in Alberta to a low of 63.2% in Quebec.

The proportion of households relying solely on cell phones increased modestly over the previous year. In December 2007, 6.4% of households reported they had only a cell phone, up from 5.1% a year earlier.

For the first time, survey data were able to measure the change in use of two additional telecommunication technologies: cable telephone services and "Voice over Internet Protocol (VoIP)" services.

Cable telephone services offered by cable television companies allow subscribers to deliver and receive telephone calls over a cable network. "Voice over IP" or "VoIP" services let customers make and receive calls using the Internet.

Between December 2006 and December 2007, the proportion of households that reported using cable or VoIP telephone services rose from 10.7% to 14.9%.

Overall, 19.5% of households used these services in Quebec and 15.4% in Alberta, compared with 7.5% in Newfoundland and Labrador and Saskatchewan.

Among households that did not use land-line telephone services in 2007, nearly half (47%) said they did not need the service because they had cell phone or VoIP service.

The survey also showed that 0.9% of households did not have any telephone service at all. This rate was slightly lower than the 1.3% reported during the previous year.

Note: The Residential Telephone Service Survey, conducted since the fall of 1998, is now carried out for Bell Aliant Regional Communications, Limited Partnership, Bell Canada, MTS Allstream Inc., Northwestel Inc., Saskatchewan Telecommunications and TELUS Communications Company. It monitors residential phone penetration rates and reasons for non-subscribing to assist the Canadian Radio-Television and Telecommunications Commission in making decisions on rate increases and decreases, or subsidies.

Definitions, data sources and methods: survey number 4426.

The microdata file *Residential Telephone Service Survey*, December 2007 (56M0001XCB, \$535) is now available. Information in this file is from the December

survey and refers to telephone service penetration rates in all 10 provinces. See *How to order products*.

For more information on related products and services, or to enquire about the concepts, methods or

data quality of this release, contact Client Services (toll-free 1-800-461-9050; 613-951-3321; fax: 613-951-4527; ssd@statcan.ca), Special Surveys Division.

Proportion of households by type of phone service in December

	Land-line	Land-line only	Cell phone	Cell phone only	Cable or VoIP with/without other services
2006					
Canada	90.6	29.6	67.1	5.1	10.7
Newfoundland and Labrador	95.3	36.1	62.0	3.3	5.0
Prince Edward Island	92.9	32.8	64.7	4.7	5.9
Nova Scotia	93.2	31.6	63.9	3.4	10.9
New Brunswick	94.5	39.6	57.7	3.7	5.4
Quebec	86.6	36.9	58.0	5.1	13.3
Ontario	92.6	27.1	70.6	4.4	9.7
Manitoba	90.9	33.4	62.7	5.4	11.6
Saskatchewan	95.7	29.0	68.3	2.9	6.5
Alberta	88.3	17.3	80.4	8.1	13.7
British Columbia	91.5	27.8	69.3	6.0	8.9
2007					
Canada	86.9	24.0	72.4	6.4	14.9
Newfoundland and Labrador	94.2	31.5	66.2	3.9	7.5
Prince Edward Island	92.1	28.0	67.8	5.4	10.4
Nova Scotia	92.3	26.9	70.0	5.2	14.0
New Brunswick	93.8	31.9	65.2	4.2	9.9
Quebec	77.9	30.3	63.2	6.3	19.5
Ontario	90.6	22.4	75.1	5.3	14.0
Manitoba	90.0	25.0	71.4	6.9	11.4
Saskatchewan	94.5	24.8	73.6	4.0	7.5
Alberta	88.8	14.3	83.5	7.7	15.4
British Columbia	86.2	20.8	76.2	10.2	13.1

Aircraft movement statistics: Major airports

March 2008

Aircraft take-offs and landings at Canadian airports with NAV CANADA air traffic control towers and flight service stations increased in March 2008 compared with the same month a year earlier. These 95 airports reported 501,663 movements in March, up 3.5% compared with the same month a year earlier.

The March 2008 issue of *Aircraft Movement Statistics: NAV CANADA Towers and Flight Service Stations* (51-007-XWE, free) is now available from the *Publications* module of our website. This report is a joint publication of Statistics Canada and Transport Canada. It is also known as Transport Canada report TP 141.

Available on CANSIM: tables 401-0007 to 401-0020.

Definitions, data sources and methods: survey number 2715.

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

contact Client Services (toll-free 1-866-500-8400; transportationstatistics@statcan.ca), Transportation Division.

Refined petroleum products

February 2008 (preliminary)

Data on the production, inventories and domestic sales of refined petroleum products are now available for February. Other selected data about these products are also available.

Definitions, data sources and methods: survey number 2150.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (613-951-9497; toll-free 1-866-873-8789; energy@statcan.ca), Manufacturing, Construction and Energy Division.

New products

Analysis in Brief: "New Motor Vehicle Sales: 2007 in Review", no. 69
Catalogue number 11-621-MWE2008069
(free).

Aircraft Movement Statistics: NAV CANADA Towers and Flight Service Stations, March 2008
Catalogue number 51-007-XWE
(free).

Monthly Railway Carloadings, February 2008, Vol. 85, no. 2
Catalogue number 52-001-XWE
(free).

Residential Telephone Service Survey, December 2007
Catalogue number 56M0001XCB (\$535).

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How to order products

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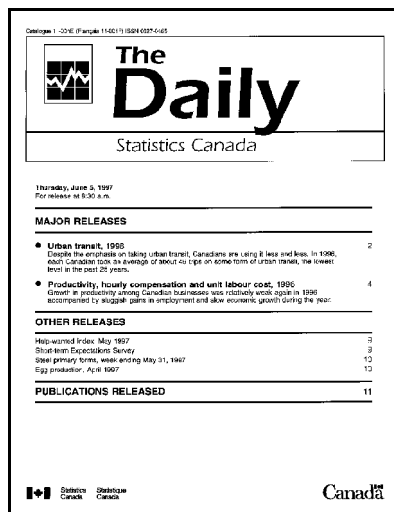
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Statistics Canada's official release bulletin

Catalogue 11-001-XIE.

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