

# The Daily

## Statistics Canada

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#### **Retail trade, January 2009**

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Retail sales rose 1.9% in January after decreasing 5.2% in December. Sales rose in five of the eight retail sectors, led by a 3.8% increase in the automotive sector. In volume terms, retail sales were up 1.8%.

#### **New motor vehicle sales, January 2009**

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## Releases

### Retail trade

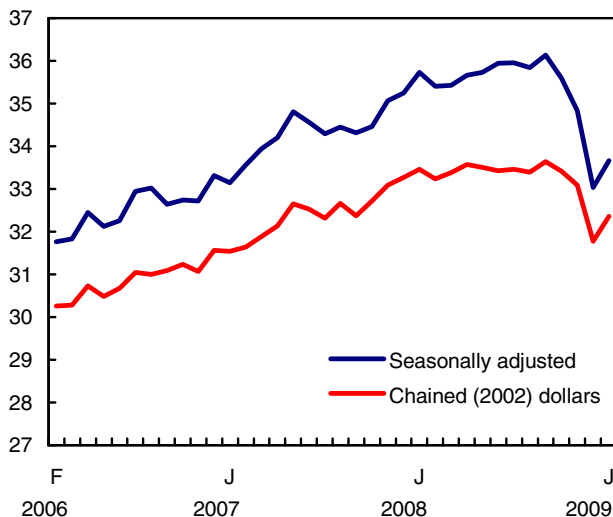
January 2009

Retail sales rose 1.9% in January to \$33.7 billion after declining 5.2% in December, which was the largest monthly decline in more than 15 years. Sales rose in five of the eight retail sectors, led by a 3.8% increase in the automotive sector. In volume terms, retail sales rose 1.8%.

Since peaking in September 2008, the monthly level of retail sales in current dollars has fallen by about 7%. The main contributors to this shift in level were lower unit sales of new motor vehicles and reduced gasoline prices.

#### Higher retail sales in January did not offset the decline in December

\$ billions



The main contributor to the increase in the automotive sector in January was a 6.4% rise in the value of sales at new car dealers, following a 15.1% decline in December. January's gain reflects a higher number of new motor vehicles sold, according to the New Motor Vehicles Sales Survey. Sales at gasoline stations rose 2.6%, while used and recreational motor vehicle and parts dealers registered a 1.8% decline.

The two sectors where January's increases more than offset December's declines were food and beverage stores (+2.1%) and pharmacies and

#### Note to readers

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

personal care stores (+2.0%). These stores mainly sell products (such as food and prescription drugs) whose consumption is less discretionary than other goods sold by retailers such as automobiles and furniture.

Two sectors registered sales declines in January. Sales at building and home supplies stores fell 1.4%, reflecting in part a continued slump in the housing market. Sales at furniture, home furnishings and electronics stores were down 0.7%.

#### Sales up in nine provinces

After declining in every province in November and December, sales rose in all provinces in January except for a 0.6% decrease in Manitoba. None of the increases offset the declines in December.

British Columbia (+3.1%) posted the largest gain, closely followed by Ontario (+3.0%) and Saskatchewan (+2.9%).

It is now possible to consult the tables of raw data by [industry](#) and by [province and territory](#) from the *Tables by subject* module of our website.

For information on related indicators, refer to the [Latest statistics](#) page on our website.

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

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

The January 2009 issue of *Retail Trade* (63-005-XWE, free) will be available shortly.

Data on retail trade for February will be released on April 23.

For more information, or to order data, contact Client Services (613-951-3549; toll-free 1-877-421-3067; [retailinfo@statcan.gc.ca](mailto:retailinfo@statcan.gc.ca)). For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Serge Grenier (613-951-3566), Distributive Trades Division.

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## Retail sales

	January 2008	October 2008 <sup>r</sup>	November 2008 <sup>r</sup>	December 2008 <sup>r</sup>	January 2009 <sup>p</sup>	December 2008 to January 2009	January 2008 to January 2009
Seasonally adjusted							
	\$ millions					% change	
<b>Automotive</b>	<b>12,654</b>	<b>12,090</b>	<b>11,300</b>	<b>9,964</b>	<b>10,342</b>	<b>3.8</b>	<b>-18.3</b>
New car dealers	6,635	6,071	5,867	4,982	5,299	6.4	-20.1
Used and recreational motor vehicle and parts dealers	1,694	1,658	1,648	1,569	1,540	-1.8	-9.1
Gasoline stations	4,326	4,361	3,786	3,413	3,503	2.6	-19.0
<b>Furniture, home furnishings and electronics stores</b>	<b>2,587</b>	<b>2,541</b>	<b>2,520</b>	<b>2,452</b>	<b>2,435</b>	<b>-0.7</b>	<b>-5.9</b>
Furniture stores	863	824	826	803	795	-1.0	-7.9
Home furnishings stores	524	495	476	451	449	-0.5	-14.3
Computer and software stores	117	116	110	101	104	3.7	-10.7
Home electronics and appliance stores	1,083	1,105	1,108	1,097	1,086	-1.0	0.3
<b>Building and outdoor home supplies stores</b>	<b>2,265</b>	<b>2,253</b>	<b>2,253</b>	<b>2,129</b>	<b>2,100</b>	<b>-1.4</b>	<b>-7.3</b>
Home centres and hardware stores	1,832	1,832	1,842	1,718	1,686	-1.9	-8.0
Specialized building materials and garden stores	433	421	411	411	414	0.7	-4.4
<b>Food and beverage stores</b>	<b>7,806</b>	<b>8,106</b>	<b>8,163</b>	<b>8,063</b>	<b>8,233</b>	<b>2.1</b>	<b>5.5</b>
Supermarkets	5,590	5,879	5,902	5,856	5,983	2.2	7.0
Convenience and specialty food stores	839	840	848	841	849	0.8	1.1
Beer, wine and liquor stores	1,377	1,387	1,413	1,365	1,402	2.7	1.8
<b>Pharmacies and personal care stores</b>	<b>2,413</b>	<b>2,466</b>	<b>2,460</b>	<b>2,423</b>	<b>2,472</b>	<b>2.0</b>	<b>2.5</b>
<b>Clothing and accessories stores</b>	<b>2,028</b>	<b>1,977</b>	<b>1,975</b>	<b>1,902</b>	<b>1,959</b>	<b>3.0</b>	<b>-3.4</b>
Clothing stores	1,559	1,512	1,518	1,466	1,506	2.7	-3.4
Shoe, clothing accessories and jewellery stores	468	465	456	436	453	3.8	-3.2
<b>General merchandise stores</b>	<b>4,176</b>	<b>4,356</b>	<b>4,341</b>	<b>4,320</b>	<b>4,322</b>	<b>0.0</b>	<b>3.5</b>
<b>Miscellaneous retailers</b>	<b>1,799</b>	<b>1,807</b>	<b>1,816</b>	<b>1,777</b>	<b>1,803</b>	<b>1.5</b>	<b>0.3</b>
Sporting goods, hobby, music and book stores	888	882	895	894	901	0.9	1.5
Miscellaneous store retailers	910	925	920	883	902	2.1	-0.9
<b>Total retail sales</b>	<b>35,728</b>	<b>35,594</b>	<b>34,828</b>	<b>33,031</b>	<b>33,666</b>	<b>1.9</b>	<b>-5.8</b>
<b>Total excluding new car dealers, used and recreational motor vehicle and parts dealers</b>	<b>27,399</b>	<b>27,866</b>	<b>27,313</b>	<b>26,479</b>	<b>26,827</b>	<b>1.3</b>	<b>-2.1</b>
<b>Provinces and territories</b>							
Newfoundland and Labrador	586	613	590	565	571	1.0	-2.7
Prince Edward Island	142	145	142	135	138	2.2	-2.7
Nova Scotia	1,015	1,020	996	962	980	1.8	-3.5
New Brunswick	806	831	805	782	791	1.2	-1.8
Quebec	7,893	8,012	7,894	7,587	7,607	0.3	-3.6
Ontario	12,755	12,631	12,335	11,568	11,914	3.0	-6.6
Manitoba	1,252	1,270	1,248	1,204	1,197	-0.6	-4.4
Saskatchewan	1,172	1,212	1,201	1,127	1,160	2.9	-1.0
Alberta	5,178	5,062	4,949	4,723	4,799	1.6	-7.3
British Columbia	4,797	4,669	4,542	4,255	4,387	3.1	-8.5
Yukon	44	45	43	41	42	4.3	-4.7
Northwest Territories	61	59	57	56	56	-0.1	-9.0
Nunavut	25	26	26	25	25	-0.4	1.4

<sup>r</sup> revised

<sup>p</sup> preliminary

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

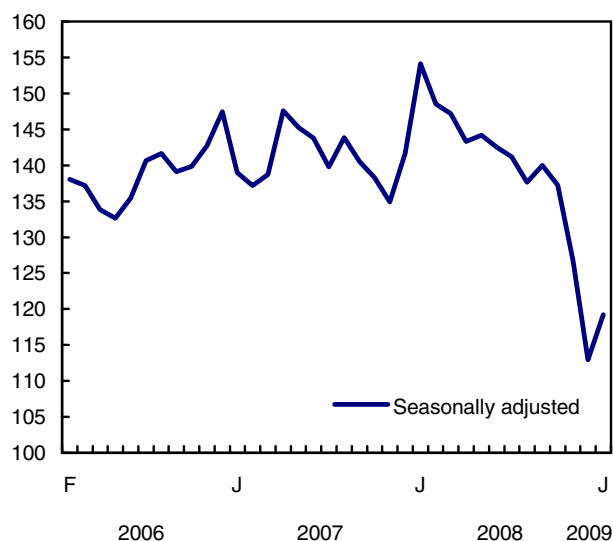
## New motor vehicle sales

January 2009

The number of new motor vehicles sold rose 5.5% to 119,231 units in January. Monthly sales have averaged close to 120,000 units since November 2008, whereas the average over the last three years was about 140,000 units.

### New motor vehicle sales rise in January

thousands of units



Preliminary industry data indicate that the number of new motor vehicles sold fell about 2% in February.

### Truck and passenger car sales both rise

Sales of new trucks (which include minivans, sport-utility vehicles, light and heavy trucks, vans and

buses) were up 8.6% to 58,784 units. This did not offset the decline observed in December.

Sales of passenger cars increased 2.7% to 60,447 units in January. This growth was driven by North American-built passenger cars, which rose 3.5% after declines of around 12% in each of the previous two months.

### Sales up in eight provinces

The number of new motor vehicles sold was up in eight provinces in January. Except for Prince Edward Island, the increases in January did not offset December's declines.

Lower sales were posted in Quebec and Nova Scotia. Sales in Quebec have been falling gradually since peaking in early 2008.

Available on CANSIM: table 079-0003.

**Definitions, data sources and methods: survey number 2402.**

The January 2009 issue of *New Motor Vehicle Sales* (63-007-XWE, free) will be available soon.

Data on new motor vehicle sales for February will be released on April 15.

For more information, or to order data, contact Client Services (toll-free 1-877-421-3067; 613-951-3549; [retailinfo@statcan.gc.ca](mailto:retailinfo@statcan.gc.ca)). To enquire about the concepts, methods or data quality of this release, contact Mark Switzer (613-951-7137), Distributive Trades Division.

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## New motor vehicle sales

	January 2008	December 2008 <sup>r</sup>	January 2009 <sup>p</sup>	January 2008 to January 2009	December 2008 to January 2009
Seasonally adjusted					
	number of vehicles			% change	
<b>New motor vehicles</b>	<b>154,105</b>	<b>112,976</b>	<b>119,231</b>	<b>-22.6</b>	<b>5.5</b>
Passenger cars	82,061	58,868	60,447	-26.3	2.7
North American <sup>1</sup>	53,587	34,662	35,888	-33.0	3.5
Overseas	28,474	24,206	24,559	-13.7	1.5
Trucks, vans and buses	72,044	54,108	58,784	-18.4	8.6
<b>New motor vehicles</b>					
Newfoundland and Labrador	3,069	2,099	2,183	-28.9	4.0
Prince Edward Island	510	393	444	-12.9	13.0
Nova Scotia	4,746	3,570	3,503	-26.2	-1.9
New Brunswick	3,299	2,766	2,856	-13.4	3.3
Quebec	40,002	31,047	30,026	-24.9	-3.3
Ontario	54,618	38,183	42,080	-23.0	10.2
Manitoba	4,361	3,532	3,753	-13.9	6.3
Saskatchewan	4,327	3,452	3,995	-7.7	15.7
Alberta	21,988	16,182	17,360	-21.0	7.3
British Columbia <sup>2</sup>	17,185	11,752	13,031	-24.2	10.9
	January 2008	December 2008 <sup>r</sup>	January 2009 <sup>p</sup>	January 2008 to January 2009	
Unadjusted					
	number of vehicles			% change	
<b>New motor vehicles</b>	<b>105,546</b>	<b>97,164</b>	<b>78,812</b>	<b>-25.3</b>	
Passenger cars	51,847	44,974	35,946	-30.7	
North American <sup>1</sup>	34,557	28,021	21,581	-37.5	
Overseas	17,290	16,953	14,365	-16.9	
Trucks, vans and buses	53,699	52,190	42,866	-20.2	
<b>New motor vehicles</b>					
Newfoundland and Labrador	1,710	1,404	1,125	-34.2	
Prince Edward Island	288	297	249	-13.5	
Nova Scotia	3,115	2,783	2,149	-31.0	
New Brunswick	2,138	2,153	1,779	-16.8	
Quebec	25,041	21,582	17,636	-29.6	
Ontario	37,288	35,481	27,732	-25.6	
Manitoba	2,949	3,317	2,430	-17.6	
Saskatchewan	2,958	3,432	2,736	-7.5	
Alberta	16,968	15,457	13,197	-22.2	
British Columbia <sup>2</sup>	13,091	11,258	9,779	-25.3	

<sup>r</sup> revised

<sup>p</sup> preliminary

1. Manufactured or assembled in Canada, the United States or Mexico.

2. Includes Yukon, the Northwest Territories and Nunavut.

**Note:** Figures may not add up to totals due to rounding.

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## Aircraft movement statistics: Major airports

February 2009

Aircraft take-offs and landings at Canadian airports with NAV CANADA air traffic control towers and flight service stations decreased 3.7% in February compared with the same month a year earlier. These 93 airports reported 419,281 movements in February compared with 435,196 movements at 95 airports in February 2008.

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

**Definitions, data sources and methods: survey number 2715.**

The February 2009 issue of *Aircraft Movement Statistics: NAV CANADA Towers and Flight Service Stations (TP 141)* (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.

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.gc.ca](mailto:transportationstatistics@statcan.gc.ca)), Transportation Division. ■

## Investment in new housing construction

January 2009

Data on the investment in new housing construction (including single dwellings, semi-detached dwellings, row housing, apartments and condominiums) are now available for January.

These series are not offered on CANSIM.

**Definitions, data sources and methods: survey number 5155.**

For more information, to order data, or to enquire about the concepts, methods or data quality of this release, contact Bechir Oueriemmi (613-951-1165; [bdp\\_information@statcan.gc.ca](mailto:bdp_information@statcan.gc.ca)), Investment and Capital Stock Division. ■

## Large urban transit

January 2009 (preliminary)

Combined ridership and revenue levels for the 10 largest urban transit systems in Canada decreased in January 2009 compared with the same month last year.

These 10 companies represent about 80% of total urban transit across the country.

Ridership levels fell 7.6% to 111.9 million passenger trips in January from January 2008 levels.

The decrease in ridership pulled revenue (excluding subsidies) down 7.6% from January 2008 to \$189.9 million.

The declines in both ridership and revenue were heavily influenced by a labour-management dispute involving an urban transit provider.

**Available on CANSIM: table 408-0004.**

**Definitions, data sources and methods: survey number 2745.**

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; fax: 1-613-951-0009; [transportationstatistics@statcan.gc.ca](mailto:transportationstatistics@statcan.gc.ca)), Transportation Division. ■

## Small for-hire motor carriers of freight and owner operators

2004, 2005 and 2006

Results from the Small For-hire Carriers and Owner Operators Survey for 2004, 2005 and 2006 are now available on request.

**Definitions, data sources and methods: survey number 2800.**

Data will also appear in the *Surface and Marine Transport Service Bulletin* (50-002-XWE, free), which will be available soon.

To order data, or to enquire about the concepts, methods or data quality, contact Client Services (toll-free 1-866-500-8400; fax: 613-951-0009; [transportationstatistics@statcan.gc.ca](mailto:transportationstatistics@statcan.gc.ca)), Transportation Division. ■

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## **Primary iron and steel**

January 2009

Data on primary iron and steel are now available for January.

**Available on CANSIM: tables 303-0048 to 303-0051.**

**Definitions, data sources and methods: survey numbers, including related surveys, 2116 and 2184.**

The January 2009 issue of *Steel, Tubular Products and Steel Wire* (41-019-XWE, free) will soon be available.

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

## New products

**Aircraft Movement Statistics: NAV CANADA Towers and Flight Service Stations (TP 141)**, February 2009  
Catalogue number 51-007-XWE  
(free).

**Specialized Design Services**, 2007  
Catalogue number 63-251-XWE  
(free).

**Canada's International Transactions in Securities**,  
January 2009, Vol. 75, no. 1  
Catalogue number 67-002-XWE  
(free).

All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.

Catalogue numbers with an -XWE, -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; -XPB or -XPE are paper versions; -XDB or -XDE are electronic versions on diskette; -XCB or -XCE are electronic versions on compact disc; -XVB or -XVE are electronic versions on DVD and -XBB or -XBE a database.

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(Release dates are subject to change.)

Release date	Title	Reference period
23	<b>Consumer prices: The year 2008 in review</b>	2008
23	<b>Leading indicators</b>	February 2009
24	<b>Employment Insurance</b>	January 2009