

# The Daily

Statistics Canada

Friday, January 21, 2011

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## Releases

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<b>Retail trade, November 2010</b>	2
Retail sales increased 1.3% in November, reflecting growth at most store types.	
Canadian potato production, 2009 and 2010	5
Investment in new housing construction, November 2010	5
Refined petroleum products, November 2010	5
Crude oil and natural gas production, November 2010	5

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## New products and studies

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6

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**Release dates:** January 24 to 28, 2011

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7



## Releases

### Retail trade

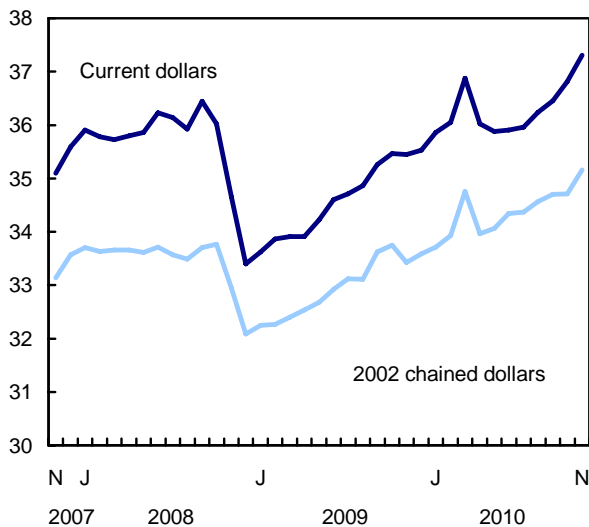
November 2010

Retail sales increased 1.3% to \$37.3 billion in November, reflecting growth at most store types. This marks the sixth consecutive monthly rise in sales and was the largest increase since March 2010.

Sales in volume terms also rose 1.3% after being flat the previous month.

#### Retail sales increase in November

\$ billions



Gains were reported in 8 of 11 subsectors representing roughly 90% of total sales.

In dollar terms, the largest increase among all subsectors was a 2.7% rise in sales at motor vehicle and parts dealers. This growth resulted mainly from a 3.6% increase at new car dealers, the seventh consecutive monthly increase for this industry. Recent strength in sales at new car dealers reflects higher sales of new trucks and used vehicles. Gains were also reported at automotive parts, accessories and tire stores (+8.3%), a fourth consecutive increase. Declines were reported at used car dealers (-1.3%) and other motor vehicle dealers (-9.8%).

Sales at food and beverage stores increased 0.8%, following declines in each of the two previous months.

#### Note to readers

All the data in this release are seasonally adjusted and in current dollars, unless otherwise noted.

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.

Gains were reported by all store types in this subsector. Higher sales at supermarkets and grocery stores (+0.7%) accounted for almost two-thirds of the increase.

Gasoline station sales rose 1.4%, mainly reflecting higher prices at the pump. This was the fifth consecutive monthly increase in sales at gasoline stations.

Clothing and clothing accessories stores registered a 2.4% sales increase in November, more than offsetting October's decline. Higher sales were reported at clothing stores (+2.7%), jewellery, luggage and leather goods stores (+2.5%) and shoe stores (+0.6%).

Sales at sporting goods, hobby, book and music stores (+1.7%) rose for a third consecutive month.

The largest decline occurred at electronics and appliances stores where sales fell 2.2%, more than offsetting the gain reported in October. This was the first decline in sales since July 2010.

Furniture and home furnishing store sales edged down 0.3%. Home furnishing stores (-1.3%) were responsible for the decline. The decrease at home furnishing stores came after three consecutive monthly increases.

#### Sales up in nine provinces

Retail sales increased in nine provinces in November. The largest contributor to the national increase was Ontario (+1.2%), where sales rose for a fourth consecutive month.

The 2.2% sales increase in Alberta was a sixth consecutive monthly gain. Alberta registered the largest increase in the number of new motor vehicles sold in November, according to the New Motor Vehicle Sales Survey.

Quebec retailers registered sales gains of 1.3%, a fifth month of uninterrupted growth.

Sales in British Columbia rose for the fourth month in a row, increasing 1.3%.

The largest gain in the Atlantic provinces was in New Brunswick, where sales rose 2.2%.

The only decline occurred in Nova Scotia, where sales fell 0.7% after three consecutive months of growth.

It is possible to consult the tables of unadjusted 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 080-0020 and 080-0021.

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

The November 2010 issue of *Retail Trade* (63-005-X, free) will be available shortly.

Data on retail trade for December will be released on February 22.

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 Jake W. Purdy (613-951-0984), Distributive Trades Division.

### Retail sales by province and territory

	November 2009	October 2010 <sup>r</sup>	November 2010 <sup>P</sup>	October to November 2010	November 2009 to November 2010
Seasonally adjusted					
	\$ millions			% change	
<b>Canada</b>	<b>35,444</b>	<b>36,816</b>	<b>37,312</b>	<b>1.3</b>	<b>5.3</b>
Newfoundland and Labrador	607	614	621	1.1	2.4
Prince Edward Island	144	148	148	0	2.4
Nova Scotia	1,039	1,075	1,067	-0.7	2.7
New Brunswick	865	876	895	2.2	3.5
Quebec	8,021	8,324	8,433	1.3	5.1
Ontario	12,543	13,100	13,256	1.2	5.7
Manitoba	1,280	1,317	1,335	1.4	4.2
Saskatchewan	1,237	1,274	1,294	1.5	4.6
Alberta	4,755	5,063	5,176	2.2	8.8
British Columbia	4,818	4,886	4,950	1.3	2.7
Yukon	46	52	50	-3.2	8.8
Northwest Territories	60	59	59	0	-1.9
Nunavut	28	28	29	1.7	2.2

<sup>r</sup> revised

<sup>P</sup> preliminary

0 true zero or a value rounded to zero

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

Retail sales by industry

	November 2009	October 2010 <sup>r</sup>	November 2010 <sup>p</sup>	October to November 2010	November 2009 to November 2010
Seasonally adjusted					
	\$ millions			% change	
<b>Total retail trade</b>	<b>35,444</b>	<b>36,816</b>	<b>37,312</b>	<b>1.3</b>	<b>5.3</b>
<b>Total excluding motor vehicle and parts dealers</b>	<b>27,658</b>	<b>28,602</b>	<b>28,877</b>	<b>1.0</b>	<b>4.4</b>
<b>Total excluding motor vehicle and parts dealers and gasoline stations</b>	<b>23,898</b>	<b>24,384</b>	<b>24,598</b>	<b>0.9</b>	<b>2.9</b>
<b>Motor vehicle and parts dealers</b>	<b>7,786</b>	<b>8,214</b>	<b>8,435</b>	<b>2.7</b>	<b>8.3</b>
New car dealers	6,173	6,587	6,826	3.6	10.6
Used car dealers	517	488	482	-1.3	-6.8
Other motor vehicle dealers	576	590	532	-9.8	-7.7
Automotive parts, accessories and tire stores	520	549	594	8.3	14.3
<b>Furniture and home furnishing stores</b>	<b>1,241</b>	<b>1,228</b>	<b>1,224</b>	<b>-0.3</b>	<b>-1.4</b>
Furniture stores	817	789	791	0.2	-3.2
Home furnishings stores	424	438	433	-1.3	2.2
<b>Electronics and appliance stores</b>	<b>1,125</b>	<b>1,175</b>	<b>1,150</b>	<b>-2.2</b>	<b>2.2</b>
<b>Building material and garden equipment and supplies dealers</b>	<b>2,381</b>	<b>2,216</b>	<b>2,253</b>	<b>1.7</b>	<b>-5.3</b>
<b>Food and beverage stores</b>	<b>8,443</b>	<b>8,705</b>	<b>8,775</b>	<b>0.8</b>	<b>3.9</b>
Supermarkets and other grocery (except convenience) stores	6,007	6,187	6,233	0.7	3.8
Convenience stores	589	553	561	1.4	-4.8
Specialty food stores	380	422	423	0.1	11.4
Beer, wine and liquor stores	1,467	1,542	1,558	1.1	6.2
<b>Health and personal care stores</b>	<b>2,599</b>	<b>2,564</b>	<b>2,610</b>	<b>1.8</b>	<b>0.4</b>
<b>Gasoline stations</b>	<b>3,759</b>	<b>4,218</b>	<b>4,279</b>	<b>1.4</b>	<b>13.8</b>
<b>Clothing and clothing accessories stores</b>	<b>1,911</b>	<b>2,057</b>	<b>2,107</b>	<b>2.4</b>	<b>10.2</b>
Clothing stores	1,498	1,599	1,642	2.7	9.6
Shoe stores	220	235	237	0.6	7.7
Jewellery, luggage and leather goods stores	194	223	228	2.5	17.6
<b>Sporting goods, hobby, book and music stores</b>	<b>911</b>	<b>977</b>	<b>994</b>	<b>1.7</b>	<b>9.1</b>
<b>General merchandise stores</b>	<b>4,312</b>	<b>4,574</b>	<b>4,606</b>	<b>0.7</b>	<b>6.8</b>
<b>Miscellaneous store retailers</b>	<b>976</b>	<b>889</b>	<b>880</b>	<b>-1.0</b>	<b>-9.9</b>

<sup>r</sup> revised

<sup>p</sup> preliminary

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



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## Canadian potato production

2009 and 2010 (revised)

Nationally, the 2009 areas and production have been revised downward as a result of revisions to data for Quebec. The Canadian 2009 production stood at 100,859,000 hundredweight (4,574,964 tonnes). The 2010 production reached 97,279,000 hundredweight (4,412,575 tonnes), down 4% from 2009.

**Note:** The publication *Canadian Potato Production* contains additional tables comparing Canada, the United States and Mexico.

**Available on CANSIM:** tables 001-0014, 001-0045 and 001-0070.

**Definitions, data sources and methods:** survey numbers, including related surveys, 3401, 3407, 3446, 3465, 7526 and 7529.

The January 2011 issue of *Canadian Potato Production*, Vol. 8, no. 3 (22-008-X, free), is now available from the *Key resource* module of our website under *Publications*.

For more information, contact Client Services (toll-free 1-800-465-1991). To enquire about the concepts, methodology and data quality of this release, contact Barbara McLaughlin (902-893-7251; [barbara.mclaughlin@statcan.gc.ca](mailto:barbara.mclaughlin@statcan.gc.ca)), Agriculture Division. ■

## Investment in new housing construction

November 2010

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

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 Nicole Charron (613-951-0087; [bdp\\_information@statcan.gc.ca](mailto:bdp_information@statcan.gc.ca)), Investment and Capital Stock Division. ■

## Refined petroleum products

November 2010 (preliminary)

Data on the production, inventories and domestic sales of refined petroleum products are now available for November. 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; [energ@statcan.gc.ca](mailto:energ@statcan.gc.ca)), Manufacturing and Energy Division. ■

## Crude oil and natural gas production

November 2010 (preliminary)

Provincial crude oil and marketable natural gas production data are now available for November.

**Definitions, data sources and methods:** survey number 2198.

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; [energ@statcan.gc.ca](mailto:energ@statcan.gc.ca)), Manufacturing and Energy Division. ■

## New products and studies

**Canadian Potato Production**, January 2011, Vol. 8, no. 3  
**Catalogue number 22-008-X** (PDF, free; HTML, free)

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

**Wholesale Trade**, November 2010, Vol. 73, no. 11  
**Catalogue number 63-008-X** (PDF, free; HTML, free)

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: January 24 to 28, 2011**

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(Release dates are subject to change.)

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<b>Release date</b>	<b>Title</b>	<b>Reference period</b>
25	<b>Consumer Price Index</b>	December 2010
28	<b>Payroll employment, earnings and hours</b>	November 2010

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