

# The Daily

## Statistics Canada

**Monday, February 14, 2011**

Released at 8:30 a.m. Eastern time

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## Releases

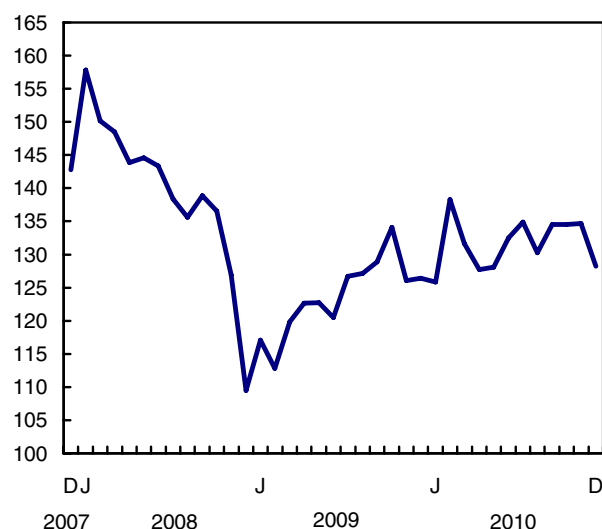
### New motor vehicle sales

December 2010

After two months of relatively stable sales, the number of new motor vehicles sold in December declined 4.8% to 128,210 units. Sales of both passenger cars and trucks decreased, with weaker truck sales accounting for most of the overall decline.

#### New motor vehicle sales down in December

thousands of units



Preliminary industry data indicate that the number of new motor vehicles sold in January increased 3%.

#### Sales decline for both trucks and passenger cars

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

#### Note to readers

All annual comparisons in this release use the sum of unadjusted monthly estimates. With the release of data in April, seasonally adjusted monthly figures for 2010 will be revised to equal the sum of the unadjusted estimates.

down 6.9% to 69,998 units in December, completely erasing the gains reported in November.

Sales of passenger cars in December fell for a second consecutive month, decreasing 2.2% to 58,212 units. Sales of North American-built passenger cars declined 3.6%, while those of overseas-built passenger cars edged down 0.3%.

#### Sales down in all provinces

Sales of new motor vehicles decreased in all provinces in December.

Ontario had the largest drop in the number of new vehicles sold, declining 6.5%.

New motor vehicles sales were down 7.6% in the region formed by British Columbia and the territories.

Sales in Alberta fell 5.9% in December, offsetting the gains in November.

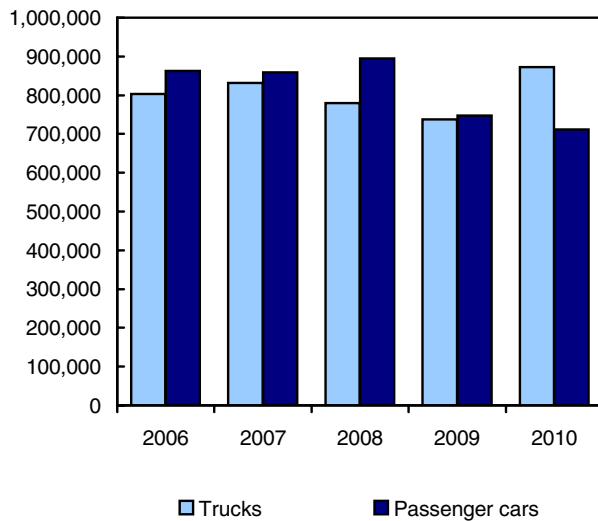
#### Number of new motor vehicles sold increases in 2010

The number of new motor vehicles sold rose 6.7% in 2010. Truck sales rose 18.4%, while passenger car sales fell 4.8%. Truck sales represented 55% of the new vehicles sold in 2010, surpassing annual passenger car sales for the first time since this series began in 1946. Purchases of trucks for both personal and commercial use contributed to this annual growth. The number of new motor vehicles sold increased in all provinces except Nova Scotia, which reported a small decline.

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**Truck sales exceed passenger car sales in 2010**

units sold



Available on CANSIM: table 079-0003.

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

The December 2010 issue of *New Motor Vehicle Sales* (63-007-X, free) will be available soon.

Data on new motor vehicle sales for January will be released on March 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 John De Luca (613-951-8719), Distributive Trades Division.

□

## New motor vehicle sales

	December 2009	November 2010 <sup>r</sup>	December 2010 <sup>p</sup>	December 2009 to December 2010	November to December 2010
Seasonally adjusted					
	number of vehicles			% change	
<b>New motor vehicles</b>	<b>126,420</b>	<b>134,715</b>	<b>128,210</b>	<b>1.4</b>	<b>-4.8</b>
Passenger cars	63,574	59,499	58,212	-8.4	-2.2
North American <sup>1</sup>	37,144	33,397	32,182	-13.4	-3.6
Overseas	26,430	26,102	26,030	-1.5	-0.3
Trucks, vans and buses	62,846	75,216	69,998	11.4	-6.9
<b>New motor vehicles</b>					
Newfoundland and Labrador	2,536	2,682	2,647	4.4	-1.3
Prince Edward Island	496	512	453	-8.7	-11.5
Nova Scotia	4,109	3,690	3,433	-16.5	-7.0
New Brunswick	3,008	3,360	3,008	0.0	-10.5
Quebec	34,624	35,708	35,564	2.7	-0.4
Ontario	45,906	50,387	47,129	2.7	-6.5
Manitoba	3,588	3,816	3,571	-0.5	-6.4
Saskatchewan	3,642	3,874	3,768	3.5	-2.7
Alberta	15,542	17,221	16,199	4.2	-5.9
British Columbia <sup>2</sup>	12,969	13,465	12,438	-4.1	-7.6
	December 2009	November 2010 <sup>r</sup>	December 2010 <sup>p</sup>	December 2009 to December 2010	
Unadjusted					
	number of vehicles			% change	
<b>New motor vehicles</b>	<b>113,613</b>	<b>118,520</b>	<b>114,376</b>	<b>0.7</b>	
Passenger cars	50,939	51,388	46,157	-9.4	
North American <sup>1</sup>	31,398	28,557	26,657	-15.1	
Overseas	19,541	22,831	19,500	-0.2	
Trucks, vans and buses	62,674	67,132	68,219	8.8	
<b>New motor vehicles</b>					
Newfoundland and Labrador	1,807	2,078	1,866	3.3	
Prince Edward Island	392	447	356	-9.2	
Nova Scotia	3,439	3,092	2,844	-17.3	
New Brunswick	2,534	2,764	2,483	-2.0	
Quebec	25,785	29,431	27,399	6.3	
Ontario	43,360	45,270	43,555	0.4	
Manitoba	3,423	3,482	3,340	-2.4	
Saskatchewan	3,621	3,873	3,721	2.8	
Alberta	15,874	16,009	16,272	2.5	
British Columbia <sup>2</sup>	13,378	12,074	12,540	-6.3	

<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.

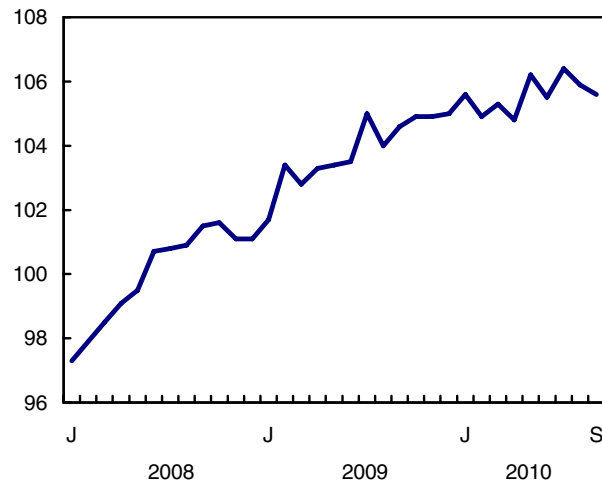
## Retail Services Price Index

Third quarter 2010

The Retail Services Price Index (RSPI) increased by 0.5% in the third quarter compared with the second quarter.

### Retail Services Price Index

index (2008=100)



Margins increased in the third quarter for retailers of electronics and appliances (+2.3%), gasoline stations (+2.1%), health and personal care stores (+1.2%) and food and beverage stores (+0.9%). Margins were unchanged for retailers of clothing and clothing accessories.

Third quarter increases were moderated by declines in the margins for building material and garden equipment and supplies dealers (-1.7%), sporting goods, hobby, book and music stores (-1.6%) and general merchandise stores (-0.9%).

Year over year, the RSPI advanced 1.4% in the third quarter, with margins increasing in 6 of 10 retail sectors. The largest year-over-year margin increases were posted by electronics and appliance store retailers (+6.5%), miscellaneous store retailers (+5.6%) and general merchandise store retailers (+3.9%). Margins for retailers of sporting goods, hobby, book and music stores (-2.9%), furniture and home furnishings stores (-2.4%) and clothing and clothing accessories stores (-2.1%) declined year over year.

**Note:** All data in this release are seasonally unadjusted and are subject to revision. The Retail Services Price Index is not a retail selling price index. The index represents the change in the price of the retail service. The price of the retail service is defined as the margin price which is the difference between the average purchase price and the average selling price of the retail product being priced.

Available on CANSIM: table 332-0003.

**Definitions, data sources and methods:** survey number 5135.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (613-951-4550; toll-free 1-888-951-4550; fax: 613-951-3117; [ppd-info-dpp@statcan.gc.ca](mailto:ppd-info-dpp@statcan.gc.ca)), Producer Prices Division. □

## Retail Services Price Index

	Relative importance <sup>1</sup>	Third quarter 2009	Second quarter 2010 <sup>r</sup>	Third quarter 2010 <sup>p</sup>	Second quarter to third quarter 2010	Third quarter 2009 to third quarter 2010
	%	(2008=100)			% change	
<b>Retail Services Price Index</b>	<b>100.00</b>	<b>104.5</b>	<b>105.5</b>	<b>106.0</b>	<b>0.5</b>	<b>1.4</b>
Motor vehicle and parts dealers	1.53	. <sup>2</sup>	. <sup>2</sup>	. <sup>2</sup>	. <sup>2</sup>	. <sup>2</sup>
Furniture and home furnishings stores	3.33	104.5	101.7	102.0	0.3	-2.4
Electronics and appliance stores	3.42	92.8	96.6	98.8	2.3	6.5
Building material and garden equipment and supplies dealers	5.97	109.9	112.3	110.4	-1.7	0.5
Food and beverage stores	21.81	105.7	106.6	107.6	0.9	1.8
Health and personal care stores	6.68	109.6	110.5	111.8	1.2	2.0
Gasoline stations	11.52	103.4	101.2	103.3	2.1	-0.1
Clothing and clothing accessories stores	5.24	99.8	97.7	97.7	0.0	-2.1
Sporting goods, hobby, book and music stores	2.48	102.6	101.2	99.6	-1.6	-2.9
General merchandise stores	11.47	103.8	108.9	107.9	-0.9	3.9
Miscellaneous store retailers	2.56	102.0	108.6	107.7	-0.8	5.6

<sup>r</sup> revised

<sup>p</sup> preliminary

. not available for any reference period

1. The relative importance is based on the weight that each three-digit NAICS (North American Industrial Classification System) contributes to the overall Retail Services Price Index. The total does not equal 100 as automobile dealers (NAICS 4411), other motor vehicle dealers (NAICS 4412) and non-store retailers (NAICS 454) were not priced.

2. Automobile dealers (NAICS 4411) and other motor vehicle dealers (NAICS 4412) have not been surveyed and therefore data are not available at this time.

## Canadian Business Patterns

December 2010

The CD-ROM *Canadian Business Patterns* provides counts of active locations by variables such as geography levels, industry classification and employment size.

This product is compiled from the Business Register, which is a repository of information on the Canadian business population.

Nationally, there were 2,428,270 active locations recorded in December.

**Note:** Data from the December 2010 Canadian Business Patterns are available on CD-ROM. They are presented according to the 2006 Standard Geographical Classification, the 2007 North American Industry Classification System and employment categories.

**Definitions, data sources and methods: survey number 1105.**

The December 2010 edition of the CD-ROM *Canadian Business Patterns (CBP)* (61F0040X, various prices) is now available. The cost varies between \$150 and \$1,100, depending on the number of tables or cells requested. See *How to order products*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Todd Hahn (613-951-6705; [brdinfodre@statcan.gc.ca](mailto:brdinfodre@statcan.gc.ca)) or Joanne Proulx (613-951-9006), Business Register Division.

## Small area data on crops

2010

Small area data on crops are now available for 2010.

To obtain data, for more information, or to enquire about the concepts, methods or data quality of this release, contact Dave Burroughs (613-951-5138; [dave.burroughs@statcan.gc.ca](mailto:dave.burroughs@statcan.gc.ca)) or Yves Gilbert (613-951-2577; [yves.gilbert@statcan.gc.ca](mailto:yves.gilbert@statcan.gc.ca)), Agriculture Division.

## New products and studies

**Canadian Business Patterns (CBP)**, December 2010  
Catalogue number 61F0040X (CD-ROM, various prices)

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

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### How to order products

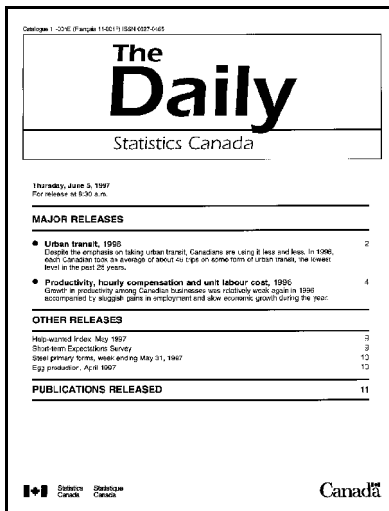
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