

# The Daily

Statistics Canada

Tuesday, February 22, 2011

Released at 8:30 a.m. Eastern time

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## Releases

### Retail trade

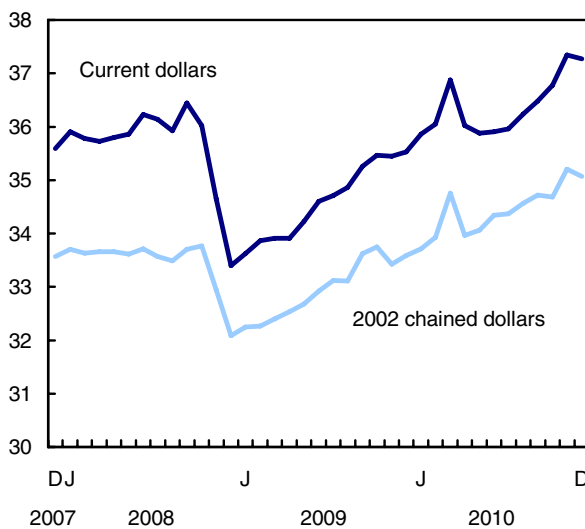
December 2010

Retail sales edged down 0.2% in December to \$37.3 billion, following a notable increase in November. This slight decline comes on the heels of six consecutive months of gains.

Sales in volume terms decreased 0.4%.

#### Retail sales edge down in December

\$ billions



Results were mixed with losses reported in 5 of 11 subsectors, representing 66% of total retail sales.

The largest decrease among all subsectors was registered by motor vehicle and parts dealers, where sales fell 2.8%. This decline came mainly from a 2.7% decrease at new car dealers, ending a series of seven straight monthly increases. Declines were also reported at automotive parts, accessories and tire stores (-13.6%) and used car dealers (-0.4%). Other motor vehicle dealers reported a 6.4% sales increase.

Sales at food and beverage stores declined 1.6%, mainly reflecting decreased sales at supermarkets and other grocery stores (-1.5%).

Lower sales at building material and garden equipment and supplies dealers (-1.4%) did not offset the increase in November.

#### 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.

All annual comparisons in current dollars 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.

The largest increase occurred at gasoline stations where sales rose 7.6%, mainly reflecting higher prices at the pump. This was the sixth consecutive monthly increase in sales at gasoline stations.

#### Holiday shopping results mixed

Store types typically associated with holiday shopping showed mixed results in December.

Sales at furniture and home furnishings stores increased 1.9%. Sales at these store types have been trending upward since the sharp decline in July 2010.

Clothing and clothing accessories stores sales increased 1.0% in December, the fifth increase in six months. Higher sales were reported at clothing stores (+1.5%), while decreases were reported at shoe stores (-0.8%) and jewellery, luggage and leather goods stores (-0.4%).

Electronics and appliance stores (+0.6%) had higher sales in December, marking the fourth increase in five months.

Sales at sporting goods, hobby, book and music stores declined 1.9% in December, following three consecutive monthly increases.

The 0.4% decrease at general merchandise stores, which includes department stores, nearly offset the increase in November.

#### Sales down in seven provinces

Retail sales decreased in seven provinces in December. The largest contributor to the national decline was British Columbia (-2.2%), where sales fell for first time since July. Lower new motor vehicle sales were a significant contributor to the decline.

Sales were lower in all Atlantic provinces. The largest decline was in New Brunswick (-2.9%). This decrease did not offset the increase in November.

Retail sales increased in Quebec (+0.8%) and Alberta (+0.5%) while they were flat in Ontario.

### Widespread growth in 2010

On an annual basis, retail sales in current dollars rose 5.1% between 2009 and 2010, with 10 of the 11 subsectors advancing. This growth was led by motor vehicle and parts dealers, where sales rose 7.8%. Gasoline station sales grew by 14.2%, reflecting price and volume increases. General merchandisers, which include department stores, posted a 4.4% sales gain.

Retail sales in volume rose 4.5% in 2010.

Higher sales were reported in all provinces. Alberta registered the largest gain with a 5.7% increase.

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

Data on retail trade for January will be released on March 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

|                           | December<br>2009 | November<br>2010 <sup>r</sup> | December<br>2010 <sup>p</sup> | November<br>to<br>December<br>2010 | December<br>2009 to<br>December<br>2010 |
|---------------------------|------------------|-------------------------------|-------------------------------|------------------------------------|---|
| Seasonally adjusted       |                  |                               |                               |                                    |   |
|                           | \$ millions      |                               |                               | % change                           |   |
| <b>Canada</b>             | <b>35,526</b>    | <b>37,345</b>                 | <b>37,274</b>                 | <b>-0.2</b>                        | <b>4.9</b>                              |
| Newfoundland and Labrador | 599              | 622                           | 621                           | -0.2                               | 3.7                                     |
| Prince Edward Island      | 145              | 149                           | 148                           | -0.6                               | 2.0                                     |
| Nova Scotia               | 1,031            | 1,068                         | 1,066                         | -0.2                               | 3.4                                     |
| New Brunswick             | 875              | 903                           | 877                           | -2.9                               | 0.1                                     |
| Quebec                    | 8,055            | 8,466                         | 8,534                         | 0.8                                | 5.9                                     |
| Ontario                   | 12,522           | 13,277                        | 13,278                        | 0.0                                | 6.0                                     |
| Manitoba                  | 1,287            | 1,337                         | 1,332                         | -0.4                               | 3.5                                     |
| Saskatchewan              | 1,233            | 1,290                         | 1,266                         | -1.9                               | 2.7                                     |
| Alberta                   | 4,836            | 5,181                         | 5,206                         | 0.5                                | 7.7                                     |
| British Columbia          | 4,813            | 4,915                         | 4,808                         | -2.2                               | -0.1                                    |
| Yukon                     | 46               | 50                            | 51                            | 1.9                                | 12.0                                    |
| Northwest Territories     | 57               | 59                            | 58                            | -0.5                               | 2.7                                     |
| Nunavut                   | 28               | 29                            | 29                            | -0.9                               | 2.9                                     |

<sup>r</sup> revised

<sup>p</sup> preliminary

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

## Retail sales by industry

|  | December<br>2009 | November<br>2010 <sup>r</sup> | December<br>2010 <sup>p</sup> | November<br>to<br>December<br>2010 | December<br>2009<br>to<br>December<br>2010 |
|--|------------------|-------------------------------|-------------------------------|------------------------------------|--|
| Seasonally adjusted  |                  |                               |                               |                                    |  |
|  | \$ millions      |                               |                               | % change                           |  |
| <b>Total retail trade</b>  | <b>35,526</b>    | <b>37,345</b>                 | <b>37,274</b>                 | <b>-0.2</b>                        | <b>4.9</b>                                 |
| <b>Total excluding motor vehicle and parts dealers</b>                           | <b>27,777</b>    | <b>28,877</b>                 | <b>29,043</b>                 | <b>0.6</b>                         | <b>4.6</b>                                 |
| <b>Total excluding motor vehicle and parts dealers<br/>and gasoline stations</b> | <b>23,937</b>    | <b>24,591</b>                 | <b>24,433</b>                 | <b>-0.6</b>                        | <b>2.1</b>                                 |
| <b>Motor vehicle and parts dealers</b>   | <b>7,749</b>     | <b>8,468</b>                  | <b>8,232</b>                  | <b>-2.8</b>                        | <b>6.2</b>                                 |
| New car dealers  | 6,136            | 6,830                         | 6,643                         | -2.7                               | 8.3  |
| Used car dealers   | 513              | 491                           | 489                           | -0.4                               | -4.7                                       |
| Other motor vehicle dealers  | 561              | 540                           | 575                           | 6.4                                | 2.6  |
| Automotive parts, accessories and tire stores                                    | 539              | 608                           | 525                           | -13.6                              | -2.6                                       |
| <b>Furniture and home furnishing stores</b>                                      | <b>1,248</b>     | <b>1,242</b>                  | <b>1,266</b>                  | <b>1.9</b>                         | <b>1.4</b>                                 |
| Furniture stores   | 830              | 797                           | 814                           | 2.2                                | -1.9                                       |
| Home furnishings stores  | 418              | 445                           | 452                           | 1.4                                | 8.2  |
| <b>Electronics and appliance stores</b>  | <b>1,133</b>     | <b>1,154</b>                  | <b>1,161</b>                  | <b>0.6</b>                         | <b>2.5</b>                                 |
| <b>Building material and garden equipment and<br/>supplies dealers</b>           | <b>2,359</b>     | <b>2,251</b>                  | <b>2,220</b>                  | <b>-1.4</b>                        | <b>-5.9</b>                                |
| <b>Food and beverage stores</b>  | <b>8,346</b>     | <b>8,746</b>                  | <b>8,603</b>                  | <b>-1.6</b>                        | <b>3.1</b>                                 |
| Supermarkets and other grocery (except<br>convenience) stores                    | 5,936            | 6,199                         | 6,105                         | -1.5                               | 2.8  |
| Convenience stores   | 588              | 567                           | 546                           | -3.7                               | -7.1                                       |
| Specialty food stores  | 387              | 425                           | 439                           | 3.5                                | 13.6                                       |
| Beer, wine and liquor stores   | 1,435            | 1,555                         | 1,513                         | -2.8                               | 5.4  |
| <b>Health and personal care stores</b>   | <b>2,548</b>     | <b>2,622</b>                  | <b>2,621</b>                  | <b>0.0</b>                         | <b>2.9</b>                                 |
| <b>Gasoline stations</b>   | <b>3,839</b>     | <b>4,286</b>                  | <b>4,610</b>                  | <b>7.6</b>                         | <b>20.1</b>                                |
| <b>Clothing and clothing accessories stores</b>                                  | <b>1,964</b>     | <b>2,118</b>                  | <b>2,139</b>                  | <b>1.0</b>                         | <b>8.9</b>                                 |
| Clothing stores  | 1,528            | 1,651                         | 1,675                         | 1.5                                | 9.6  |
| Shoe stores  | 236              | 238                           | 236                           | -0.8                               | -0.3                                       |
| Jewellery, luggage and leather goods stores                                      | 200              | 229                           | 228                           | -0.4                               | 14.1                                       |
| <b>Sporting goods, hobby, book and music stores</b>                              | <b>935</b>       | <b>979</b>                    | <b>960</b>                    | <b>-1.9</b>                        | <b>2.6</b>                                 |
| <b>General merchandise stores</b>  | <b>4,452</b>     | <b>4,587</b>                  | <b>4,570</b>                  | <b>-0.4</b>                        | <b>2.6</b>                                 |
| <b>Miscellaneous store retailers</b>   | <b>952</b>       | <b>892</b>                    | <b>893</b>                    | <b>0.1</b>                         | <b>-6.2</b>                                |

<sup>r</sup> revised

<sup>p</sup> preliminary

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

## Public sector employment

Fourth quarter 2010 (preliminary)

Public sector employment on a seasonally adjusted basis rose to 3,612,000 in the fourth quarter, up 3,000 from the third quarter.

Employment increased 0.7% in federal general government and by 0.6% in universities and colleges. These gains were partly offset by a 0.6% decrease in local general government.

Employment in the provincial general government edged down in the fourth quarter, continuing the downward trend that started in the first quarter of 2009.

Employment in the public sector accounted for 20.4% of total employment in Canada in the fourth quarter, unchanged from the two previous quarters.

On a year-over-year basis, public sector employment was 0.5% higher in the fourth quarter than it was in the fourth quarter of 2009. During this year-long period, total public sector wages and salaries rose 0.5%.

**Note:** The public sector includes all economic entities controlled by government, and comprises four major components: the three levels of government (federal, provincial and territorial and local) and each has a general government component comprising ministries, departments, agencies and non-autonomous funds, autonomous funds and organizations, and non-autonomous pension plans; provincial and territorial government also includes universities and colleges, and health and social service institutions; local government also includes school boards; and, the fourth component government business enterprises, which are institutional units controlled by government but that operate on an autonomous basis as commercial corporations in the marketplace. All data are seasonally adjusted with the exception of wages and salaries.

**Available on CANSIM: tables 183-0002 and 183-0004.**

**Definitions, data sources and methods: survey number 1713.**

For a more detailed description of how public sector employment is defined and reconciled with other information sources, refer to the document entitled *Reconciliation of Public Sector Employment Estimates from Multiple Information Sources* by clicking on survey number 1713.

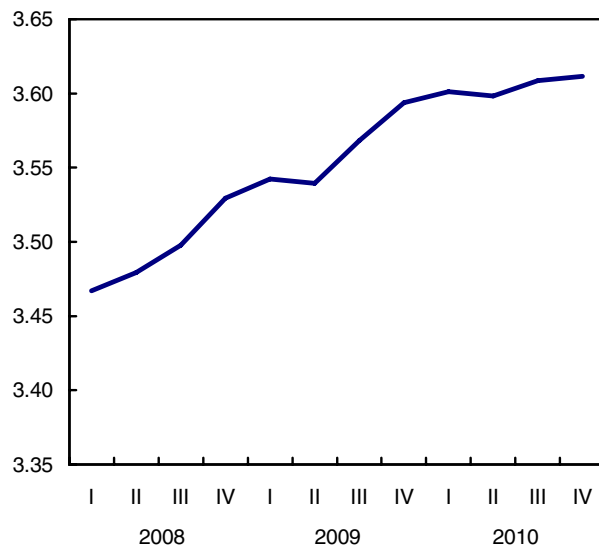
**Available on CANSIM: tables 183-0021 and 183-0022.**

Data tables on public sector employment are also available in the *National economic accounts* module of our website.

For more information, or to order data, contact Client Services (613-951-0767; [pssd-info-dssp@statcan.gc.ca](mailto:pssd-info-dssp@statcan.gc.ca)). To enquire about the concepts, methods or data quality of this release, contact Alain Baril (613-951-4131; [alain.baril@statcan.gc.ca](mailto:alain.baril@statcan.gc.ca)), Public Sector Statistics Division. □

### Public sector employment

number (millions) seasonally adjusted



## Public sector employment

|  | Third<br>quarter<br>2010 | Fourth<br>quarter<br>2010 | Third quarter<br>to fourth<br>quarter<br>2010 |
|--|--------------------------|---------------------------|---|
| Seasonally adjusted                    |                          |                           |   |
|  | thousands                |                           | % change                                      |
| <b>Public sector</b>                   | <b>3,609</b>             | <b>3,612</b>              | <b>0.1</b>                                    |
| General government                     | 1,382                    | 1,381                     | -0.1  |
| Federal                                | 419                      | 422                       | 0.7   |
| Provincial and territorial             | 357                      | 357                       | -0.1  |
| Local                                  | 606                      | 602                       | -0.6  |
| Educational institutions               | 1,067                    | 1,068                     | 0.1   |
| Universities and colleges <sup>1</sup> | 387                      | 389                       | 0.6   |
| School boards                          | 679                      | 679                       | -0.1  |
| Health and social service institutions | 848                      | 848                       | 0.0   |
| Government business enterprises        | 313                      | 313                       | -0.1  |

1. Includes vocational and trade institutions.

**Note:** Numbers may not add up due to rounding.

## Air fare

First quarter 2010

The average domestic and international air fare (all types) paid by passengers was \$235.50 in the first quarter, up 1.2% from the first quarter of 2009. This marked the first increase following five consecutive quarterly declines.

The average domestic air fare (all types) paid by passengers was \$171.40, up 1.5% from \$168.90 reported during the first quarter of 2009, reversing the string of quarterly year-over-year decreases that began in the fourth quarter of 2008. The average international air fare (all types) was \$315.40 in the first quarter, down 0.7% from \$317.60 in the first quarter of 2009, continuing a downward trend that began in the first quarter of 2009 in the international sector.

In the first quarter of 2009, average domestic air fares declined across all of the selected Canadian cities of enplanement compared with the same quarter in 2008. In the first quarter of 2010, however, cities such as Calgary, Montréal, Regina, Saskatoon, Vancouver and Winnipeg showed increases in air fares ranging from 0.5% in Calgary to 10.0% in Vancouver compared with the same quarter in 2009. Vancouver, host of the 2010 Olympics, edged out Toronto as the city

with the highest average domestic air fare at \$199.30. Vancouver, Toronto, Ottawa and Montréal were the only cities that had average domestic air fares above the national average (\$171.40).

**Note:** Average air fares are calculated for each flight stage. When the passenger boards the aircraft at one airport and departs the aircraft at another airport is considered a flight stage.

The Fare Basis Survey covers Air Canada, Jazz, Air Canada's Canadian regional code-share partners, Air Transat and WestJet.

**Available on CANSIM: tables 401-0003, 401-0041 and 401-0042.**

**Definitions, data sources and methods: survey number 2708.**

Data tables are available from the *Key resource* module of our website under *Summary tables*.

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

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## Production and disposition of tobacco products

January 2011

Canadian manufacturers produced 1.8 billion cigarettes in January, up 28.2% from December. The total number of cigarettes sold decreased by 27.1% to 1.6 billion and closing inventories increased by 13.6% to 2.3 billion cigarettes in January.

**Note:** This survey collects data on the production of tobacco products in Canada by Canadian manufacturers and the disposition or sales of this production. It does not collect data on imported tobacco products. Therefore, sales information in this release is not a proxy for domestic consumption of tobacco products.

**Available on CANSIM: table 303-0062.**

**Definitions, data sources and methods: survey number 2142.**

The January 2011 issue of *Production and Disposition of Tobacco Products*, Vol. 40, no. 1 (32-022-X, free), is now available from the *Key resource* module of our website under *Publications*

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

## Large urban transit

December 2010 (preliminary)

Total operating revenue (excluding subsidies) for 10 of Canada's largest urban transit properties rose 12.8% from December 2009 to \$237.5 million in December.

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

Ridership levels rose to 129.8 million passenger trips in December, up 3.1% from the same month a year earlier.

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

## Cancer survival statistics

1992 to 2002

Data on five-year survival for cancer in Canada are now available for 1992 to 2002.

**Available on CANSIM: tables 103-1559 to 103-1564 and 103-1569 to 103-1574.**

The publication *Cancer Survival Statistics*, 1992 to 2002 (82-226-X, free), is now available from the *Key resource* module of our website under *Publications*.

**Definitions, data sources and methods: survey number 3207.**

For more information, to order custom tabulations, or to enquire about the concepts, methods or data quality of this release, contact Client Services (613-951-1746; fax: 613-951-0792; [hd-ds@statcan.gc.ca](mailto:hd-ds@statcan.gc.ca)), Health Statistics Division. ■

## New products and studies

**Production and Disposition of Tobacco Products,**  
January 2011, Vol. 40, no. 1  
**Catalogue number 32-022-X** (PDF, free; HTML, free)

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

**Cancer Survival Statistics, 1992 to 2002**  
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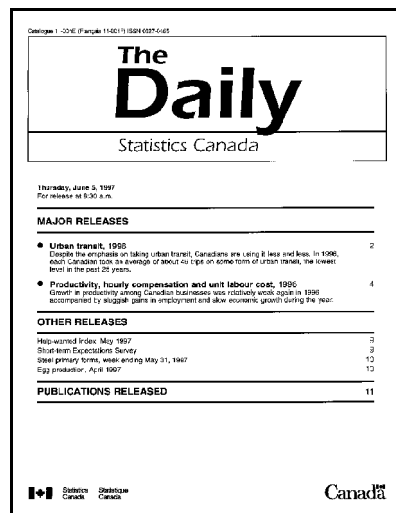
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Catalogue 11-001-XIE.

Published each working day by the Communications and Library Services Division, Statistics Canada, 10G, R.H. Coats Building, 100 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6.

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