

# The Daily

Statistics Canada

**Friday, April 8, 2011**

Released at 8:30 a.m. Eastern time

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## Releases

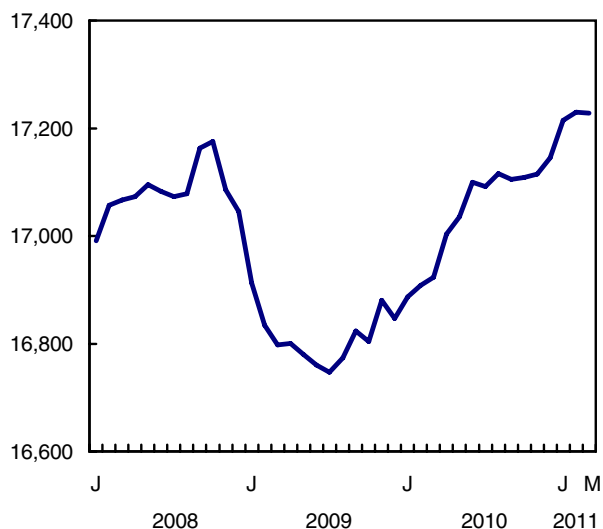
# Labour Force Survey

March 2011

Overall employment was unchanged in March, as gains in full-time work were offset by declines in part time. The unemployment rate edged down 0.1 percentage points to 7.7%. Over the past 12 months, employment has risen by 1.8% (+305,000).

## Employment

thousands



Full-time employment rose by 91,000 in March, and was offset by a decline of 92,000 in part time. This large full-time increase brought gains in full-time employment to 251,000 (+1.8%) over the past 12 months, while part time increased by 54,000 (+1.7%).

There were employment gains in accommodation and food services as well as construction in March, and losses in health care and social assistance and in public administration.

The number of public sector employees fell in March. Compared with 12 months earlier, public sector growth (+2.4%) was slightly faster than that of private sector employees (+2.1%), while self-employment was unchanged.

In March, employment declined in Quebec and increased in Prince Edward Island. There were no

### Note to readers

Labour Force Survey (LFS) estimates are based on a sample, and are therefore subject to sampling variability. Estimates for smaller geographic areas or industries will have more variability. For an explanation of sampling variability of estimates, and how to use standard errors to assess this variability, consult the "Data quality" section of the publication Labour Force Information (71-001-X, free).

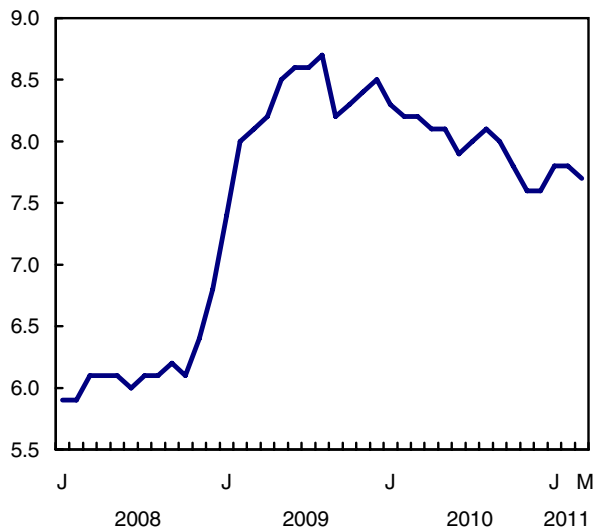
*Unless otherwise stated, this release presents seasonally adjusted data, which facilitates comparisons by removing the effects of seasonal variations.*

notable changes in overall employment in the other provinces.

Employment increased for men aged 25 and over, while it declined among youths aged 15 to 24 and women 55 and over.

### Unemployment rate

%



### Gains in accommodation and food services as well as construction

The number of workers in accommodation and food services increased by 36,000 in March. This gain brought employment in this industry to roughly the same level as 12 months earlier.

Employment in construction rose by 24,000 in March, continuing an upward trend that began in July 2009. Over the past 12 months, employment in this industry has increased by 5.3% (+64,000), one of the highest rates of growth among all industries.

There were small losses in health care and social assistance (-17,000) and in public administration (-13,000). Over the past 12 months, employment in these industries increased by 2.9% and 2.1% respectively.

### **Little employment change across provinces**

Employment in Quebec edged down 15,000 in March, and the unemployment rate held steady at 7.7%. Over the past 12 months, employment growth in the province was 1.6% (+62,000).

In March, employment in Prince Edward Island increased by 1,400 and the unemployment rate was 11.2%. This increase brought employment just above levels of one year earlier.

In Ontario, total employment was little changed, as full-time gains of 63,000 were offset by part-time losses of 58,000. The unemployment rate was 8.1%. Over the past 12 months, employment grew by 2.1% in this province.

While there was little change in employment in British Columbia, the unemployment rate fell from 8.8% to 8.1% as fewer people looked for work.

### **Gains among adult men offset by losses among youths, women 55 and over**

Employment for men aged 25 and over was up 32,000 in March, with increases in full time. The gains were shared between men 25 to 54 and 55 and over. Employment growth over the past 12 months among core-age men was 2.1%, while that of men 55 and over was 4.9%.

Employment in March was unchanged for core-age women and fell by 17,000 for women aged 55 and over. Compared with 12 months earlier, employment was unchanged for core-age women, while it increased by 6.6% for women 55 and over.

The number of employed 15- to 24- year-olds fell by 17,000 in March, with notable losses in part-time work. The unemployment rate was little changed at 14.4%. Compared with 12 months earlier, youth employment increased by 0.5%.

### **Quarterly update for the territories**

The Labour Force Survey also collects labour market data about the territories. These data are

produced monthly in the form of three-month moving averages. The territorial estimates presented in this release are not seasonally adjusted; therefore, comparisons are made on a year-over-year basis.

All three territories saw employment gains in the first quarter of 2011 compared with the same quarter of 2010.

In Yukon, employment increased by 2,500 in the three months ending in March 2011 compared with the same period in 2010. In the first quarter of 2011, the unemployment rate was 5.1%.

Employment in the Northwest Territories rose by 1,700 from the first quarter of 2010 to the same period in 2011, pushing the unemployment rate down to 6.3%.

In Nunavut, employment increased by 500 in the first quarter of 2011 compared with the first quarter of 2010. However, the number of people searching for work also increased, bringing the unemployment rate up to 17.3%.

**Available on CANSIM: tables 282-0001 to 282-0042, 282-0047 to 282-0063, 282-0069 to 282-0095 and 282-0100 to 282-0121.**

**Definitions, data sources and methods: survey number 3701.**

A more detailed summary, *Labour Force Information* (71-001-X, free), is now available online for the week ending March 19. From the *Key resource* module of our website under *Publications*, choose *All subjects*, then *Labour*. LAN and bulk prices are available on request. The DVD-ROM *Labour Force Historical Review*, 2010 (71F0004X, \$209), will be available on April 11. See *How to order products*.

Data tables are also now available online. From the *Subject* module of our website, choose *Labour*.

The next release of the Labour Force Survey will be on May 6.

For general information or to order data, contact Client Services (toll-free 1-866-873-8788; 613-951-4090; [labour@statcan.gc.ca](mailto:labour@statcan.gc.ca)). To enquire about the concepts, methods or data quality of this release, contact Jason Gilmore (613-951-7118; [jason.gilmore@statcan.gc.ca](mailto:jason.gilmore@statcan.gc.ca)) or Vincent Ferrao (613-951-4750; [vincent.ferrao@statcan.gc.ca](mailto:vincent.ferrao@statcan.gc.ca)), Labour Statistics Division.

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## Labour force characteristics by age and sex

	February 2011	March 2011	February to March 2011	March 2010 to March 2011	February to March 2011	March 2010 to March 2011
Seasonally adjusted						
	thousands (except rates)		change in thousands (except rates)		% change	
<b>Both sexes, 15 years and over</b>						
Population	27,866.5	27,889.2	22.7	338.5	0.1	1.2
Labour force	18,678.0	18,663.1	-14.9	231.3	-0.1	1.3
Employment	17,229.6	17,228.1	-1.5	304.6	0.0	1.8
Full-time	13,843.1	13,933.7	90.6	250.8	0.7	1.8
Part-time	3,386.5	3,294.4	-92.1	53.8	-2.7	1.7
Unemployment	1,448.5	1,435.0	-13.5	-73.3	-0.9	-4.9
Participation rate	67.0	66.9	-0.1	0.0	...	...
Unemployment rate	7.8	7.7	-0.1	-0.5	...	...
Employment rate	61.8	61.8	0.0	0.4	...	...
Part-time rate	19.7	19.1	-0.6	0.0	...	...
<b>Youths, 15 to 24 years</b>						
Population	4,458.8	4,458.6	-0.2	-1.3	0.0	0.0
Labour force	2,888.5	2,873.5	-15.0	-24.7	-0.5	-0.9
Employment	2,475.8	2,459.2	-16.6	11.7	-0.7	0.5
Full-time	1,286.1	1,298.8	12.7	22.6	1.0	1.8
Part-time	1,189.7	1,160.4	-29.3	-10.9	-2.5	-0.9
Unemployment	412.7	414.3	1.6	-36.3	0.4	-8.1
Participation rate	64.8	64.4	-0.4	-0.6	...	...
Unemployment rate	14.3	14.4	0.1	-1.1	...	...
Employment rate	55.5	55.2	-0.3	0.3	...	...
Part-time rate	48.1	47.2	-0.9	-0.7	...	...
<b>Men, 25 years and over</b>						
Population	11,451.1	11,462.6	11.5	168.4	0.1	1.5
Labour force	8,351.0	8,377.8	26.8	157.6	0.3	1.9
Employment	7,783.1	7,815.5	32.4	207.7	0.4	2.7
Full-time	7,155.0	7,204.9	49.9	157.9	0.7	2.2
Part-time	628.2	610.5	-17.7	49.7	-2.8	8.9
Unemployment	567.9	562.3	-5.6	-50.1	-1.0	-8.2
Participation rate	72.9	73.1	0.2	0.3	...	...
Unemployment rate	6.8	6.7	-0.1	-0.7	...	...
Employment rate	68.0	68.2	0.2	0.8	...	...
Part-time rate	8.1	7.8	-0.3	0.4	...	...
<b>Women, 25 years and over</b>						
Population	11,956.5	11,968.0	11.5	171.4	0.1	1.5
Labour force	7,438.6	7,411.8	-26.8	98.3	-0.4	1.3
Employment	6,970.6	6,953.4	-17.2	85.2	-0.2	1.2
Full-time	5,402.0	5,429.9	27.9	70.2	0.5	1.3
Part-time	1,568.7	1,523.5	-45.2	15.0	-2.9	1.0
Unemployment	467.9	458.4	-9.5	13.1	-2.0	2.9
Participation rate	62.2	61.9	-0.3	-0.1	...	...
Unemployment rate	6.3	6.2	-0.1	0.1	...	...
Employment rate	58.3	58.1	-0.2	-0.1	...	...
Part-time rate	22.5	21.9	-0.6	-0.1	...	...

... not applicable

**Note:** Related CANSIM table 282-0087.

# Employment by class of worker and industry (based on NAICS)<sup>1</sup>

	February 2011	March 2011	February to March 2011	March 2010 to March 2011	February to March 2011	March 2010 to March 2011
Seasonally adjusted						
	thousands		change in thousands		% change	
<b>Class of worker</b>						
Employees	14,563.8	14,544.9	-18.9	303.7	-0.1	2.1
Self-employed	2,665.8	2,683.2	17.4	0.9	0.7	0.0
Public/private sector employees						
Public	3,590.5	3,563.3	-27.2	82.9	-0.8	2.4
Private	10,973.3	10,981.6	8.3	220.8	0.1	2.1
<b>All industries</b>	<b>17,229.6</b>	<b>17,228.1</b>	<b>-1.5</b>	<b>304.6</b>	<b>0.0</b>	<b>1.8</b>
<b>Goods-producing sector</b>	<b>3,822.4</b>	<b>3,841.5</b>	<b>19.1</b>	<b>106.4</b>	<b>0.5</b>	<b>2.8</b>
Agriculture	312.6	310.0	-2.6	5.5	-0.8	1.8
Natural resources	333.3	335.6	2.3	-0.4	0.7	-0.1
Utilities	144.4	148.9	4.5	1.8	3.1	1.2
Construction	1,236.0	1,260.3	24.3	63.8	2.0	5.3
Manufacturing	1,796.1	1,786.7	-9.4	35.8	-0.5	2.0
<b>Services-producing sector</b>	<b>13,407.1</b>	<b>13,386.6</b>	<b>-20.5</b>	<b>198.2</b>	<b>-0.2</b>	<b>1.5</b>
Trade	2,673.1	2,653.2	-19.9	-15.9	-0.7	-0.6
Transportation and warehousing	830.7	830.0	-0.7	52.9	-0.1	6.8
Finance, insurance, real estate and leasing	1,081.6	1,075.0	-6.6	-20.2	-0.6	-1.8
Professional, scientific and technical services	1,287.8	1,296.9	9.1	39.1	0.7	3.1
Business, building and other support services	664.0	665.7	1.7	27.8	0.3	4.4
Educational services	1,229.0	1,231.8	2.8	1.1	0.2	0.1
Health care and social assistance	2,085.3	2,068.0	-17.3	58.8	-0.8	2.9
Information, culture and recreation	783.4	772.2	-11.2	12.6	-1.4	1.7
Accommodation and food services	1,044.4	1,080.6	36.2	3.4	3.5	0.3
Other services	750.6	749.0	-1.6	18.6	-0.2	2.5
Public administration	977.2	964.2	-13.0	20.0	-1.3	2.1

1. North American Industry Classification System.

**Note:** Related to CANSIM tables 282-0088 and 282-0089.

## Labour force characteristics by province

	February 2011	March 2011	February to March 2011	March 2010 to March 2011	February to March 2011	March 2010 to March 2011
Seasonally adjusted						
	thousands (except rates)		change in thousands (except rates)		% change	
<b>Newfoundland and Labrador</b>						
Population	429.2	429.2	0.0	1.4	0.0	0.3
Labour force	260.9	260.7	-0.2	5.1	-0.1	2.0
Employment	227.7	228.6	0.9	12.3	0.4	5.7
Full-time	195.9	196.9	1.0	12.3	0.5	6.7
Part-time	31.8	31.7	-0.1	0.1	-0.3	0.3
Unemployment	33.3	32.2	-1.1	-7.2	-3.3	-18.3
Participation rate	60.8	60.7	-0.1	1.0	...	...
Unemployment rate	12.8	12.4	-0.4	-3.0	...	...
Employment rate	53.1	53.3	0.2	2.7	...	...
<b>Prince Edward Island</b>						
Population	118.5	118.6	0.1	2.0	0.1	1.7
Labour force	79.6	80.6	1.0	0.9	1.3	1.1
Employment	70.2	71.6	1.4	0.3	2.0	0.4
Full-time	59.1	59.4	0.3	0.9	0.5	1.5
Part-time	11.2	12.2	1.0	-0.5	8.9	-3.9
Unemployment	9.3	9.0	-0.3	0.6	-3.2	7.1
Participation rate	67.2	68.0	0.8	-0.4	...	...
Unemployment rate	11.7	11.2	-0.5	0.7	...	...
Employment rate	59.2	60.4	1.2	-0.7	...	...
<b>Nova Scotia</b>						
Population	779.1	779.0	-0.1	3.1	0.0	0.4
Labour force	500.0	498.1	-1.9	3.0	-0.4	0.6
Employment	452.4	453.1	0.7	-0.6	0.2	-0.1
Full-time	369.8	369.2	-0.6	-1.6	-0.2	-0.4
Part-time	82.6	83.9	1.3	1.0	1.6	1.2
Unemployment	47.6	45.0	-2.6	3.6	-5.5	8.7
Participation rate	64.2	63.9	-0.3	0.1	...	...
Unemployment rate	9.5	9.0	-0.5	0.6	...	...
Employment rate	58.1	58.2	0.1	-0.3	...	...
<b>New Brunswick</b>						
Population	618.7	618.9	0.2	3.1	0.0	0.5
Labour force	391.9	391.5	-0.4	-2.0	-0.1	-0.5
Employment	353.3	354.0	0.7	-5.6	0.2	-1.6
Full-time	295.9	297.5	1.6	-10.4	0.5	-3.4
Part-time	57.3	56.5	-0.8	4.8	-1.4	9.3
Unemployment	38.6	37.6	-1.0	3.6	-2.6	10.6
Participation rate	63.3	63.3	0.0	-0.6	...	...
Unemployment rate	9.8	9.6	-0.2	1.0	...	...
Employment rate	57.1	57.2	0.1	-1.2	...	...
<b>Quebec</b>						
Population	6,550.5	6,555.6	5.1	69.9	0.1	1.1
Labour force	4,293.5	4,281.7	-11.8	57.6	-0.3	1.4
Employment	3,964.8	3,950.1	-14.7	61.8	-0.4	1.6
Full-time	3,169.0	3,187.3	18.3	43.5	0.6	1.4
Part-time	795.8	762.9	-32.9	18.4	-4.1	2.5
Unemployment	328.8	331.5	2.7	-4.3	0.8	-1.3
Participation rate	65.5	65.3	-0.2	0.2	...	...
Unemployment rate	7.7	7.7	0.0	-0.2	...	...
Employment rate	60.5	60.3	-0.2	0.3	...	...

... not applicable

**Note:** Related CANSIM table 282-0087.

## Labour force characteristics by province

	February 2011	March 2011	February to March 2011	March 2010 to March 2011	February to March 2011	March 2010 to March 2011
Seasonally adjusted						
	thousands (except rates)		change in thousands (except rates)		% change	
<b>Ontario</b>						
Population	10,873.9	10,883.6	9.7	137.2	0.1	1.3
Labour force	7,267.9	7,280.5	12.6	92.9	0.2	1.3
Employment	6,685.2	6,690.8	5.6	136.9	0.1	2.1
Full-time	5,389.2	5,452.5	63.3	153.2	1.2	2.9
Part-time	1,296.0	1,238.3	-57.7	-16.3	-4.5	-1.3
Unemployment	582.7	589.8	7.1	-43.8	1.2	-6.9
Participation rate	66.8	66.9	0.1	0.0	...	...
Unemployment rate	8.0	8.1	0.1	-0.7	...	...
Employment rate	61.5	61.5	0.0	0.5	...	...
<b>Manitoba</b>						
Population	949.1	949.9	0.8	12.8	0.1	1.4
Labour force	659.7	664.1	4.4	15.1	0.7	2.3
Employment	624.9	627.3	2.4	12.4	0.4	2.0
Full-time	500.9	504.1	3.2	11.3	0.6	2.3
Part-time	124.0	123.2	-0.8	1.1	-0.6	0.9
Unemployment	34.8	36.8	2.0	2.7	5.7	7.9
Participation rate	69.5	69.9	0.4	0.6	...	...
Unemployment rate	5.3	5.5	0.2	0.2	...	...
Employment rate	65.8	66.0	0.2	0.4	...	...
<b>Saskatchewan</b>						
Population	796.7	797.2	0.5	9.7	0.1	1.2
Labour force	554.7	553.3	-1.4	-1.5	-0.3	-0.3
Employment	523.2	524.4	1.2	-1.6	0.2	-0.3
Full-time	433.4	430.0	-3.4	-0.3	-0.8	-0.1
Part-time	89.8	94.3	4.5	-1.4	5.0	-1.5
Unemployment	31.5	29.0	-2.5	0.2	-7.9	0.7
Participation rate	69.6	69.4	-0.2	-1.1	...	...
Unemployment rate	5.7	5.2	-0.5	0.0	...	...
Employment rate	65.7	65.8	0.1	-1.0	...	...
<b>Alberta</b>						
Population	2,987.2	2,990.1	2.9	43.2	0.1	1.5
Labour force	2,191.7	2,188.5	-3.2	34.1	-0.1	1.6
Employment	2,067.5	2,064.3	-3.2	68.8	-0.2	3.4
Full-time	1,687.1	1,698.0	10.9	53.9	0.6	3.3
Part-time	380.4	366.3	-14.1	15.0	-3.7	4.3
Unemployment	124.2	124.2	0.0	-34.7	0.0	-21.8
Participation rate	73.4	73.2	-0.2	0.1	...	...
Unemployment rate	5.7	5.7	0.0	-1.7	...	...
Employment rate	69.2	69.0	-0.2	1.3	...	...
<b>British Columbia</b>						
Population	3,763.8	3,767.2	3.4	56.2	0.1	1.5
Labour force	2,478.2	2,464.0	-14.2	26.0	-0.6	1.1
Employment	2,260.5	2,264.0	3.5	19.9	0.2	0.9
Full-time	1,742.8	1,738.9	-3.9	-11.7	-0.2	-0.7
Part-time	517.7	525.1	7.4	31.6	1.4	6.4
Unemployment	217.6	200.0	-17.6	6.1	-8.1	3.1
Participation rate	65.8	65.4	-0.4	-0.3	...	...
Unemployment rate	8.8	8.1	-0.7	0.1	...	...
Employment rate	60.1	60.1	0.0	-0.4	...	...

... not applicable

Note: Related CANSIM table 282-0087.

## Domestic sales of refined petroleum products

February 2011 (preliminary)

Sales of refined petroleum products in February totalled 8 479.5 thousand cubic metres, up 605.7 thousand cubic metres (+7.7%) from February 2010. (One cubic metre equals a thousand litres.)

The increase was led by diesel fuel sales, up 281.3 thousand cubic metres (+13.1%) from February 2010, and motor gasoline sales, up 269.0 thousand cubic metres (+8.6%). Of the seven major petroleum product groups, three posted a decline in February compared with February 2010.

Sales of refined petroleum products in February decreased by 286.2 thousand cubic metres (-3.3%)

from January. The decrease was led by motor gasoline sales, down 183.1 cubic metres (-5.1%) in February from January.

**Note:** Preliminary domestic sales of refined petroleum products data are not available on CANSIM.

**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 (toll-free 1-866-873-8789; 613-951-9497; [energ@statcan.gc.ca](mailto:energ@statcan.gc.ca)), Manufacturing and Energy Division.

## Sales of refined petroleum products

	February 2010 <sup>r</sup>	January 2011 <sup>r</sup>	February 2011 <sup>p</sup>	January to February 2011	February 2010 to February 2011
	thousands of cubic metres			% change	
<b>Total, all products</b>	<b>7 873.8</b>	<b>8 765.7</b>	<b>8 479.5</b>	<b>-3.3</b>	<b>7.7</b>
Motor gasoline	3 130.0	3 582.1	3 399.0	-5.1	8.6
Diesel fuel oil	2 143.9	2 384.0	2 425.2	1.7	13.1
Light fuel oil	457.8	470.4	434.5	-7.6	-5.1
Heavy fuel oil	533.5	532.9	527.3	-1.1	-1.2
Aviation turbo fuels	402.1	461.3	403.0	-12.6	0.2
Petrochemical feedstocks <sup>1</sup>	371.7	412.5	364.1	-11.7	-2.0
All other refined products	834.8	922.5	926.5	0.4	11.0

<sup>r</sup> revised

<sup>p</sup> preliminary

1. Materials produced by refineries that are used by the petrochemical industry to produce chemicals, synthetic rubber and a variety of plastics.

**Note:** Data may not add up to totals as a result of rounding.

## Crude oil and natural gas: Supply and disposition

January 2011 (preliminary)

Domestic production of crude oil and equivalent hydrocarbons totalled 14.8 million cubic metres in January, up 14.5% from the same month a year earlier.

Crude oil exports rose 24.0% between January 2010 and January 2011. About 70% of Canada's total domestic production went to the export market in January.

Marketable natural gas production totalled 14.3 billion cubic metres in January, up 2.4% from the same month a year earlier.

Domestic sales of natural gas increased 8.5% between January 2010 and January 2011, while natural gas exports also rose 8.4%. Exports accounted for about 69% of marketable natural gas production in January.

Domestic production of crude oil and equivalent hydrocarbons declined 2.8% from December to January, while marketable production of natural gas rose 1.5%.

**Note:** Preliminary data are available on CANSIM at the national level to January 2011 inclusive. At the national and provincial level detailed information is available for crude oil (126-0001) up to July 2010 inclusive, and for natural gas (131-0001) up to December 2010 inclusive.



Available on CANSIM: tables 126-0001 and 131-0001.

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 (toll-free 1-866-873-8789; 613-951-9497; [energ@statcan.gc.ca](mailto:energ@statcan.gc.ca)), Manufacturing and Energy Division.

## Crude oil and natural gas: Supply and disposition (key indicators)

	January 2010	December 2010	January 2011 <sup>P</sup>	December 2010 to January 2011	January 2010 to January 2011
	thousands of cubic metres			% change	
<b>Crude oil and equivalent hydrocarbons</b>					
Supply <sup>1</sup>					
Production	12 944.3	15 248.7	14 815.7	-2.8	14.5
Imports <sup>2</sup>	3 702.4	3 882.5	3 276.4	-15.6	-11.5
Disposition					
Refinery receipts <sup>3</sup>	8 714.4	9 215.6	8 198.1	-11.0	-5.9
Exports	8 310.7	10 248.9	10 308.5	0.6	24.0
	millions of cubic metres			% change	
<b>Natural gas</b>					
Supply <sup>4</sup>					
Marketable production <sup>5</sup>	13 921.4	14 048.7	14 255.5	1.5	2.4
Imports	2 267.7	2 848.8	3 097.3	8.7	36.6
Disposition					
Domestic sales <sup>6</sup>	8 974.9	8 952.6	9 741.6	8.8	8.5
Exports	9 141.8	9 226.9	9 905.2	7.4	8.4

<sup>P</sup> preliminary

1. Disposition may differ from supply because of inventory change, own consumption, losses and adjustments.

2. Data may differ from International Trade Division estimates because of timing and the inclusion of crude oil landed in Canada for future re-export.

3. Volumetric receipts at refineries of all domestic and imported crude oils for refinery processing or storage.

4. Disposition may differ from supply because of inventory change, usage as pipeline fuel, pipeline losses, line-pack fluctuations.

5. Receipts from fields after processing for the removal or partial removal of some constituents and impurities and that meet specifications for residential, commercial and industrial use; and including other adjustments.

6. Domestic sales includes residential, commercial, industrial and direct sales (for example direct, non-utility, sales for consumption where the utility acts solely as transporter).

## Quarterly Retail Commodity Survey

Fourth quarter 2010

Retail commodity sales rose 4.7% in the fourth quarter compared with the fourth quarter of 2009. Higher sales were reported in 7 of the 10 major commodity groups.

Automotive fuels, oils, and additives sales led the growth, up 18.6% in the fourth quarter compared with the fourth quarter of 2009. According to the Consumer Price Index, gasoline prices increased 9.6% over the same period.

The value of sales of motor vehicles, parts and services rose 8.7% in the fourth quarter. The increase was driven by a 17.6% advance in new truck sales (which include minivans, sport-utility vehicles, light and heavy trucks, vans, and buses), as well as a 10.6% gain in used automotive vehicle sales. Sales of automotive parts and accessories increased 5.3%. New passenger cars registered the only decrease in this commodity group, declining 1.5%.

Food and beverages sales increased 4.9% to \$27.3 billion. Sales of this commodity group continued to shift away from food and beverage stores and towards other retailers in 2010.

Sales of clothing, footwear and accessories increased 7.3% in the fourth quarter compared with the same quarter a year earlier.

Sales of health and personal care products edged up 0.1%, reflecting flat sales of prescription drugs.

The largest fourth quarter decline occurred in the all other goods and services category (-4.5%), which includes recreational vehicles and pet food.

**Note:** The Quarterly Retail Commodity Survey collects national level retail sales by commodity, from a sub-sample of businesses in the Monthly Retail Trade Survey. Quarterly data have not been adjusted for seasonality. All percentage changes are year-over-year.

Since the first quarter of 2010, published data are based on an updated sample. The new level

of estimates has led to a time series revision back to the first quarter of 2004. These revisions also incorporate 2009 annual revisions as well as some other historical revisions.

The quality rating of the series should be considered when making year-over-year comparisons of sales levels. Some of the year-over-year changes may reflect differences in the characteristics of businesses selected in the old and new samples. Estimates for major commodity groups are of higher quality than those for more specific commodities. The old tables 080-0018 and 080-0019 have been replaced by CANSIM table 080-0022.

Available on CANSIM: table 080-0022.

**Definitions, data sources and methods:** survey number 2008.

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 Abdulelah Mohammed (613-951-7719), Distributive Trades Division.

### Sales by commodity, all retail stores

	Fourth quarter 2009 <sup>r</sup>	Third quarter 2010 <sup>r</sup>	Fourth quarter 2010 <sup>p</sup>	Fourth quarter 2009 to fourth quarter 2010
Unadjusted				
	\$ millions			% change
<b>Commodity</b>				
Food and beverages	25,997	26,855	27,260	4.9
Health and personal care products	10,358	9,927	10,371	0.1
Clothing, footwear and accessories	10,768	8,889	11,556	7.3
Furniture, home furnishings and electronics	11,722	9,571	11,983	2.2
Motor vehicles, parts and services	19,988	23,336	21,728	8.7
Automotive fuels, oils and additives	9,804	11,160	11,628	18.6
Housewares	2,209	2,112	2,342	6
Hardware, lawn and garden products	6,986	8,401	6,814	-2.5
Sporting and leisure goods	4,742	3,290	4,549	-4.1
All other goods and services	9,087	9,224	8,677	-4.5
<b>Total</b>	<b>111,661</b>	<b>112,766</b>	<b>116,908</b>	<b>4.7</b>

<sup>r</sup> revised

<sup>p</sup> preliminary

**Note:** Data may not add to totals as a result of rounding.

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## Production of poultry and eggs

February 2011 (preliminary)

Data on the production of poultry and eggs are now available for February.

**Definitions, data sources and methods: survey numbers, including related surveys, 3425 and 5039.**

The first quarter 2011 issue of the *Poultry and Eggs Statistics*, Vol. 8, no. 1 (23-015-X, free), will be available on May 27.

For more information, call Client Services (toll-free 1-800-465-1991). To enquire about the concepts, methods or data quality of this release, contact Sandra Venturino (613-951-9278; [sandra.venturino@statcan.gc.ca](mailto:sandra.venturino@statcan.gc.ca)), Agriculture Division. ■

## Advertising and related services

2009

The 2009 edition of *Service Bulletin: Advertising and Related Services*, which contains industry highlights along with financial data including revenues, expenses, and operating profit margins, is now available. The publication also breaks down some of the revenue data by type of client and by geographic region.

**Definitions, data sources and methods: survey number 2437.**

The publication *Service Bulletin: Advertising and Related Services*, 2009 (63-257-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 Client Services (toll-free 1-877-801-3282; 613-951-4612; [servicesind@statcan.gc.ca](mailto:servicesind@statcan.gc.ca)), Service Industries Division. ■

## New products and studies

**Industry Price Indexes**, February 2011, Vol. 37, no. 2  
Catalogue number **62-011-X** (PDF, free; HTML, free)

**Advertising and Related Services**, 2009  
Catalogue number **63-257-X** (PDF, free; HTML, free)

**Building Permits**, February 2011, Vol. 55, no. 2  
Catalogue number **64-001-X** (PDF, free; HTML, free)

**Labour Force Information**, March 13 to 19, 2011  
Catalogue number **71-001-X** (PDF, free; HTML, free)

**Labour Force Survey Microdata File**, March 2011  
Catalogue number **71M0001X** (CD-ROM, free)

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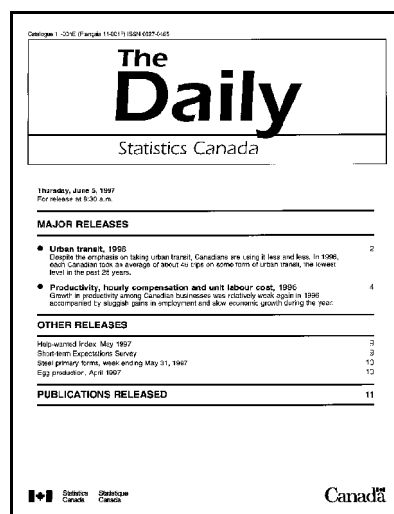
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Catalogue 11-001-XIE.

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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**Release dates: April 11 to April 15, 2011**

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(Release dates are subject to change.)

<b>Release date</b>	<b>Title</b>	<b>Reference period</b>
12	<b>Canadian international merchandise trade</b>	February 2011
12	<b>New Housing Price Index</b>	February 2011
14	<b>Monthly Survey of Manufacturing</b>	February 2011
14	<b>New motor vehicle sales</b>	February 2011
15	<b>Foreign direct investment</b>	2008 to 2010
15	<b>Investment in non-residential building construction</b>	First quarter 2011