Catalogue 11-001-X (ISSN 1205-9137)

The Daily

Statistics Canada

Thursday, April 10, 2014
Released at 8:30 a.m. Eastern time

Releases

Releases

Control and sale of alcoholic beverages, for the year ending March 31, 2013

Beer and liquor stores and agencies sold $21.4 billion worth of alcoholic beverages during the fiscal year ending March 31, 2013, up 2.2% from the previous year. Beer remained the alcoholic drink of choice for Canadians, with $9.1 billion in sales, but the market share of wine continued to grow.

The growth rate in wine sales (+4.9%) in 2013 outpaced that of spirits (+2.9%) and beer (-0.1%). The overall increase in alcoholic beverage sales slowed in 2013, with all three market segments (beer, wine, spirits) recording lower growth rates compared with a year earlier.

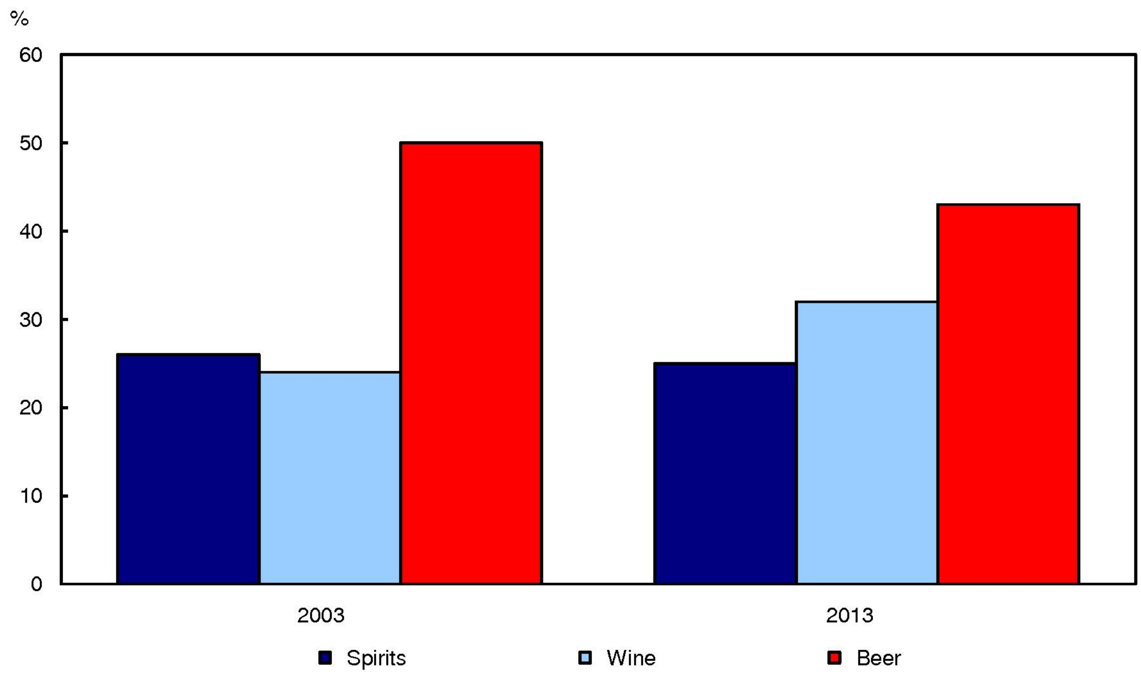
The net income realized by provincial and territorial liquor authorities, combined with other alcohol-related revenue such as liquor licences and permits, was up 3.2% from the previous year to $6.3 billion in the fiscal year ending March 31, 2013. Most provinces and territories posted increases in net income.

The market share of beer declines

Beer and liquor stores and agencies sold $9.1 billion worth of beer during the fiscal year ending March 31, 2013, down 0.1% from the previous year. New Brunswick reported the largest sales decline at 4.6%, while Prince Edward Island posted the biggest increase at 4.6%.

The decline in beer sales reflected the overall trend in the market share of beer compared with that of wine. In 2003, beer had a market share of 50% in terms of dollar value, while wine had 24%. By 2013, the market share for beer had declined to 43%, while wine had increased to 32%.

Chart 1
Proportion of sales of alcoholic beverages in dollars

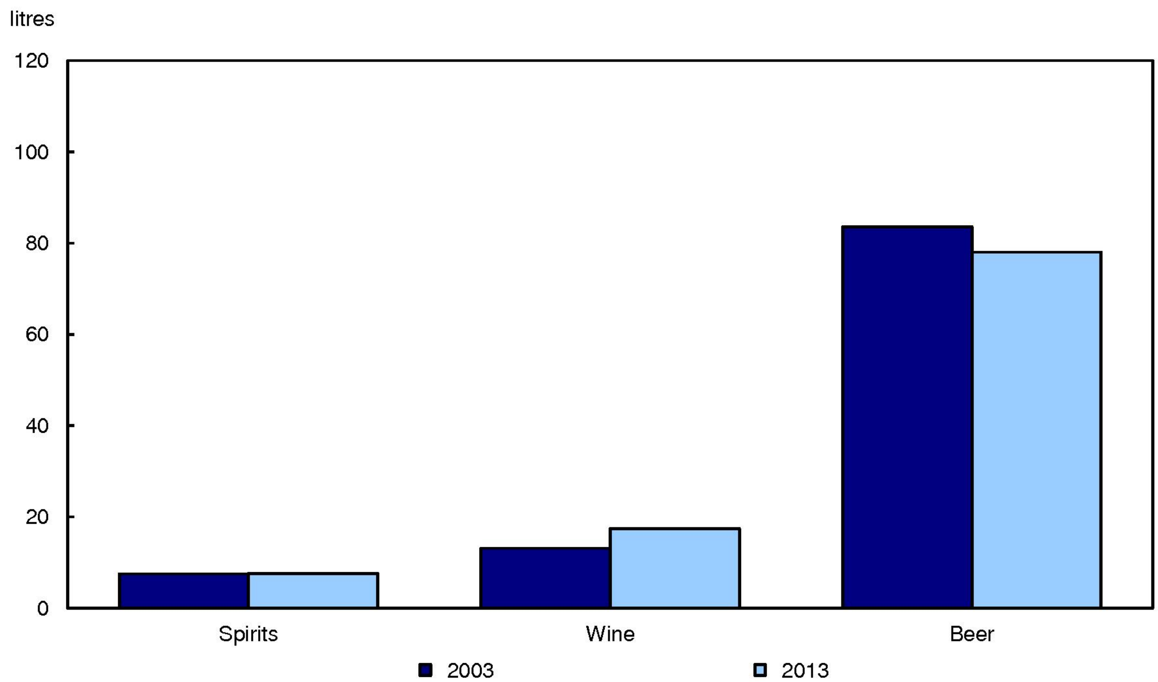


In terms of volume sold, beer and liquor stores and agencies sold 2.3 billion litres of beer in 2013. The volume of domestic beer sold decreased 1.7% from the previous year to 2.0 billion litres. The volume of imported beer sold declined 3.8% to 0.3 billion litres. Over a 10-year period beginning in 2003, the market share of domestic beer sold in Canada decreased from 91% to 86% in 2013.

Overall, three countries accounted for about 60% of imported beer sales in terms of volume. Beer originating from the United States accounted for 24.4%, followed by the Netherlands (18.7%) and Mexico (16.6%).

On a per-capita basis, beer sales amounted to 78.0 litres per person in the fiscal period ending March 31, 2013, down from 83.6 litres in 2003.

Chart 2
Sales of alcoholic beverages per capita 15 years and over – Volume



Wine's popularity still on the rise

Wineries and liquor stores and agencies sold $6.8 billion worth of wine during the year ending March 31, 2013, up 4.9% from the previous year. All provinces and territories reported gains, with Alberta posting the highest growth at 11.0%.

In terms of volume, wine sales increased 3.9% from 2012 to 506.6 million litres in 2013. The growth in volume of imported wine (+4.3%) outpaced that of domestic wine (+3.3%).

The market shares of red and white wine have shifted over the past 10 years. In 2013, red wine represented 56% of total wine sales compared with 51% in 2003.

The share of imported red wine in 2013 was virtually unchanged from 2012, accounting for 77% of all red wines sold in Canada. The market share of imported white wine was smaller, at 61%.

On a per-capita basis, wine sales amounted to 17.4 litres or $234 per person in 2013, up 4.3 litres per person from 2003.

Liqueur and rum sales up

Liquor stores and agencies sold $5.4 billion worth of spirits during the year ending March 31, 2013, up 2.9% from the previous year. This gain was mainly the result of higher sales of liqueurs (+9.5%), rum (+4.1%) and vodka (+3.9%).

The volume of spirits sold rose 2.7% in 2013 to 222.4 million litres. Sales of domestic spirits totalled 148.0 million litres, up 2.2%, but slower than the 3.8% increase in imported spirits. Imports accounted for one-third of the market share of spirits in Canada. Imports of spirits have been increasing for several years, rising from 26% in 2003 to 33% in 2013.

In terms of dollar value, the largest share of imported spirits sold came from the United States (27.3%), followed by the United Kingdom (27.3%). Whisky-type products such as whisky, scotch, and bourbon accounted for 27% of total spirits sales in 2013, followed by vodka (24%) and rum (17%).

On a per-capita basis, spirits sales amounted to 7.6 litres per person in 2013, up 0.1 litres per person from 2003. The market share of spirits was unchanged at 25% in 2013 compared with 2003.

Note to readers

Statistics on the sales of alcoholic beverages by volume should not be equated with data on consumption. Sales volumes include only sales by liquor authorities and their agents, and sales by wineries and breweries and outlets that operate under license from the liquor authorities.

Consumption of alcoholic beverages would include all these sales, plus homemade wine and beer, wine and beer manufactured through brew-on-premises operations, sales in duty-free shops and any unrecorded transactions.

Similarly, statistics on sales of alcoholic beverages by dollar value of sales should not be equated with consumer spending on alcoholic beverages. Sales data refer to the revenues received by liquor authorities, wineries and breweries. These revenues include sales to licensed establishments, such as bars and restaurants. Therefore, sales data do not reflect the total amount spent by consumers on alcoholic beverages, as the prices paid in licensed establishments are greater than the price paid by those establishments to the liquor authorities.

Per capita data are based on the population aged 15 and over as published in CANSIM table 051-0001 for July 1, 2012, to conform to internationally accepted standards. The volume of sales of alcoholic beverages in litres of absolute alcohol is calculated by multiplying the sales volume by the percentage of alcohol content. For more information, consult the "Definitions, data sources and methods" section of this release.

Table 1
Net income of provincial and territorial liquor authorities for the year ending March 31

	2012^{r}	2013^{p}	2012 to 2013
	thousands of dollars		% change
Canada	**6,085,566**	**6,279,173**	**3.2**
Newfoundland and Labrador	142,901	149,038	4.3
Prince Edward Island	34,253	35,572	3.9
Nova Scotia	221,595	228,032	2.9
New Brunswick	165,621	165,283	-0.2
Quebec	1,169,936	1,215,241	3.9
Ontario	2,228,369	2,280,223	2.3
Manitoba	256,024	263,689	3.0
Saskatchewan	218,663	232,215	6.2
Alberta	687,118	728,729	6.1
British Columbia	921,685	940,312	2.0
Yukon	12,734	12,704	-0.2
Northwest Territories	24,918	26,043	4.5
Nunavut	1,749	2,092	19.6

^{r} *revised*
^{p} *preliminary*
Note(s): *Data may not add up to totals as a result of rounding.*

Table 2
Sales of alcoholic beverages for the year ending March 31

	2013			
	Beer	Wine	Spirits	Total
	thousands of dollars			
Canada	**9,142,656**	**6,807,415**	**5,406,642**	**21,356,713**
Newfoundland and Labrador	233,193	66,201	142,360	441,754
Prince Edward Island	43,545	17,254	28,069	88,868
Nova Scotia	295,871	130,013	197,744	623,628
New Brunswick	212,518	85,620	109,002	407,140
Quebec	2,308,422	2,320,884	713,056	5,342,362
Ontario	3,172,601	2,263,607	2,069,506	7,505,714
Manitoba	312,790	146,472	250,865	710,127
Saskatchewan	293,455	91,278	239,467	624,200
Alberta	1,056,849	614,200	749,606	2,420,655
British Columbia	1,170,075	1,054,866	871,499	3,096,440
Yukon	19,516	8,512	12,164	40,192
Northwest Territories	20,319	7,848	21,508	49,675
Nunavut	3,502	660	1,796	5,958
	2012 to 2013			
	Beer	Wine	Spirits	Total
	% change			
Canada	**-0.1**	**4.9**	**2.9**	**2.2**
Newfoundland and Labrador	2.8	5.8	2.6	3.2
Prince Edward Island	4.6	4.3	1.2	3.4
Nova Scotia	-1.3	0.3	-0.5	-0.7
New Brunswick	-4.6	4.2	-0.9	-1.9
Quebec	-4.5	2.8	1.5	-0.6
Ontario	1.3	5.9	2.3	2.9
Manitoba	1.8	7.2	3.9	3.6
Saskatchewan	2.2	8.2	3.5	3.6
Alberta	4.5	11.0	7.6	7.0
British Columbia	0.7	4.1	2.7	2.4
Yukon	-0.3	4.5	3.2	1.7
Northwest Territories	0.8	5.3	2.4	2.2
Nunavut	-3.7	8.4	-4.1	-2.6

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

Table 3
Sales of alcoholic beverages per capita 15 years and over for the year ending March 31, 2013

	Beer	Wine	Spirits	Total
	dollars			
Canada	**314.1**	**233.9**	**185.7**	**733.7**
Newfoundland and Labrador	518.0	147.1	316.3	981.4
Prince Edward Island	356.6	141.3	229.8	727.7
Nova Scotia	365.8	160.7	244.5	771.0
New Brunswick	329.5	132.8	169.0	631.3
Quebec	337.4	339.2	104.2	780.7
Ontario	282.9	201.9	184.6	669.4
Manitoba	308.1	144.3	247.1	699.6
Saskatchewan	332.3	103.3	271.1	706.7
Alberta	332.6	193.3	235.9	761.7
British Columbia	302.9	273.1	225.6	801.5
Yukon	646.8	282.1	403.1	1,332.1
Northwest Territories and Nunavut	408.6	146.0	399.8	954.4

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

Available in CANSIM: tables 183-0006 and 183-0015 to 183-0020.

Definitions, data sources and methods: survey number 1726.

Data tables on sales of alcoholic beverages are available from the *National economic accounts* module of our website.

Data are also available through custom and special tabulation.

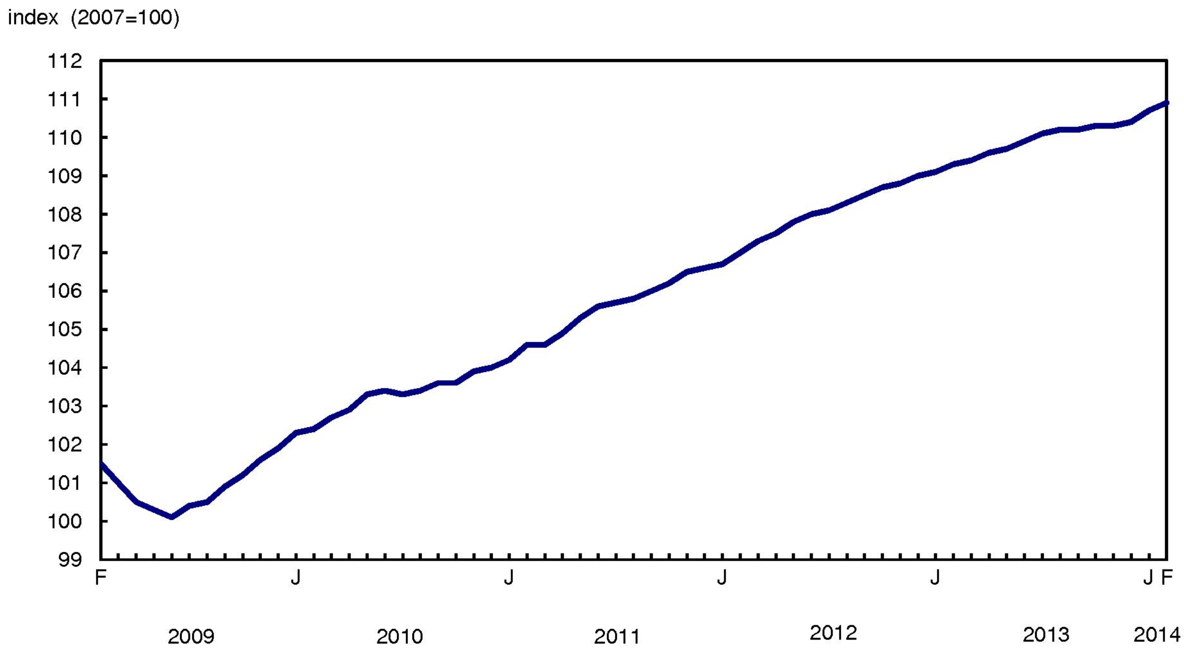
For more information on this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca).

To enquire about the concepts, methods or data quality of this release, contact Bruce Orok (613-951-0181; bruce.orok@statcan.gc.ca), Public Sector Statistics Division.

New Housing Price Index, February 2014

The New Housing Price Index (NHPI) rose 0.2% in February, following a 0.3% increase in January.

Chart 1
New Housing Price Index



The metropolitan region of Calgary was the top contributor to the February gain, with prices up 0.9% over the previous month. Builders reported that higher material and labour costs, market conditions and the implementation of the new home warranty program in Alberta were the primary reasons for the increase.

New housing prices were up in all Ontario metropolitan areas surveyed, except in the combined region of Greater Sudbury and Thunder Bay. Prices in that region were unchanged for the sixth consecutive month.

St. Catharines–Niagara reported the largest monthly price increase in February, with prices rising 1.3%. This was the biggest increase in the region since November 2009. Builders cited that higher material and labour costs as well as market conditions were responsible for the gain.

New home prices rose 0.7% in Kitchener–Cambridge–Waterloo following two consecutive months of decline, while prices were up 0.6% in Windsor. According to builders, higher material and labour costs were responsible for the increases in both regions.

Two metropolitan areas, both in the Atlantic region, reported price decreases. Prices were down 0.4% in Charlottetown, as builders reported lowering prices on inventory homes to generate sales. This was the largest decrease in Charlottetown since December 2012.

New housing prices fell 0.1% in Halifax. Price changes in the region have been fluctuating between 0.0% and a decline of 0.1% for the past five months.

Prices were unchanged in 7 of the 21 metropolitan areas surveyed in February.

On a year-over-year basis, the NHPI rose 1.5% in February, following an identical increase in January.

The two main contributors to the annual advance were Calgary (+6.9%) and the combined metropolitan region of Toronto and Oshawa (+1.7%). The year-over-year increase in Toronto and Oshawa was the largest since September 2013.

Compared with the same month last year, new housing prices were up 3.5% in Saskatoon and 3.4% in St. Catharines–Niagara. Annual prices in St. Catharines–Niagara have been increasing since November 2011.

Other significant year-over-year increases occurred in Hamilton (+2.7%) and Winnipeg (+2.6%).

Among the 21 metropolitan areas surveyed, 4 posted 12-month price declines in February: Vancouver (-1.2%), Ottawa–Gatineau (-0.9%), Victoria (-0.8%) and Edmonton (-0.1%). This was the third consecutive month of annual declines in Edmonton. Annual prices in Ottawa–Gatineau have been decreasing since August 2013.

Chart 2
Calgary posts the largest year-over-year price increase

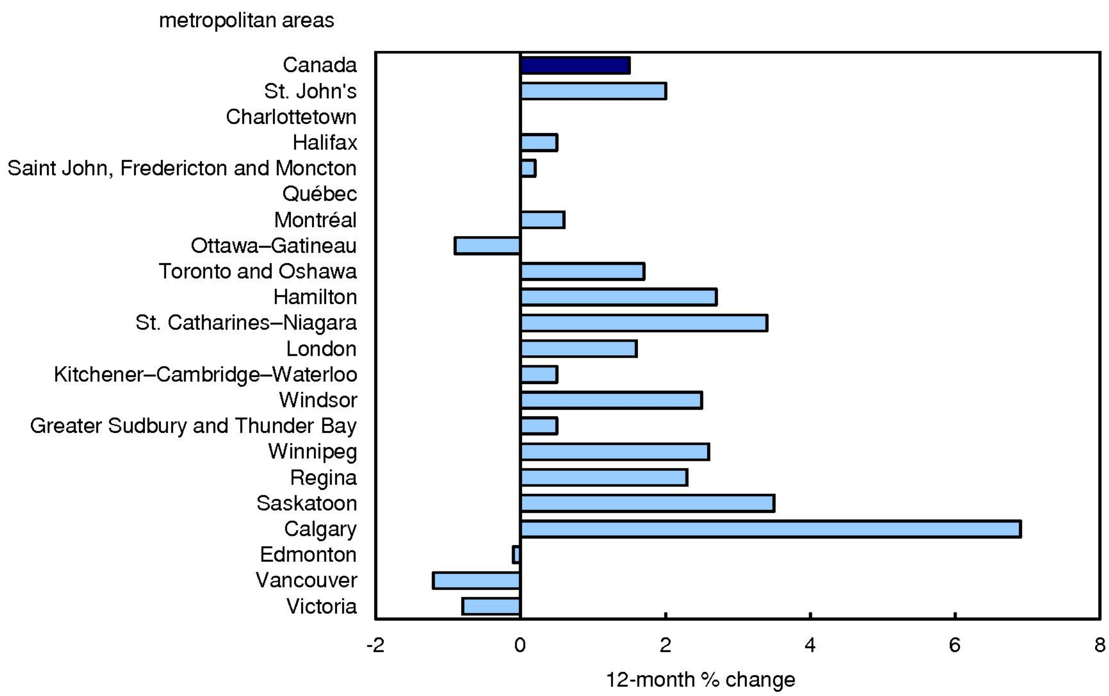


Table 1
New Housing Price Index – Not seasonally adjusted[1]

	Relative importance[2]	February 2013	January 2014	February 2014	January to February 2014	February 2013 to February 2014
	%	(2007=100)			% change	
Canada total	**100.0**	**109.3**	**110.7**	**110.9**	**0.2**	**1.5**
House only	**...**	**109.9**	**111.5**	**111.9**	**0.4**	**1.8**
Land only	**...**	**107.5**	**108.4**	**108.5**	**0.1**	**0.9**
St. John's	1.76	147.9	150.9	150.9	0.0	2.0
Charlottetown	0.18	102.7	103.1	102.7	-0.4	0.0
Halifax	1.15	117.0	117.7	117.6	-0.1	0.5
Saint John, Fredericton and Moncton[3]	0.46	108.1	108.3	108.3	0.0	0.2
Québec	2.35	122.6	122.6	122.6	0.0	0.0
Montréal	8.27	116.4	117.0	117.1	0.1	0.6
Ottawa–Gatineau	4.50	116.4	115.3	115.4	0.1	-0.9
Toronto and Oshawa[3]	28.01	119.0	120.7	121.0	0.2	1.7
Hamilton	3.20	107.1	109.6	110.0	0.4	2.7
St. Catharines–Niagara	1.03	108.4	110.7	112.1	1.3	3.4
London	1.65	111.1	112.5	112.9	0.4	1.6
Kitchener–Cambridge–Waterloo	1.67	111.1	110.9	111.7	0.7	0.5
Windsor	0.73	98.6	100.5	101.1	0.6	2.5
Greater Sudbury and Thunder Bay[3]	0.61	107.7	108.2	108.2	0.0	0.5
Winnipeg	2.77	133.9	137.2	137.4	0.1	2.6
Regina	1.31	156.6	159.9	160.2	0.2	2.3
Saskatoon	2.63	119.2	123.4	123.4	0.0	3.5
Calgary	12.18	100.0	105.9	106.9	0.9	6.9
Edmonton	12.68	91.0	90.8	90.9	0.1	-0.1
Vancouver	11.78	97.6	96.4	96.4	0.0	-1.2
Victoria	1.08	84.8	84.1	84.1	0.0	-0.8

... not applicable
1. Values have been rounded.
2. The relative importance is calculated using a price adjusted three-year average of the value of building completions for each metropolitan area.
3. To ensure data confidentiality, the following census metropolitan areas and census agglomeration are grouped together as follows: Saint John, Fredericton and Moncton; Toronto and Oshawa; and Greater Sudbury and Thunder Bay.
Note(s): *View the census subdivisions that comprise the metropolitan areas online.*

Note to readers

The New Housing Price Index measures changes over time in the selling prices of new residential houses agreed upon between the contractor and the buyer at the time of the signing of the contract. It is designed to measure the changes in the selling prices of new houses where detailed specifications pertaining to each house remain the same between two consecutive periods. The survey covers the following dwelling types: single dwellings, semi-detached and row houses (town house or garden home). The prices collected from builders and included in the index are market selling prices less value added taxes, such as the Federal Goods and Services Tax or the Harmonized Sales Tax.

The index is not subject to revision and is not seasonally adjusted.

Available in CANSIM: table 327-0046.

Definitions, data sources and methods: survey number 2310.

The New Housing Price Index for March will be released on May 8.

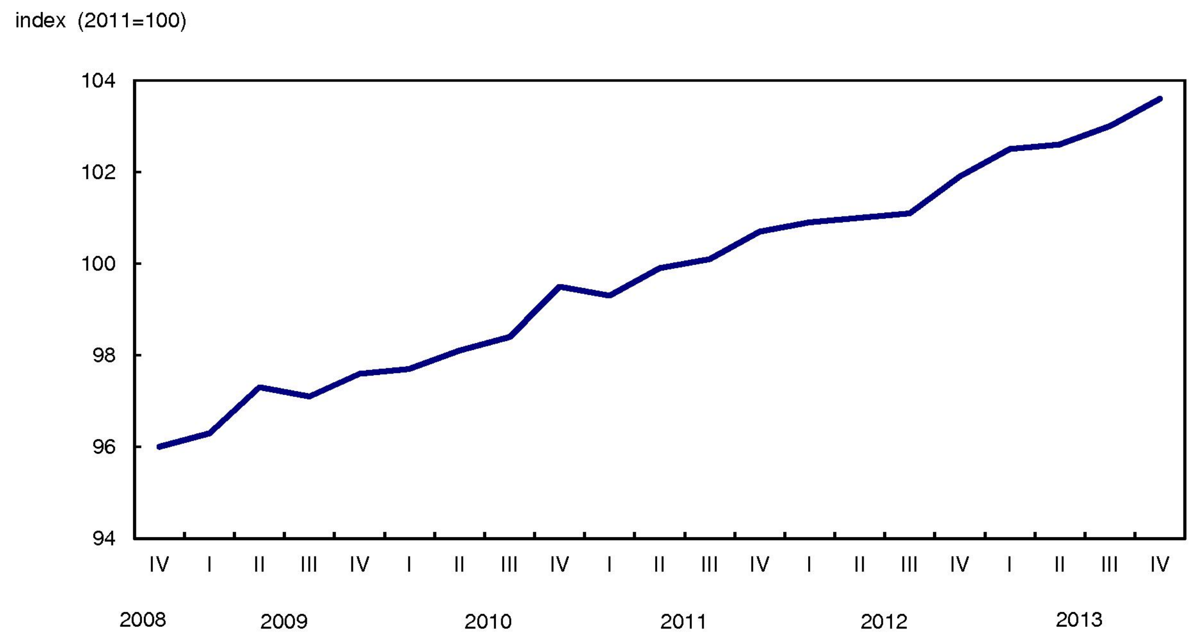
For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

Commercial Rents Services Price Index, fourth quarter 2013

The Commercial Rents Services Price Index increased 0.6% in the fourth quarter of 2013 following a 0.4% increase in the third quarter.

On a year-over-year basis, the index advanced 1.7% in the fourth quarter compared with the same quarter in 2012.

Chart 1
Commercial Rents Services Price Index



Note to readers

The Commercial Rents Services Price Index is a monthly index that is disseminated on a quarterly basis. Prices collected are average rents measured in price per square foot for a sample of commercial buildings.

With each release, data for the previous quarter may have been revised. The series is also subject to an annual revision with the release of second quarter data of the following reference year. The index is not seasonally adjusted.

Table 1
Commercial Rents Services Price Index – Not seasonally adjusted

	Fourth quarter 2012	Third quarter 2013^r	Fourth quarter 2013^p	Third quarter to fourth quarter 2013	Fourth quarter 2012 to fourth quarter 2013
	(2011=100)			% change	
Commercial Rents Services Price Index	101.9	103.0	103.6	0.6	1.7

^r *revised*
^p *preliminary*

Available in CANSIM: tables 332-0012 and 332-0013.

Definitions, data sources and methods: survey number 5123.

The Commercial Rents Services Price Index for the first quarter will be released in July.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

Long-term Care Facilities Survey, 2011 and 2012

Data from the Long-term Care Facilities Survey for 2011 and 2012 are now available.

Definitions, data sources and methods: survey number 5203.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (613-951-4636; mediahotline@statcan.gc.ca).

New products and studies

There are no new products today.


The Daily
Statistics Canada

Statistics Canada's official release bulletin

Catalogue 11-001-X.

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

To access or subscribe to *The Daily* on the Internet, visit our website at *http://www.statcan.gc.ca*.