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SHOPPING CENTRES IN CANADA

(Retail Trade)

1965

Published by Authority of
The Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS

Merchandising and Services Division

January 1968
6403-536

Price: 50 cents

SYMBOLS

The interpretation of the symbols used in the tables throughout this publication is as follows:

- nil or zero.
- ' revised figures.
- x figures deleted to ensure anonymity.

SHOPPING CENTRES IN CANADA

(Retail Trade)

1965

This publication contains the results of the tenth annual survey of retail outlets in shopping centres throughout Canada. The results of these surveys, taken over the long term, indicate that the growth of suburban retailing complexes has become one of the most important developments in present-day retailing in Canada. In 1957, about 2.5 per cent of all retailing activity took place in shopping centres; by 1965, this had increased to 9.0 per cent.

Definition

For the purpose of this survey, a shopping centre is defined as follows:

"A group of stores which are planned, developed and designed as a unit. The centre must contain a minimum of five retail establishments in operation during any part of the current year. (Note: the term 'retail' is extended in this survey to include restaurants, which are by definition part of the service trades.) The centre must have a minimum of 20,000 square feet of usable parking area adjacent to it, and the parking facilities must be free of charge to the customers of that centre. For shopping centres with paved parking areas of 20,000-50,000 square feet, the ratio of parking area to gross ground floor area must be 1.5 to 1 or better. The merchandising development must contain either a grocery and combination store, a department store or a chain variety store. While a shopping centre is usually designed as a single project, all establishments do not necessarily have to be leased from a single (private or collective) ownership. A retail establishment may own the building and the land on which it is situated, and still be fully integrated with the centre. A shopping centre usually bears a name and, as a rule, matters of common interest to the tenants, such as children's playground, community activities, parking, etc., originate from one authority."

As in previous publications, shopping centres are stratified on the basis of the number of retail outlets operating within the centre.

Type A - Containing 5 to 15 retail outlets.

Type B - Containing 16 to 30 retail outlets.

Type C - Containing more than 30 retail outlets.

Collection

The collection of shopping centre data was effected in three general stages:

1. Information on new shopping centre developments was obtained through such sources as municipal authorities, chain store organizations, newspapers, trade magazines, etc.
2. Current listings of retail firms within shopping centres, together with information on gross floor area and parking area, were obtained primarily from the lessors of these centres.
3. Information on sales was obtained directly from the retailers operating within each centre.

Summary of Results

During 1965, there was an increase of 24 shopping centres in operation across Canada. This rise was slightly offset by the loss of 7 shopping centres which ceased to meet the requirements of the above definition. The net result was an increase of 17 shopping centres, raising the total from 369 in 1964 to 386 in the current year.

Retail Trade within Shopping Centres, 1956-65

	Stores				Sales			
	Independent	Department	Chain	Total	Independent	Department	Chain	Total
1956	447	11	418	876	32,551,660	56,088,469	148,861,699	237,501,828
1957	699	16	574	1,289	62,470,597	68,680,373	234,172,065	365,323,035
1958	976	20	726	1,722	82,525,311	84,114,677	301,808,349	468,448,337
1959	1,459	26	1,018	2,503	114,740,128	113,736,507	399,242,538	627,719,173
1960	1,851	29	1,361	3,241	141,749,425	127,228,186	527,026,884	796,004,495
1961	2,327	37	1,597	3,961	193,249,541	172,717,592	628,240,037	994,207,170
1962	2,546	51	1,717	4,314	218,572,149	225,675,411	727,864,626	1,172,112,186
1963	2,781	55	1,809	4,645	253,801,695	266,677,789	819,709,255	1,340,188,739
1964	3,010	60	1,929	4,999	291,349,141	343,226,341	953,320,989	1,587,896,471
1965	3,207	69	2,073	5,349	339,416,357	424,725,192	1,101,192,385	1,865,333,934

Most of the new shopping centres (17 of the 24) were of the Type A or "neighbourhood" variety. Of the remaining 7 centres, 5 were in the Type B category and 2 in Type C. The 7 shopping centres which were dropped from the survey were all classified in 1964 as Type A centres.

It should be noted that the term "new" as used above refers to a shopping complex which meets all the requirements of the shopping centre definition. This does not necessarily mean that the actual construction and operation of the centre began in 1965. Several of the 24 new shopping centres which were added this year were actually in operation but failed to meet all the requirements of the definition in 1964.

Changes in the number of retail outlets operating in particular shopping centres made necessary some shifts in the classification of existing centres. Because of such changes, 3 Type A centres were reclassified to Type B while 4 Type B shopping centres were transferred to the Type A category. In the larger complexes, increases in the number of retail outlets caused the reclassification of 2 Type B centres to Type C, while 1 Type C centre fell below the required 31 outlets and was shifted back to Type B.

The following tables provide (1) a comparison of the number of shopping centres in existence during 1964 and 1965, by province and by type of centre; and (2) an analytic description of the three types of shopping centres in operation during 1965, including number of retail stores, gross floor area and parking area.

Number of Shopping Centres in Canada, 1965, by Province and by Type

Province	Type A		Type B		Type C		Total	
	1964	1965	1964	1965	1964	1965	1964	1965
Newfoundland	—	—	1	1	—	—	1	1
Nova Scotia	6	6	1	1	1	1	8	8
New Brunswick	2	3	—	—	—	—	2	3
Quebec	38	41	24	27	6	6	68	74
Ontario	120	126	36	32	14	17	170	175
Manitoba	9	9	1	1	1	1	11	11
Saskatchewan	10	11	2	2	—	—	12	13
Alberta	40	39	2	4	4	4	46	47
British Columbia	45	46	3	5	3	3	51	54
Canada	270	281	70	73	29	32	369	386

Area Statistics of Shopping Centres, 1965

Type of shopping centre	Range		Measures of central tendency	
	Minimum	Maximum	Average	Median
Type A (5-15 retail stores):				
Number of retail stores	5	15	9	10
Gross floor area (sq. ft.) ¹	9,000	231,000	57,452	46,050
Parking area (sq. ft.)	21,200	915,000	157,319	114,748
Type B (16-30 retail stores):				
Number of retail stores	16	30	22	23
Gross floor area (sq. ft.) ¹	64,064	437,286	173,044	147,400
Parking area (sq. ft.)	63,780	1,547,856	491,051	406,000
Type C (30 or more than 30 retail stores):				
Number of retail stores	31	78	40	36
Gross floor area (sq. ft.) ¹	167,000	1,340,206	428,442	381,115
Parking area (sq. ft.)	235,964	2,439,160	969,722	848,367

¹ Includes gross floor area of all premises—retail, service, offices, etc.

The 386 shopping centres in operation during 1965 had a total sales volume of \$1,865,333,934 — an increase of \$277,437,463 or 17.5 per cent over the previous year. The 24 new centres accounted for \$62,674,103 or 22.6 per cent of the increase, while the remaining \$214,763,360 or 77.4 per cent was due both to an increase in the number of stores

in existing shopping centres and to an increase in sales of existing retail outlets in these centres.

The following table contains, in capsule form, the basic information on the economic organization of retail trade in shopping centres during 1965:

Economic Organization of Retail Trade within Shopping Centres, Canada, 1965, by Type

	Type A	Type B	Type C	Total
Number of shopping centres	281	73	32	386
Number of stores:				
Independent	1,733	855	619	3,207
Chain ¹	748	737	657	2,142
Totals	2,481	1,592	1,276	5,349
Sales:				
Independent	\$ 172,365,535	\$ 87,511,202	\$ 79,539,620	\$ 339,416,357
Chain ¹	\$ 485,023,832	\$ 444,066,692	\$ 596,827,053	\$ 1,525,917,577
Totals	\$ 657,389,367	\$ 531,577,894	\$ 676,366,673	\$ 1,865,333,934

¹ Includes department stores.

As in previous years, there was a continued disparity between the number (72.8 per cent) and the sales (35.2 per cent) of Type A or neighbourhood shopping centres. The same was true, but in reverse, in the case of Type C regional shopping centres, which accounted for only 8.3 per cent of all centres but were responsible for 36.3 per cent of their total sales. The continued importance of regional shopping centres is due in large measure to the heavy concentration of suburban department store branches in these centres. In 1965, the 34 department store

outlets in Type C shopping centres accounted for \$306,529,280 or 45.3 per cent of the total sales in this type of development.

All trades represented in shopping centres continued to experience substantial gains in sales volume during 1965, with increases ranging from 12.0 per cent for grocery and combination stores to 51.4 per cent for furniture, appliance and radio stores. The year-to-year changes for the various kinds of business located in shopping centres are described in the following table:

Sales by Selected Kinds of Business within Shopping Centres, 1964 and 1965

Kind of business	Sales		Change 1965/64
	1964	1965	
	dollars		%
Grocery and combination stores	634,869,532	711,258,913	+ 12.0
All other food stores	26,175,415 ^r	30,743,277	+ 17.4
Department stores	343,226,341 ^r	424,725,192	+ 23.7
Variety stores	117,863,644 ^r	147,149,621	+ 24.8
Garages and service stations	11,125,655	14,481,906	+ 30.2
Men's clothing stores	29,482,969	35,585,722	+ 20.7
Family clothing stores	18,305,823	22,979,774	+ 25.5
Women's clothing stores	58,882,264	68,224,543	+ 15.9
Shoe stores	34,484,238	38,882,633	+ 12.8
Hardware stores	27,167,737	31,731,720	+ 16.8
Furniture, appliance and radio stores	14,534,155 ^r	21,998,104	+ 51.4
Restaurants	27,860,183	33,468,693	+ 20.1
Drug stores	64,699,049	73,640,388	+ 13.8
Jewellery stores	10,955,172	14,476,681	+ 32.1
Miscellaneous stores	168,264,294 ^r	195,986,767	+ 16.5
Totals, all trades	1,587,896,471	1,865,333,934	+ 17.5

The following table provides the percentage distribution of stores and sales in shopping centres by kinds of business for 1964 and 1965. Although grocery and combination stores still dominate retailing in shopping centres, with 38.1 per cent of total sales, there has been a consistent downward trend in their importance during the past few years.

In 1961, this trade accounted for 44.6 per cent of all retail sales in shopping centres; in 1962, this declined to 43.8 per cent and by 1964 had dropped even further, to 40.0 per cent. On the other hand, the department stores' share of the total shopping centre market has risen continuously, from 17.4 per cent in 1961 to 22.8 per cent this year.

Percentage Distribution of Stores and Sales in Shopping Centres, 1964 and 1965

Kind of business	Stores		Sales	
	1964	1965	1964	1965
Grocery and combination stores	8.4	8.3	40.0	38.1
All other food stores	9.5 ^r	9.5	1.6 ^r	1.6
Department stores	1.2	1.3	21.6 ^r	22.8
Variety stores	5.1 ^r	4.9	7.4 ^r	7.9
Garages and service stations	1.7	1.8	0.7	0.8
Men's clothing stores	5.1	5.2	1.9 ^r	1.9
Family clothing stores	1.6	1.5	1.1	1.2
Women's clothing stores	10.9	10.9	3.7	3.7
Shoe stores	8.2	8.2	2.2	2.1
Hardware stores	4.8	4.3	1.7	1.7
Furniture, appliance and radio stores	1.8 ^r	2.4	0.9 ^r	1.2
Restaurants	6.5	6.6	1.8	1.8
Drug stores	6.7	6.5	4.1	3.9
Jewellery stores	2.9	3.0	0.7	0.8
Miscellaneous stores	25.6 ^r	25.6	10.6 ^r	10.5
Totals, all trades	100.0	100.0	100.0	100.0

Sales made by retail stores and restaurants located in shopping centres accounted for approximately 9.0 per cent of total retail trade in Canada during 1965, an increase of nearly one-tenth over the previous year. However, a more realistic appraisal of the importance and growth of shopping centres can be made by comparing the sales volume of stores in shopping centres with the total sales of similar

kinds of business. If trades not common to shopping centres, such as general stores, motor vehicle dealers, used car dealers and fuel dealers, are excluded for purposes of comparison, together with total sales in areas in which no shopping centres are located, it can be seen that shopping centre sales in 1965 accounted for 11.0 per cent of "retail" trade, as compared with 10.0 per cent in the previous year.

Percentage of Shopping Centre Sales to Sales of Selected Kinds of Business, by Regions, 1965

Province	Sales ¹	Shopping centres	
		Sales	Percentage of total sales
	dollars		%
Atlantic Provinces ²	1,266,438,000	68,452,760	5.4
Quebec	4,561,376,000	370,687,275	8.1
Ontario	6,717,064,000	927,387,686	13.8
Prairie Provinces	2,649,929,000	273,562,620	10.3
British Columbia	1,786,186,000	225,243,593	12.6
Totals	16,980,993,000	1,865,333,934	11.0

¹ Represents total retail sales in each region, plus sales in restaurants (see shopping centre definition), less sales of the following trades: general stores (except for Newfoundland and Ontario), motor vehicle dealers, used car dealers and fuel dealers (except for Ontario).

² Excludes Prince Edward Island.

TABLE 1. Retail Sales in Shopping Centres, Canada, by Type of Shopping Centre and by Kind of Business, 1965

Kind of business	Type A			Type B		
	Independent	Chain	All stores	Independent	Chain	All stores
dollars						
Grocery and combination stores.....	45,638,641	330,015,008	375,653,649	x	x	210,698,613
All other food stores	10,089,363	2,803,872	12,893,235	6,420,520	3,204,121	9,624,641
Department stores	—	39,003,623	39,003,623	—	79,192,289	79,192,289
Variety stores	2,773,622	46,755,912	49,529,534	x	x	66,020,536
Garages and service stations	9,466,771	662,907	10,129,678	x	x	2,290,606
Men's clothing stores	6,155,216	1,162,649	7,317,865	6,215,377	5,436,368	11,651,745
Family clothing stores	2,811,824	2,929,245	5,741,069	2,383,560	6,694,513	9,078,073
Women's clothing stores	5,163,703	7,515,752	12,679,455	7,236,470	14,265,352	21,501,822
Shoe stores	2,914,584	5,977,327	8,891,911	2,015,268	11,953,574	13,968,842
Hardware stores	9,210,228	1,007,577	10,217,805	4,932,459	5,251,281	10,183,740
Furniture, appliance and radio stores	4,950,929	1,223,372	6,174,301	4,506,470	1,818,019	6,324,489
Restaurants	11,987,776	—	11,987,776	9,371,811	835,392	10,207,203
Drug stores	34,205,491	8,579,781	42,785,272	10,717,619	8,648,568	19,366,187
Jewellery stores	2,280,533	442,048	2,722,581	2,389,127	1,524,846	3,913,973
Miscellaneous	24,716,854	36,944,759	61,661,613	21,727,365	35,827,770	57,555,135
Totals, all trades	172,365,535	485,023,832	657,389,367	87,511,202	444,066,692	531,577,894
dollars						
Type C			Total			
	Independent	Chain	All stores	Independent	Chain	All stores
Grocery and combination stores	x	x	124,906,651	53,572,580	657,686,333	711,258,913
All other food stores	5,384,906	2,840,495	8,225,401	21,894,789	8,848,488	30,743,277
Department stores	—	306,529,280	306,529,280	—	424,725,192	424,725,192
Variety stores	x	x	31,599,551	3,146,234	144,003,387	147,149,621
Garages and service stations	x	x	2,061,622	12,225,146	2,256,760	14,481,906
Men's clothing stores	7,475,377	9,140,735	16,616,112	19,845,970	15,739,752	35,585,722
Family clothing stores	4,079,686	4,080,946	8,160,632	9,275,070	13,704,704	22,979,774
Women's clothing stores	14,245,176	19,798,090	34,043,266	26,645,349	41,579,194	68,224,543
Shoe stores	3,485,577	12,536,303	16,021,880	8,415,429	30,467,204	38,882,633
Hardware stores	1,647,027	9,683,148	11,330,175	15,789,714	15,942,006	31,731,720
Furniture, appliance and radio stores	4,523,371	4,975,943	9,499,314	13,980,770	8,017,334	21,998,104
Restaurants	8,958,175	2,315,539	11,273,714	30,317,762	3,150,931	33,468,693
Drug stores	7,581,209	3,907,720	11,488,929	52,504,319	21,136,069	73,640,388
Jewellery stores	2,390,589	5,449,538	7,840,127	7,060,249	7,416,432	14,476,681
Miscellaneous	18,298,757	58,471,262	76,770,019	64,742,976	131,243,791	195,986,767
Totals, all trades	79,539,620	596,827,053	676,366,673	339,416,357	1,525,917,577	1,865,333,934

TABLE 2. Number of Stores in Shopping Centres, Canada, by Type of Shopping Centre and by Kind of Business 1965

Kind of business	Type A			Type B		
	Independent	Chain	All stores	Independent	Chain	All stores
	number					
Grocery and combination stores	73	241	314	12	76	88
All other food stores	207	53	260	82	62	144
Department stores	—	14	14	—	21	21
Variety stores	34	90	124	2	92	94
Garage and service stations	68	5	73	11	2	13
Men's clothing stores	87	13	100	60	35	95
Family clothing stores	24	15	39	8	14	22
Women's clothing stores	95	70	165	95	114	209
Shoe stores	72	100	172	26	124	150
Hardware stores	141	10	151	42	17	59
Furniture, appliance and radio stores	46	5	51	23	10	33
Restaurants	206	—	206	84	3	87
Drug stores	193	44	237	45	30	75
Jewellery stores	59	4	63	43	11	54
Miscellaneous	428	84	512	322	126	448
Totals, all trades	1,733	748	2,481	855	737	1,592
	Type C			Total		
	Independent	Chain	All stores	Independent	Chain	All stores
	number					
Grocery and combination stores	2	41	43	87	358	445
All other food stores	58	49	107	347	164	511
Department stores	—	34	34	—	69	69
Variety stores	3	43	46	39	225	264
Garages and services stations	4	5	9	83	12	95
Men's clothing stores	45	38	83	192	86	278
Family clothing stores	9	10	19	41	39	80
Women's clothing stores	106	102	208	296	286	582
Shoe stores	27	88	115	125	312	437
Hardware stores	9	11	20	192	38	230
Furniture, appliance and radio stores	20	23	43	89	38	127
Restaurants	54	8	62	344	11	355
Drug stores	20	15	35	258	89	347
Jewellery stores	19	22	41	121	37	158
Miscellaneous	243	168	411	993	378	1,371
Totals, all trades	619	657	1,276	3,207	2,142	5,349

TABLE 3. Retail Sales in Shopping Centres, by Provinces and Kind of Business 1965

Kind of business	Canada	Quebec	Ontario	Alberta	British Columbia	Other provinces ¹
	dollars					
Grocery and combination stores	711,258,913	171,148,446	344,985,200	64,573,427	72,823,703	57,728,137
All other food stores	30,743,277	5,123,426	17,609,279	2,354,106	4,054,881	1,601,585
Department stores	424,725,192	52,161,547	199,042,724	58,414,641	88,321,676	26,784,604
Variety stores	147,149,621	27,499,673	75,793,182	13,516,777	11,627,046	18,712,943
Garages and service stations	14,481,906	747,295	5,283,805	3,202,888	2,512,196	2,735,722
Men's clothing stores	35,585,722	8,647,567	21,603,999	1,727,332	1,661,866	1,944,958
Family clothing stores	22,979,774	11,489,550	4,723,216	2,727,471	2,913,874	1,125,663
Women's clothing stores	68,224,543	16,277,019	37,256,405	3,926,473	5,597,138	5,167,508
Shoe stores	38,882,633	11,571,369	20,214,897	2,477,466	2,379,726	2,239,175
Hardware stores	31,731,720	14,558,063	12,289,221	1,419,079	2,008,721	1,456,636
Furniture, appliance and radio stores	21,998,104	1,459,046	16,232,977	1,312,808	840,263	2,153,010
Restaurants	33,468,693	7,276,966	17,442,893	2,599,540	3,481,454	2,667,840
Drug stores	73,640,388	14,330,274	36,788,436	6,443,936	9,347,726	6,730,016
Jewellery stores	14,476,681	2,448,418	7,937,536	977,021	1,848,657	1,265,049
Miscellaneous	195,986,767	25,948,616	110,183,916	24,107,552	15,824,666	19,922,017
Totals, all trades	1,865,333,934	370,687,275	927,387,686	189,780,517	225,243,593	152,234,863

¹ Atlantic Provinces (except Prince Edward Island), Manitoba and Saskatchewan.

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