

DOMINION BUREAU OF STATISTICS - CANADA

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CHANGES IN THE VALUE OF COUNTRY GENERAL STORE SALES, FEBRUARY, 1937

General merchandise store sales in the smaller towns and rural areas of Ontario and the Prairie Provinces continue to show improvement this year as compared with last, according to monthly returns for February sent in by a representative number of country general stores located in these provinces. The relative standing of February this year compared with last varied considerably for different regions, the percentage change in sales ranging from a decline of 4 per cent in Southern Alberta to an increase of 15.7 per cent for the eastern portion of Ontario. Percentage changes in sales for the various divisions, for which figures are available, are as follows: Ontario East, + 15.7 per cent; Ontario North, + 3.8 per cent; Ontario West, + 3.5 per cent; Manitoba, + 1.9 per cent; Saskatchewan North, + 1.1 per cent; Saskatchewan South, + 7.7 per cent; Alberta North, + 9.1 per cent; and Alberta South, - 4.0 per cent.

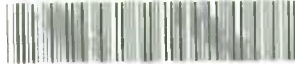
These percentage changes are based upon calendar month sales totals and no allowances are made for the extra Saturday in February of last year. Were allowance made for this factor, sales for February, 1937, would make a considerably better showing when compared with 1936. As no adjustments are yet available for number of business days, for the varying sales importance of different week days or for seasonal variations, these factors must be kept in mind when using the percentage changes in sales as reported by country general stores.

Sales in Ontario East cover all that portion of the province lying east of York and Simcoe counties and south of Nipissing and Perry Sound; Ontario West includes York and Simcoe and all counties west; Ontario North includes all the northern part of the province. Saskatchewan South includes Weyburn and that section of the province lying south of a line extending from Moose Jaw north-westward to Lloydminster. Saskatchewan North includes the remainder of the province. Alberta is divided into two districts by a line passing east and west slightly to the north of Wetaskiwin.

Percentage Change in Country General Store Sales, by Regions

Regions	December 1936 December 1935		January 1937 January 1936		February 1937 February 1936	
	Number of stores reporting	Per cent change in sales	Number of stores reporting	Per cent change in sales	Number of stores reporting	Per cent change in sales
Ontario East	41	+ 7.5	46	+16.3	43	+15.7
" North	41	+ 6.2	42	+10.2	42	+ 3.8
" West	34	+ 2.8	36	+ 1.2	33	+ 3.5
" Total	116	+ 5.7	124	+10.0	118	+ 7.5
Manitoba, Total ...	47	+15.5	48	+ 8.0	49	+ 1.9
Saskatchewan North	47	+15.8	47	+ 5.7	39	+ 1.1
" South	43	+ 5.8	46	+ 5.9	45	+ 7.7
" Total	90	+11.4	93	+ 5.8	84	+ 4.1
Alberta North	58	+21.1	46	+10.3	43	+ 9.1
" South	64	+ 5.0	65	+ .7	55	- 4.0
" Total	122	+10.3	111	+ 3.6	98	(x)

(x) No change.



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Table 1. Summary of the results of the 1981 Census of Canada, by province and territory.

Province/Territory	Population (1981)	Population (1971)	Change (1971-1981)
Alberta	2,411,000	2,011,000	+400,000
Saskatchewan	961,000	861,000	+100,000
Manitoba	1,161,000	1,061,000	+100,000
Ontario	6,041,000	5,441,000	+600,000
Quebec	5,541,000	5,041,000	+500,000
New Brunswick	761,000	711,000	+50,000
Prince Edward Island	161,000	151,000	+10,000
Nova Scotia	961,000	911,000	+50,000
Newfoundland	461,000	411,000	+50,000
Northwest Territories	26,000	21,000	+5,000
Yukon	16,000	11,000	+5,000
Nunavut	16,000	11,000	+5,000
Total	24,111,000	20,111,000	+4,000,000