



The Daily

Statistics Canada

Monday, January 24, 1994

For release at 8:30 a.m.

MAJOR RELEASE

- **Retail Trade, November 1993** 2
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PUBLICATIONS RELEASED

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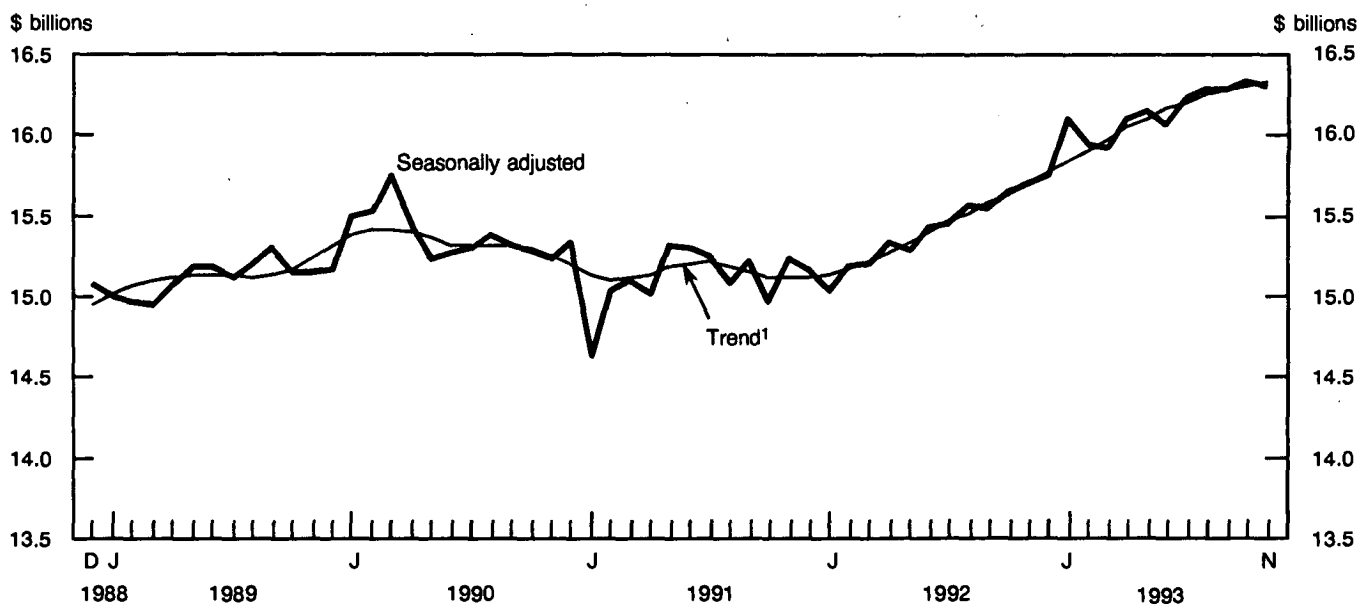
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MAJOR RELEASE

Retail sales



Data prior to 1991 have been adjusted to remove the Federal Sales Tax to be comparable to January 1991 and subsequent data.

¹ Trend represents smoothed seasonally adjusted data.

Retail Trade

November 1993 (Preliminary)

The seasonally adjusted estimate of retail sales was little changed from October (-0.2%) at \$16.3 billion in November. This decline followed a 0.3% gain in October (revised from +0.1%) and no growth in September. November's level was 3.8% higher than a year earlier. The trend, which had been increasing at a steady rate since March 1992, has slowed over the last three months. (The trend smooths out irregular month-to-month movements not sustained over a longer period.)

Note to users

Monthly estimates of retail sales are derived from a sample of approximately 14,000 retail businesses. The sample is composed of all large businesses, along with a sample of medium and small businesses. Beginning with the November 1993 estimates, one twenty-fourth of the medium and small businesses will be replaced each month. This will distribute the response burden of the survey more evenly.

Sample rotation has been designed to avoid degrading the accuracy of retail estimates at aggregate levels (such as provincial or trade group total for Canada). It may, however, result in increased variability of estimates at finer detail levels (such as trade group estimates by province).

Major components

Three of the seven major groups (which account for 27.6% of total retail sales) reported lower sales in November. The most notable decreases were in the general merchandise (-3.5%) and retail stores not elsewhere classified (-0.8%) sectors. Partly countering these decreases were gains in the automotive (+0.5%) and furniture (+1.1%) sectors.

The general merchandise sector's (retail stores, such as department stores, that deal in a wide range of commodities) decrease of 3.5% in November followed a 1.8% gain in October and no change in September. At \$1.7 billion, the sector's sales have not changed significantly since January 1993 because of offsetting fluctuations in monthly levels. The trend for the general merchandise sector has been relatively flat over the past three years, dampening the growth of total retail sales.

The automotive sector's 0.5% sales increase in November continued the fluctuating movements recorded since May. The largest upward influence came from a 0.8% sales gain by motor vehicle and recreational vehicle dealers, the third consecutive monthly increase. The number of new motor vehicles sold rose 0.5% in November. Sales by gasoline service stations were flat in November after two consecutive monthly declines. The trend for the automotive sector has been rising since January 1992.

Provinces and territories

Eight provinces and territories posted sales decreases in November, ranging from -0.2% in British Columbia to -2.0% in Manitoba. Increases ranged from +0.5% in Quebec and Saskatchewan to +2.3% in the Northwest Territories.

Year-to-date

Unadjusted cumulative retail sales for the first 11 months of 1993 totalled \$173.5 billion, up 4.6% from the corresponding period in 1992. At the end of October, year-to-date sales were 4.5% higher than in the same period of 1992.

Available on CANSIM: matrices 2299, 2398-2417 and 2420.

The November 1993 issue of *Retail Trade* (63-005, \$18.20/\$182) will be available the first week of February. See "How to Order Publications".

For information about this release, contact Pierre Desjardins (613-951-9682), Retail Trade Section, Industry Division. □

Retail sales

Trade group	Nov. 1992	Oct. 1993 ^r	Nov. 1993 ^p	Nov. 1992 to Nov. 1993	Nov. 1992	Aug. 1993 ^r	Sept. 1993 ^r	Oct. 1993 ^r	Nov. 1993 ^p	Oct. 1993 to Nov. 1993	Nov. 1992 to Nov. 1993			
	\$ millions				% change				\$ millions				% change	
	unadjusted				seasonally adjusted									
Food														
Supermarkets and grocery stores	3,612	4,059	3,757	4.0	3,894	3,972	3,953	3,983	3,987	0.1	2.4			
All other food stores	243	279	264	8.5	259	287	285	282	285	0.8	10.0			
Drug														
Drug and patent medicine stores	924	1,021	1,000	8.3	941	1,003	1,007	1,007	1,010	0.3	7.3			
Clothing														
Shoe stores	142	155	157	10.3	125	133	134	138	136	-1.7	8.3			
Men's clothing stores	174	157	186	6.9	141	145	146	151	148	-1.8	5.5			
Women's clothing stores	327	330	339	3.8	311	324	313	318	313	-1.6	0.7			
Other clothing stores	375	376	406	8.4	330	363	358	356	357	0.3	7.9			
Furniture														
Household furniture and appliance stores	712	718	783	9.9	660	702	711	700	703	0.5	6.5			
Household furnishings stores	195	192	209	7.2	180	187	186	182	188	3.5	4.6			
Automotive														
Motor vehicle and recreational vehicle dealers	2,991	3,373	3,366	12.6	3,271	3,434	3,471	3,489	3,518	0.8	7.6			
Gasoline service stations	1,167	1,228	1,169	0.1	1,182	1,216	1,212	1,191	1,191	--	0.8			
Automotive parts, accessories and services	933	932	1,010	8.3	870	916	920	918	915	-0.3	5.3			
General merchandise														
General merchandise stores	2,132	1,840	2,132	--	1,739	1,746	1,745	1,777	1,715	-3.5	-1.4			
Retail stores not elsewhere classified (n.e.c.)														
Other semi-durable goods stores	573	532	590	3.0	561	562	559	565	566	0.2	1.0			
Other durable goods stores	416	400	453	8.9	414	444	439	440	446	1.2	7.6			
All other retail stores n.e.c.	796	834	786	-1.3	821	848	839	835	814	-2.5	-0.8			
Total, retail sales	15,711	16,425	16,607	5.7	15,698	16,283	16,281	16,331	16,292	-0.2	3.8			
Total, excluding motor vehicle and recreational vehicle dealers	12,721	13,051	13,241	4.1	12,427	12,849	12,809	12,841	12,774	-0.5	2.8			
Department store-type merchandise	5,970	5,720	6,256	4.8	5,402	5,609	5,600	5,634	5,581	-0.9	3.3			
Provinces and territories														
Newfoundland	298	281	298	0.1	284	280	278	282	277	-1.6	-2.4			
Prince Edward Island	68	70	73	7.9	68	72	71	72	72	-0.6	5.8			
Nova Scotia	523	540	555	6.0	512	540	545	542	540	-0.4	5.4			
New Brunswick	412	429	439	6.7	403	423	423	424	422	-0.6	4.7			
Quebec	3,687	4,017	3,940	6.9	3,793	3,971	3,963	3,969	3,990	0.5	5.2			
Ontario	5,929	6,028	6,150	3.7	5,826	5,970	5,972	5,985	5,923	-1.0	1.7			
Manitoba	551	578	581	5.3	542	557	562	574	563	-2.0	3.9			
Saskatchewan	459	490	505	10.1	451	483	484	485	487	0.5	7.9			
Alberta	1,644	1,712	1,781	8.3	1,643	1,707	1,692	1,713	1,738	1.5	5.8			
British Columbia	2,092	2,227	2,232	6.7	2,126	2,230	2,237	2,232	2,227	-0.2	4.7			
Yukon	16	17	16	0.5	17	17	17	17	17	-1.4	-0.5			
Northwest Territories	33	36	37	12.2	33	35	36	35	36	2.3	10.9			

^p Preliminary figures.

^r Revised figures.

-- Amount too small to be expressed.

PUBLICATIONS RELEASED

Monthly Survey of Manufacturing, November 1993.

Catalogue number 31-001

(Canada: \$17.30/\$173; United States: US\$20.80/
US\$208; Other Countries: US\$24.20/US\$242).

The Labour Force, December 1993.

Catalogue number 71-001

(Canada: \$17.90/\$179; United States: US\$21.50/
US\$215; Other Countries: US\$25.10/US\$251).

The paper used in this publication meets the minimum requirements of American National Standard for Information Sciences - Permanence of Paper for Printed Library Materials, ANSI Z39.48 - 1984.



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Statistics Canada

Friday, September 10, 1993
For release at 9:00 a.m.

MAJOR RELEASES

- Labour Force Survey, August 1993
The unemployment rate fell 0.2 to 11.3 in August 1993.
- Price Product Price Index, July 1993
The Price Product Price Index rose 0.4% in July. This index is used to measure the inflation rate.
- Agriculture Statistics of Saskatchewan, 1993-94
Saskatchewan's agriculture production has risen from 1992 to 1993.

DATA AVAILABILITY ANNOUNCEMENTS

- Compendium of Statistics on Population and Immigration, 1993-94
- Canada's Economy, 1993-94
- Canada's Economy, 1993-94
- Canada's Economy, 1993-94

PUBLICATIONS RELEASED

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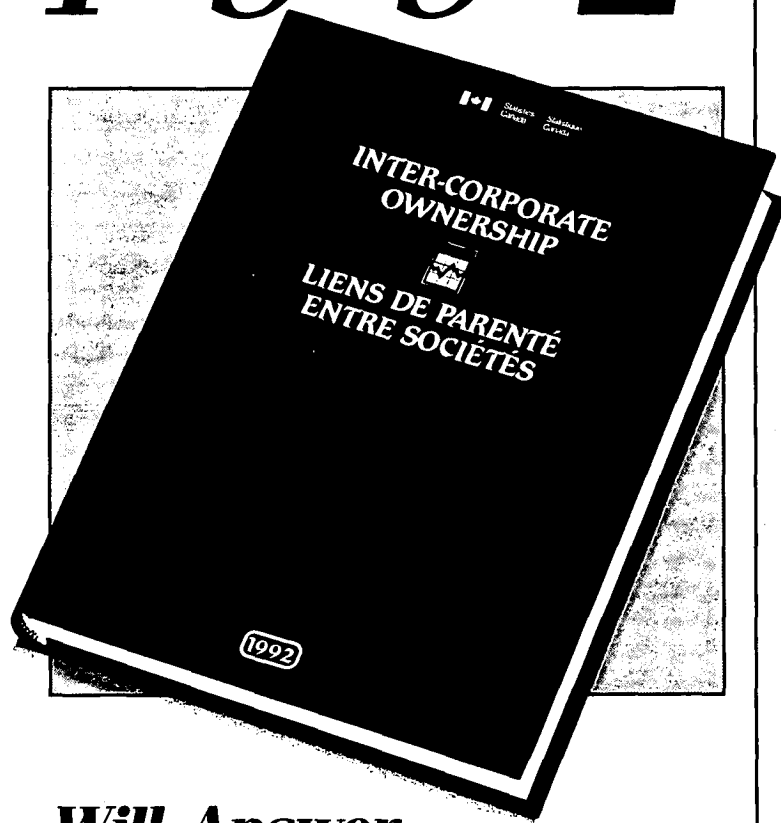
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