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# Retail Trade Turnover in Canada

## 25<sup>th</sup> Voorburg Group Meeting

**Mary Beth Garneau**

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## Definition of the service

- North American Industry Classification, 2007 (production-oriented conceptual framework)
  - Store retailers (97%)
  - Non-store retailers (3%)
- Sector boundary (2-digit NAICS) same as Mexico and United States
- Detail down to 5-digit NAICS is same as United States
- Unlike ISIC, NAICS includes Motor vehicle and parts dealers in the Retail Trade Sector



# Survey Program Overview

- Annual surveys
  - Income and expense data by industry, type of customer, method of sales
  - Retail stores
    - Location data for chain stores: sales and square footage
  - Retail non-store
    - Annual sales by commodity
- Sub-annual surveys (retail stores)
  - Monthly Retail Trade Survey
    - Sales and receipts – industry, province
    - Chain Fisher volume index of the total estimate
  - Commodity data
    - Quarterly Retail Commodity Survey (QRCS)
    - Large Monthly Retailers Survey (advanced indicator) – subset of QRCS
    - New Motor Vehicle Dealer Commodity Survey (data from franchisors)
    - New Motor Vehicle Sales Survey

## Market conditions

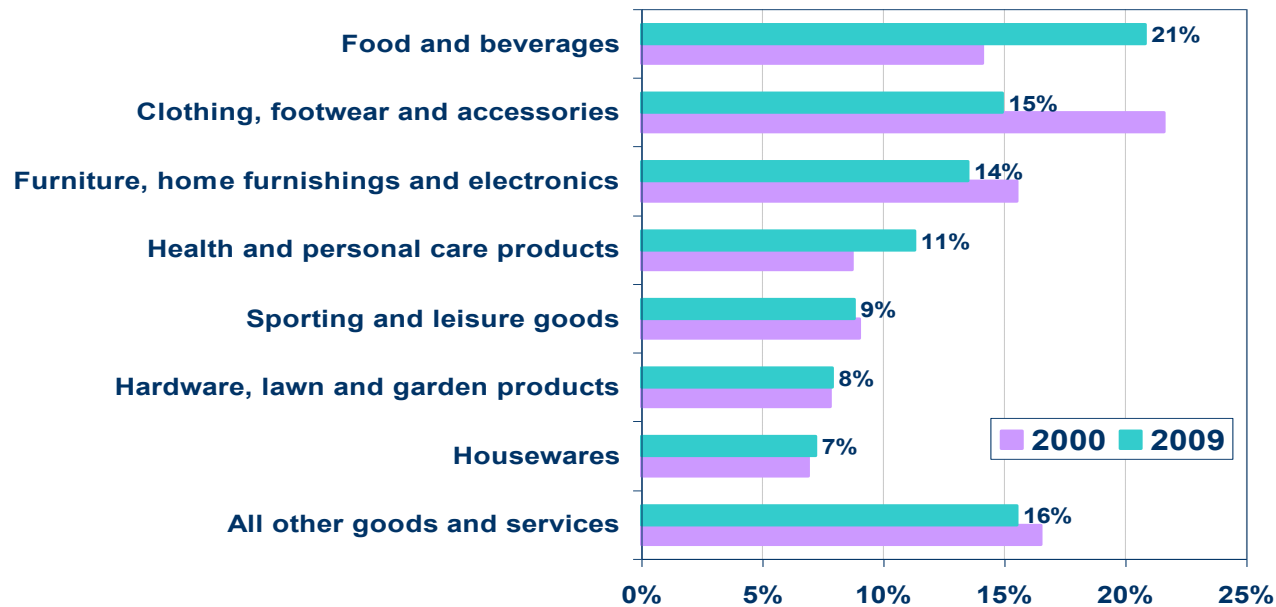
- Value added from retail trade accounts for nearly 6% of Canadian GDP
- Nearly 12% of the working population in Canada is employed in the retail sector
- Spending on consumer goods accounts for about 45% of total personal expenditures on goods and services – most of these goods are purchased from the retail sector

## Market conditions (2)

- Monthly retail trade is an important economic indicator
- Retail trade is very seasonal
- Trading days are significant
- Regional differences in retail performance
- Evolution of retailers - changing commodity mix

# Market conditions (3)

## Commodity distribution of General Merchandise Stores evolving over time



# Data collection

- Survey
  - Reporting unit is a cluster of establishments in same NAICS
- Administrative data
  - Annual financial data from tax and sales data from Canada's Goods and Services Tax (VAT)
  - Tax replacement of individual sampled units
  - Estimates of population of small firms not eligible for sampling
- Collection from franchisors (e.g. data from automakers)



## E-commerce

- Sales mode used by both non-store and store retailers
- Secondary activity of other industries outside retail
- Imports by households buying direct from firms outside Canada





# Challenges

- Sub-annual data on inventories
- Telecommunications and retail – cell phone sales bundled with service plans



**Thank you**