



# Country Note: Canada

Presented to the U.N. Expert Group

on

Distributive Trades Statistics

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# Country note - CANADA

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## A. Introduction

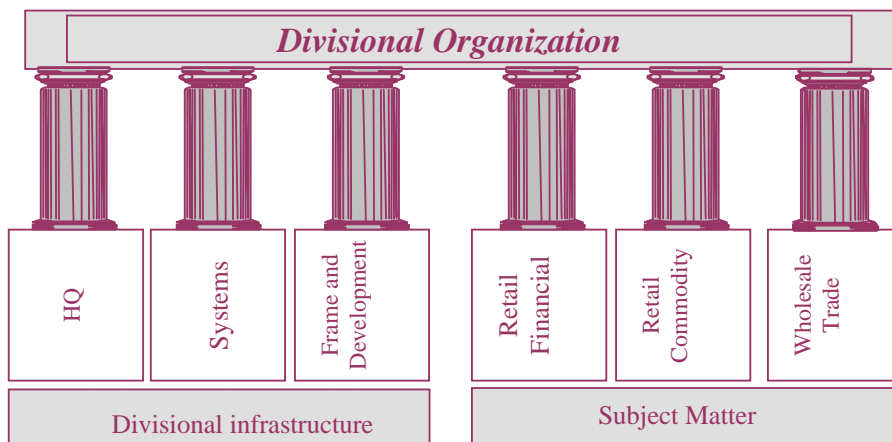
Statistics Canada is Canada’s national statistical agency.

Statistics Canada's mandate derives primarily from the Statistics Act. The Act requires the Agency, under the direction of the Minister of Industry, to collect, compile, analyze and publish statistical information on the economic, social and general conditions of the country and its citizens. These activities are fundamentally important to an open, democratic society as it provides objective information to Canadians and their elected representatives on the evolution of our society and economy. The Agency’s information resources are also used by businesses, unions and non-profit organizations to make informed decisions.

Statistics Canada’s mandate also provides for the coordination and leadership of the country's statistical system. This has led Statistics Canada to form many partnerships at the federal, provincial and territorial levels. These partnerships have benefited Canadians in many ways: improved data quality through more comparable survey methods; reduced response burden through the use of administrative records and data sharing; and the exchange of best practices among all participants are a few examples.

The Distributive Trades Division (DTD) of Statistics Canada is responsible for providing statistical data, information and analysis about Canada’s Wholesale and Retail Industries. The Division must manage a fine balance between client needs, ability to obtain data and respondent burden. In recent years, the Division has begun to exploit tax data sources in lieu of survey response.

The Division stands on the six pillars depicted below.



The divisional infrastructure consists of the first three pillars: the Headquarters; Frame and Development; and Systems sections.

**Headquarters** consists of five persons, namely the Director, his secretary, two Assistant Directors and an administrative clerk. One of the Assistant Directors is heavily dedicated to corporate activities including federal-provincial relations and career streams work.

The **Systems Section** is responsible for systems development and maintenance, and consists mainly of CS employees at different levels, including a number of recruits.

The **Frame and Development Section** is responsible for updating survey samples and interacting with the Business Register Division, which maintains Statistics Canada's registry of businesses. The section has primary responsibility for issues pertaining to NAICS, the industry classification system. It is also responsible for coordinating activities with the KPM program<sup>1</sup>, reviewing Business Register structures and monitoring changes to large enterprises. To fulfill these responsibilities, the section maintains a central repository of respondent information including trip reports, and serves as a divisional focal point on issues concerning KPM enterprises.

The three subject matter sections - **the Retail Financial Section, the Retail Commodity Section and the Wholesale Trade Section**- are ultimately responsible for the various surveys and producing the different estimates and analysis.

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<sup>1</sup> The Key Provider Manager Program is a respondent relations program targeting large complex enterprises. Its aim is to streamline and reduce collection burden and increase data coherence.

## B. The Surveys

The Distributive Trades Division of Statistics Canada conducts the following surveys:

		Retail	Wholesale
Sub-Annual	Financial	1. Monthly Retail Trade Survey 2. Monthly Survey of Department Store Sales and Stocks 3. Monthly New Motor Vehicle Sales Survey	5. Monthly Wholesale Trade Survey
	Commodity	4. Monthly Survey of Large Retailers 6. Quarterly Retail Commodity Survey 7. Quarterly New Motor Vehicle Dealer Commodity Survey	
Annual	Financial	8. Annual Retail Store Survey 9. Annual Retail Chain Survey 10. Annual Non-Store Retail Survey	11. Annual Wholesale Trade Survey
	Commodity	10. Annual Non-Store Retail Survey	12. Inter-provincial Wholesale Commodity Survey

- 1. Monthly Retail Trade Survey** - monthly estimates of retail sales by trade group;
- 2. Monthly Survey of Department Store Sales and Stocks** - monthly estimates of department store sales and stocks;
- 3. Monthly New Motor Vehicle Sales Survey** - monthly estimates of new motor vehicle sales, in number of units and dollars, by type of vehicle;
- 4. Monthly Survey of Large Retailers** - monthly estimates of retail sales, by commodity, for a panel of about 80 large retailers;
- 5. Monthly Wholesale Trade Survey** - monthly estimates of wholesale sales and inventory by trade group;
- 6. Quarterly Retail Commodity Survey** - quarterly estimates of retail sales by commodity, for the retail stores sector as a whole;
- 7. Quarterly New Motor Vehicle Dealer Commodity Survey** - quarterly estimates of sales by new motor vehicle dealers by commodity, such as new vehicle sales, used vehicle sales, parts sales and service;
- 8. Annual Retail Store Survey** (less than four locations) - annual estimates of retailers' key financial variables including revenues, expenses and inventories, by industry group and province/territory;

9. **Annual Retail Chain Survey** (four or more locations) - in addition to annual estimates of retailers' main financial variables including revenues, expenses and inventories, this census survey collects data on key financial variables, floor space, and other data by location;
10. **Annual Non-Store Retail Survey** - annual estimates of non-store retailers' key financial variables including revenues, expenses, inventories, sales method, and commodities sold by province/territory;
11. **Annual Wholesale Trade Survey** - annual estimates of wholesalers' key financial variables including revenues, expenses and inventories, by industry group and province/territory;
12. **Inter-provincial Wholesale Commodity Survey** (occasional) - estimates of wholesale sales by type of commodity sold, and origin and destination of the commodities.

These surveys are not all run independently. Data from some feed into others in the interest of efficiency and reduced response burden. As an example, "sales and receipts excluding concessions" from the Monthly Survey of Department Store Sales and Stocks are used in the Monthly Retail Trade Survey to avoid sending a second questionnaire to the department stores.

Additional details on Distributive Trades Division's surveys, including a description of the key outputs, are provided in Appendix A.

In addition to the above, the following surveys conducted by other divisions of Statistics Canada are likely of interest to the U.N. Expert Group:

13. **Monthly Survey of Employment, Payrolls and Hours** - monthly estimates of the number of persons employed, the number of hours worked and compensation paid.
14. **Annual Capital and Repair Expenditures Survey** - annual estimates on new construction and machinery and equipment, including renovation and retrofit. Also, provides estimates on construction and machinery and equipment repair and maintenance expenses.

## C.1 Scope and Classifications

Distributive Trades comprises all establishments located within the territory of Canada that are primarily engaged in the sale of merchandise, generally without transformation, to the general public or to business and institutional clients.

Industries that are in scope to the distributive trades program are those falling under code 41, Wholesale Trade, and codes 44-45, Retail Trade, of the North American Industry Classification System (NAICS). NAICS is the agreed-upon common framework for the production of comparable statistics by the statistical agencies of three countries: Canada, the United States and Mexico.

The wholesale sector comprises “establishments primarily engaged in wholesaling merchandise and providing related logistics, marketing and support services. The wholesaling process is generally an intermediate step in the distribution of merchandise; many wholesalers are therefore organized to sell merchandise in large quantities to retailers, and business and institutional clients. However, some wholesalers, in particular those that supply non-consumer capital goods, sell merchandise in single units to users.” (NAICS, Canada 1997, Catalogue 12-501-XPE, page 250)

The retail sector comprises “establishments primarily engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. The retailing process is the final step in the distribution of merchandise; retailers are therefore organized to sell merchandise in small quantities to the general public. This sector comprises two types of retailers, that is, store and non-store retailers.” (NAICS, Canada 1997, Catalogue 12-501-XPE, page 284)

Survey micro records are coded to the 5-digit level of NAICS. However, data are normally disseminated at the Trade Group level, a grouping of NAICS industries that is unique to Canada. For details, please consult Appendix B.

A retailer may lease space to another business for which compensation is received in the form of a percentage of the value of sales. Only commissions received are to be reported by the retailer, and not the value of goods sold on leased space. Businesses operating concessions are classified to the appropriate NAICS industry based on their primary activity. For example, a business operating a women’s clothing concession selling to the general public would be classified to NAICS 44812, Women’s Clothing Stores.

In addition to the common North American industry classification, the program utilizes a product classification that is unique to Canada and used to compile retail sales by commodity. The commodity categories were developed in consultation with our System of National Accounts and representatives of Canadian industry. For details, please consult Appendix C.



## C.2 Statistical and Reporting Units

The target statistical unit for wholesale trade and retail trade NAICS based industry surveys is the establishment.

“The establishment, as a statistical unit, is defined as the most homogeneous unit of production for which the business maintains accounting records from which it is possible to assemble all the data elements required to compile the full structure of the gross value of production (total sales or shipments, and inventories), the cost of materials and services, and labour and capital used in production..... The activities of an establishment are generally undertaken at or from a single location but the establishment can also be composed of more than one location.” (NAICS, Canada 1997, Catalogue 12-501-XPE, page 8)

Note that if the establishment has locations in more than one province/territory, “pseudo provincial establishments” are created. This is to be able to properly represent economic activity at the province/territory level. Also, leased departments or concessions operated by others are excluded. Data on leased departments or concessions are obtained separately, either through direct survey or from administrative sources, and included in the appropriate NAICS industry.

The reporting unit, the entity from which data are collected, is typically the enterprise or the merchandising division of the enterprise. The enterprise is requested to report for all their merchandising outlets classified to a particular NAICS industry/Trade Group.

### **C.3 Data Items and Their Definitions**

The monthly surveys provide estimates of sales and receipts, and inventories. The annual surveys provide details on operating income, cost of goods including inventories, and expenses.

The definitions of the key data items follow.

#### **Sales and Receipts**

Includes:

- Sales of all merchandise purchased for resale, net of returns and discounts
- Commission revenue and fees earned from selling merchandise on account of others
- Commission revenue and fees earned from selling services on account of others
- Sales of goods manufactured as a secondary activity by the merchandising business unit
- Labour revenue from repair and maintenance
- Revenue from providing services, as a secondary activity
- Revenue from leasing of goods and equipment
- Proprietor's withdrawals of goods for personal use.

Excludes:

- Final consumption taxes such as the Goods and Services Tax (GST), the Harmonized Sales Tax (HST), the Taxe de vente du Québec (TVQ), and Provincial Sales Taxes (PST). These taxes are collected by retailers and wholesalers directly from the purchasers of the goods and services, and submitted to the Federal Government and Provincial Governments.

#### **Operating Revenue**

Items noted above under "Sales and Receipts" plus:

- Revenue from rental or leasing of office and floor space, and other real estate
- Placement fees for displaying items on Websites, store windows, catalogues, etc.
- Revenue from shipping and handling charges which are not included in the price of the merchandise
- Operating subsidies and grants
- Franchise fees, revenue from concessions, and royalties.

#### **Inventories**

To be reported at the value maintained in the accounting records. Includes all inventory intended for resale, held at retail stores and selling outlets, warehouses, in transit, or on consignment to others. Excludes inventory held on consignment from others (inventory not owned), and store and other supplies not for resale.

#### **Purchases**

Includes new and used goods purchased for resale and, if applicable, raw materials. Freight-in and the value of goods taken in trade, less returns and discounts, are included.

#### **Cost of Goods Sold**

Defined as Opening Inventories plus Purchases plus Direct Labour Costs plus Other Direct Costs minus Closing Inventories.



## **Salaries and Wages of Employees**

Includes:

- Remuneration paid to full-time and part-time employees
- Vacation pay
- Bonuses (including profit sharing)
- Commissions
- Taxable allowances (e.g. room and board, vehicle allowances, and gifts)
- Retroactive wage payments.

Excludes:

- All payments and expenses associated with outside contract workers.

## **Employer Portion of Employee Benefits**

Includes:

- Employee life and extended health care insurance plans (medical, dental, drug, vision care plans)
- Canada Pension Plan /Quebec Pension Plan contributions
- Pension plan contributions
- Workers' compensation plan payments
- Employment Insurance premiums (EI)
- Retiring allowances and lump sum payments to employees at time of termination
- All other employee benefits and supplementary unemployment benefit plans payments.

Excludes:

- Contributions to provincial health and education payroll taxes (to be reported in All Other Operating Expenses).

## **Total Labour Remuneration**

The sum of Salaries and Wages of Employees plus Employer Portion of Employee Benefits.

## **Rental and Leasing Expenses**

Includes:

- Rent of office space or other real estate
- Motor vehicles (without driver)
- Computers and peripherals (without operator)
- Other machinery and equipment (without operator)
- Furniture and fixtures.

Excludes:

- Rental and leasing of vehicles with driver, and machinery and equipment with operator (to be reported in All Other Operating Expenses).

**Advertising and Promotion**

Includes:

- Planning, creating and placement services of advertising
- Purchase of sale of advertising space and time
- Trade fair and exhibition organization services
- Other advertising services.

**Amortization and Depreciation Expenses**

Includes amortization and depreciation expenses on capital assets, intangible assets and capital lease obligations.

**All Other Operating Expenses**

Includes all other operating expenses not specified above.

**Total Operating Expenses**

Defined as the sum of Total Labour Remuneration plus Rental and Leasing Expenses plus Advertising and Promotion Expenses plus Amortization and Depreciation Expenses plus All Other Operating Expenses.

**Gross Margin**

Defined as Total Operating Revenue minus Cost of Goods Sold.

**Net Operating Profit**

Defined as Operating Revenue minus Cost of Goods Sold and Total Operating Expenses.

**Gross Leasable Area**

The portion of total floor area designed for tenants' occupancy and exclusive use, generally measured from the centreline of joint partitions and the centre of outside walls. Includes both owned and leased floor areas.

## C.4 Data Sources and Data Collection Methods

### Annual Surveys

Collection of the data is performed by Statistics Canada's centralized Head Office collection staff. Very complex or problematic businesses are collected by Key Provider Manager (KPM) Program staff.

The top 300 large complex enterprises in Canada account for about one-third of all economic activity and present a challenge to Statistics Canada in terms of the complete and accurate measurement of their establishment economic activity. The mandate of the Key Provider Manager Program is to coordinate and facilitate the flow of information between a subset of these large complex enterprises and Statistics Canada, and to ensure that the data collected from these enterprises are coherent (i.e. no gaps or duplication in reported data).

Approximately 300 Retail Chains - generally those with 50 or more stores - are collected using an electronic reporting application called "Personalized Electronic Reporting Questionnaire System" (PERQS).

Respondents are requested to report for their normal business year, ending anytime between April 1 of year Y and March 31 of year Y+1. The reported data are currently **not** converted to a calendar year basis.

For simple businesses, the annual program is increasing the use of tax data (corporate and unincorporated businesses) in place of direct survey. For survey reference year 2003, selected data variables for about 50 percent of the in-sample simple businesses<sup>2</sup> were obtained from administrative data sources. These tax records accounted for 11% of retail sales. Data variables not available from administrative sources (e.g. breakdown of revenues between goods and services), or where the quality was not satisfactory (e.g. advertising and promotion expenses), were imputed based on information provided by surveyed records. For survey reference year 2005, tax replacement will increase to 55-60 percent of all in-sample simple businesses.

### Monthly Wholesale Trade and Retail Trade Surveys

Collection of the data is largely performed by Statistics Canada's Regional Offices. A small number of special cases are collected at Head Office by DTD staff. Respondents are sent a questionnaire or are contacted by telephone to obtain their sales and receipts, inventory values, and to confirm the opening or closing of business trading locations. Collection begins approximately 7 days after the end of the reference month and continues for the duration of the month.

New entrants to the survey are introduced to the survey via an introductory letter that informs the business that it has been selected and that a representative of Statistics Canada will be calling. The

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<sup>2</sup> i.e., businesses whose locations are in one province and one NAICS.

call confirms the business activity, determines the preferred method of collection (mail or telephone), and answers any questions that the business may have.

The Division is pursuing the use of Canada's value added tax, the Goods and Services Tax (GST) in place of direct surveying, for a portion of the in sample simple businesses. A test on replacing a total of 2,500 units (900 for monthly wholesale trade and 1,600 for monthly retail trade) is underway, and if successful will be implemented in the Fall of 2005. These tax-replaced units will account for approximately 9% of total retail and wholesale sales.

## **C.5 Indices and Performance Indicators**

The following information and performance indicators are available:

### **Store Retailers:**

Monthly sales and receipts, by trade group, Canada and the provinces/territories, and 3 census metropolitan areas.

Monthly sales and receipts in constant dollars, Canada.

Monthly sales of new motor vehicles, in number of units and dollars, and by type of vehicle, Canada and the provinces.

Monthly sales and receipts by commodity, for a panel of about 80 large retailers, Canada.

Quarterly sales and receipts by commodity, for the retail stores sector as a whole, Canada.

Annual operating revenue, inventories, cost of goods sold, expenses, and number of outlets, by industry group, Canada and province/territory totals. Gross margin, net operating profit, and average operating revenue per store, by trade group and province/territory. This permits the calculation and release of annual industry performance indicators, such as gross margin as a percentage of sales and receipts, net operating profit as a percentage of sales and receipts, expense detail as a percentage of total operating expenses, and inventory turnover rates.

Also, annual gross leasable area and operating revenue per square metre / foot for Retail Chains, by trade group and, in some cases, NAICS industry.

### **Non-Store Retailers:**

Annual operating revenue, inventories, cost of goods sold, expenses, by industry group, Canada and province/territory totals. This permits the calculation and release of annual industry performance indicators, such as gross margin as a percentage of sales and receipts, net operating profit as a percentage of sales and receipts, expense detail as a percentage of total operating expenses, and turnover rates.

Also, commodities sold for Canada, and sales total by province/territory of residence of the client.

**Wholesalers:**

Monthly sales and receipts, by trade group, Canada and province/territory totals (excludes grain merchants, petroleum products merchants, and agents and brokers).

Monthly sales and receipts in constant dollars, Canada.

Monthly inventories, by trade group, Canada (excludes grain merchants, petroleum products merchants, and agents and brokers). This permits the calculation and release of monthly inventories-to-sales ratios.

Annual operating revenue, inventories, cost of goods sold, expenses, by industry group, Canada and province/territory totals. This permits the calculation and release of annual industry performance indicators, such as gross margin as a percentage of sales and receipts, net operating profit as a percentage of sales and receipts, expense detail as a percentage of total operating expenses, and inventory turnover rates.



## C.6 Compilation of National Accounts

The retail trade and wholesale trade sectors are important segments of the Canadian economy, each accounting for about 6 percent of Gross Domestic Product. Retail trade serves as a primary indicator of consumer demand, as the vast majority of goods purchased by persons and households are acquired from retailers.

The annual surveys are used by colleagues in the System of National Accounts to construct annual national and provincial Input-Output tables.

The monthly retail trade and monthly wholesale trade surveys are used to project industry value added.

The monthly retail trade survey and the quarterly retail commodity survey are used to compile quarterly estimates of personal expenditures on consumer goods. Supplementary sources are also used, such as the monthly New Motor Vehicles Sales survey and the monthly survey on Sales and Inventories of Alcoholic Beverages. The latter is a special form sent to distributors and retailers of alcoholic beverages, requesting a breakdown of sales to final consumers, to licensees for resale, and to retailers.

The estimates from these sources are adjusted to include final consumption taxes, such as the Goods and Services Tax (GST), the Harmonized Sales Tax (HST), the Taxe de vente du Québec (TVQ), and Provincial Sales Taxes (PST). Also added are goods that typically by-pass the retail sector, such as electricity and natural gas sales.

Final annual estimates of personal expenditures are obtained from the Input-Output framework, to which the quarterly estimates are benchmarked.

The inventory level data for wholesale and retail trades are used to calculate the value of physical change in inventories and the corresponding inventory valuation adjustment. The IVA is an adjustment to corporate profits and sizeable only in periods of significant price change.

## **D. Good Experiences**

### **1. - The Quarterly Retail Commodity Survey**

In response to demand from users of retail trade statistics for commodity as opposed to industry detail, Statistics Canada developed a sub-annual retail commodity program. Launched in 1997, the *Quarterly Retail Commodity Survey* (QRCS) collects data, at the national level, for over 100 commodities from a sample of retail businesses. Estimates of commodity sales are published 95-98 days after the reference period.

To take full advantage of the information and infrastructure provided by an already existing industry-based retail survey - the *Monthly Retail Trade Survey* (MRTS), QRCS was developed as a sub-sample of MRTS. The commodity survey can be viewed as a supplement to MRTS. The MRTS supplies the sales level, while the commodity survey (QRCS) gives a breakdown of these sales by different types of commodities.

The information provided by QRCS can be used by retail analysts to track commodity sales within and across industries, to calculate commodity market share, and to gain a better understanding of the rapidly changing retail industry. This type of information benefits our System of National Accounts, particularly with respect to the estimates of personal expenditure.

A commodity survey is not the easiest type of survey to collect and compile. Issues present themselves only after having had the opportunity to conduct such a survey and analyse the data from several production cycles. Prior to 1997, our experience had been with conducting annual-type commodity surveys on a very occasional basis - one in 1968, one in 1974 and one in 1989. Conducting a sub-annual commodity survey presented new challenges, especially in the area of collection. There were a lot of challenges in the first couple of years of operation, but the survey has progressed to the point where, for the last several years, it has been generating good quality commodity estimates. To our knowledge, no other country has or is conducting a sub-annual retail commodity survey.

### **2. - The Use of Administrative data in Lieu of Survey Response**

In recent years, the Division has begun to exploit administrative data sources in lieu of survey response.

The benefits of increased use of administrative data sources include: a reduction in response burden imposed on the business community, the potential for increasing the coverage of the survey programs, and reduced data collection costs.

Some past impediments to the use of administrative data sources included the lack of timeliness, variation in the detail and level of completeness provided by the tax filer, and the lack of linkages between administrative units and the units of interest to Statistics Canada. Many of these

impediments have been eliminated or reduced to the point where use of administrative data sources for non-complex businesses is possible.

For simple businesses, the annual program is increasing the use of tax data (corporate and unincorporated) in place of direct survey. For survey reference year 2003, selected data variables for about 50 percent of the in-sample simple businesses were obtained from administrative data sources. Data variables not available from administrative sources (e.g. breakdown of revenues between goods and services), or where the quality was not satisfactory (e.g. advertising and promotion expense), were imputed based on information provided by surveyed records. For survey reference year 2005, tax replacement will increase to 55-60 percent of all in-sample simple businesses.

With respect to the monthly wholesale and retail trade surveys, the Division is pursuing the use of Goods and Services Tax (GST) files in place of direct survey, for a portion of the in sample non-complex businesses. A test on replacing a total of 2,500 units (900 for monthly wholesale trade and 1,600 for monthly retail trade) is underway, and if successful will be implemented in the Fall of 2005.

### **3. - Enhanced Analysis**

The Statistics Act requires the agency to “collect, compile, analyze, abstract, and publish information on the economic, social and general conditions of the country and its citizens.”

Why do analysis? First, and foremost, analysis is required to ensure the production and release of good quality estimates. But analysis also enhances our understanding of the basic data and helps ensure that our statistical programs remain relevant. Also, as economists and statisticians, analysis makes the work more challenging and interesting, and the research may have an impact on current economic issues.

In the past, in part due to a heavy workload, the Division focused on the narrower element of analysis: ensuring the production and release of good quality estimates. In the past couple of years, the Division has fostered a climate more conducive to the authorship of publishable papers and short articles that illuminates issues and provides useful insights to users.

The following are examples of analysis, in a more widely accepted sense, produced and released by the Division:

*A New Look: Retail Clothing Sales in Canada* (Analysis in Brief, November 2003)

*Christmas: Consumer's Season* (Analysis in Brief, December 2003)

*A Commodity Perspective on Recent Trends in Retailing* (Current Economic Observer, December 2003)

*On the Move with Homebuyers: Shopping for Furniture* (Analysis in Brief, May 2004)

*Consumer Holiday Shopping Patterns* (Analysis in Brief, December 2004)

*Wholesalers: A Key Link in Canada's Economy* (Analysis in Brief, April 2005)

*Gift Cards: A Win-Win Way to Give* (Analysis in Brief, May 2005)

Data users have found the papers and articles both interesting and useful. The articles have also received considerable media attention.

The Division plans to produce and release, at a minimum, 4 papers/articles a year.

## **E. Difficult Issues**

### **1. - The Boundary between Wholesale and Manufacturing**

Spurred by the North American Free Trade Agreement (NAFTA) and efforts to reduce production costs, Canadian manufacturing businesses have reduced the number of lines produced in Canada and have opted to expand imports to ensure a complete line of goods are available to clients. As a result, goods purchased for resale (GPRS) without any transformation by Canadian manufacturing businesses has increased sharply in recent years.

For many businesses, revenue from goods purchased for resale now exceeds revenue from goods manufactured in Canada. Should the business continue to be classified to the manufacturing sector regardless of GPRS revenue size (i.e. a \$1 manufacturing rule)? Or should the business be classified to wholesale trade when GPRS revenue exceeds, say, 2/3's of total revenue? Alternatively, should a pseudo wholesale establishment be created to reflect the GPRS activity? Often, the marketing of GPRS and Canadian manufactured products is handled by Head Office and costs cannot be provided separately for the two categories of goods.

### **2. - Classification and Treatment of Consumer Buying Groups such as Direct Buy**

These organizations facilitate transactions between manufactures/ wholesalers and individuals and households, and do not hold inventory or take legal title of the goods. Their primary source of revenue is initiation fees and annual membership fees and thus these businesses are not classified to the retail sector. Even if classified to the retail sector, these businesses claim they are unable (possibly unwilling) to provide the value of goods purchased by consumers as this information is not maintained in their accounting records. Consequently, an important, and likely growing, amount of consumer purchases facilitated by consumer buying groups are not captured in the current retail statistics.

### **3. - Growing Popularity of Gift Cards**

Gift cards are growing in popularity in Canada. Their popularity is apparent in a recent divisional survey of 80 of Canada's largest retailers, representing just over 11,000 retail outlets. During the 2003 Christmas season, just over one-half (53%) of these stores offered gift cards. One year later, during the 2004 Christmas season, this proportion had increased to two-thirds (68%).

At the time of purchase, retailers record the value in their accounting system. However, retailers do not record any actual sales until some or all of the value is redeemed by the card recipient.

Gift cards have the impact of shifting retail sales from one period to another and may explain the more moderate drop-off in sales from December to January for some trade groups, and for retail trade overall.

This is an issue because it takes the X11 ARIMA seasonal adjustment program several years of data to recognize this phenomenon and to make the necessary correction. In the meantime, we will likely

continue to show, on a seasonally adjusted basis, weak December sales followed by much stronger January sales.

#### **4. - Discrepancies in the Estimates Produced by the Annual and the Monthly Retail and Wholesale Trade Surveys**

Distributive Trades Division would like to publish one single sales number for retail trade and for wholesale trade for any given year. Currently, there are sizable differences in the derived NAICS backcasted monthly survey estimates (the monthly surveys were SIC based prior to RY2004) and the annual surveys estimates (NAICS based), particularly at the trade group level. Naturally, data users are left wondering “which is the right sales number”. Differences naturally arise because of conflicting responses provided by identical units and because of disparities in reporting periods (business year versus calendar year). But matters are further complicated by the fact that different sample designs are used for the monthly and the annual surveys. For example, the designs have different stratification boundaries, exclusion thresholds and sampling weights. As well, different tax data sources are being used in the monthly and annual surveys.

Careful examination and identification of the differences between the designs and operational procedures are a necessary step before attempting to apply any corrective measures (such as benchmarking). Furthermore, the issues are complex and likely cannot be solved quickly. Finally, discrepancies observed prior to survey reference year 2004 may be partly due to the backcasting methodology. The use of a NAICS-based survey design for the monthly surveys, starting with survey reference year 2004, will facilitate the comparison of estimates.

Distributive Trades Division’s strategy for addressing this issue is two-pronged, and is geared to creating conditions where a benchmarking methodology can be applied. The first thrust involves greater efforts at micro-data reconciliation of identical respondent data, especially among large units. The micro-records are now loaded on a common database, and programs have been written to facilitate the comparison.

The second thrust involves a re-alignment of sampling and processing methods to minimize differences in processing methods and practices. Starting with survey reference year 2004, modifications were made to the sampling design for annual surveys in an effort to reduce the observed discrepancy in the estimates between the annual and the monthly surveys. For example, the same size measure that was developed for the redesigned monthly surveys is now used for the annual surveys. As well, maximum weights in take-some strata in the annual surveys were reduced considerably for survey reference year 2004, and for reference year 2005; they were chosen to be identical to the ones used in the monthly surveys.

Progress has been made in both areas, but more substantial work is required. The differences in the monthly and annual designs (reporting period, concepts, sources of data, etc.) will be further analysed and documented. An overall strategy taking into consideration possible changes to the designs and operational procedures is being considered. Changes in methodologies could include controlled sample overlap between the annual and the monthly surveys and new benchmarking estimation methodologies. The problem is not trivial, and will require a considerable investment of

methodology resources, as the new methodologies will also have to take into account the increasing use of tax data.

## **5. - More Timely Monthly Retail Trade Data**

Some data users are interested in having monthly retail trade estimates earlier, but without any noticeable loss in quality.

Presently, monthly retail trade estimates for Canada and each province are released 50-52 days after the reference month.

The Division is currently exploring the possibility of producing and releasing a “Flash” estimate for Canada (no province/territory estimates) with no or very limited trade group detail.

The approach being investigated is to use the same sample as the existing monthly retail survey but with a higher level of imputation. Early results are encouraging. A decision on whether to release a “Flash” estimate is expected by the end of 2005.

## **Appendix A: Key Outputs of DTD Surveys**

A brief description of the key outputs of Distributive Trades Division surveys follows.

**Monthly Retail Trade Survey (MRTS) and the Department Store Sales and Stocks** The surveys collect sales (includes sales, commissions and other receipts) and the number of retail locations by province and territory from a sample of retailers and all department stores. Inventory data are also collected at the Canada level from a sub-sample of retailers and from the department stores. Also available are estimates for three census metropolitan areas: Toronto, Montreal and Vancouver. In addition, distributors and retailers of alcoholic beverages receive a special form, requesting a breakdown of sales to final consumers, to licensees for resale, and to retailers.

### **Quarterly Retail Commodity Survey (QRCS) (including the Quarterly New Motor Vehicle Dealer Commodity Survey and the Monthly Survey of Large Retailers)**

The Quarterly Retail Commodity Survey (QRCS) collects detailed information about retail commodity sales in Canada. In simple terms, it is the commodity dimension of the retail industry sales data. MRTS gathers total monthly retail sales, while the QRCS collects a breakdown of these sales by commodity.

Although commodity survey results for total retail are compiled quarterly, for practical reasons, including respondent use and preferred reporting arrangements, a large portion of the data is collected monthly. As well, there is quarterly and annual collection.

As a bi-product of the QRCS, some of the data gathered monthly are released monthly, under the heading Monthly Survey of Large Retailers (LMR). Estimates from the LMR are summed over the quarter and integrated with the larger Quarterly Retail Commodity Survey.

### **Annual Retail Program (including Annual Retail Store Survey, Annual Retail Chain Survey, and Annual Non-Store Retail Survey)**

The annual retail trade program (store and non-store) is designed to provide a more comprehensive picture of the industry dimension of Retail as well as commodity detail for non-store retailers. The Annual Retail Surveys collect details of operating income, cost of goods including inventories, and expenses, all by industry group, and province/territory. The surveys include some characteristics data such as class of customer. Also, gross floor area is collected from Retail Chains, by store outlet. For the non-store part of the industry, commodities sold (national) and sales by province of residence of the client are also available.

A retail chain is defined as an organization operating four or more retail outlets in the same industry class and under the same legal ownership, at any time during the survey year.

The annual retail program estimates are compiled based on survey and administrative records.



### **Monthly New Motor Vehicle Sales Survey**

This survey of about 35 manufacturers and importers of motor vehicles collects data on monthly retail sales (in dollars, units and origin of manufacture - North America, Japan, Others) of new motor vehicles sold by about 3800 car dealers across Canada. The published information distinguishes between passenger cars and trucks, the latter including minivans, sport-utility vehicles, light and heavy trucks, vans and buses.

### **Monthly Wholesale Trade Survey**

This survey presents estimates of monthly sales (includes sales, commissions and other receipts) and inventories for wholesale merchants in Canada, by province and territory. Grain merchants, petroleum products wholesalers, and agents and brokers are not included.

### **Annual Wholesale Trade Survey**

The annual wholesale trade program is designed to provide a more comprehensive picture of the industry dimension of wholesale. The Annual Wholesale Trade Survey collects details on operating income, cost of goods including inventories, and expenses, all by industry group, and province/territory. As well, some characteristic data such as class of customer are collected.

The estimates are compiled based on survey and administrative records.

### **Wholesale Trade Commodity Survey by Origin and Destination (periodic)**

This survey provides estimates of wholesale sales and margins by type of commodity sold, as well as the geographic origin and destination of the commodities traded.

The commodity and margin information of this survey are inputs into the National and Inter-provincial Input-Output Tables. Margin is, in Input-Output terms, the industry output. The origin and destination data helps determine international and inter-provincial trade flows in the IO system. The survey was designed expressly to serve the purposes of the SNA and Input-Output and so all of the outputs are required.

## **Appendix B: Retail and Wholesale Trade Sectors and Trade Groups<sup>3</sup>**

### **Retail Trade**

**Based on the North American Industry Classification System (NAICS) 2002**

#### **A Automotive**

##### **010 New Car Dealers**

44111 New Car Dealers

##### **020 Used and Recreational Motor Vehicle and Parts Dealers**

44112 Used Car Dealers

44121 Recreational Vehicle Dealers

44122 Motorcycle, Boat, and Other Motor Vehicle Dealers

44131 Automotive Parts and Accessories Stores

44132 Tire Dealers

##### **130 Gasoline Stations**

44711 Gasoline Stations with Convenience Stores

44719 Other Gasoline Stations

#### **B Furniture, Home Furnishings and Electronics Stores**

##### **030 Furniture Stores**

44211 Furniture Stores

##### **040 Home Furnishings Stores**

44221 Floor Covering Stores

44229 Other Home Furnishings Stores

##### **050 Computer and Software Stores**

44312 Computer and Software Stores

##### **060 Home Electronics and Appliance Stores**

44311 Appliance, Television and other Electronics Stores

44313 Camera and Photographic Supplies Stores

#### **C Building and Outdoor Home Supplies Stores**

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<sup>3</sup> Letters denote Trade Sectors, 3 digit codes denote Trade Groups, 5 digit codes denote NAICS industries.



**070 Home Centres and Hardware Stores**

44411 Home Centres

44413 Hardware Stores

**080 Specialized Building Materials and Garden Stores**

44412 Paint and Wallpaper Stores

44419 Other Building Material Dealers

44421 Outdoor Power Equipment Stores

44422 Nursery Stores and Garden Centres

**D Food and Beverage Stores**

**090 Supermarkets**

44511 Supermarkets and Other Grocery (except Convenience) Stores

**100 Convenience and Specialty Food Stores**

44512 Convenience Stores

44521 Meat Markets

44522 Fish and Seafood Markets

44523 Fruit and Vegetable Markets

44529 Other Specialty Food Stores

**110 Beer, Wine and Liquor Stores**

44531 Beer, Wine and Liquor Stores

**E Pharmacies and Personal Care Stores**

**120 Pharmacies and Personal Care Stores**

44611 Pharmacies and Drug Stores

44612 Cosmetics, Beauty Supplies and Perfume Stores

44613 Optical Goods Stores

44619 Other Health and Personal Care Stores

**F Clothing and Accessories Stores**

**140 Clothing Stores**

44811 Men's Clothing Stores

- 44812 Women's Clothing Stores
- 44813 Children's and Infant's Clothing Stores
- 44814 Family Clothing Stores
- 44819 Other Clothing Stores

**150 Shoe, Clothing Accessories and Jewellery Stores**

- 44815 Clothing Accessories Stores
- 44821 Shoe Stores
- 44831 Jewellery Stores
- 44832 Luggage and Leather Goods Stores

**G General Merchandise Stores**

**170 Department Stores**

- 45211 Department Stores

**180 Other General Merchandise Stores**

- 45291 Warehouse Clubs and Superstores
- 45299 All Other General Merchandise Stores

**H Miscellaneous Retailers**

**160 Sporting Goods, Hobby, Music and Book Stores**

- 45111 Sporting Goods Stores
- 45112 Hobby, Toy and Game Stores
- 45113 Sewing, Needlework and Piece Goods Stores
- 45114 Musical Instrument and Supplies Stores
- 45121 Book Stores and News Dealers
- 45122 Pre-Recorded Tape, Compact Disc and Record Stores

**190 Miscellaneous Store Retail**

- 45311 Florists
- 45321 Office Supplies and Stationery Stores
- 45322 Gift, Novelty and Souvenir Stores
- 45331 Used Merchandise Stores
- 45391 Pet and Pet Supplies Stores
- 45392 Art Dealers
- 45393 Mobile Home Dealers

45399 All Other Miscellaneous Store Retailers

**L Non-Store Retailers (not in scope on the Monthly Retail Trade Survey)**

**210 Electronic Shopping and Mail-Order Houses**

45411 Electronic Shopping and Mail-Order Houses

**220 Vending Machine Operators**

45421 Vending Machine Operators

**230 Fuel Dealers**

45431 Fuel Dealers

**240 Other Direct Selling Establishments**

45439 Other Direct Selling Establishments

**Wholesale Trade**

**Based on the North American Industry Classification System (NAICS) 2002**

**M Farm Products**

**010 Farm Products**

41111 Live Animal Wholesaler-Distributors

41112 Oilseed and Grain Wholesaler-Distributors (Not in scope for Monthly)

41113 Nursery Stock and Plant Wholesaler-Distributors

41119 Other Farm Product Wholesaler-Distributors

**N Petroleum Products (Not in scope for Monthly)**

**020 Petroleum Products**

41211 Petroleum Product Wholesaler-Distributors

**O Food, Beverage and Tobacco products**

**030 Food products**

41311 General-Line Food Wholesaler-Distributors

41312 Dairy and Milk Products Wholesaler-Distributors

41313 Poultry and Egg Wholesaler-Distributors



- 41314 Fish and Seafood Product Wholesaler-Distributors
- 41315 Fresh Fruit and Vegetable Wholesaler-Distributors
- 41316 Red Meat and Meat Product Wholesaler-Distributors
- 41319 Other Specialty-Line Food Wholesaler-Distributors
- 41321 Non-Alcoholic Beverage Wholesaler-Distributors

**040 Alcohol and Tobacco**

- 41322 Alcoholic Beverage Wholesaler-Distributors
- 41331 Cigarette and Tobacco Product Wholesaler-Distributors

**P Personal and Household Goods**

**050 Apparel**

- 41411 Clothing and Clothing Accessories Wholesaler-Distributors
- 41412 Footwear Wholesaler-Distributors
- 41413 Piece Goods, Notions and Other Dry Goods Wholesaler-Distributors

**060 Home and Personal Products**

- 41421 Home Entertainment Equipment Wholesaler-Distributors
- 41422 Household Appliance Wholesaler-Distributors
- 41431 China, Glassware, Crockery and Pottery Wholesaler-Distributors
- 41432 Floor Covering Wholesaler-Distributors
- 41433 Linen, Drapery and Other Textile Furnishings Wholesaler-Distributors
- 41439 Other Home Furnishings Wholesaler-Distributors
- 41441 Jewellery and Watch Wholesaler-Distributors
- 41442 Book, Periodical and Newspaper Wholesaler-Distributors
- 41443 Photographic Equipment and Supplies Wholesaler-Distributors
- 41444 Sound Recording Wholesalers
- 41445 Video Cassette Wholesalers
- 41446 Toy and Hobby Goods Wholesaler-Distributors
- 41447 Amusement and Sporting Goods Wholesaler-Distributors
- 41452 Toiletries, Cosmetics and Sundries Wholesaler-Distributors

**070 Pharmaceuticals**

- 41451 Pharmaceuticals and Pharmacy Supplies Wholesaler-Distributors

**Q Automotive Products**

**080 Motor Vehicles**

- 41511 New and Used Automobile and Light-Duty Truck Wholesaler-Distributors
- 41512 Truck, Truck Tractor and Bus Wholesaler-Distributors
- 41519 Recreational and Other Motor Vehicles Wholesaler-Distributors

**090 Motor Vehicle Parts and Accessories**

- 41521 Tire Wholesaler-Distributors
- 41529 Other New Motor Vehicle Parts and Accessories Wholesaler-Distributors
- 41531 Used Motor Vehicle Parts and Accessories Wholesaler-Distributors

**R Building Materials**

**100 Building Supplies**

- 41611 Electrical Wiring and Construction Supplies Wholesaler-Distributors
- 41612 Plumbing, Heating and Air-Conditioning Equipment and Supplies Wholesaler-Distributors
- 41631 General-Line Building Supplies Wholesaler-Distributors
- 41633 Hardware Wholesaler-Distributors
- 41634 Paint, Glass and Wallpaper Wholesaler-Distributors
- 41639 Other Specialty-Line Building Supplies Wholesaler-Distributors

**110 Metal Products**

- 41621 Metal Service Centres

**120 Lumber and Millwork**

- 41632 Lumber, Plywood and Millwork Wholesaler-Distributors

**S Machinery and Electronic Equipment**

**130 Machinery and Equipment**

- 41711 Farm, Lawn and Garden Machinery and Equipment Wholesaler-Distributors
- 41721 Construction and Forestry Machinery, Equipment and Supplies Wholesaler-Distributors
- 41722 Mining and Oil and Gas Well Machinery, Equipment and Supplies Wholesaler-Distributors
- 41723 Industrial Machinery, Equipment and Supplies Wholesaler-Distributors
- 41799 All Other Machinery, Equipment and Supplies Wholesaler-Distributors

**140 Computers and Other Electronic Equipment**

- 41731 Computer, Computer Peripheral and Pre-Packaged Software Wholesaler-Distributors
- 41732 Electronic Components, Navigational and Communications Equipment and Supplies Wholesaler-Distributors

**150 Office and Professional Equipment**

- 41791 Office and Store Machinery and Equipment Wholesaler-Distributors
- 41792 Service Establishment Machinery, Equipment and Supplies Wholesaler-Distributors
- 41793 Professional Machinery, Equipment and Supplies Wholesaler-Distributors

**T Other Products**

**160 Other Products**

- 41811 Recyclable Metal Wholesaler-Distributors
- 41812 Recyclable Paper and Paperboard Wholesaler-Distributors
- 41819 Other Recyclable Material Wholesaler-Distributors
- 41821 Stationery and Office Supplies Wholesaler-Distributors
- 41822 Other Paper and Disposable Plastic Product Wholesaler-Distributors
- 41831 Agricultural Feed Wholesaler-Distributors
- 41832 Seed Wholesaler-Distributors
- 41839 Agricultural Chemical and Other Farm Supplies Wholesaler-Distributors
- 41841 Chemical (except Agricultural) and Allied Product Wholesaler-Distributors
- 41891 Log and Wood Chip Wholesaler-Distributors
- 41892 Mineral, Ore and Precious Metal Wholesaler-Distributors
- 41893 Second-Hand Goods (except Machinery and Automotive) Wholesaler-Distributors
- 41899 All Other Wholesaler-Distributors

**U Agents and Brokers**

**170 Agents and Brokers (Not in scope for Monthly)**

- 41911 Farm Product Agents and Brokers
- 41912 Petroleum Product Agents and Brokers
- 41913 Food, Beverage and Tobacco Agents and Brokers
- 41914 Personal and Household Goods Agents and Brokers
- 41915 Motor Vehicle and Parts Agents and Brokers
- 41916 Building Material and Supplies Agents and Brokers
- 41917 Machinery, Equipment and Supplies Agents and Brokers
- 41919 Other Wholesale Agents and Brokers



## Appendix C: Retail Commodities

### Code   Commodity Description

#### **A1000 Food (exclude pet food, meals & lunches): Sum of A1010 to A1090**

Include: Food for consumption off premises.  
Exclude: Pet food, meals & lunches.

#### **A1010 Fresh meat & poultry**

Include: Fresh meat, poultry, turkey, fowl and game; cooked, cured and smoked meats (pre-packaged meats such as bacon, sausages, wieners, bologna, cooked ham, etc.).  
Exclude: Frozen or canned meats, "deli" meat products.

#### **A1020 Fresh fish & other seafood**

Include: Fresh, smoked and cured fish and other seafood.  
Exclude: Frozen or canned fish and other seafood, "deli" fish & other seafood.

#### **A1030 Fresh fruits & vegetables**

Include: Fresh fruits and vegetables.  
Exclude: Frozen, canned or dried fruits and vegetables.

#### **A1040 Dairy products & eggs**

Include: Fresh milk (include chocolate milk and soya milk), butter, cheese (include "deli" cheese, cottage cheese, etc), margarine, table cream, whipping cream, sour cream, fresh yogurt, eggs, etc.  
Exclude: Ice cream, frozen yogurt, powdered, canned, condensed or evaporated dairy products.

#### **A1050 Bakery products (in-house & commercial)**

Include: Fresh breads, rolls, buns, cakes, pies, pastries, doughnuts, bagels, etc.  
Exclude: Frozen bakery products.

#### **A1060 Candy, confectionery & snack foods**

Include: Candy, gum, chocolate and granola bars, candy floss, fruit pastilles, marshmallows, sesamebars and gingerbread houses, as well as nuts, popcorn, raisins, apples etc., when coated or treated with candy, chocolate, molasses, sugar or syrup. Also include mixed nuts, salted nuts, salted seeds (e.g. sunflower seeds), trail mixes, potato chips, corn chips, cheese puffs, potato sticks, bacon crisps, cheese curls, brittle pretzels and other similar snack foods.  
Exclude: Candy and chocolate baking items, unpopped popcorn, products primarily sold as breakfast cereals.

#### **A1070 Deli, salad bars & prepared foods for take-out**

Include: Service delicatessen items: fresh "deli" meat and "deli" fish & other seafood, salads, barbecued chickens, etc. Also include prepared foods for take-out.  
Exclude: Cheese, meals & lunches.

#### **A1080 Frozen foods**

Include: Frozen entrées, frozen TV dinners, frozen meats, frozen fish and other seafood, frozen vegetables, frozen fruits, frozen juice concentrates, ice cream, frozen yogurt, sherbets, popsicles, frozen bakery goods, etc.

#### **A1090 All other foods**

Include: Canned foods, dietetic foods, baby foods, rice, dried beans, dried fruits and vegetables, coffee, tea, crackers, biscuits, pasta, sauces, flour, sugar, salt, spices, cooking oils and lards, salad



dressings, jams, syrups, baking supplies, cereals, pickles, powdered or canned or evaporated or condensed dairy products, drink crystals, prepackaged cookies and cakes, unpopped popcorn etc.  
Exclude: Meals & lunches, pet foods.

**A2000 Non-alcoholic beverages: Sum of A2010 and A2020**

**A2010 Soft drinks**

Include: Canned and bottled soft drinks.

**A2020 Other non-alcoholic beverages**

Include: Fruit and vegetable juices or drinks (not frozen), iced tea, water, mineral water, non-alcoholic beer, etc.

Exclude: Milk, cream, tea, coffee, soft drinks, frozen juice concentrates, drink crystals.

**A3000 Alcoholic beverages**

Include: Beer, wine, liquor, liqueurs, wine and liquor coolers, etc.

Exclude: Alcoholic beverages served on premises.

**B1000 Personal care, Health & beauty products (non-electric): Sum of B1010 and B1020**

**B1010 Cosmetics & fragrances**

Include: Cosmetics, perfume, cologne, eau de toilette.

Exclude: Facial, hand and body creams, nail polish and removers, skin lotions, toners, etc.

**B1020 Other toiletries/personal care products**

Include: Toilet paper, facial tissue, hot water bottles, hair care preparations, tooth and denture pastes, toothbrushes(non-electric), mouthwashes, deodorants, antiperspirants, suntan lotions, nail polish and removers, beauty soaps, facial, hand and body creams, skin lotions, toners, bath oils, disposable diapers, feminine hygiene products, baby care products, hair brushes, shaving creams, razors (non-electric) and blades, foot care, prophylactics, nail clippers and files, contact lens solutions and cleaners, wigs and hair pieces, cosmetic bags, etc.

Exclude: Electric personal care appliances (shavers/razors, toothbrushes, hair dryers, curling irons, heating pads, etc.), drugs, cosmetics & fragrances, eyewear, hair accessories, home health care equipment & supplies (crutches, canes, wheelchairs, etc.) .

**B2010 Prescription eyewear**

Include: Prescription eyewear, including prescription sunglasses and contact lenses.

Exclude: Eyewear bought without a prescription (including sunglasses), frames bought separately, eyeglass cases and other accessories, contact lens solutions and cleaners.

**B2020 Non-prescription eyewear**

Include: Eyewear bought without a prescription, frames bought separately, non-prescription sunglasses, eyeglass cases and other accessories.

Exclude: Prescription eyewear, prescription sunglasses and contact lenses, contact lens solutions and cleaners.

**B3000 Home health care "sick room" equipment & supplies**

Include: First-aid kits, bedpans, bed tables, crutches, canes, walkers, wheelchairs, artificial limbs, hearing aids, etc. Include parts and accessories.

Exclude: Eyewear, orthopedic shoes, exercise & fitness equipment, drugs/medications.

**B4000 Drugs (prescription & over-the-counter), vitamins & other health supplements: Sum of B4010 and B4020**



**B4010 Prescription drugs**

Include: Drugs purchased with a prescription.

Exclude: Over-the-counter drugs, drugs purchased without a prescription.

**B4020 Over-the-counter drugs, vitamins, herbal remedies & other health supplements**

Include: Painkillers, cold and cough remedies, laxatives, antacids, vitamins, herbal remedies, mineral health supplements, body enhancing supplements, power bars (nutritional), etc.

Exclude: Drugs purchased with a prescription, other toiletries/personal care products.

**C0000 Clothing & accessories:**

**Sum of C1000 and C2000 and C3000 and C4000 and C5000 and C6000**

**C1000 Women's clothing & accessories: Sum of C1010 to C1070**

Exclude: Very specialized sports clothing, used clothing.

**C1010 Women's outerwear**

Include: Winter coats, parkas, anoraks, rainwear, windbreakers, ski clothing, fur, etc.

Exclude: Blazers, suit jackets.

**C1020 Women's dresses & suits**

Include: One and two piece dresses, evening gowns, suits (including pant suits), maternity dresses and suits.

Exclude: Wedding gowns, occupational uniforms.

**C1030 Women's skirts, pants, blouses, sweaters & other tops & bottoms**

Include: Skirts, pants (dress and casual), jeans, shorts, blazers/jackets, blouses, shirts, vests, sweaters, sweat tops and bottoms, T-shirts, other tops and bottoms, etc. Include maternity tops and bottoms.

**C1040 Women's hosiery**

Include: Pantyhose, stockings, nylons, socks, tights, leotards, leggings.

**C1050 Women's lingerie, sleepwear & intimates**

Include: Pyjamas, dressing gowns, bathrobes, nightgowns, underfashions, brassieres, panties, girdles, slips, etc.

Exclude: Hosiery.

**C1060 Other women's clothing**

Include: Bathing suits, wedding gowns, occupational uniforms and clothing, aerobic clothing, etc.

Exclude: Very specialized sports clothing.

**C1070 Women's accessories**

Include: Hats, gloves, mitts, scarves, purses, wallets, fashion knapsacks, belts, umbrellas, hair accessories (barrettes) etc.

Exclude: Backpacks, wigs.

**C2000 Men's clothing & accessories: Sum of C2010 to C2060**

Exclude: Very specialized sports clothing, used clothing.

**C2010 Men's outerwear**

Include: Winter coats, parkas, anoraks, rainwear, windbreakers, ski clothing, fur, etc.



Exclude: Suits, sport jackets & blazers.

**C2020 Men's suits, sport jackets & blazers**

Include: Sport jackets & blazers, made-to-measure and ready-to-wear suits.  
Exclude: Occupational uniforms.

**C2030 Men's pants, shirts, sweaters & other tops & bottoms**

Include: Pants/slacks (dress and casual), jeans, shorts, dress/casual shirts, T-shirts, sweaters, vests, sweat tops & bottoms.

**C2040 Men's underwear, sleepwear & hosiery**

Include: Socks, underwear, pyjamas, bathrobes, nightwear.

**C2050 Other men's clothing**

Include: Bathing suits, occupational uniforms and clothing, aerobic clothing, etc.  
Exclude: Very specialized sports clothing.

**C2060 Men's accessories**

Include: Hats, baseball caps, gloves, mitts, scarves, ties, wallets, belts, umbrellas, etc.  
Exclude: Wigs, toupees.

**C3000 Girls' clothing & accessories**

Include: Girls' clothing (sizes 7 to 16) and accessories.  
Exclude: Very specialized sports clothing, used clothing.

**C4000 Boys' clothing & accessories**

Include: Boys' clothing (sizes 7 to 18) and accessories.  
Exclude: Very specialized sports clothing, used clothing.

**C5000 Infants' & children's clothing & accessories**

Include: Infants' clothing (sizes 0 to 24 mos.), children's clothing (sizes 2 to 6X), cloth diapers, rattles, bibs, teething rings, potties, receiving and other blankets, baby bedding and linens, diaper bags, crib mobiles, nursery wall hangings, baby plastic pants, baby bottles, breast pumps, nursing pads.  
Exclude: Very specialized sports clothing, used clothing, disposable/paper diapers, children's books.

**C6000 Unisex clothing**

Include: Unisex clothing and costumes (Halloween, Christmas, etc.).

**D1000 Luggage & leather goods**

Include: Luggage, trunks, duffel bags, backpacks, sport bags, leather and leather-like: briefcases, portfolios, school bags, travel accessories, etc.  
Exclude: Purses, wallets, billfolds, camera and instrument cases, fashion knapsacks, etc.

**D2000 Jewellery & watches**

Include: Fine, costume and estate jewellery; pocket watches, wrist and pendant watches, etc.  
Exclude: Clocks, jewellery repair and watch repair.

**D3000 Footwear: Sum of D3010 and D3020**

**D3010 "Athletic" footwear**



Include: Running shoes, walking shoes, hiking boots, basketball shoes, tennis shoes, court shoes, cross-trainers, etc.  
Exclude: Sport specific cleated footwear for baseball, football and soccer, golf shoes, bowling shoes, broomball shoes, curling shoes, ski boots, skates (ice, roller and in-line), etc.

**D3020 "Non-athletic" footwear: Sum of D3021 to D3023**

**D3021 Women's & girls' non-athletic footwear**

Include: Fashion footwear: winter boots, rain boots, shoes, sandals, slippers. Also include cowboy boots, work boots, orthopedic shoes, clip-on shoe accessories, etc.  
Exclude: Sport specific cleated footwear, golf shoes, bowling shoes, broomball shoes, curling shoes, ski boots, skates.

**D3022 Men's & boys' non-athletic footwear**

Include: Fashion footwear: winter boots, rain boots, shoes, sandals, slippers. Also include cowboy boots, orthopedic shoes, work boots, etc.  
Exclude: Sport specific cleated footwear, golf shoes, bowling shoes, broomball shoes, curling shoes, ski boots, skates, etc.

**D3023 Infants' & children's non-athletic footwear**

Include: All types of non-athletic infants' and children's footwear. Also include orthopedic shoes.  
Exclude: Sports specific footwear, ski boots, skates, etc.

**G1000 Housewares (non-electric) & household supplies: Sum of G1010 to G1030**

**G1010 Tableware, kitchenware, cookware & bakeware**

Include: Crystal and non-crystal tableware, crystal and non-crystal stemware, china (bone and other), flatware (silver, gold and other), kitchen knives, cutlery, glassware, bar accessories, baking tins and other bakeware, microwave ware, pots, pans, kitchen utensils, food storage containers, glass jars, kitchen scales, timers, oven dishes and other cook/kitchenware, lunch boxes and food flasks. Also include picnic baskets and accessories.  
Exclude: Kitchen and table linens, pot holders, electrical kitchen appliances, disposable tableware (plastic plates, utensils and glasses, paper plates, cups and napkins, paper/plastic tablecloths, etc.).

**G1020 Household cleaning supplies, chemicals & paper products**

Include: Powdered soaps, detergents and cleaners, bleaches, scouring powders and pads, sponges, waxes and polishers, fabric dyes, BBQ starter fuel, paper towels, plastic and foil food wraps, wax paper, paper and plastic bags, disposable tableware (include paper and plastic plates, knives, forks, paper napkins, etc.), paper coffee filters, garbage bags, latex gloves, shoe polish.  
Exclude: Personal care products (toilet paper, facial tissues, shampoos, beauty soaps, etc.), automotive waxes and cleaners.

**G1030 Other household supplies**

Include: Laundry equipment (baskets, drying racks, etc.), flashlights, closet organizers, hangers, garment bags, stools, steps, light bulbs, fuses, batteries, fire extinguishers, smoke detectors, extension cords, twine, string, matches, garbage cans, mops, buckets, brooms, dustpans, non-food storage containers, child safety products (outlet covers, cabinet locks, etc.), ironing boards, shoe laces, etc.  
Exclude: Laundry tubs

**G2000 Home furnishings: Sum of G2010 to G2040**

**G2010 Floor coverings & tiles**

Include: Carpets, rugs, runners, wall-to-wall carpeting and underlays, linoleum, hardwood flooring, parquet flooring, vinyl/cork flooring. Include ceramic and clay tiles, marble and granite for floors, walls, counters or fireplaces.

Exclude: Ceiling tiles.

**G2020 Draperies & other interior window treatments (include furniture coverings)**

Include: Blinds (vertical, horizontal, roller), drapes, curtains, sheers, valances, etc. Also include furniture coverings.

**G2030 Bedding, linens & bathroom accessories**

Include: Sheets, bedspreads, blankets (including electric), towels, pillows and cushions, pot holders, aprons, tablecloths, place mats, cloth napkins, dishtowels, shower curtains and liners, bath mats and sets, bathroom accessories, etc.

Exclude: Baby blankets and other baby bedding and linens, disposable tablecloths and napkins.

**G2040 Artworks & other home decorating products**

Include: Paintings, prints, lamps, lighting fixtures (interior and exterior), ceiling fans, clocks, mirrors, statuettes and carvings, candles, fireplace screens and fireplace accessories, decorative pottery, picture frames, jewellery boxes, silk and dried flowers, room dividers, Christmas ornaments/lights/artificial trees/decorations(indoor & outdoor), etc.

Exclude: Outdoor specialty lighting (security, landscape, patio, etc.), real Christmas trees, Christmas gift wrap, woodstoves, clock radios.

**H000 Furniture (indoor), household appliances & electronics: Sum of H1000 and H2000 and H3000**

**H1000 Furniture (indoor): Sum of H1010 to H1030**

**H1010 Mattresses & foundations**

Include: Mattresses (spring, foam and water), box springs and foundations, bed frames.

Exclude: Headboards, crib mattresses, air mattresses, sofa beds, futons.

**H1020 Nursery furniture & equipment**

Include: Cribs, crib mattresses, junior/toddler beds, changing tables, carriages, strollers, playpens, highchairs, walkers, carriers, baby monitors, etc. Include parts and accessories.

Exclude: Car seats.

**H1030 All other indoor furniture**

Include: Finished and unfinished furniture for the bedroom, living room, kitchen, dining room and home office. Include filing cabinets, safes, sofa beds, futons. Include parts and accessories.

Exclude: Nursery furniture, lamps, mattresses and foundations, counters, cupboards.

**H2000 Household appliances: Sum of H2010 and H2020**

**H2010 Major appliances**

Include: Stoves, ovens, ranges, range hoods and fans, microwave and convection ovens, refrigerators, freezers, washing machines, clothes dryers, dishwashers, room air conditioners. Include parts and accessories.

Exclude: Central air conditioners, humidifiers attached to furnaces, "portable" humidifiers, dehumidifiers, "portable" space heaters, compactors, floor polishers, sewing machines, vacuum cleaners (central and household), rug cleaning equipment, shop vacs.

**H2020 Small electrical appliances**

Include: Floor polishers, sewing machines, vacuum cleaners (central and household), rug cleaning equipment, "portable" humidifiers, dehumidifiers, "portable" space heaters, air purifiers, compactors, electric fans, toasters, toaster ovens, kettles, deep fryers, steamers, blenders, food processors and mixers, electric fry pans and griddles, bread makers, coffee makers, electric can openers, electric knives, irons, electric personal care



appliances (shavers/razors, toothbrushes, hair dryers, curling irons, heating pads, foot care appliances), etc. Include parts and accessories.

Exclude: Room air conditioners, electric blankets, power tools, shop vacs, garage door openers, televisions, audio/video equipment, computers, telephones, electric typewriters, other home electronics, etc.

### **H3000 Home electronics, computers & cameras: Sum of H3010 to H3050**

#### **H3010 Televisions & audio/video equipment**

Include: Televisions, VCRs, radios, sound systems, amplifiers, mixers, speakers, microphones, sound boards, video cameras/cases, CD/MP3 players (include portable), DVD players, tape decks, tape recorders, blank video and audio tapes, etc. Include parts and accessories.

Exclude: Still and digital cameras, slide projectors, slides, screens, pre-recorded video and audio tapes and discs, musical instruments, car radios, car tape decks, car CD and DVD players and car speakers.

#### **H3020 Cameras (still & digital) & related photographic equipment & supplies**

Include: Still and digital cameras/cases, slide projectors, slides and screens, camera cases, lenses, tripods, film, flash attachments, photo albums, etc. Include parts and accessories.

Exclude: Video cameras and related equipment & supplies, picture frames, binoculars.

#### **H3030 Computers, components & related equipment**

Include: Computers (include any pre-loaded software), hard drives, CD drives, DVD drives, memory chips, blank CDs, DVDs, and computer diskettes, webcams, modems, printers, scanners, plotters, keyboards, monitors, integrated circuits, cables, anti-glare screens, monitor stands, computer batteries, external numeric keypads, mice, mouse pads, CD,DVD and diskette storage boxes/cases/racks, Personal Digital Assistants (PDAs) etc. Include parts and accessories.

Exclude: Software, fax machines, printer paper, used computers, used components and equipment, electronic games and game systems.

#### **H3040 Computer software for business & entertainment (exclude electronic games)**

Include: Software for business and entertainment, multimedia items (includes a book and cassette or disk that are packaged and sold together).

Exclude: Electronic games and game systems (Nintendo, PlayStation, Xbox, etc.) and accessories, "talking" books, books on the subject of software, blank CDs, DVDs and diskettes.

#### **H3050 Telephones & home office electronics**

Include: Telephones, cellular phones, answering machines, adding machines, fax machines, typewriters, pagers, calculators, photocopiers, etc. Include parts and accessories.

Exclude: Computer related equipment, prepaid air time for cellular phones.

### **K1000 Hardware & home renovation products: Sum of K1010 to K1060**

#### **K1010 Plumbing, heating, cooling & electrical equipment & supplies**

Include: Furnaces and filters, ductwork, humidifiers attached to furnaces, central air conditioners, air exchangers, air cleaners, water purifiers, water heaters, woodstoves, fireplace inserts and related equipment, baseboard heaters, pipes and valves for plumbing, bathtubs, bathtub/shower enclosures, whirlpools, indoor jacuzzis, saunas, toilets, sinks, faucets, laundry tubs, pumps, fuse boxes, electrical wiring, light switches and plugs, power generators, etc.

Exclude: Outdoor jacuzzis, fireplace accessories and screens, outdoor hot tubs, bathroom cabinets, drainage pipes.

#### **K1020 Paint, wallpaper & related supplies**

Include: Household paint, stain, thinners, brushes, wallpaper, paste, scrapers, etc.

Exclude: Craft and artists' paints and thinners, automotive paints.

#### **K1030 Tools, hand & power & accessories**

Include: Ladders, carpenters' tools, mechanics' tools, snow shovels, portable power tools, bench power tools, axes, picks, wrenches, screwdrivers, saws, planes, clamps, trowels, hammers, pliers, drills, sanders, toolboxes, measuring tapes, files, chisels, routers, etc.  
Exclude: Chain saws, garden tools, hoes, rakes, garden shovels, spades, etc.

**K1040 Hardware**

Include: Builders' hardware, home hardware, farm hardware, cabinet hardware, furniture hardware, kitchen hardware. Include locksets, key blanks, fasteners, nuts, bolts, nails, screws, washers, hinges, knobs and pulls, etc.

**K1050 Lumber & other building materials**

Include: Lumber, pressure treated wood, particle board, plywood, panelling, moulding, drywall, plaster, cement, concrete products, bricks, paving stones, siding, fencing, decking, windows, doors, sashes, screens, skylights, shutters, roof trusses, vents, eavestroughing, insulation, vapour barriers, housewrap, drainage pipes, shingles and other roofing materials, weatherstripping, caulking, sheet glass (non-automotive), cabinets (kitchen, bathroom, etc.), counter tops, stairs, railings, mantels, ceiling tiles, etc.  
Exclude: Hardwood flooring, tiles, marble, granite.

**K1060 Other "hardware" & building products**

Include: Weather vanes, lightning rods, awnings, car shelters, shop vacs, garage door openers, security/ alarm systems, water pressure cleaners, chemical driveway cleaners, concrete and asphalt sealers, flagpoles, mailboxes, house numbers, door chimes, medicine cabinets, shelving, chain, wire, rope, tarpaulins, docks, blueprints, sandpaper, duct tape, etc.  
Exclude: Fees for drawing up blueprints.

**L1000 Sporting goods: Sum of L1010 to L1070**

Exclude: Used sporting goods

**L1010 Bicycles & biking equipment & accessories**

Include: Bicycles, tires and tubes, pumps, helmets, locks, other biking accessories, specialized biking clothing not for street wear, three-wheeled non-motorized bikes for adults.  
Exclude: Tricycles for children.

**L1020 Hunting, fishing & camping equipment & supplies**

Include: Firearms and ammunition (all kinds), bows and arrows (all kinds), fishing tackle and other equipment, hunting blinds, tents, sleeping bags, camping-type air mattresses, hunting and camouflage clothing, hip waders, lanterns, picnic coolers, camping stoves, bait, etc.  
Exclude: Tent trailers.

**L1030 Hockey, baseball, football, soccer, volleyball & basketball equipment & supplies**

Include: Nets, balls, hockey skates, ringette equipment, cleated footwear, team uniforms, other related equipment.  
Exclude: Baseball caps and other "sports" clothing for street wear.

**L1040 Ski & snowboard equipment & accessories for alpine & cross country**

Include: Skis, ski boots, bindings, ski poles, ski goggles, snowboards, specialized aerodynamic racing suits and accessories.  
Exclude: Ski jackets and apparel, water ski equipment.

**L1050 Golf equipment & accessories**

Include: Golf clubs, golf bags and pull-carts (motorized and non-motorized), golf shoes and gloves, tees, etc.  
Exclude: Golf carts, "golf" clothing.





**L1060 Exercise & fitness equipment**

Include: Home gyms, stationary bikes, rowing machines, abdominal exercisers, free weights, exercise balls, etc.  
Exclude: Exercise clothing, exercise videos.

**L1070 All other sporting goods**

Include: Figure skates, in-line skates, skateboards, roller skates, sailboards, rock climbing equipment and accessories, tennis and squash equipment, ping pong equipment, badminton equipment, pool/snooker tables and accessories, life jackets, wet suits, saddlery, tack, water skis and equipment, scuba equipment, bowling shoes and equipment, broomball shoes and equipment, curling shoes and equipment, snorkels, goggles, binoculars, water air mattresses, dance shoes, trampolines, boxing equipment, etc.  
Exclude: Used sporting goods.

**L2000 Toys, games & hobby supplies**

Include: Toys, tricycles for children, dolls, stuffed animals, wagons, sleds and sleighs, table soccer, air hockey, table hockey, dart boards, chess sets, board games, electronic games and game systems e.g. Nintendo, PlayStation, Xbox, etc.), chemistry sets, model kits, train sets, puzzles, playing cards, etc.  
Exclude: Computer software games, three-wheeled bikes for adults, used toys and games.

**L3000 Fabrics, yarns, sewing supplies & notions**

Include: Fabrics, knitting yarns, ribbons, upholstery fabric and foam, needles, threads, buttons, sewing kits, etc.  
Exclude: Sewing machines.

**L4000 Craft & artists' supplies**

Include: Craft supplies and products (including paints), handicraft kits, artist's paints, brushes, easels, stained glass making supplies, craft glue guns and glue, etc.  
Exclude: Household and industrial glues & adhesives.

**L5000 Musical instruments, parts & accessories & supplies**

Include: Musical instruments, parts and accessories, sheet music.  
Exclude: Amplifiers, sound boards, mixers, speakers, microphones.

**L6000 Pre-recorded CDs, DVDs & video & audio tapes**

Include: Pre-recorded CDs, DVDs, video and audio tapes, etc.  
Exclude: "Talking" books, CD and DVD rental, video rental.

**L7000 Books, newspapers, & other periodicals: Sum of L7010 and L7020**

**L7010 Books, hard cover & paperback**

Include: Text books, reference books, children's books, bibles, atlases and all other books, including books in electronic format ("talking" books).  
Exclude: "Multimedia items" (includes a book and a cassette or disc that are packaged and sold together), newspapers, magazines, periodicals, sales catalogues, colouring books, drawing books, albums (coin, stamp, photo, etc.), agendas, calendars, brochures, pamphlets, owners manuals, comic books, etc.

**L7020 Newspapers, magazines & other periodicals**

Include: Newspapers, magazines, periodicals, comic books, etc.

**P1000 Lawn & garden products, equipment & plants: Sum of P1010 to P1030**

**P1010 Lawn/Garden/Patio furniture**



Include: Lawn chairs and tables, cottage outdoor furniture, hammocks, patio furniture, patio table umbrellas, cushions, beach umbrellas.

**P1020 Outdoor power equipment & accessories**

Include: Snowblowers, lawn mowers, garden tractors and attachments, tillers, mulchers, chippers, leaf blowers, chainsaws, etc.

**P1030 Lawn & garden related products & nursery stock: Sum of P1031 and P1032**

**P1031 Nursery stock & supplies**

Include: Plants, bushes, trees, shrubs, sod, seeds, bulbs, cuttings, earth, fertilizers, pesticides, herbicides, real cut Christmas trees, outdoor soil, etc.

Exclude: Indoor cut flowers, indoor potted plants.

**P1032 Other lawn & garden related products**

Include: Pools (above and in-ground) and pool supplies, outdoor hot tubs/jaccuzis, ponds and accessories, barbeques and accessories, wheelbarrows, pruners, garden tools, hoses, garden shovels, spades, hoes, rakes, garden sheds, lawn ornaments, outdoor specialty lighting security/landscape/patio), outdoor urns, outdoor planters, gazebos, composters, picnic tables, sprinklers, playground structures, playground equipment, etc.

Exclude: Picnic baskets and accessories.

**R1000 Recreational vehicles: Sum of R1010 to R1030**

**R1010 Motor homes, travel trailers & truck campers**

Include: Motor homes, travel trailers, tent trailers, folding camping trailers, truck campers, converted vans. Include non-automotive parts and accessories.

Exclude: Mobile homes, tires and other automotive type parts and accessories sold separately, used motor homes & travel trailers & truck campers, used parts and accessories.

**R1020 Motorcycles & scooters**

Include: Motorcycles, scooters, motorbikes, mopeds, all-terrain vehicles. Include non-automotive parts and accessories and related trailers.

Exclude: Tires and other automotive type parts and accessories sold separately, used motorcycles and scooters, used parts and accessories.

**R1030 Boats & other recreational vehicles & accessories**

Include: Fishing and speed boats and motors, canoes, kayaks, rowboats, sailboats, houseboats, cabin cruisers, yachts, paddle boats, dinghies, personal watercraft (PWC's), aircraft, snowmobiles, golf carts, dune buggies, paddles, oars, sails, anchors, etc. Include non-automotive parts and accessories and related trailers, boating radar equipment, depth finders.

Exclude: Used boats and other used recreational vehicles and accessories, used parts and accessories, sail boards, life jackets, motorcycles, mopeds, motorbikes, all-terrain vehicles, trailer tires sold separately.

**S0000 Receipts/commissions from non-automotive repairs, service, rental & leasing:**

**Sum of S1000 to S4000**

**S1000 Receipts from the rental of CDs, DVDs, video & audio tapes and video games**

**S2000 Other rental & leasing receipts/commission**

Include: Tables, chairs, tableware and other party supplies, tools, machinery, appliances, furniture, electronics, clothing, costumes, trailers, recreational vehicles, farm equipment, etc.

Exclude: Rental and leasing of cars, pickup trucks, vans, minivans, jeeps, other sport utility vehicles, buses, heavy and medium trucks.

**S3000 Repair receipts/commission**

Include: Revenue from the repair of appliances, pools, jacuzzis, spas, electronics, clocks, jewellery, watches, shoes, bicycles, furniture, musical instruments, recreational vehicles (e.g. boats, snowmobiles, tent trailers, motorcycles, etc.), farm equipment, piano tuning and repairs.

Exclude: Automotive repairs.

**S4000 Receipts/commissions from the provision of a service**

Include: Lottery tickets, post office (stamps), banking machines (ATM's), photocopying, faxing, bus tickets, bottle deposit, vending machines, photo finishing, installation charges, tailoring, drapery making, dry cleaning, portrait services, picture framing, catering, art restoration, landscaping, upholstering, upholstery or carpet cleaning, travel, insurance and income tax services, accommodation, dress making, hair cutting, manicures, key cutting, fees for wine or beer making, fees for drawing up blueprints, warranty, storage, lessons, courses, skate sharpening, engraving, licenses (fishing, hunting, etc.), delivery charges, freight charges, calling cards, prepaid air time for cellular phones, fabric protection, etc.

Exclude: Automotive servicing, automotive upholstery.

**S5000 Meals & lunches**

Include: Revenue from sandwich bars, lunch counters, restaurants, diners, delicatessens, coffee shops, cafeterias, ice cream cones and alcoholic beverages served on premise, etc.

Exclude: "Deli" foods, prepared foods for take-out.

**U1000 Automotive fuels, oils & additives (for automotive & recreational vehicles and farm equipment):**

**Sum of U1010 and U1020**

**U1010 Automotive Fuels**

Include: Gasoline, diesel, ethanol blends, natural gas, propane.

**U1020 Automotive oils & additives**

Include: Engine oils, automotive greases, windshield washer fluids, gas line and fuel injector cleaners, antifreeze, etc.

**V1000 New automotive vehicles (exclude converted vans): Sum of V1010 to V1030**

**V1010 New cars**

Include: New cars

Exclude: Parts and accessories.

**V1020 New light trucks, vans, minivans & sport utility vehicles**

Include: New pickup trucks, vans, minivans, jeeps, other sport utility vehicles.

Exclude: Parts and accessories, converted vans.

**V1030 New medium/heavy trucks & buses**

Include: New class 4, 5, 6, 7 and 8 trucks, buses.

Exclude: Parts and accessories.

**V2000 Used automotive vehicles (exclude converted vans): Sum of V2010 to V2030**

**V2010 Used cars**

Include: Used (include antique) cars.



Exclude: Parts and accessories.

**V2020 Used light trucks, vans, minivans & sport utility vehicles**

Include: Used (include antique) pickup trucks, vans, minivans, jeeps, other sport utility vehicles.  
Exclude: Parts and accessories, converted vans.

**V2030 Used medium/heavy trucks & buses**

Include: Used class 4, 5, 6, 7 and 8 trucks, buses.  
Exclude: Parts and accessories.

**V3000 Automotive parts & accessories for automotive & recreational vehicles and farm equipment (new, used & rebuilt): Sum of V3010 and V3020**

**V3010 Tires (new, used & retreaded)**

Include: New, used and retreaded tires and tubes for cars, pickup trucks, vans, minivans, jeeps, other sport utility vehicles, buses, heavy and medium trucks, recreational vehicles, farm equipment, utility trailers.  
Exclude: Wheels, hubcaps.

**V3020 Other automotive parts & accessories (new, used & rebuilt)**

Include: Automotive parts and accessories for cars, pickup trucks, vans, minivans, jeeps, other sport utility vehicles, buses, heavy and medium trucks, recreational vehicles, farm equipment. Include shock absorbers, windshields, radiators, wheels, hubcaps, car radios, CD and DVD players, tape decks, speakers, alarm systems, batteries, block heaters, spark plugs, engines and engine parts, mufflers, resonators, exhaust and tailpipes, fenders, bumpers, body parts, horns, jacks (hydraulic and otherwise), mirrors, air conditioners, antennas, automotive paints and cleaning compounds, buffers, floor mats, roll bars, roof racks, seat covers, infant car seats, ski carriers, trailer hitches, windshield wiper blades, ice scrapers, battery chargers, remote car starters, etc.  
Exclude: Tires and tubes.

**V4000 Labour receipts from automotive repairs, maintenance & service**

Include: Labour receipts from work on automobiles (cars, vans, trucks, etc.), for repairs and installation of brakes, radiators, mufflers, engines, tires, etc. Include receipts from tune-ups, oil changes and lubrications, tire balancing, wheel alignments, car washing services, towing services, body shop services, painting, automobile upholstery service, etc.  
Exclude: Labour receipts from repairs of recreational vehicles, farm equipment.

**V5000 Receipts from automotive rental**

Include: Receipts from rental of automobiles (cars, vans, trucks, etc.).  
Exclude: Trailer rental, recreational vehicles rental, farm equipment rental.

**X0100 Supplies for making wine & beer**

Include: Concentrates, malts, chemicals, corks, labels, bottles, etc.  
Exclude: Fees for wine or beer making.

**X0200 Pet food, supplies & accessories**

Include: Pet foods, snacks and treats, pet toys, leashes, shampoo, clippers, aquariums, cages, beds, etc. Include wild birdseed.  
Exclude: Pets, tack, saddlery.



**X0300 Tobacco products & supplies**

Include: Tobacco, cigarettes, cigars, pipes, lighters, rolling machines, cigarette holders, snuff, etc.  
Exclude: Matches.

**X0400 Giftware, novelties & souvenirs**

**X0500 Stationery, office supplies, cards, giftwrap & party supplies**

Include: Writing paper/pads, thank you notes, greeting cards, invitations, postcards, computer printer paper, copier paper, file folders, diaries, planners, agendas, giftwrap, gift bags, tags, boxes, party favours and streamers, pens, pencils, markers, rulers, scotch tape, binders, staplers and staples, desk accessories, maps, calendars, etc.  
Exclude: Artist's supplies.

**X0600 Cut flowers, indoor potted plants & related floral supplies**

Include: Cut flowers, indoor potted plants, fertilizers, insecticides & pesticides for indoor use, etc.  
Exclude: Outdoor nursery stock & supplies.

**X0700 Pets**

Include: Domestic and exotic household pets.  
Exclude: Pet food, accessories and supplies.

**X0800 Collectors' items**

Include: Stamps, coins, cards, autographed items, related albums, etc.

**X0900 Manufactured mobile homes (new & used)**

**X1000 Monuments & tombstones**

Include: Coffins, cremation urns.

**X1100 Farm equipment (new & used) & other farm-related products & supplies**

Include: New and used tractors, hay balers, harrows, combines, parts and accessories, animal feed, crop seed, fertilizer, veterinary supplies, horse and cattle trailers, other specialized farm equipment, etc.  
Exclude: Automotive type parts and equipment, garden tractors and attachments, products sold for non-farm use.

**X1200 Professional & scientific instruments & equipment**

Include: Microscopes, surveyor's equipment, laboratory equipment, telescopes, etc.

**X1300 Used/second-hand merchandise & antiques**

Include: Used sporting goods, clothing, footwear, furniture, appliances, computers, electronics, books, musical instruments, musical recordings, CDs, DVDs, video tapes, laser discs, antiques, recreational vehicles, canoes, kayaks, non-automotive parts and accessories of recreational vehicles.  
Exclude: Used automobiles, automotive parts and accessories, mobile homes, farm equipment.

**X1400 Household fuels**

Include: Natural gas and propane for household use, electricity, heating oils, kerosene, wood for stoves and fireplaces, coal, wood pellets, camp stove fuel, fondue fuel, etc.  
Exclude: Automotive fuels, cigarette lighter fuels, barbecue starter fuel.



**Y0000 Other**

Include: Any revenue/commissions earned on the sale of products not listed above such as: ice cubes/blocks, fireworks, trophies, utility trailers not elsewhere classified, gift certificates, safety equipment (gloves, goggles, helmets, masks, ear protectors, etc.), charity, etc.



## Appendix D: Estimates

**TABLE D1: Annual Retail Trade by Trade Group, 2003**

Trade Group	Operating Revenue	Gross Margin	Operating Profit	Gross Margin to Operating Revenue	Operating Profit to Operating Revenue
	\$ Millions	\$ Millions	\$ Millions	%	%
New Car Dealers	75,610	9,266	1,149	12.3	1.5
Used and Recreational Motor Vehicle Dealers	15,698	3,457	495	22.0	3.2
Gasoline Stations	31,969	7,616	3,703	23.8	11.6
Furniture Stores	8,373	3,243	467	38.7	5.6
Home Furnishings Stores	4,740	1,883	284	39.7	6.0
Computer and Software Stores	2,439	602	37	24.7	1.5
Home Electronics and Appliances Stores	9,080	2,786	285	30.7	3.1
Home Centres and Hardware Stores	15,571	4,435	1,545	28.5	9.9
Specialised Building Materials and Garden Stores	5,124	1,514	203	29.5	4.0
Supermarkets	56,776	13,911	2,393	24.5	4.2
Convenience and Specialty Food Stores	12,818	3,201	389	25.0	3.0
Beer, Wine and Liquor Stores	13,106	6,108	4,177	46.6	31.9
Pharmacies and Personal Care Stores	23,128	7,065	994	30.5	4.3
Clothing Stores	15,528	6,922	746	44.6	4.8
Shoe, Clothing Accessories and Jewellery Stores	5,030	2,329	322	46.3	6.4
Department Stores and Other General Merchandise Stores	40,688	10,443	1,910	25.7	4.7
Sporting Goods, Hobby, Music and Book Stores	9,401	3,475	422	37.0	4.5
Miscellaneous Store Retailers	11,176	4,609	689	41.2	6.2
<b>Total Store Retailers</b>	<b>356,255</b>	<b>92,865</b>	<b>20,210</b>	<b>26.1</b>	<b>5.7</b>
<b>Total Non-Store Retailers</b>	<b>12,088</b>	<b>1,668</b>	<b>216</b>	<b>13.8</b>	<b>1.8</b>
<b>Total Retail Trade</b>	<b>368,343</b>	<b>94,533</b>	<b>20,426</b>	<b>25.7</b>	<b>5.5</b>

**Table D2: Commodity Sales by Store Retailers, 2002 and 2003**

Commodity Group	2002	2003	
	\$ Millions	\$ Millions	% Change
Food (excl. pet food & meals & lunches)	52,135	54,305	4.2%
Non-alcoholic beverages	4,017	4,172	3.9%
Alcoholic beverages	10,272	10,829	5.4%
Personal care products/Health & beauty aids (non-electric)	7,620	8,018	5.2%
Eyewear, prescription & non-prescription	1,156	1,189	2.9%
Drugs (prescription and over-the-counter), vitamins & other health supplements	14,357	15,408	7.3%
Luggage & Jewellery	2,458	2,514	2.3%
Clothing & accessories	20,959	21,087	0.6%
Footwear	3,812	3,861	1.3%
Furniture (indoor), household appliances & electronics (including cameras)	18,276	18,975	3.8%
Home furnishings (excluding furniture, appliances & electronics)	6,226	6,362	2.2%
New automotive vehicles	45,278	45,227	-0.1%
Used automotive vehicles	21,623	20,110	-7.0%
Automotive parts and accessories (new, used and rebuilt), labour receipts and rental receipts	23,078	24,542	6.3%
Automotive fuels	21,791	23,202	6.5%
Automotive oils & additives (including windshield washer fluids and antifreeze)	889	1,004	12.9%
Housewares (non-electric) & household supplies (excluding personal care products)	6,200	6,445	3.9%
Hardware and lawn and garden	8,113	8,636	6.5%
Sporting and leisure goods	11,687	12,003	2.7%
All other goods and services	27,768	29,172	5.1%
<b>Total Commodity Sales by Store Retailers</b>	<b>307,714</b>	<b>317,063</b>	<b>3.0%</b>

Note: Commodity sales in the table are based on the 1980 Standard Industrial Classification industry series. As a result, total commodity sales by store retailers do not match industry totals shown in table D1, which is NAICS based. Commodity sales converted to a NAICS industry basis will be available shortly.



**Table D3: Retail Commodity by Store Type, 1998 and 2003 (% share across)**

Commodity % across	Store Type											
	Food Stores		Drug Stores		Clothing and Shoe Stores		Furniture, Appliance and Household Furnishings Stores		General Merchandise and Automotive Parts, Accessories and Service Stores		Other	
	1998	2003	1998	2003	1998	2003	1998	2003	1998	2003	1998	2003
Food and Beverages	77.6%	75.6%	1.5%	1.2%	0.1%	0.0%	0.0%	0.0%	8.0%	8.7%	12.8%	14.5%
Health and Personal Care	16.7%	20.8%	60.6%	55.0%	1.0%	0.6%	0.0%	0.1%	14.7%	17.5%	7.0%	6.0%
Clothing, Footwear and Accessories	0.7%	X	0.3%	X	52.7%	55.4%	0.0%	0.0%	32.7%	28.3%	13.5%	15.0%
Home Furnishings and Electronics	1.4%	X	2.1%	X	0.8%	1.2%	59.0%	64.6%	30.5%	25.4%	6.3%	5.4%
Motor Vehicles, Parts, Service and Rental	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	15.3%	15.5%	84.5%	84.4%
Automotive Fuels, Oils and Additives	6.9%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	3.1%	88.9%	90.8%
Housewares (non-electric) & Household Supplies (excl. personal care products)	31.7%	32.2%	7.4%	5.4%	1.7%	1.8%	7.5%	8.7%	46.8%	47.5%	4.9%	4.4%
Hardware and Lawn and Garden	4.6%	6.5%	0.1%	0.2%	0.1%	0.2%	4.9%	4.7%	36.9%	38.8%	53.3%	49.6%
Sporting and Leisure Goods	6.9%	7.0%	1.8%	1.5%	5.3%	3.9%	2.3%	4.4%	30.7%	33.0%	53.0%	50.3%
Tobacco products & supplies	61.0%	58.8%	6.7%	2.6%	0.0%	0.0%	0.0%	0.0%	15.9%	21.7%	16.5%	16.9%
Other	9.4%	9.7%	3.6%	2.5%	0.8%	0.8%	6.0%	7.2%	14.2%	15.3%	66.0%	64.4%

Note: Information shown in the table are based on the 1980 Standard Industrial Classification industry series.



**Table D4: Annual Wholesale Trade by Trade Group, 2003**

Trade Group	Operating Revenue \$ Millions	Gross Margin \$ Millions	Operating Profit \$ Millions	Gross Margin to Operating Revenue %	Operating Profit to Operating Revenue %
Farm Products	18,015	2,333	932	13.0	5.2
Petroleum Products	68,100	4,394	1,885	6.5	2.8
Food Products	76,204	11,728	3,083	15.4	4.0
Alcohol and Tobacco Products	7,250	1,493	804	20.6	11.1
Apparel	9,142	2,911	667	31.8	7.3
Household and Personal Goods	26,369	7,833	1,312	29.7	5.0
Pharmaceutical Products	26,519	5,492	1,734	20.7	6.5
Motor Vehicles	76,832	5,853	2,029	7.6	2.6
Motor Vehicle Parts and Accessories	17,505	4,659	1,075	26.6	6.1
Building Supplies	37,386	9,360	1,631	25.0	4.4
Metal Products	10,800	2,123	358	19.7	3.3
Lumber and Millwork	12,907	1,992	771	15.4	6.0
Machinery and Equipment	39,703	10,116	2,315	25.5	5.8
Computers and Other Electronics	29,276	7,084	2,180	24.2	7.4
Office and Professional Equipment	19,712	6,550	1,225	33.2	6.2
Other Products	53,326	10,762	1,744	20.2	3.3
Agents and Brokers	5,948	4,884	1,356	82.1	22.8
<b>Total Wholesale Trade</b>	<b>534,992</b>	<b>99,565</b>	<b>25,099</b>	<b>18.6</b>	<b>4.7</b>



## Appendix E: Timeliness and Measures of Quality

### Measurement of Quality

Statistics Canada defines the information quality of its statistical outputs to reflect their *fitness for use* by clients. To operationalize this definition it has identified six dimensions of information quality as described below.

#### The Six Dimensions of Information Quality

**Relevance:** The **relevance** of statistical information reflects the degree to which it meets the real needs of clients. It is concerned with whether the available information sheds light on the issues of most importance to users. Assessing relevance is a subjective matter dependent upon the varying needs of users. The Agency's challenge is to weigh and balance the conflicting needs of current and potential users to produce a program that goes as far as possible in satisfying the most important needs within given resource constraints.

**Accuracy:** The **accuracy** of statistical information is the degree to which the information correctly describes the phenomena it was designed to measure. It is usually characterized in terms of error in statistical estimates and is traditionally decomposed into bias (systematic error) and variance (random error) components. It may also be described in terms of the major sources of error that potentially cause inaccuracy (*e.g.*, coverage, sampling, non-response, response).

**Timeliness:** The **timeliness** of statistical information refers to the delay between the reference point (or the end of the reference period) to which the information pertains, and the date on which the information becomes available. It is typically involved in a trade-off against **accuracy**. The **timeliness** of information will influence its **relevance**.

**Accessibility:** The **accessibility** of statistical information refers to the ease with which it can be obtained from the Agency. This includes the ease with which the existence of information can be ascertained, as well as the suitability of the form or medium through which the information can be accessed. The cost of the information may also be an aspect of **accessibility** for some users.

**Interpretability:** The **interpretability** of statistical information reflects the availability of the supplementary information and metadata necessary to interpret and utilize it appropriately. This information normally covers the underlying concepts, variables and classifications used, the methodology of data collection and processing, and indications of the accuracy of the statistical information.

**Coherence:** The **coherence** of statistical information reflects the degree to which it can be successfully brought together with other statistical information within a broad analytic framework and over time. The use of standard concepts, classifications and target populations promotes coherence, as does the use of common methodology across surveys. **Coherence** does not necessarily imply full numerical consistency.

These dimensions of quality are overlapping and interrelated. However, there is no effective model for bringing together all of these characteristics of quality into a single indicator. Every dimension has to be adequately managed if information is to be fit for use; failure in any one dimension will impair or destroy the usefulness of the information.

Achieving an acceptable level of quality is the result of addressing, managing, and balancing over time, the various dimensions of quality, with due attention to program objectives, the major uses of the information, costs, respondent burden, and other factors that may affect information quality or user expectations. Actions

taken to address one dimension of quality may affect other dimensions, often in ways that cannot be fully predicted. Decisions and actions aimed at achieving an appropriate balance of quality dimensions and other factors are based on knowledge, experience, reviews, feedback, consultation and, inevitably, judgement.

The elapsed time, the coefficient of variation, and the weighted response for Distributive Trades Surveys are provided below.

**Table EI: Timeliness of the Data**

Survey	Elapsed Time from Reference Period to Release Date (average for sub-annuals)				
	1999	2000	2001	2002	2003
Monthly New Motor Vehicle Sales Survey (NMVS)	45 days	45 days	45 days	45 days	45 days
Advanced Indicator – NMVS					14 days
Monthly Survey of Large Retailers	59 days	55 days	50 days	49 days	50 days
Monthly Survey of Department Store Sales and Stocks <sup>1</sup>	36 days	35 days	31 days	32 days	52 days
Monthly Retail Trade Survey	52 days	52 days	52 days	52 days	52 days
Monthly Wholesale Trade Survey	52 days	52 days	52 days	52 days	52 days
Quarterly Retail Commodity Survey	94 days	97 days	106 days	95 days	98 days
Annual Retail Store Survey	24 mths	19 mths	15 mths	17 mths	15 mths
Annual Retail Chain Survey	24 mths	19 mths	15 mths	17 mths	15 mths
Annual Non-Store Retail Survey	24 mths	24 mths	19 mths	17 mths	15 mths
Annual Wholesale Trade Survey	24 mths	23 mths	18 mths	16 mths	15 mths
Small Area Retail Trade Estimates	27 mths	26 mths	24 mths	26 mths	18 mths

<sup>1</sup>Release date changed at end of 2002 to coincide with Monthly Retail Trade Survey at request of respondents.

**Table E2: Coefficient of Variation**

Survey	Coefficient of Variation					
		1999	2000	2001	2002	2003
Monthly Retail Trade Survey	Sales	1.1	1.2	1.2	1.2	1.3
Monthly Survey of Department Store Sales and Stocks *	-	-	-	-	-	-
Monthly New Motor Vehicle Sales Survey *	-	-	-	-	-	-
Monthly Survey of Large Retailers *	-	-	-	-	-	-
Monthly Wholesale Trade Survey	Sales	1.1	1.2	1.2	1.1	1.1
Quarterly Retail Commodity Survey	Sales					
. Food and Beverages		2.0	2.1	2.1	2.2	2.2
. Health and Personal Care		2.4	2.6	2.6	2.7	2.7
. Clothing, Footwear and Accessories		1.4	1.5	1.3	1.6	1.5
. Home Furnishings and Electronics		4.1	3.5	3.2	3.4	3.3
. Motor Vehicles, Parts, Service and Rental		1.5	1.6	1.3	1.3	1.3
. Automotive Fuels, Oils and Additives		4.4	4.3	4.0	3.8	3.5
Annual Retail Stores Survey	Revenue	Not available	1.5	1.7	1.1	1.0
Annual Retail Chain Survey *	-	-	-	-	-	-
Annual Retail Store and Chains Combined	Revenue	0.6	0.9	1.0	0.6	0.5
Annual Non-Store Retail Survey*	Revenue	-	1.5	1.4	-	-
Annual Wholesale Trade Survey	Revenue	0.7	0.7	0.8	0.8	0.8

\* These surveys do not rely on sampling. They are, instead, censuses of the relevant populations so the calculation of a CV does not apply. The Annual Non-Store Retail Survey was a sample survey for the years 2000 and 2001.

**Table E3: Weighted Response Rates, Operating Revenue/Sales**

Survey	Weighted Response Rates %				
	1999	2000	2001	2002	2003
Monthly Retail Trade Survey	96	95	95	95	93
Monthly Survey of Department Store Sales and Stocks	100	100	100	100	100
Monthly New Motor Vehicle Sales Survey	100	100	100	100	100
Monthly Survey of Large Retailers	95	95	95	95	95
Monthly Wholesale Trade Survey	93	92	93	93	93
Quarterly Retail Commodity Survey	85	85	88	88	85
Annual Retail Store Survey	<sup>(1)</sup> n/a	68	81	88	87
Annual Retail Chain Survey	<sup>(1)</sup> n/a	73	78	86	84
Annual Retail Store and Chains Combined	<sup>(1)</sup> n/a	70	80	88	86
Annual Non-Store Retail Survey	<sup>(1)</sup> n/a	85	91	85	91
Annual Wholesale Trade Survey	<sup>(1)</sup> n/a	73	74	78	86

<sup>(1)</sup> The response codes and file setup were different in 1999 and do not allow weighted response rates to be computed using the same methodology as in 2000 and 2001.