

on sales, cost of sales, salaries and wages, employment and inventories for each business location and ancillary unit. This implies the tabulation of these data by three- and four-digit SIC classifications and kinds of business at the finest geographical level within the secrecy provisions of the Statistics Act.

Such data can assist businessmen and others in making better decisions; help in formulating policies to determine store or business location; enable the user to calculate share-of-market ratios; and provide a barometer of the sophisticated demands of today's knowledgeable consumers through an analysis of retail sales by commodity grouping.

The kinds of information which will be available as a result of the 1971 Census will be of interest to a wide variety of users — particularly (but not limited to) those already operating within the retail, wholesale, service and manufacturing industries. For example, the data will be widely used by market research houses and advertising agencies, as well as by educational institutions, academics and students, to determine market penetration and growth rates, and in basic research on economic activities at the local, provincial and national levels.

In addition, the statistical information will be of use to trade and business associations to analyze sales, inventory and other measurements for their members. Municipal planning boards and real estate developers will be able to use these data as factors in urban redevelopment and shopping centre planning. Franchisers can obtain detailed information on the penetration and viability of franchised businesses in the highly competitive retail and service sectors.

Merchandising and services statistics are also used in the communications field. Newspapers, periodicals and magazines include Statistics Canada data in their various reports on business in Canada and the United States. Information on the retail, wholesale and service trades, developed in the course of the 1971 Census, will form a major component of such reports.

17.4.2 Intercensal surveys

17.4.2.1 Retail trade

The trend of retail trade is one of the most accurate barometers of the economic health and well-being of the nation. In 1972, retailers absorbed 48.4% of personal disposable income available to Canadians and accounted for 51.7% of total personal expenditure on consumer goods and services. The value of retail sales, estimated from intercensal sample surveys and revised every five years to a new census base increased by 49.5% during the period 1966-72. Details of intercensal revisions may be found in *Retail trade, 1961-66* (Catalogue No. 63-517) and in *Retail trade, revisions to 1966-70 postcensal estimates* (Catalogue No. 63-519). Between 1971 and 1972, estimated sales rose by 10.7%, compared to a 9.3% increase between 1970 and 1971. This reflected not only the effect of inflationary trends but also the further strengthening of the economy during 1972. The current retail trade series, as shown in Table 17.20, classifies retail trade into 18 kinds of business and provides provincial totals over the 1966-72 period. Additional details on retail trade may be found in *Retail trade*, Catalogue No. 63-005 (monthly).

Chain and independent stores. Within the framework of retail trade, chains and independent retailers compete to achieve or retain a viable share of the total market. (A retail chain is defined by Statistics Canada as "an organization operating four or more retail stores in the same kind of business under the same legal ownership". A concession located in a department store is not considered to be a store location for the purpose of this definition.) In some kinds of business, such as motor vehicle dealers, service stations and garages, food stores other than grocery and combination stores, fuel dealers, and men's clothing stores, independent merchants have maintained a dominant position; in others, such as department stores, variety stores and general merchandise stores, chains account for the largest proportion of sales. In recent years, changes in market share have been most pronounced among women's clothing stores, grocery and combination stores, family clothing stores, jewellery stores and shoe stores. The constantly shifting balance between chain and independent stores is illustrated in Tables 17.21 and 17.22.

Department stores. In 1972, department stores accounted for a higher proportion of total sales than most other kinds of retail business — exceeded only by grocery and combination stores and motor vehicle dealers. Their sales of \$3,687.9 million represented 10.9% of total retail