



**PERCENTAGE DISTRIBUTION OF RETAIL TRADE
AND PER CAPITA EXPENDITURES
ON CONSUMER GOODS, 1987**

A vast array of products are marketed, bought and sold at various levels of the domestic economy and reach the Canadian consumer on the retail market. In 1987, Ontario remained the largest market in Canada with 38.4% of total retail sales, followed by Quebec (25.3%) and British Columbia (11.1%). The national average per capita expenditure on consumer goods was \$5,999 in 1987.