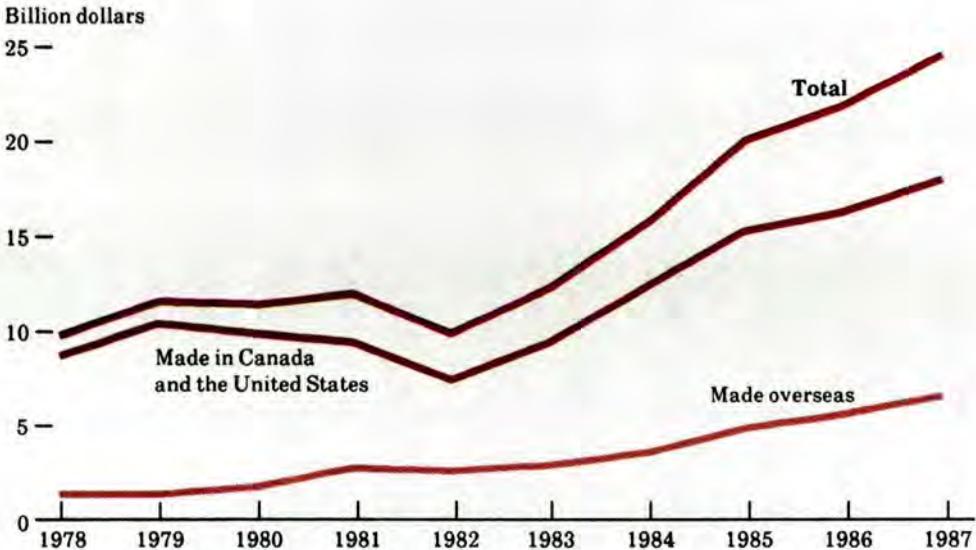


Chart 17.1
Retail sales of new motor vehicles



Statistics on new motor vehicles are obtained by the Retail Trade Section, Industry Division, of Statistics Canada directly from Canadian manufacturers and from importers or Canadian distributors of new motor vehicles. These sources supply both the number of motor vehicles sold by their dealer network and the total retail value of sales. The unit data may differ from other data available, such as factory shipments and registrations, owing to variations in definition and treatment of new vehicles in relation to the different concepts used in each survey.

17.1.4 Campus bookstores

Retail trade statistics are collected annually from more than 300 bookstores on the campuses of universities and other postsecondary educational institutions. Owing to their location and the seasonal nature of their business, campus bookstores are not included in the monthly estimates of retail trade. From 1984 to 1987 total retail sales by campus bookstores increased by 40.9% from \$211.8 million to \$298.4 million. In the 1986-87 academic year, 62.5% of the total sales were accounted for by textbooks; 8.5% by other books; 11.5% by stationery and supplies; and 17.5% by sales of all other merchandise.

17.1.5 Non-store retailing

Consumer goods, in addition to being sold in retail stores, often reach the household consumer through other marketing channels. These channels bypass the retail outlet in moving from primary producer, manufacturer, importer, wholesaler or specialized direct seller, to the household consumer. Statistics Canada conducts annual surveys of two forms of non-store retailing: merchandise sales through automatic vending machines, and sales by manufacturers and distributors specializing in direct marketing through such methods as house-to-house canvassing, mail order catalogues, TV home shopping programs, and house parties.

Vending machine sales. This survey is designed to measure the value of merchandise sales made through automatic vending machines owned and operated by independent operators and subsidiaries or divisions of manufacturers and wholesalers of vended products. Excluded from coverage are sales through vending machines owned and operated by retail stores, restaurants and service stations; these sales statistics are usually inextricable from data collected in the course of other surveys.

During 1986, the 698 operators of 158,177 vending machines covered by this survey reported