

# Bulletin

April 2006 Retail Sales • Released June 21, 2006

## **VOLATILITY BUT OVERALL STABILITY**

Despite some mile volatility in retail sales growth, retail sales continued to grow. While sales growth was off the year-to-date growth rates, they still are fluctuating within a very healthy range. All Stores gained 5.5% in April and All Stores Less Automotive, Food, and Pharmacies were up 6.4%.

Pharmacies and Personal Care Stores ate up the competition. The category gained 8.6% partially due to a shift in Easter celebrations.

Some categories were off the mark such as Building and Outdoor Home Supplies Stores (6.2% in April compared to 12.0% year-to-date). Part of this may be due to a shift in spending in early spring. However, the consensus is that building material prices are increasing, which is causing some inflationary growth. Other softer categories include Shoes, Clothing Accessories, and Jewellery Stores (4.8% in April compared to 8.3% year-to-date). In addition, Furniture and Home Furnishings Stores are taking a breather in April. Growth in April clocked in at 5.2%, which was off the year-to-date growth of 11.4%. Computer, Software, Home Electronics, and Appliances Store growth has been volatile lately whereby one month growth is high and the next growth is very low.

## **CANADIANS LIKE THEIR MULTI-CHANNEL**

Multi-channel retailing has gained a significant hold on consumer shopping behaviour as well as the response by retailers to implement cross-channel strategies and tactics.

When we stop to think about why multi-channel retailing has risen to become a high strategic priority for many retail organizations, we have to consider the major shift towards consumers. The rapid fragmentation of lifestyles, media, and consumption choices in today's fast-paced world has resulted in consumers demanding, and receiving, solutions that we could not have imagined a decade ago. For example, think of custom-built, personalized products (Nike ID, Jones Soda) and the groundswell driven by consumers' power to dictate what they want.

While we cannot attribute all of these customer-driven solutions to our definition of multi-channel retailing, we can claim many. After all, our definition of successful multi-channel retailing is to provide

seamless channel choice to customers; allowing them to interact with stores, catalogues, Websites, and other touch-points in whatever manner that suits them in the moment. To that aim, Multi-channel Retail: Canadian Style by J.C. Williams Group illustrates these revealing changes. The study based on 2000 online and offline shoppers in April 2006 demonstrates the degree to which consumers and retailers are adapting to the changing multi-channel realities.

The study reveals the high influence online activity has on offline shopping. This influence tops 60% for such categories as automobile and automobile accessories, appliances, furniture/home and garden, and food/groceries. For more information on Multi-channel Retailing: Canadian Style, follow the link to our Website.

[Multi-Channel Retailing: Canadian Style](#)

**RELEASE DATE OF THE NEXT NATIONAL RETAIL BULLETIN**  
July 24, 2006

### Please note:

The J.C. Williams Group National Retail Bulletin compares the latest monthly release of "raw" (i.e., unadjusted for seasonality) retail sales figures to those in the *same calendar month of the previous year*. Statistics Canada also reports seasonally adjusted sales that are compared to the *previous month within the current calendar year* to measure change in Gross Domestic Product (GDP). Although other sources use seasonally adjusted figures, J.C. Williams Group believes that using raw figures and making comparisons to the previous year's performance more accurately reflects the seasonality of the retail industry and, therefore, are more useful in analysis.

## Retail Sales by Store Category

Sales for the Month of: April	2006	2005	2006/2005
<b>All Stores</b>	<b>32,404.3</b>	<b>30,727.9</b>	<b>5.5%</b>
Automotive	12,029.1	11,392.6	5.6%
<b>All Stores Less Automotive</b>	<b>20,375.2</b>	<b>19,335.3</b>	<b>5.4%</b>
Food and Beverage Stores	7,201.5	6,988.6	3.0%
Pharmacies and Personal Care Stores	2,089.2	1,924.4	8.6%
<b>All Stores Less Automotive, Food, Pharmacies</b>	<b>11,084.5</b>	<b>10,422.3</b>	<b>6.4%</b>
<b>General Merchandise Stores</b>	<b>3,716.7</b>	<b>3,433.6</b>	<b>8.2%</b>
<b>Furniture, Home Furnishings and Electronics Stores</b>	<b>2,006.6</b>	<b>1,928.0</b>	<b>4.1%</b>
Furniture and Home Furnishings Stores	1,146.2	1,089.7	5.2%
Computer, Software, Home Electronics, and Appliance Stores	860.5	838.3	2.6%
<b>Clothing and Accessories Stores</b>	<b>1,793.7</b>	<b>1,708.8</b>	<b>5.0%</b>
Clothing Stores	1,385.6	1,319.6	5.0%
Shoes, Clothing Accessories, and Jewellery Stores	408.1	389.2	4.8%
<b>Sporting Goods, Hobby, Music, and Book Stores</b>	<b>765.2</b>	<b>714.7</b>	<b>7.1%</b>
<b>Building and Outdoor Home Supplies Stores</b>	<b>2,032.5</b>	<b>1,913.7</b>	<b>6.2%</b>
<b>Miscellaneous Store Retailers</b>	<b>769.8</b>	<b>723.5</b>	<b>6.4%</b>

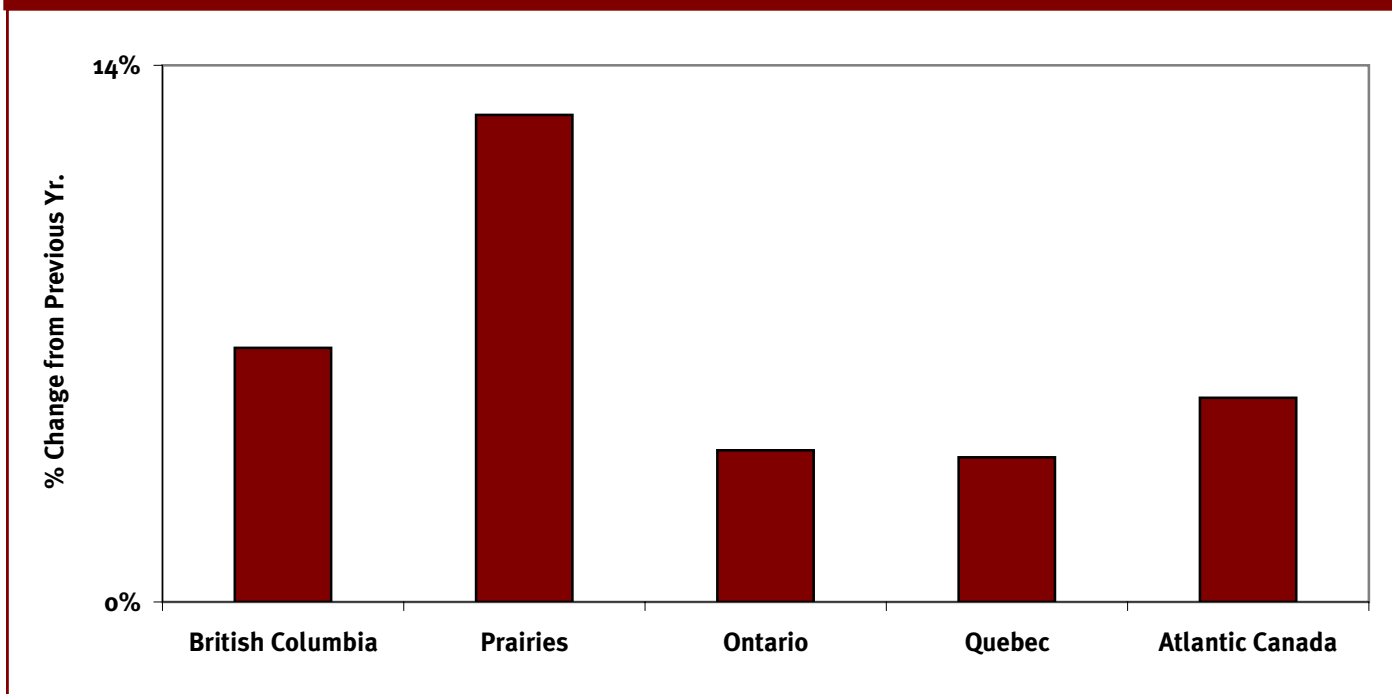
Year-to-date Sales	2006	2005	2006/2005
<b>All Stores</b>	<b>114,862.7</b>	<b>108,126.2</b>	<b>6.2%</b>
Automotive	40,831.7	38,079.3	7.2%
<b>All Stores Less Automotive</b>	<b>74,030.9</b>	<b>70,046.9</b>	<b>5.7%</b>
Food and Beverage Stores	26,954.4	26,574.5	1.4%
Pharmacies and Personal Care Stores	8,183.6	7,526.9	8.7%
<b>All Stores Less Automotive, Food, Pharmacies</b>	<b>38,892.9</b>	<b>35,945.5</b>	<b>8.2%</b>
<b>General Merchandise Stores</b>	<b>12,813.1</b>	<b>11,936.4</b>	<b>7.3%</b>
<b>Furniture, Home Furnishings and Electronics Stores</b>	<b>7,965.0</b>	<b>7,267.1</b>	<b>9.6%</b>
Furniture and Home Furnishings Stores	4,397.3	3,947.6	11.4%
Computer, Software, Home Electronics, and Appliance Stores	3,567.7	3,319.5	7.5%
<b>Clothing and Accessories Stores</b>	<b>5,938.7</b>	<b>5,604.8</b>	<b>6.0%</b>
Clothing Stores	4,562.1	4,334.0	5.3%
Shoes, Clothing Accessories, and Jewellery Stores	1,376.6	1,270.8	8.3%
<b>Sporting Goods, Hobby, Music, and Book Stores</b>	<b>2,829.6</b>	<b>2,620.4</b>	<b>8.0%</b>
<b>Building and Outdoor Home Supplies Stores</b>	<b>6,462.9</b>	<b>5,769.2</b>	<b>12.0%</b>
<b>Miscellaneous Store Retailers</b>	<b>2,883.7</b>	<b>2,747.7</b>	<b>4.9%</b>

ALL DOLLAR VALUES EXPRESSED IN MILLIONS OF CANADIAN DOLLARS; UNADJUSTED FIGURES; SOURCE: STATISTICS CANADA

## Retail Trade, Canada, All Stores, by Region

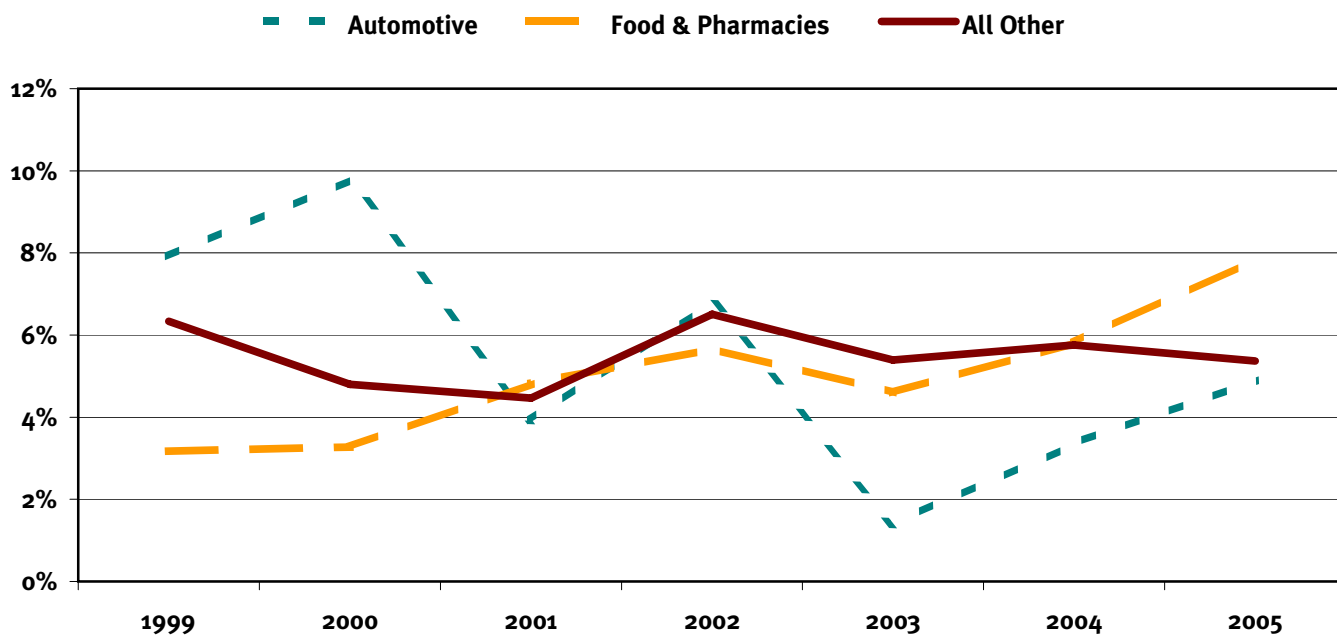
	Year-to-date 2006	Same Period 2005	Change 2006/2005
British Columbia	15,858.9	14,847.0	6.8%
Prairies	23,620.9	20,891.7	13.1%
Ontario	41,361.3	39,743.7	4.1%
Quebec	25,664.8	24,707.1	3.9%
Atlantic Canada	7,961.9	7,548.5	5.5%

### Percentage Change in Retail Trade, All Stores, By Region Year-to-date Compared to Same Period Last Year

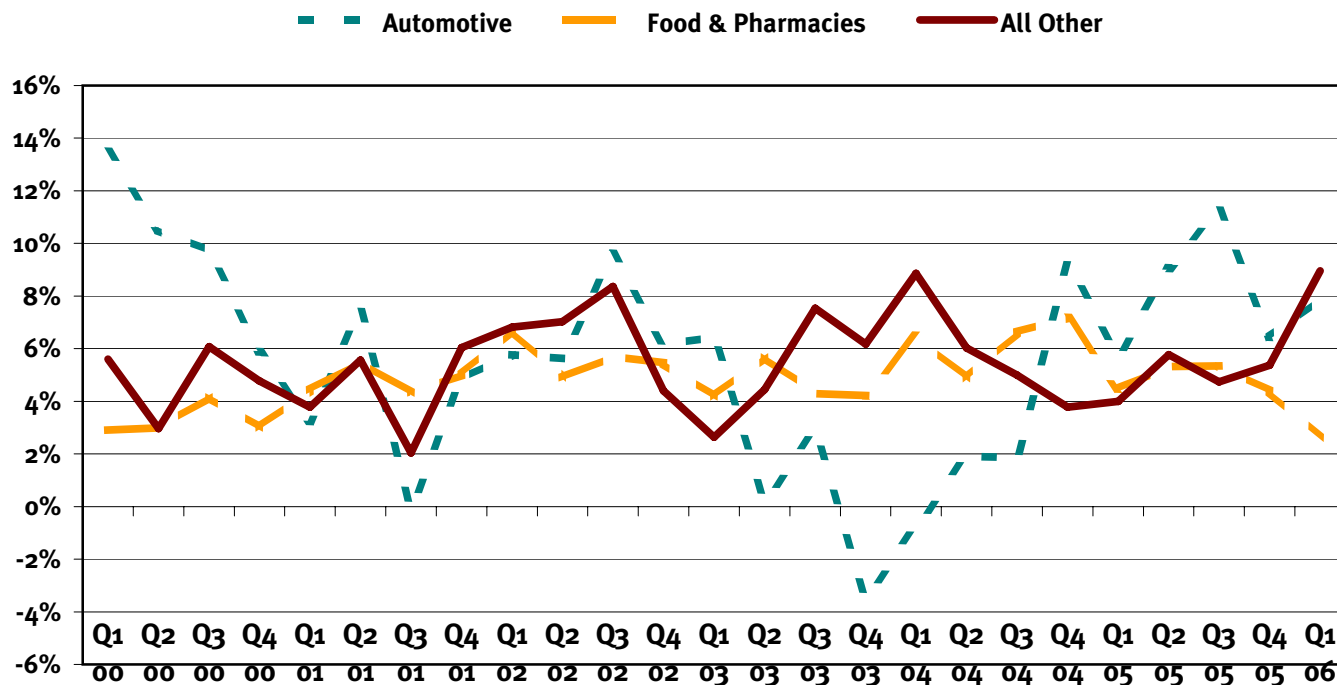


For more detailed information on retail sales, please contact J.C. Williams Group

Canadian Retail Sales by Major Product Category, Year Over Year (1999–2005)



Canadian Retail Sales by Major Product Category, From the Same Quarter a Year Earlier



Consumer Price Index

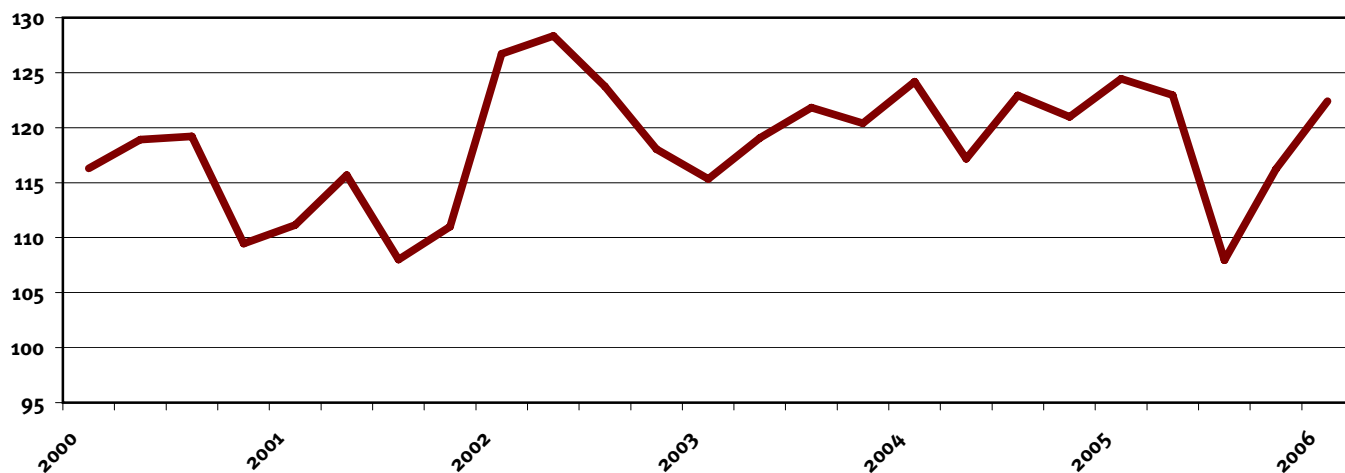
May 2006

vs.

May 2005

2.8%

Canadian Consumer Confidence Index 1999–2006



Source: Conference Board of Canada

Canadian Consumer Expenditures Index 1999–2006

