

# Bulletin

July 2009 Retail Sales • Released September 22, 2009

## JULY SALES ARE HIT AND MISS

Positive trending was visible with All Stores sales, which fell only -3.9% this month, compared to a greater loss year-to-date. All Stores Less Automotive sales were up 1.5% for July, continuing this trend from last month.

Categories experiencing encouraging sales growth this month mainly included retailers selling needs-based products.

Pharmacies and Personal Care Stores performed exceedingly well with sales up 7.7% for the month and double its year-to-date results.

Food and Beverage Stores also fared well as sales rose by 5.8% for July. Supermarkets mainly helped to boost the results.

Sales at Sporting Goods, Hobby, Music and Book Stores increased by 5.1% this month. Compared to the flat sales seen on average throughout the year, the lukewarm weather conditions experienced in July may have boosted results.

General Merchandise Stores' sales for the month, while positive at 1.8% growth, still did not outdo its year-to-date growth of 2.2%.

Categories, in negative growth territory that also fared worse than their yearly average growth results, include the following:

Miscellaneous Store sales were down by -5.0% compared to only -1.5% year-to-date.

Computer, Software, Home Electronics, and Appliance Stores saw sales fall by -8.5%;

Shoes, Clothing Accessories, and Jewellery Stores remained unchanged, with sales dropping by -4.1%.

Of the sectors that experienced a dip in July sales, many outperformed their year-to-date growth results, providing hope that the trend will continue for the rest of the third quarter.

Clothing Stores sales fell by -2.3% for the month, outperforming the -4.0% drop experienced on average this year.

Building and Outdoor Home Supplies Stores continued its positive trending as sales were down only -2.9%.

Furniture and Home Furnishings Stores sales also improved slightly, decreasing by only -9.7% in July, compared to -10.9% year-to-date.

This month's sales results reveal that a large portion of the retail sectors is trending upwards. Combined with the growth in consumer confidence, retailers will be looking to capitalize on the positive vibes. As consumers and retailers are still wary of the down market, the positive trend will be a very slow but hopefully steady march upwards.

**Release Date of the Next  
National Retail Bulletin**  
October 22, 2009

### 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 July	2009	2008	2009/2008
<b>All Stores</b>	<b>36,982,167</b>	<b>38,473,300</b>	<b>-3.9%</b>
Automotive	12,320,272	14,180,393	-13.1%
<b>All Stores Less Automotive</b>	<b>24,661,895</b>	<b>24,292,907</b>	<b>1.5%</b>
Food and Beverage Stores	8,916,987	8,431,248	5.8%
Pharmacies and Personal Care Stores	2,578,052	2,394,541	7.7%
<b>All Stores Less Automotive, Food, Pharmacies</b>	<b>13,166,856</b>	<b>13,467,118</b>	<b>-2.2%</b>
<b>General Merchandise Stores</b>	<b>4,425,076</b>	<b>4,347,556</b>	<b>1.8%</b>
<b>Furniture, Home Furnishings and Electronics Stores</b>	<b>2,406,142</b>	<b>2,648,690</b>	<b>-9.2%</b>
Furniture and Home Furnishings Stores	1,325,450	1,467,861	-9.7%
Computer, Software, Home Electronics, and Appliance Stores	1,080,692	1,180,829	-8.5%
<b>Clothing and Accessories Stores</b>	<b>1,826,749</b>	<b>1,878,068</b>	<b>-2.7%</b>
Clothing Stores	1,408,995	1,442,656	-2.3%
Shoes, Clothing Accessories, and Jewellery Stores	417,754	435,412	-4.1%
<b>Sporting Goods, Hobby, Music, and Book Stores</b>	<b>893,358</b>	<b>849,700</b>	<b>5.1%</b>
<b>Building and Outdoor Home Supplies Stores</b>	<b>2,726,130</b>	<b>2,806,751</b>	<b>-2.9%</b>
<b>Miscellaneous Store Retailers</b>	<b>889,403</b>	<b>936,352</b>	<b>-5.0%</b>

Year to Date Sales Ending July	2009	2008	2009/2008
<b>All Stores</b>	<b>231,432,914</b>	<b>244,441,133</b>	<b>-5.3%</b>
Automotive	75,197,380	89,736,244	-16.2%
<b>All Stores Less Automotive</b>	<b>156,235,534</b>	<b>154,704,889</b>	<b>1.0%</b>
Food and Beverage Stores	56,910,122	54,049,516	5.3%
Pharmacies and Personal Care Stores	17,201,126	16,615,604	3.5%
<b>All Stores Less Automotive, Food, Pharmacies</b>	<b>82,124,286</b>	<b>84,039,769</b>	<b>-2.3%</b>
<b>General Merchandise Stores</b>	<b>28,045,617</b>	<b>27,436,998</b>	<b>2.2%</b>
<b>Furniture, Home Furnishings and Electronics Stores</b>	<b>15,200,157</b>	<b>16,663,156</b>	<b>-8.8%</b>
Furniture and Home Furnishings Stores	8,120,366	9,113,741	-10.9%
Computer, Software, Home Electronics, and Appliance Stores	7,079,791	7,549,415	-6.2%
<b>Clothing and Accessories Stores</b>	<b>12,025,603</b>	<b>12,520,968</b>	<b>-4.0%</b>
Clothing Stores	9,280,177	9,664,861	-4.0%
Shoes, Clothing Accessories, and Jewellery Stores	2,745,426	2,856,107	-3.9%
<b>Sporting Goods, Hobby, Music, and Book Stores</b>	<b>5,747,577</b>	<b>5,653,743</b>	<b>1.7%</b>
<b>Building and Outdoor Home Supplies Stores</b>	<b>15,115,087</b>	<b>15,680,982</b>	<b>-3.6%</b>
<b>Miscellaneous Store Retailers</b>	<b>5,990,242</b>	<b>6,083,919</b>	<b>-1.5%</b>

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

17 Dundonald Street, 3rd Floor, Toronto, ON M4Y 1K3 Tel: (416) 921-4181 Fax: (416) 921-4184 Website: www.jcwg.com  
 Montreal Office: 780 Main Road, Montreal, Quebec J0P 1H0. Tel: (450) 458-2870 Fax: (450) 458-2905  
 Chicago Office: 350 West Hubbard Street, Suite 240, Chicago, IL 60654 Tel: (312) 673-1254 Fax: (312) 822-9162  
 For more information, please contact John Archer or Maureen Atkinson at (416) 921-4181 or info@jcwg.com

Consumer Price Index

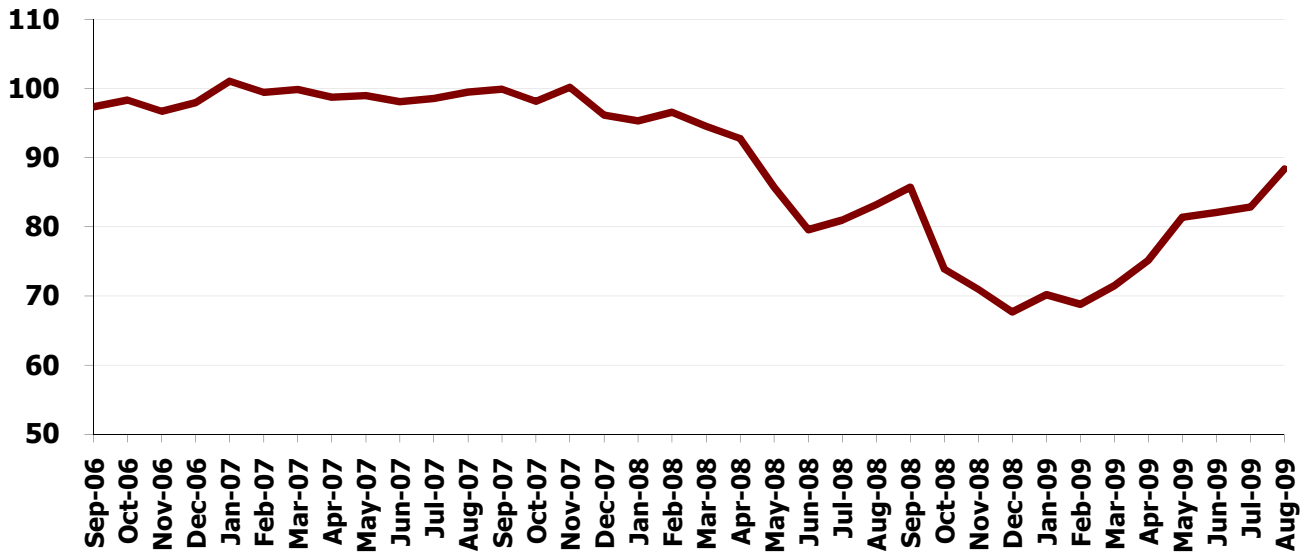
August 2009

vs.

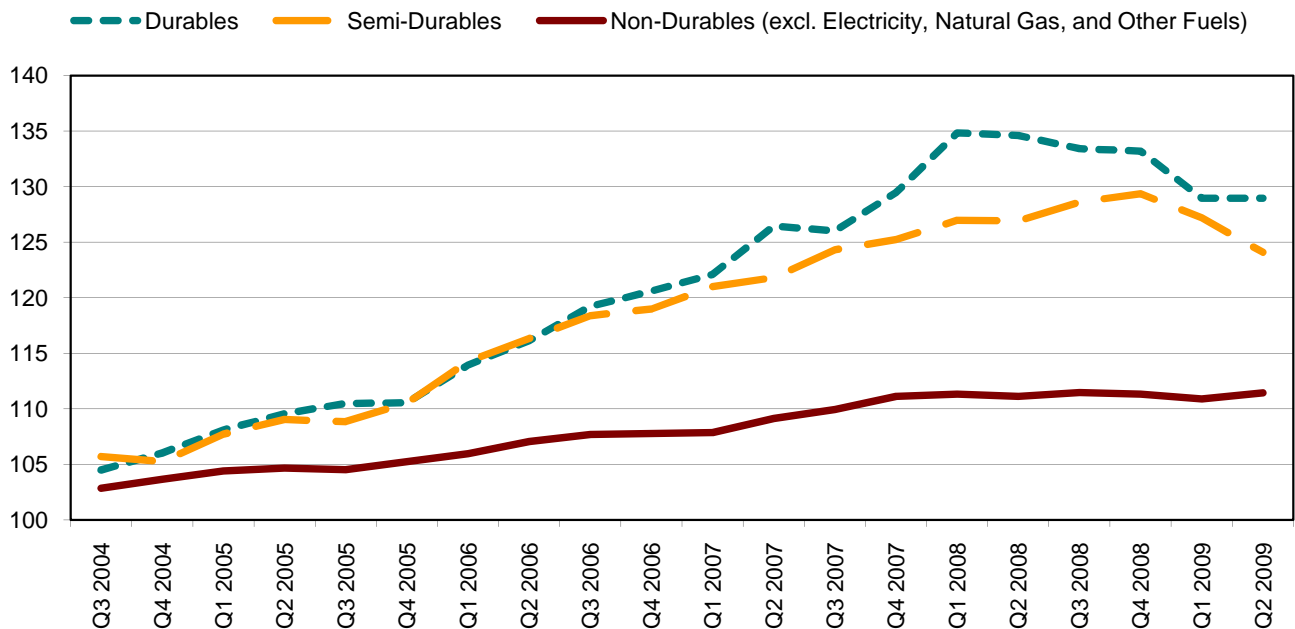
August 2008

-0.9%

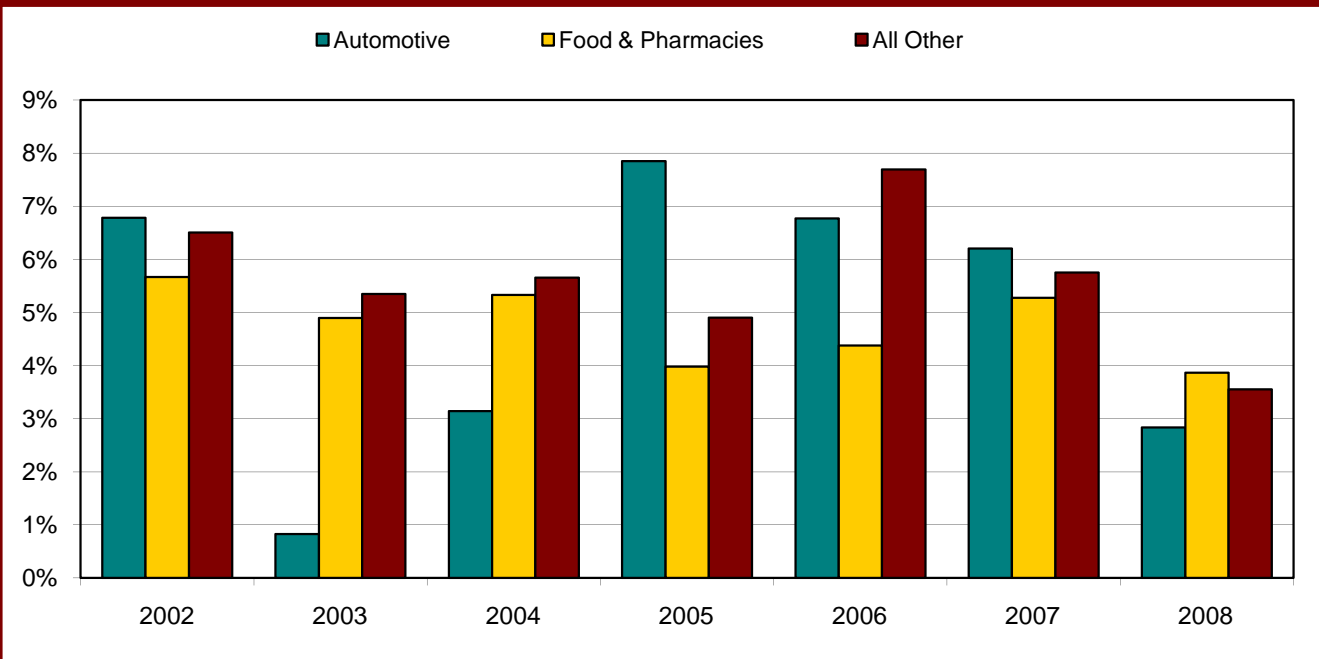
Canadian Consumer Confidence Index (1985 = 100)



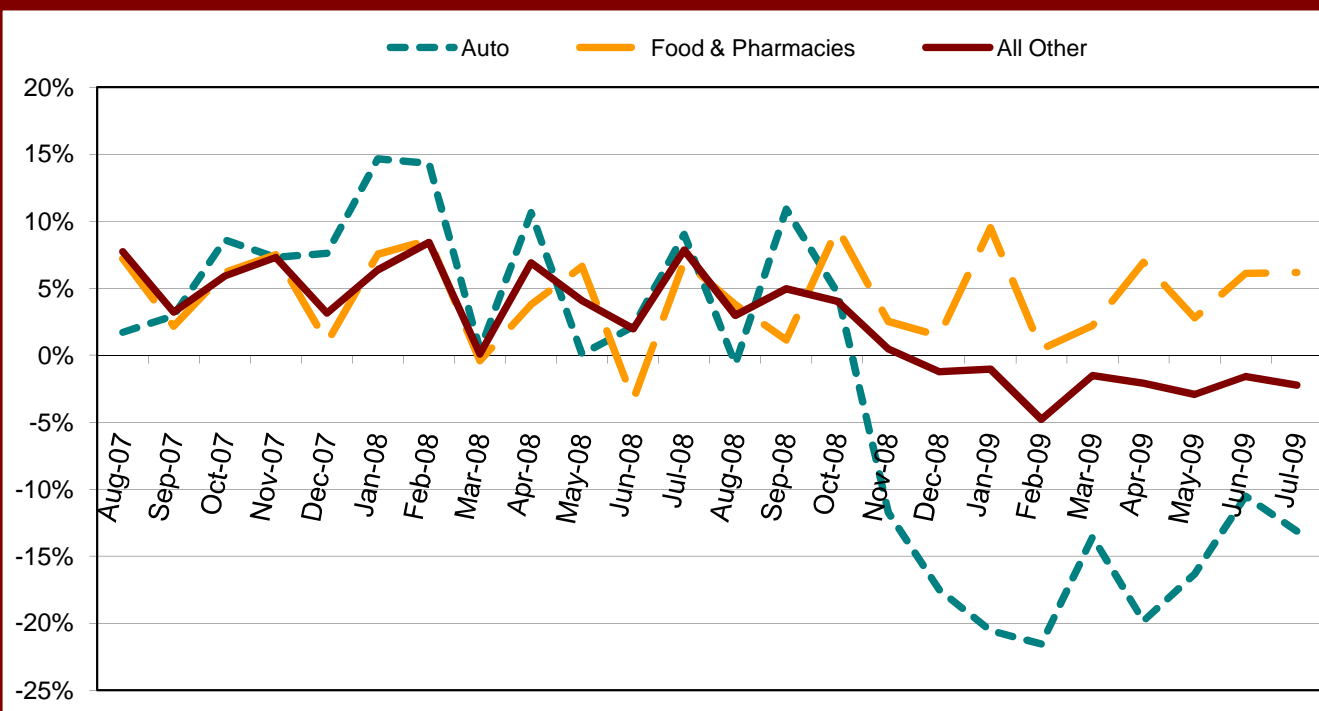
Canadian Consumer Expenditures Index (Q1 2003 = 100)



Canadian Retail Sales by Major Product Category, Year Over Year



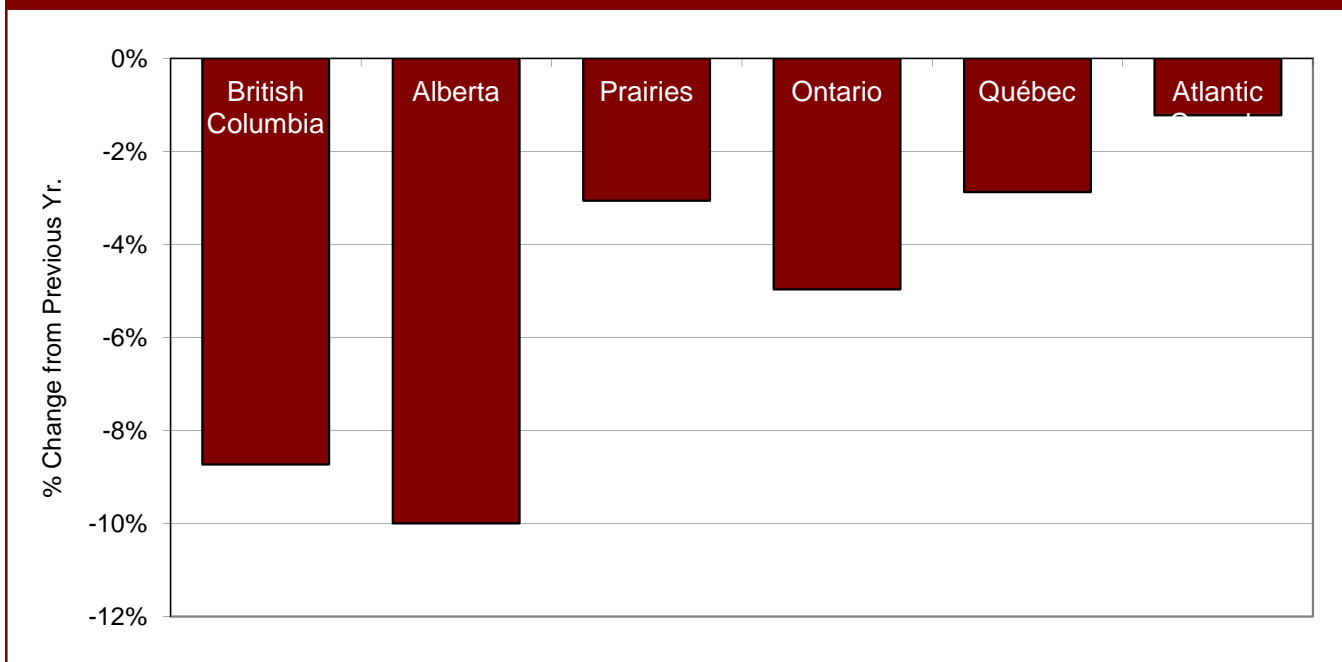
Canadian Retail Sales by Major Product Category, From the Same Month a Year Earlier



Retail Trade, Canada, All Stores, by Region

	Year-to-date 2009	Same period 2008	Change 2009/2008
British Columbia	29,856,709	32,713,774	-8.7%
Alberta	31,758,484	35,286,308	-10.0%
Prairies	16,220,679	16,732,729	-3.1%
Ontario	82,115,525	86,407,035	-5.0%
Québec	53,464,755	55,046,076	-2.9%
Atlantic Canada	17,143,589	17,355,726	-1.2%

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