The Daily and Infoline Outlines:

# Retail trade, release month

* Sales in retail trade went (up/down) by % compared to last month, total $ amount in current month.
* Pertinent sub sector info (11 total subsectors)
* Removing effects of price changes, retail sales in volume terms (increased/decreased) by % compared to last month.

## Elaborate on pertinent sub sector info

* Comparisons to last month (% increase/decrease)
* Drill down in subsector
* Longer trend analysis, last three months, etc.
* Notable breaks in trends

## Regional analysis (i.e., provinces and census metropolitan areas)

* More targeted breakdown of sub sector trends – do they follow Canadian trends in the provinces?
* Again, longer trend analysis, last three months

## E-commerce sales by Canadian retailers

* Sometimes sub headings, mostly just tables

# Sidebar

Retail sales: total $ and % monthly change for Canada and provinces

Retail sales: total $ over past 5 years (current dollars, 2012 chained dollars, trends)

# Infoline: Retail Sales Outline

* BC current mom compared to last mom -> value box highlighting Canada and BC up/down %change with arrow, similar to Stat Can; including total retail dollars?
* National current mom compared to last mom -> same as above
* Provinces with largest/weakest mom gains -> bar chart of %change for all provinces; dynamically could select which month; Canada + BC leftmost, with remaining provinces sorted highest to lowest?
  + If select a province, show that series in a line chart?