



NEWS RELEASE
For immediate release

CQCD reacts to the increase in the minimum wage

Montréal, December 15, 2011 – The Conseil québécois du commerce de détail (CQCD)/Retail Council of Quebec considers the \$0.25 increase in the minimum wage planned for May 1, 2012 to be reasonable. This increase, announced by the Minister of Labour, Lise Thériault, puts the minimum wage at \$9.90 per hour.

The CQCD is reacting favourably to the Quebec government's decision to increase the minimum wage by 2.6%, given the difficult socio-economic context that has prevailed in Quebec for several months and the Quebec government's wish to pursue its objective of reducing poverty.

It is important to remember that the Quebec government raised the minimum wage to \$9.65 per hour on May 1, 2011 and that increase was one of many absorbed by enterprises since 2003.

"The retail sector and its retailers have always supported these increases, despite a substantial leverage effect on costs," notes Me Gaston Lafleur, the CQCD's President and CEO. It goes without saying that retailers would like to see a bit of a respite in the future.

These increases result in a sometimes substantial increase in the wage envelope, which enterprises must absorb or otherwise offset. It is also important to mention that these increases can put pressure on the increase of goods and services.

About the CQCD

The Conseil québécois du commerce de détail (CQCD)/Retail Council of Quebec is proud to promote, represent and enhance the image of the retail sectors and the retailers who belong to it in order to ensure the development and prosperity of the sector. The CQCD is an association of retail and distribution businesses representing more than 70% of retail-related activities in Quebec and is an indispensable voice for this major sector of the economy.

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