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Releases

Retail trade, February 2007
Retail sales were essentially flat in February, masking underlying differences in movements among retail trade groups. Weak sales at new car dealers were offset by strong sales growth in other major retail sectors in February.

Electronic commerce and technology, 2006
Online sales recorded their fifth consecutive year of double-digit growth in 2006, as e-commerce gained momentum among Canadian retailers. Private and public sector online sales combined surged $40 \%$ to $\$ 49.9$ billion.
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## Releases

## Retail trade

February 2007
Retail sales were essentially flat in February, masking underlying differences in movements among retail trade groups. Weak sales at new car dealers were offset by strong sales growth in other major retail sectors in February.

Total retail sales edged up $0.1 \%$ in February to an estimated $\$ 33.3$ billion. Excluding new, used and recreational vehicles and parts dealers, retail sales rose $1.0 \%$, mainly due to gains at gasoline stations and supermarkets. Prior to 2007, sales had been rising steadily with higher annual growth rates each year since 2003.

Total retail sales were little changed in February


Five of the eight retail sectors experienced varying degrees of sales declines in February. Leading the way was the automotive sector ( $-0.4 \%$ ). Clothing and accessories stores followed with a $1.5 \%$ drop in sales from January. Miscellaneous retailers ( $-0.5 \%$ ), building and outdoor home supplies stores ( $-0.5 \%$ ) and furniture, home furnishings and electronics stores ( $-0.4 \%$ ) also fell moderately.

Offsetting these declines were sales increases in the food and beverage stores $(+1.3 \%)$, pharmacies and
personal care stores ( $+0.9 \%$ ) and general merchandise stores ( $+0.6 \%$ ) sectors.

Rising prices at the pump as well as for fresh vegetables had an impact on sales in February. Once price changes were taken into account, total retail sales actually fell by $0.7 \%$.

## Decline in autos countered by price-induced gasoline and supermarket growth

Sales at new car dealers fell by $4.0 \%$ in February. According to the New Motor Vehicles Sales survey, the weakness in truck sales (which includes minivans, sport-utility vehicles, light and heavy trucks, vans and buses) dominated the February decrease.

Partially offsetting this decline in the automotive sector were sales gains at gasoline stations ( $+4.8 \%$ ). Due to a gasoline shortage following a fire at an Ontario refinery, prices at the pump rose by $9.8 \%$ in Ontario and by $3.8 \%$ nationwide in February, according to the Consumer Price Index.

Used and recreational motor vehicles and parts dealers registered a $2.8 \%$ increase in February, after nine months of moderate fluctuations. Prior to this period, sales surged at the end of 2005 from increased demand for recreational vehicles.

Sales at supermarkets rose by $2.0 \%$, the strongest increase in 12 months, which was partially induced by a $12.0 \%$ hike in fresh vegetable prices between January and February. Fresh vegetable harvests were affected by cooler temperatures on the West Coast of the United States in February. Fresh fruits and vegetables account for over $10 \%$ of food and beverage stores sales, according to the latest release of the Quarterly Retail Commodity Survey.

Pharmacies and personal care stores continued to see their sales climb in February ( $+0.9 \%$ ). Sales have been rising steadily for this type of store, with only one monthly decline recorded in 2006. Sales at general merchandise stores (which includes department stores, warehouse clubs, superstores and home and auto supplies stores) advanced $0.6 \%$ in February for a third consecutive monthly increase.

Sales at clothing stores ( $-1.6 \%$ ) and at shoe, clothing accessories and jewellery stores ( $-0.9 \%$ ) declined in February after several months of large sales fluctuations, recently due to deviations from normal weather patterns. Home centres and hardware stores sales fell by $0.4 \%$, after three straight months of solid
increases. This slight sales decline may have reflected a February drop in housing starts after unusually strong construction activity in January, resulting from the unseasonably warm weather in the first half of January.

## Mixed bag for provinces and territories in February

February was a mixed bag in terms of growth rates among provinces. Ontario sales advanced by $0.6 \%$, while Quebec sales edged down $0.2 \%$. The Atlantic provinces, as a whole, saw sales rise moderately (+0.3\%) in February while most of the Western provinces experienced sales declines.

Strong sales at gasoline stations helped advance retail sales in Ontario in February, while weakness at new car dealers played a part in bringing down Quebec's sales growth.

Weak sales at new car dealers also resulted in sales declines in Saskatchewan (-1.8\%), Manitoba (-0.6\%) and Alberta (-0.4\%). Sales in British Columbia gained $0.4 \%$ following solid back-to-back increases in December and January.

Related indicators for March
Employment jumped by an estimated 55,000 in March, continuing the upward trend that began in

September 2006. Despite this growth in employment, the unemployment rate remained unchanged at $6.1 \%$, as more people entered the labour market.

Preliminary sales data from the automotive industry indicate that the number of new motor vehicles sold in March remained relatively unchanged from February.

The seasonally adjusted annual rate of housing starts was 210,900 units in March, up from 196,000 units in February, according to Canada Mortgage and Housing Corporation.

## Available on CANSIM: tables 080-0014 to 080-0017.

Definitions, data sources and methods: survey numbers, including related surveys, 2406 and 2408.

The February 2006 issue of Retail Trade (63-005-XWE, free) will soon be available.

Data on retail trade for March will be released on May 18.

For more information or to order data, contact Client Services (toll-free 1-877-421-3067; 613-951-3549; retailinfo@statcan.ca). For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Lucy Chung (613-951-1903), Distributive Trades Division.

The Daily, April 20, 2007

Retail sales

|  | $\begin{array}{r} \hline \text { February } \\ 2006 \end{array}$ | November $2006^{r}$ | $\begin{array}{r} \text { December } \\ 2006^{r} \end{array}$ | January $2007^{r}$ | $\begin{aligned} & \text { February } \\ & 2007^{p} \end{aligned}$ | January to <br> February 2007 | $\begin{array}{r} \text { February } \\ 2006 \\ \text { to } \\ \text { February } \\ 2007 \\ \hline \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Seasonally adjusted |  |  |  |  |  |  |
|  | \$ millions |  |  |  |  | \% change |  |
| Automotive | 10,623 | 11,192 | 11,588 | 11,320 | 11,274 | -0.4 | 6.1 |
| New car dealers | 5,936 | 6,338 | 6,538 | 6,376 | 6,123 | -4.0 | 3.1 |
| Used and recreational motor vehicle and parts dealers | 1,365 | 1,474 | 1,512 | 1,495 | 1,537 | 2.8 | 12.6 |
| Gasoline stations | 3,323 | 3,380 | 3,538 | 3,449 | 3,614 | 4.8 | 8.8 |
| Furniture, home furnishings and electronics |  |  |  |  |  |  |  |
| Furniture stores | 807 | 810 | 807 | 846 | 822 | -2.9 | 1.9 |
| Home furnishings stores | 440 | 463 | 472 | 470 | 478 | 1.6 | 8.6 |
| Computer and software stores | 133 | 125 | 130 | 126 | 130 | 3.4 | -2.7 |
| Home electronics and appliance stores | 912 | 956 | 959 | 974 | 978 | 0.4 | 7.3 |
| Building and outdoor home supplies stores | 2,049 | 2,126 | 2,179 | 2,195 | 2,183 | -0.5 | 6.5 |
| Home centres and hardware stores | 1,650 | 1,731 | 1,763 | 1,774 | 1,766 | -0.4 | 7.0 |
| Specialized building materials and garden stores | 399 | 395 | 417 | 420 | 416 | -1.0 | 4.4 |
| Food and beverage stores | 7,288 | 7,383 | 7,400 | 7,361 | 7,459 | 1.3 | 2.3 |
| Supermarkets | 5,260 | 5,280 | 5,327 | 5,243 | 5,347 | 2.0 | 1.7 |
| Convenience and specialty food stores | 775 | 815 | 799 | 818 | 806 | -1.4 | 4.0 |
| Beer, wine and liquor stores | 1,254 | 1,288 | 1,274 | 1,300 | 1,306 | 0.5 | 4.1 |
| Pharmacies and personal care stores | 2,107 | 2,269 | 2,284 | 2,323 | 2,344 | 0.9 | 11.2 |
| Clothing and accessories stores | 1,831 | 1,877 | 1,971 | 1,980 | 1,950 | -1.5 | 6.5 |
| Clothing stores | 1,394 | 1,427 | 1,497 | 1,520 | 1,495 | -1.6 | 7.2 |
| Shoe, clothing accessories and jewellery stores | 437 | 449 | 474 | 460 | 455 | -0.9 | 4.2 |
| General merchandise stores | 3,850 | 3,862 | 3,953 | 3,994 | 4,020 | 0.6 | 4.4 |
| Miscellaneous retailers | 1,643 | 1,648 | 1,678 | 1,693 | 1,684 | -0.5 | 2.5 |
| Sporting goods, hobby, music and book stores | 820 | 830 | 860 | 863 | 871 | 0.9 | 6.2 |
| Miscellaneous store retailers | 823 | 817 | 817 | 830 | 813 | -2.1 | -1.2 |
| Total retail sales | 31,685 | 32,709 | 33,421 | 33,281 | 33,321 | 0.1 | 5.2 |
| Total excluding new car dealers, used and recreational motor vehicle and parts dealers | 24,384 | 24,898 | 25,370 | 25,410 | 25,661 | 1.0 | 5.2 |
| Provinces and territories |  |  |  |  |  |  |  |
| Newfoundland and Labrador | 491 | 520 | 535 | 535 | 536 | 0.2 | 9.1 |
| Prince Edward Island | 127 | 125 | 129 | 130 | 130 | -0.2 | 2.4 |
| Nova Scotia | 936 | 941 | 956 | 959 | 963 | 0.4 | 2.8 |
| New Brunswick | 730 | 746 | 769 | 761 | 765 | 0.4 | 4.8 |
| Quebec | 7,112 | 7,265 | 7,364 | 7,388 | 7,376 | -0.2 | 3.7 |
| Ontario | 11,353 | 11,741 | 12,088 | 11,789 | 11,855 | 0.6 | 4.4 |
| Manitoba | 1,063 | 1,118 | 1,125 | 1,137 | 1,130 | -0.6 | 6.4 |
| Saskatchewan | 950 | 978 | 997 | 1,012 | 994 | -1.8 | 4.6 |
| Alberta | 4,488 | 4,781 | 4,855 | 4,920 | 4,900 | -0.4 | 9.2 |
| British Columbia | 4,327 | 4,383 | 4,489 | 4,534 | 4,551 | 0.4 | 5.2 |
| Yukon | 37 | 37 | 40 | 40 | 44 | 9.0 | 18.1 |
| Northwest Territories | 50 | 51 | 53 | 53 | 54 | 1.8 | 7.3 |
| Nunavut | 21 | 22 | 21 | 23 | 23 | 2.9 | 8.6 |

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## Retail sales

|  | $\begin{array}{r} \hline \text { February } \\ 2006 \end{array}$ | $\begin{gathered} \hline \text { January } \\ 2007^{r} \end{gathered}$ | $\begin{aligned} & \hline \text { February } \\ & 2007^{p} \end{aligned}$ | $\begin{array}{r} \text { February } \\ 2006 \\ \text { to } \\ \text { February } \\ 2007 \\ \hline \end{array}$ |
| :---: | :---: | :---: | :---: | :---: |
|  | Unadjusted |  |  |  |
|  | \$ millions |  |  | \% change |
| Automotive | 8,654 | 9,178 | 9,031 | 4.4 |
| New car dealers | 4,808 | 5,017 | 4,850 | 0.9 |
| Used and recreational motor vehicle and parts dealers | 976 | 1,048 | 1,100 | 12.7 |
| Gasoline stations | 2,870 | 3,113 | 3,081 | 7.3 |
| Furniture, home furnishings and electronics stores | 1,829 | 2,131 | 1,937 | 5.9 |
| Furniture stores | 644 | 742 | 663 | 2.9 |
| Home furnishings stores | 352 | 403 | 387 | 9.9 |
| Computer and software stores | 124 | 131 | 122 | -1.8 |
| Home electronics and appliance stores | 708 | 856 | 765 | 8.0 |
| Building and outdoor home supplies stores | 1,335 | 1,557 | 1,419 | 6.3 |
| Home centres and hardware stores | 1,074 | 1,281 | 1,142 | 6.4 |
| Specialized building materials and garden stores | 261 | 276 | 277 | 5.9 |
| Food and beverage stores | 6,275 | 6,592 | 6,449 | 2.8 |
| Supermarkets | 4,679 | 4,947 | 4,782 | 2.2 |
| Convenience and specialty food stores | 656 | 712 | 680 | 3.6 |
| Beer, wine and liquor stores | 940 | 933 | 986 | 5.0 |
| Pharmacies and personal care stores | 1,933 | 2,262 | 2,146 | 11.0 |
| Clothing and accessories stores | 1,245 | 1,444 | 1,321 | 6.2 |
| Clothing stores | 930 | 1,119 | 995 | 6.9 |
| Shoe, clothing accessories and jewellery stores | 314 | 324 | 326 | 3.8 |
| General merchandise stores | 2,783 | 3,164 | 2,928 | 5.2 |
| Miscellaneous retailers | 1,281 | 1,485 | 1,316 | 2.7 |
| Sporting goods, hobby, music and book stores | 596 | 777 | 637 | 6.8 |
| Miscellaneous store retailers | 685 | 708 | 679 | -0.9 |
| Total retail sales | 25,334 | 27,812 | 26,545 | 4.8 |
| Total excluding new car dealers, used and recreational motor vehicle and parts dealers | 19,550 | 21,747 | 20,595 | 5.3 |
| Provinces and territories |  |  |  |  |
| Newfoundland and Labrador | 368 | 419 | 404 | 9.6 |
| Prince Edward Island | 93 | 101 | 96 | 4.0 |
| Nova Scotia | 730 | 791 | 753 | 3.1 |
| New Brunswick | 564 | 620 | 591 | 4.7 |
| Quebec | 5,526 | 6,000 | 5,690 | 3.0 |
| Ontario | 9,090 | 9,934 | 9,464 | 4.1 |
| Manitoba | 848 | 935 | 895 | 5.6 |
| Saskatchewan | 755 | 847 | 785 | 3.9 |
| Alberta | 3,665 | 4,168 | 3,978 | 8.5 |
| British Columbia | 3,605 | 3,901 | 3,789 | 5.1 |
| Yukon | 28 | 31 | 33 | 18.7 |
| Northwest Territories | 45 | 46 | 49 | 9.1 |
| Nunavut | 18 | 19 | 19 | 9.6 |

[^1]
## Electronic commerce and technology

2006
Online sales recorded their fifth consecutive year of double-digit growth in 2006, as e-commerce gained momentum among Canadian retailers.

Private and public sector online sales combined surged $40 \%$ to $\$ 49.9$ billion. Online sales by private firms increased $42 \%$ to $\$ 46.5$ billion, while those by the public sector rose $17 \%$ to $\$ 3.4$ billion.

Retail trade was one of the fastest growing sectors. Retail firms sold goods and services online worth $\$ 4.7$ billion last year. This was nearly double the revised figure in 2005, and it accounted for $10 \%$ of all private sector online sales.

However, this level was just slightly over $1 \%$ of the total retail market. In fact, e-commerce still represents a small fraction of the overall economy.

About 8\% of Canadian firms conducted e-commerce last year, up slightly from $7 \%$, where the proportion had stagnated for the past three years. However, in the retail sector alone, more than $15 \%$ of firms sold online in 2006, up from only $10 \%$ in 2005.

The vast majority of online sales still occur between firms as part of business-to-business (B2B) sales, as opposed to sales from a firm to an individual consumer.

Sales from business to business amounted to $\$ 31.4$ billion, which represented about $68 \%$ of total e-commerce by private firms, unchanged from the year before. In 2006, 45\% of Canadian firms made purchases online.

The use of mainstream technologies, such as the Internet and e-mail, remained constant in 2006. These basic information and communication technologies are now nearly ubiquitous, lacking only in small pockets of industry.

## Wholesale trade continues to lead online sales

Four sectors - manufacturing, transportation and warehousing, wholesale trade, and retail trade - led the way in terms of value of online sales, accounting for nearly $61 \%$ of the private sector total.

Wholesale trade accounted for $18.5 \%$ of total sales, the highest proportion. It was followed by transportation and warehousing, which represented $17.9 \%$, and by manufacturing, with $14.2 \%$.

All these sectors, except retail trade, make the bulk of their online sales to other firms. This demonstrates the continued importance of B2B sales in the e-commerce environment.

## Note to readers

Data in this release are from the 2006 Survey of Electronic Commerce and Technology, which included the entire economy, except for local governments. The survey covered about 19,000 enterprises.

Electronic commerce is defined as sales over the Internet, with or without on-line payment. Included is the value of orders received where the commitment to purchase is made via the Internet. Sales using electronic data interchange over proprietary networks and transactions conducted on automatic teller machines are excluded.

The value of financial instruments transacted on the Internet such as loans and stocks are not considered e-commerce sales, but the service charges received for conducting these transactions over the Internet are included.

For the 2005 reference year, the CANSIM table 358-0010 "Enterprises that sell over the Internet" has been revised. The revision reflects more accurate coverage of the target population based on information received in the current reference year.

## Retail firms bring the goods, online

Other data from the Survey of Electronic Commerce and Technology reaffirm the surge in online sales in the retail sector. More than one out of three retail firms with more than 100 employees conducted e-commerce sales in 2006, according to the survey.

In 2006, 46\% of Canadian retail firms had a website, compared to $42 \%$ in 2005. A large retail firm without a website is now almost unheard of; $88 \%$ of retail firms with 100 employees or more had one in 2006.

Retail firms have managed to overcome barriers to selling online by taking advantage of different delivery solutions, adapting their product mix and embracing the new way that consumers now shop.

In 2005, 50\% of retailers that used the Internet felt that the goods and services they offered did not lend themselves to Internet transactions. Only a year later, this proportion has declined to $39 \%$. This may be the result of innovative thinking, as more and more Canadian retail firms appear to have found a way to participate in e-commerce.

In 2006, the most important benefit of conducting e-commerce sales perceived by Canadian retail firms was the ability to reach new potential customers. Over 40\% of Canadian firms that conducted e-commerce felt this was a benefit, up from $35 \%$ in 2005.

About $37 \%$ of retail firms felt that a benefit of conducting e-commerce was better coordination with their suppliers, customers and/or partners.

These two benefits - reaching new customers and better coordination - were often cited as reasons that
e-commerce in the retail sector was a natural fit. This was also seen more generally across the economy.

It appears that in 2006, a greater number of Canadian retailers were able to recognize the potential of these previous expectations and were participating in the multi-channel shopping model that many consumers desire.

## Perceived benefits of e-commerce shift

At the outset there were many perceived benefits to e-commerce, one being that e-commerce would result in cost savings for firms as they would be able to scour markets throughout the world and reduce overhead costs associated with traditional business. The survey found that most firms see things differently.

Only about one in four firms that use the Internet reported that they believe that conducting business over the Internet results in lower costs. This figure has remained relatively steady through the past five years. It points to the fact that organizations must recognize other benefits to doing business online.

Firms identified two principal perceived benefits in 2006. The first was the ability to reach new customers. Overall, $36 \%$ of firms thought that conducting business over the Internet could allow them to connect with new customers. This was an increase from $31 \%$ in 2005.

Of note, $50 \%$ of firms in the manufacturing sector and $59 \%$ of firms in the information and cultural industries sector believed that online business allowed them to reach new clients.

The second perceived benefit of conducting business online was better coordination with suppliers and/or customers and/or partners. In 2006, over 35\% of
private firms felt this was a potential benefit. This was nearly double the proportion in 2003 , when only $21 \%$ perceived this as a benefit.

The growth may provide an indication that a critical mass of Canadian firms and individuals, whether they are customers, suppliers or partners, are now using the Internet to conduct business. The effects and perceived benefits of this are being recognized across industry.

## Use of websites, broadband Internet up slightly

The proportion of private firms that had a website in 2006 edged up slightly to $40 \%$ of all firms.

The vast majority of firms are using these websites simply to provide information about their company and the products and services that they have available.

The use of broadband Internet by Canadian private firms continues to become more universal. About 85\% of firms used a high-speed connection in 2006, up from $80 \%$ in 2005 . This proportion is nearing a saturation point for the Canadian market.

## Available on CANSIM: tables 358-0007 to 358-0011,

 358-0014 to 358-0016, 358-0121 and 358-0139.Definitions, data sources and methods: survey number 4225.

For more information, or to enquire about the concepts, methods or data quality for this release, contact Bryan van Tol (613-951-6663; bryan.vantol@statcan.ca) or Mark Uhrbach (613-951-2856; mark.uhrbach@statcan.ca), Science, Innovation and Electronic Information Division.

Perceived benefits of private firms conducting business over the Internet

|  | 2004 | 2005 |
| :--- | :---: | :---: |
|  | Percentage of perceived benefits of private firms conducting business over the Internet |  |
| Lower costs | 26 | 26 |
| Reach new customers | 32 | 31 |
| Better coordination with suppliers | 22 | 31 |
| Reduce time to market | 18 | 36 |
| No benefits | 11 | 36 |

## Internet use and presence of websites

|  | 2004 | 2005 | 2006 | 2004 | 2005 | 2006 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Percentage of enterprises that use the Internet |  |  | Percentage of enterprises with a website |  |  |
| Forestry, logging and support activities | 77.7 | 81.9 | 63.5 | 16.2 | 19.3 | 11.0 |
| Mining and oil and gas extraction | 87.3 | 94.0 | 89.8 | 32.3 | 30.5 | 23.1 |
| Utilities | 99.8 | 95.6 | 99.1 | 71.9 | 53.4 | 59.4 |
| Construction | 76.7 | 72.1 | 77.0 | 24.5 | 24.8 | 28.6 |
| Manufacturing | 90.7 | 90.0 | 92.3 | 57.9 | 58.1 | 62.7 |
| Wholesale trade | 91.1 | 91.2 | 91.8 | 51.3 | 52.4 | 50.8 |
| Retail trade | 81.1 | 83.8 | 84.9 | 38.2 | 41.9 | 46.3 |
| Transportation and warehousing | 70.3 | 74.9 | 70.7 | 18.7 | 18.5 | 14.8 |
| Information and cultural industries | 94.3 | 95.0 | 99.0 | 71.3 | 74.6 | 81.9 |
| Finance and insurance | 90.3 | 87.9 | 85.4 | 60.3 | 55.8 | 50.9 |
| Real estate and rental and leasing | 73.1 | 71.1 | 75.0 | 27.5 | 29.7 | 34.0 |
| Professional, scientific and technical services | 93.6 | 93.7 | 96.6 | 39.3 | 42.2 | 41.6 |
| Management of companies and enterprises | 62.5 | 62.0 | 75.8 | 22.8 | 26.7 | 38.5 |
| Administration and support, waste management and remediation services | 83.0 | 83.1 | 84.3 | 40.0 | 38.0 | 39.1 |
| Educational services (private sector) | 94.4 | 96.8 | 100.0 | 77.7 | 82.9 | 74.0 |
| Health care and social assistance (private sector) | 83.2 | 84.3 | 82.6 | 26.0 | 26.4 | 33.3 |
| Arts, entertainment and recreation | 88.9 | 91.1 | 90.9 | 53.0 | 59.3 | 64.3 |
| Accommodation and food services | 63.6 | 64.5 | 67.9 | 29.0 | 33.8 | 33.1 |
| Other services (except public administration) | 74.3 | 76.1 | 74.7 | 35.0 | 38.4 | 39.6 |
| All private sector | 81.6 | 81.6 | 82.8 | 36.8 | 38.3 | 39.7 |
| All public sector | 99.9 | 99.6 | 99.9 | 92.4 | 94.9 | 94.4 |

## Purchasing over the Internet

|  | 2004 | 2005 | 2006 |
| :---: | :---: | :---: | :---: |
|  | Percentage of enterprises that use the Internet to buy goods or services |  |  |
| Forestry, logging and support activities | 31.0 | 34.9 | 28.3 |
| Mining and oil and gas extraction | 37.3 | 42.7 | 42.3 |
| Utilities | 55.8 | 54.6 | 61.4 |
| Construction | 30.7 | 30.2 | 29.8 |
| Manufacturing | 53.4 | 51.6 | 57.9 |
| Wholesale trade | 50.8 | 53.5 | 49.7 |
| Retail trade | 42.6 | 45.3 | 45.7 |
| Transportation and warehousing | 29.9 | 29.7 | 27.4 |
| Information and cultural industries | 67.9 | 67.1 | 77.6 |
| Finance and insurance | 51.6 | 54.2 | 53.0 |
| Real estate and rental and leasing | 27.2 | 30.9 | 34.1 |
| Professional, scientific and technical services | 61.0 | 60.2 | 66.1 |
| Management of companies and enterprises | 24.7 | 29.3 | 40.8 |
| Administration and support, waste management and remediation services | 40.7 | 45.4 | 44.0 |
| Educational services (private sector) | 64.6 | 65.5 | 62.5 |
| Health care and social assistance (private sector) | 39.5 | 41.9 | 45.5 |
| Arts, entertainment and recreation | 59.4 | 47.8 | 50.2 |
| Accommodation and food services | 26.6 | 28.6 | 25.9 |
| Other services (except public administration) | 34.3 | 40.0 | 40.1 |
| All private sector | 42.5 | 43.4 | 44.8 |
| All public sector | 77.4 | 82.5 | 79.5 |

Value of Internet sales


## Study: Payday Ioans <br> 2005

In 2005, a small minority of Canadian families (almost $3 \%$, or about 353,300 ) reported having taken out a payday loan within the previous three years, according to a new study.

The study found that age was a key factor. After controlling for other family characteristics, young families were three times more likely to have used payday loans than those that had a major income recipient aged 35 to 44 . These families appear to have few other options to get out of their financial straits.

This study, published today in the April issue of Perspectives on Labour and Income, examines the characteristics and behaviours of payday loans borrowers, using first-ever data on these loans from the 2005 Survey of Financial Security.

Payday loans are part of the growing alternative consumer credit market in Canada and are offered by lenders other than banks or other regulated financial institutions. These loans are extremely expensive cash advances, usually for relatively small amounts, generally $\$ 100$ to $\$ 1,000$, and usually for a short term, with repayment on or before the next payday.

The convenience makes them attractive. But concerns have been raised about questionable practices within the industry, including high borrowing costs, insufficient disclosure of contract terms, and unfair collection practices.

In addition to age, financial attributes were also related to the use of payday loans, even after controlling for other characteristics. Families with little savings or no credit cards, particularly those who had been refused, were significantly more likely to have used payday loans.

Without these options and faced with financial shortfall, these families may have turned to payday loans in an effort to bridge the gap between pay cheques.

The study found that families behind in bill or loan payments were more than four times as likely to have used payday loans, even after controlling for other key characteristics such as income and savings.

Four in 10 families who borrowed money through payday loans had spending that exceeded income, substantially more than families who had not used payday loans. These factors indicate a relationship between financial difficulty and the use of payday loans.

Almost half of families who used payday loans reported that they had no one to turn to if they faced financial difficulty, significantly higher than for non-users
(32\%). More than one-quarter reported that they could not handle an unforeseen expenditure of $\$ 500$, almost four times the rate for non-users. Nearly half could not handle one of $\$ 5,000$ ( $17 \%$ for non-users).

Mainstream methods such as using savings or lines of credit were mentioned less frequently by these families.

Definitions, data sources and methods: survey number 2620.

The article "Payday loans" is now available in the April 2007 online edition of Perspectives on Labour and Income, Vol. 8, no. 4 (75-001-XWE, free) from the Publications module of our website.

For further information, or to enquire about the concepts, methods or data quality of this release, contact Wendy Pyper (613-951-0381; wendy.pyper@statcan.ca), Labour and Household Surveys Analysis Division.

## Aircraft movement statistics: Major airports <br> February 2007

For the ninth consecutive month, aircraft take-offs and landings at Canadian airports with NAV CANADA air traffic control towers and flight service stations increased in year-over-year monthly comparisons. These 96 airports reported 383,520 movements in February compared with 374,998 movements in February 2006, an increase of $2.3 \%$ (+8,522 movements).

Itinerant movements (flights from one airport to another) increased by $1.1 \%$ ( $+3,043$ movements) in February compared with the same month a year earlier.

Local movements (flights that remain in the vicinity of the airport) increased by $5.5 \%$ ( $+5,479$ movements) in February compared with February 2006.

The February 2007 issue of Aircraft Movement Statistics, Vol. 1, no. 2 (51-007XWE, free) is now available from the Publications module of our website.

## Available on CANSIM: tables 401-0007 to 401-0020.

## Definitions, data sources and methods: survey number 2715.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-866-500-8400; transportationstatistics@statcan.ca), Transportation Division.

## Large urban transit

February 2007 (preliminary)
Combined ridership on 10 large urban transit systems in Canada was $3.8 \%$ higher in February than it was for the same month in 2006.

Approximately 109.8 million passenger trips were taken on these transit systems in February. These systems account for about $80 \%$ of total urban transit in Canada.

The trips generated $\$ 183.2$ million in revenue in February (excluding subsidies), a $4.6 \%$ increase over February 2006.

## Available on CANSIM: table 408-0004.

Definitions, data sources and methods: survey number 2745.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the Dissemination Unit (toll-free 1-866-500-8400; fax: 1-613-951-0009; transportationstatistics@statcan.ca), Transportation Division.

## Construction Union Wage Rate Index <br> March 2007

The Construction Union Wage Rate Index (including supplements) for Canada remained unchanged
in March compared to the revised February level of $138.1 \quad(1992=100)$. The composite index increased 2.0\% compared with the revised March 2006 index (135.4).

Union wage rates are published for 16 trades in 20 metropolitan areas for both the basic rates and rates including selected supplementary payments. Indexes on a 1992=100 time base are calculated for the same metropolitan areas and are published for those where a majority of trades are covered by current collective agreements.

Available on CANSIM: tables 327-0003 and 327-0004.
Definitions, data sources and methods: survey number 2307.

The first quarter 2007 issue of Capital Expenditure Price Statistics (62-007-XIE, free) will be available in June.

For more information, or to enquire about the concepts, methods, and data quality for this release, contact Client Services (613-951-9606; fax: 613-951-1539; prices-prix@statcan.ca) or Louise Chainé (613-951-3393), Prices Division.

## New products

Aircraft Movement Statistics: NAV CANADA Towers and Flight Service Stations, February 2007, Vol. 1, no. 2
Catalogue number 51-007-XWE (free).

Wholesale Trade, February 2007, Vol. 70, no. 2 Catalogue number 63-008-XWE (free).

Exports by Commodity, February 2007, Vol. 64, no. 2 Catalogue number 65-004-XCB (\$40/\$387).

Exports by Commodity, February 2007, Vol. 64, no. 2 Catalogue number 65-004-XPB (\$84/\$828).

Perspectives on Labour and Income, Vol. 8, no. 4 Catalogue number 75-001-XWE (free).

Women in Canada: Work Chapter Updates, 2006 Catalogue number 89F0133XWE (free).

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Release dates: April 23 to April 27, 2007
(Release dates are subject to change.)

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| 26 | a metro-to-rural gradient | 1971 to 2001 |
| 26 | Payroll employment, earnings and hours <br> Business Conditions Survey: Manufacturing industries | February 2007 |
| April 2007 |  |  |


[^0]:    $r$ revised
    $p$ preliminary

[^1]:    ${ }^{r}$ revised
    $p$ preliminary

