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## Releases

## Retail trade

March 2007

Retail sales surged in March, resulting in a strong first quarter. March's gains were widespread with seven of eight retail sectors posting sales increases.

After two months of little change in sales growth, total retail sales rose $1.9 \%$ in March to an estimated $\$ 34.0$ billion. The latest monthly increase helped retail sales in the first quarter of 2007 rise by $2.0 \%$, marking a return to strong quarterly growth after a lacklustre fourth quarter of 2006.

Excluding sales by new, used and recreational vehicles and parts dealers, retail sales rose $1.1 \%$ in March, extending a string of advances by non-auto retailers to five months. In the first three months of 2007, sales of non-auto retailers rose $2.8 \%$ over the previous quarter. This was the strongest quarterly growth for this group of retailers since the series began in 1991. In the first quarter of 2007, there was robust growth in sales by gasoline stations ( $+7.5 \%$ ), furniture, home furnishings and electronics stores ( $+3.5 \%$ ), and pharmacies and personal care stores (+3.1\%).


Of the seven retail sectors posting sales gains in March, the automotive sector (which includes gasoline
stations) led the way with a $3.8 \%$ increase after two months of declines.

Significant advances were also posted by four other retail sectors. Miscellaneous retailers' sales rose 2.9\% to post the highest growth rate since January 2006, while clothing and accessories store sales climbed $1.5 \%$. Furniture, home furnishings and electronics stores ( $+1.2 \%$ ) enjoyed their fifth consecutive increase, and retail activity in the building and outdoor home supplies stores picked up in March ( $+1.0 \%$ ) after declining in February.

Moderate gains were seen in the food and beverage stores ( $+0.8 \%$ ) and the pharmacies and personal care stores ( $+0.6 \%$ ) sectors.

Sales at general merchandise stores declined by $0.2 \%$ in March.

Once price changes were taken into account, total retail sales increased by $1.4 \%$ in March.

## Seven of eight retail sectors posted higher sales in March

Sales at new car dealers jumped $5.1 \%$ in March, partly recovering from two consecutive monthly declines. However, as a result of the weak start to the year, sales for the first quarter of 2007 were down $1.3 \%$.

Gasoline station sales rose $2.6 \%$ due to higher prices at the pump in March. Sales in the first quarter were up $7.5 \%$ over the final three months of 2006, partly reversing two consecutive quarterly declines.

Sales at used and recreational motor vehicles and parts dealers rose $1.2 \%$ in March, the fourth increase in the last five months.

In the clothing and accessories stores sector, clothing stores had a $1.7 \%$ increase in sales, recovering fully from a $1.5 \%$ decrease in sales in February. Shoe, clothing accessories and jewellery stores had sales rise a modest $0.7 \%$ after two months of declines.

Within the food and beverages stores sector, sales at supermarkets edged up $0.3 \%$ in March while beer, wine and liquor stores sales increased by $1.3 \%$. Sales at convenience and specialty food stores rose $3.3 \%$ in March, leading to a $1.6 \%$ advance over the last quarter of 2006. Within this trade group, sales at specialty food stores continue to represent an increasing share of total sales, accounting for $42 \%$ of sales in 2006, up from $39 \%$ in 2005.

Sales picked up at home centres and hardware stores (+0.6\%) and specialized building material and
garden stores (+2.7\%) after a lacklustre February. Warmer March temperatures may have revived sales in this sector. According to the Canadian Mortgage and Housing Corporation, housing starts were up by $9.2 \%$ in March over February.

Miscellaneous stores retailers (which includes retailers such as office supplies and stationary stores, gift, novelty and souvenir stores, and pet and pet supplies stores) registered gains of $2.7 \%$ in March after a $1.1 \%$ decline in February. Sales at these retailers have tended to fluctuate over the last 12 months around a generally flat trend. Sporting goods, hobby, music and book stores sales advanced $3.0 \%$ in March, extending a steady rise that has seen annual increases of over 6\% in the previous two years.

In the furniture, home furnishings and electronics stores sector, sales at furniture stores rose $2.7 \%$. Sales growth of $2.2 \%$ at home electronics and appliance stores marked the 11th consecutive monthly gain. The two smaller and more volatile trade groups in this sector posted declines in March, with home furnishings stores sales down $2.0 \%$ while computer and software stores sales were down $4.3 \%$.

## Strong gains in the Western provinces

March saw sales gains in all provinces except New Brunswick (-0.2\%). Sales in the Western provinces were strong in March. Saskatchewan retailers led the way with sales gains of $5.6 \%$, more than offsetting the $2.7 \%$ decline in February. Sales in Alberta were up 3.6\% in March, closing the quarter with a $3.4 \%$ growth rate. Manitoba retailers posted their fourth increase in the last five months (+2.3\%). Retail sales grew for the fourth consecutive month in British Columbia (+1.4\%).

Sales in Ontario were up $2.1 \%$ in March, the fifth time in the last six months that sales exceeded the national average. In Quebec, sales rose by only $0.6 \%$.

The Atlantic provinces saw a moderate retail sales increase of $0.4 \%$ while retail activity in the territories as a whole fell by $2.9 \%$, mainly due to sales declines in the Yukon.

## Related indicators for April

Estimates from the Labour Force Survey showed little overall change in employment in April. This follows strong employment gains since September 2006.

Preliminary sales figures from the automotive industry indicate that the number of new motor vehicles sold climbed $7 \%$ in April.

The seasonally adjusted annual rate of housing starts was 211,900 units in April, down from 214,000 units in March, 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 March 2007 issue of Retail Trade (63-005-XWE, free) will soon be available.

Data on retail trade for April will be released on June 21.

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, May 18, 2007

|  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Retail sales |  |  |  |  |  |
|  |  |  |  |  |  |

[^0]
## Retail sales

|  | $\begin{array}{r} \hline \text { March } \\ 2006 \end{array}$ | $\begin{gathered} \text { February } \\ 2007^{r} \end{gathered}$ | $\begin{gathered} \hline \text { March } \\ 2007^{\text {p }} \end{gathered}$ | $\begin{array}{r} \hline \text { March } \\ 2006 \\ \text { to } \\ \text { March } \\ 2007 \\ \hline \end{array}$ |
| :---: | :---: | :---: | :---: | :---: |
|  | Unadjusted |  |  |  |
|  | \$ millions |  |  | \% change |
| Automotive | 11,405 | 9,040 | 11,968 | 4.9 |
| New car dealers | 6,697 | 4,852 | 6,856 | 2.4 |
| Used and recreational motor vehicle and parts dealers | 1,375 | 1,091 | 1,443 | 4.9 |
| Gasoline stations | 3,334 | 3,097 | 3,669 | 10.1 |
| Furniture, home furnishings and electronics stores | 2,132 | 1,949 | 2,317 | 8.6 |
| Furniture stores | 741 | 664 | 805 | 8.6 |
| Home furnishings stores | 434 | 398 | 461 | 6.2 |
| Computer and software stores | 147 | 120 | 140 | -5.1 |
| Home electronics and appliance stores | 810 | 766 | 911 | 12.5 |
| Building and outdoor home supplies stores | 1,701 | 1,421 | 1,768 | 4.0 |
| Home centres and hardware stores | 1,383 | 1,144 | 1,411 | 2.1 |
| Specialized building materials and garden stores | 318 | 277 | 357 | 12.2 |
| Food and beverage stores | 7,125 | 6,458 | 7,569 | 6.2 |
| Supermarkets | 5,270 | 4,788 | 5,549 | 5.3 |
| Convenience and specialty food stores | 738 | 683 | 802 | 8.6 |
| Beer, wine and liquor stores | 1,117 | 987 | 1,218 | 9.0 |
| Pharmacies and personal care stores | 2,169 | 2,144 | 2,358 | 8.7 |
| Clothing and accessories stores | 1,603 | 1,318 | 1,720 | 7.3 |
| Clothing stores | 1,243 | 993 | 1,351 | 8.7 |
| Shoe, clothing accessories and jewellery stores | 360 | 326 | 369 | 2.4 |
| General merchandise stores | 3,348 | 2,926 | 3,514 | 5.0 |
| Miscellaneous retailers | 1,463 | 1,323 | 1,565 | 7.0 |
| Sporting goods, hobby, music and book stores | 710 | 635 | 777 | 9.4 |
| Miscellaneous store retailers | 753 | 688 | 788 | 4.7 |
| Total retail sales | 30,946 | 26,580 | 32,779 | 5.9 |
| Total excluding new car dealers, used and recreational motor vehicle and parts dealers | 22,875 | 20,637 | 24,479 | 7.0 |
| Provinces and territories |  |  |  |  |
| Newfoundland and Labrador | 445 | 409 | 501 | 12.7 |
| Prince Edward Island | 109 | 96 | 117 | 7.6 |
| Nova Scotia | 886 | 750 | 915 | 3.3 |
| New Brunswick | 711 | 590 | 721 | 1.4 |
| Quebec | 6,965 | 5,705 | 7,177 | 3.0 |
| Ontario | 11,167 | 9,474 | 11,632 | 4.2 |
| Manitoba | 1,046 | 901 | 1,133 | 8.4 |
| Saskatchewan | 890 | 782 | 988 | 11.0 |
| Alberta | 4,354 | 3,982 | 4,931 | 13.3 |
| British Columbia | 4,264 | 3,790 | 4,542 | 6.5 |
| Yukon | 34 | 33 | 36 | 6.7 |
| Northwest Territories | 55 | 49 | 63 | 13.9 |
| Nunavut | 22 | 19 | 23 | 7.4 |

[^1]
## Study: Changing role of education in the marriage market in Canada and the United States <br> 1971 to 2001

The tendency of men and women with the same educational level to be married to one another has increased in both Canada and the United States over the last three decades, according to a new study based on census data.

In Canada, 54\% of couples younger than 35 had the same level of education in 2001, up from $42 \%$ in 1971. In the United States, $55 \%$ of marriages among young adults consisted of couples with the same level of education in 2000, up from 49\% in 1970.

Changes in the relative supply of more and less educated partners could potentially contribute to the rise in the level of educational homogamy (that is, the tendency of like to marry like). In both Canada and the United States, average educational attainment rose for both sexes over the three decades, but much more so for women than for men.

In 2001, $24 \%$ of wives and $19 \%$ of husbands finished university education in Canada, compared with $4 \%$ and $10 \%$ in 1971 . Wives now have a higher average educational level than their husbands, while the opposite was true three decades ago. The United States also experienced a similar change.

However, this study found that these changes in the distribution of educational levels for both wives and husbands accounted for only a small portion of the increase in educational homogamy over the three decades in both countries.

Rather, the rise in the overall level of educational homogamy mainly reflects the fact that men and women are deliberately basing their choice for a mate more and more on level of education. In other words, there has been an increase in the level of educational homogamy over and above what would be expected from the narrowed gender gap in educational attainment.

The rise in educational homogamy, along with increased selection into marriage based on education, has been a potent force underlying rising inequality in earnings in both countries between families at the low end of the income scale and those at the high end.

## Intermarriage rare across more than two educational levels

In both countries, intermarriage across education levels occurs primarily between education levels that are adjacent. Intermarriage across more than two educational levels is rare.

## Note to readers

This study uses data from the 1970, 1980, 1990, and 2000 US census public use sample files, and the Canadian 1971 census one-third sample microdata file, and $20 \%$ sample microdata files for the census years from 1981 through 2001. It focuses on all unions among young adults under the age of 35 .

The US census does not explicitly differentiate legal marriage from common-law unions. Beginning in 1980, couples who lived together but were not legally married were allowed to report the marital status they considered the most appropriate. Therefore, marriages from the US census include an increasing proportion of common-law unions starting from 1980. Beginning in 1981, legal marriages and common-law unions are distinguished in the Canadian census. In 2001, about 41\% of all young couples are common-law unions, compared to $13 \%$ in 1981.

For the purpose of this analysis, education is grouped into five levels: elementary school or less, some high-school (9 to 11 years of schooling in the United States), high school graduation, some post-secondary (some college in the United States) education, and university (college in the United States) graduation.

For instance, $54 \%$ of Canadian young couples had the same educational level in 2001. However, 33\% of couples differed by one educational level, while only $12 \%$ of couples differed by two educational levels. Less than $2 \%$ of couples differed by more than two educational levels.

Educational homogamy has been rising mainly because intermarriage between adjacent education levels has been declining both at the top and bottom of the educational hierarchy.

Declining intermarriage between those with university degrees and those with less education was a major factor in both countries. In Canada, the rate of intermarriage between the university educated and those with only some post-secondary education fell by $38 \%$; in the United States, the rate fell by $45 \%$.

Similarly, the intermarriage rate between high school graduates and those who had completed less than high school fell by $30 \%$ in the United States and by $58 \%$ in Canada.

## Overall trend reflected different patterns for men and women

While the average couple was more likely to be in an educationally homogamous marriage in 2001 than in 1971, the overall trend reflected very different patterns for men and women.

The rapid increase in educational attainment of women relative to men implies declining opportunities for women to marry better educated men. But it implies rising opportunities for men to marry more educated women.

There was a large decline in the share of homogamous marriages among university educated women. In the United States, the decline was 8 percentage points, and in Canada almost 17 percentage points.

By 2001, only $53 \%$ of young Canadian university-educated married women had partners with university degrees. In contrast, 68\% of university educated men were married to university educated women in 2001, more than twice the proportion of $29 \%$ in 1971.

At the other end of the educational spectrum, the share of male high school graduates who married better educated women, for example, rose from $12 \%$ to $40 \%$ in the United States over the three decades. In Canada, it quadrupled from $13 \%$ to $56 \%$.

Among female high school graduates, the percentage marrying up increased on a much smaller scale over the three decades from $27 \%$ to $29 \%$ in the United States, and from $30 \%$ to $41 \%$ in Canada.

Overall, rising education levels have improved the marriage market for men much more than for women.

Net of the changes in educational attainment of wives and husbands, there was a small increase
in intermarriage in the 1990s between university graduates and those with some post-secondary education for both sexes in Canada, and between female university graduates and men with some post-secondary education in the United States.

This is the reverse of the trends in the 1970s and 1980s, suggesting that levels of educational homogamy among the better educated may be stabilizing.

The research paper "The changing role of education in the marriage market: Assortative marriage in Canada and the United States since the 1970s" is now available as part of the Analytical Studies Branch Research Paper Series (11F0019MIE2007299, free) from the Analytical Studies module of our website.

Related studies from the Business and Labour Market Analysis Division can be found under Update on Analytical Studies Research (11-015-XIE, free) from the Publications module or our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Feng Hou (613-951-4337) or John Myles (416-946-5886), Business and Labour Market Analysis Division.

## Real estate rental and leasing and property management industries

2005
Total combined operating revenues of the real estate rental and leasing and property management industries increased $7.7 \%$ in 2005 to $\$ 54.8$ billion. The continued high demand for real estate, along with a stable economy, aided the growth of the real estate rental and leasing and property management industries.

Operating expenses (including financing cost) for the industries rose by $1.3 \%$ in 2005 to $\$ 45.5$ billion. Of the operating expenses, mortgage and financing interest costs accounted for $21.6 \%$, and property and business taxes and lot levies for another $17 \%$. The combined operating profit margin (before tax) of these industries stood at 17\%.

Revenue growth for the industry was widespread across Canada, with higher than average growth was recorded in Saskatchewan, Alberta and British Columbia. This can be attributed to their booming economies and increased demand for real estate space. Being the most populated provinces in Canada, two-thirds of the industry's operating revenues were earned in Ontario and Quebec.

The largest segment of the industry was the non-residential sector (50.7\%), followed by the residential sector (41.9\%) and property management services (7.4\%).

Data on the real estate rental and leasing and property management service industries are now available for 2005. These data provide information such as operating revenue, operating expenses, salaries and wages, and the profit before income tax at the provincial and territorial level. These industries comprise lessors of residential buildings (excluding social housing), lessors of non-residential buildings and property managers.

## Available on CANSIM: table 352-0003.

## Definitions, data sources and methods: survey number 4705.

For more information, or to enquire about the concepts, methods and data quality of this release, contact Adib Farhat (613-951-6306; adib.farhat@statcan.ca), Service Industries Division.

## Management, scientific and technical consulting services <br> 2005

The natural resource boom in the West and the growing importance of environmental issues contributed to rapid expansion for the consulting services industry. Operating revenues for the industry climbed to $\$ 9.8$ billion in 2005 , up $9.5 \%$ from the previous year.

The management, scientific and technical consulting services industry consists of firms that provide expert advice and assistance to other organizations on a variety of topics including management, human resources, environmental issues, international development, security and scientific and technical issues. The common trait of businesses classified to the consulting industry is that they help other organizations grow and develop by providing expert advice.

The largest operating revenue increases were posted by businesses in the environmental consulting sector ( $+18.6 \%$ ) and the scientific and technical consulting sector (+17.8\%). This compares to 6.9\% growth for businesses classified to the management consulting sector. Even though businesses specializing in environmental, scientific and technical consulting services only comprise $25 \%$ of the overall industry, they generated 44\% of the industry's 2005 growth.

Operating expenses increased by $9.3 \%$ to $\$ 7.9$ billion in 2005 . Businesses in the industry rely heavily on the knowledge of their employees. Therefore, salaries, wages and benefits are the largest operating expense, accounting for 44 cents out of every dollar spent in 2005.

The industry's operating profit margin was $19.7 \%$, which was relatively unchanged from 2004.

Close to half of industry operating revenues are generated by businesses located in Ontario (47\%), followed by Alberta (19\%), Quebec (16\%), and British Columbia (13\%). The largest year-over-year increases were generated by businesses located in Alberta (+18.8\%) and British Columbia (+18.4\%). In contrast, businesses located in Ontario (+6.3\%) and Quebec (+2.6\%) posted relatively small increases. As a result of the rapid expansion in the West, Ontario and Quebec firms saw their market share decrease.

Data for 2005 and revised 2004 data for the consulting services industry are now available.

Available on CANSIM: table 360-0001.
Definitions, data sources and methods: survey number 4717.

For more information about the survey, or to enquire about the concepts, methods or data quality of this release, contact Luc Provencal (613-951-1960; fax: 613-951-6696; luc.provençal@statcan.ca), or Nicole Charron (613-951-4133; nicole.charron@statcan.ca), Service Industries Division.

## Apartment Building Construction Price Index

First quarter 2007
The composite price index for apartment building construction ( $1997=100$ ) was 149.3 in the first quarter, up $1.4 \%$ from the previous quarter and up $9.9 \%$ from the first quarter of 2006. The quarterly increase was mostly the result of higher labour and materials costs and a strong market for building construction, particularly in Western Canada. Also, for the second quarter in a row, the year-to-year advance was the largest since the index was first published in the first quarter of 1988.

Western Canada recorded the highest quarterly changes, led by Calgary (+3.5\%), followed by Edmonton (+2.8\%) and Vancouver (+2.0\%). Lower price increases were measured in Eastern Canada with a $1.1 \%$ advance in Toronto followed by Ottawa-Gatineau (Ontario part) (+1.0\%), Halifax (+0.9\%) and Montréal (+0.1\%).

Calgary experienced the highest gain from the first quarter of 2006 (+24.3\%), followed by Edmonton
(+20.6\%), Vancouver (+16.5\%), Toronto (+6.3\%), Ottawa-Gatineau (Ontario part) (+5.4\%), Halifax (+5.1\%) and Montréal (+2.9\%).

Note: The apartment building construction price indexes provide an indication of new construction cost changes in six census metropolitan areas (CMAs) (Halifax, Montréal, Toronto, Calgary, Edmonton and Vancouver) and the Ontario part of the Ottawa-Gatineau CMA. Besides each of the CMA indexes and the composite index, there are further breakdowns of cost changes by trade groups within the building (structural, architectural, mechanical and electrical). These price indexes are derived from surveys of general and special trade-group contractors who report on the categories of costs (material, labour, equipment, taxes, overhead and profits) relevant to the detailed construction specifications included in the surveys.

## Available on CANSIM: table 327-0040.

Definitions, data sources and methods: survey numbers, including related surveys, 2317 and 2330.

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

For more information or to enquire about the concepts, methods and data quality of this release, contact Client Services Unit (toll-free 1-866-230-2248; 613-951-9606; fax 613-951-1539; prices-prix@statcan.ca), Prices Division.

Apartment Building Construction Price Index ${ }^{1}$
(1997=100)

|  | First quarter 2007 | First quarter 2006 to first quarter 2007 | Fourth quarter 2006 to first quarter 2007 |
| :---: | :---: | :---: | :---: |
|  |  | \% ch |  |
| Composite index | 149.3 | 9.9 | 1.4 |
| Halifax | 133.4 | 5.1 | 0.9 |
| Montréal | 136.5 | 2.9 | 0.1 |
| Ottawa-Gatineau, Ontario part | 146.5 | 5.4 | 1.0 |
| Toronto | 152.7 | 6.3 | 1.1 |
| Calgary | 174.9 | 24.3 | 3.5 |
| Edmonton | 165.8 | 20.6 | 2.8 |
| Vancouver | 155.7 | 16.5 | 2.0 |

1. Go online to view the census subdivisions that comprise the census metropolitan areas.

## Industrial chemicals and synthetic resins

 March 2007Data on industrial chemicals and synthetic resins for March are now available.

## Available on CANSIM: table 303-0014.

## Definitions, data sources and methods: survey

 number 2183.The March 2007 issue of Industrial Chemicals and Synthetic Resins, Vol. 50, no. 3 (46-002-XWE, free) is now available from the Publications module of our website.

For more information, or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (toll-free 1-866-873-8789; 613-951-9497; manufact@statcan.ca), Manufacturing, Construction and Energy Division.

## Refined petroleum products <br> March 2007 (preliminary)

Data on the production, inventories and domestic sales of refined petroleum products are now available for March. Other selected data about these products are also available.

Definitions, data sources and methods: survey number 2150.

For more information or to enquire about the concepts, methods or data quality of this release, contact the dissemination officer (613-951-9497 or toll-free 1-866-873-8789; energy@statcan.ca), Manufacturing, Construction and Energy Division.

## New products

Analytical Studies Branch Research Paper Series: "The changing role of education in the marriage market: Assortative marriage in Canada and the United States since the 1970s", no. 299 Catalogue number 11F0019MIE2007299 (free).

Industrial Chemicals and Synthetic Resins,
March 2007, Vol. 50, no. 3 Catalogue number 46-002-XWE (free).

Wholesale Trade, March 2007, Vol. 70, no. 3 Catalogue number 63-008-XWE (free).

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## Release dates: May 22 to 25, 2007

(Release dates are subject to change.)

| Release <br> date | Title | Reference period |
| :--- | :--- | :--- |
| 22 | Health Reports <br> 22 | Offshoring and employment in Canada: Some basic facts |
| 23 | Leading indicators | 2006 |
| 24 | Quarterly Financial Statistics for Enterprises | April 2007 |
| 24 | Canadian economic observer (Internet) | First quarter 2007 |
| 25 | The impact of immigration on labour markets in | May 2007 |
| 25 | Canada, Mexico, and the United States | 1960 to 2001 |
| 25 | Machinery and equipment price indexes | 1986 to 2005 |


[^0]:    $r$ revised
    p preliminary

[^1]:    $r$ revised
    p preliminary

