



The Daily

Statistics Canada

Friday, September 21, 2007

Released at 8:30 a.m. Eastern time

Releases

Retail trade, July 2007	2
Retail sales decreased for the second consecutive month in July as a result of widespread declines led by the automotive sector.	
Births, 2005 (correction)	6
Canada recorded its highest number of births—and highest total fertility rate—in seven years in 2005, thanks mostly to women in their 30s. However, the total fertility rate is still far below the replacement level fertility.	
Employment Insurance Coverage Survey	8
Census at School, 2007/2008	8
Refined petroleum products, July 2007	8
New products	9
Release dates: September 24 to 28, 2007	11



Releases

Retail trade

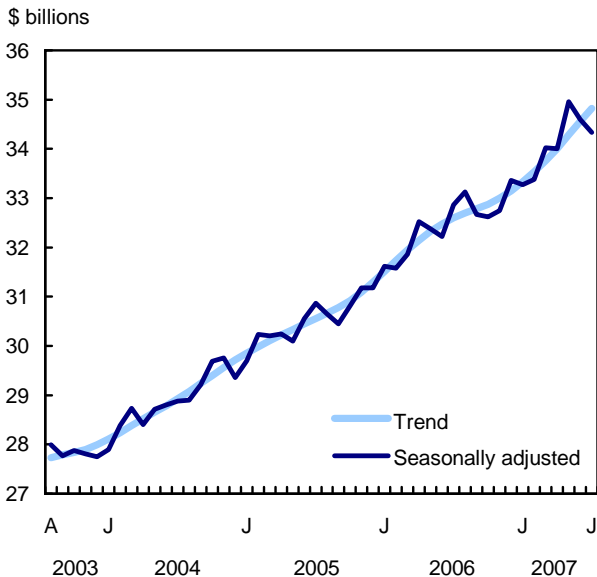
July 2007

Retail sales decreased for the second consecutive month in July as a result of widespread declines.

Retail sales fell 0.8% in July to an estimated 34.3 billion, mainly due to a decline in the automotive sector and a slight decrease in five other retail sectors. Excluding sales by new, used and recreational motor vehicle and parts dealers, retail sales decreased 0.3%.

The drop observed in July, in addition to June's decline (-1.1%), did not completely offset the gain in May (+2.8%), when sales rose sharply, with widespread gains in seven of the eight retail sectors.

Sales fall after strong second-quarter growth



Sales in the automotive sector fell 1.3% in July, following a sharp rise in May (+4.3%) and a drop in June (-2.9%). The July decline was due to a second consecutive monthly drop in sales by new car dealers (-2.8%), which fell to a level slightly below the one in March.

Significant decreases were observed in the food and beverage stores sector (-1.2%), and in the building and outdoor home supplies stores sector (-1.1%). The decline in the food and beverage stores sector followed five consecutive months of sales gains. Sales in the building and outdoor home supplies stores sector

declined after sharply increasing in May (+5.4%) and edging up in June (+0.3%).

Moderate declines were also observed in the general merchandise stores (-0.7%), miscellaneous retailers (-0.6%), and clothing and accessories stores (-0.5%) sectors.

These declines were partially offset by increases in the furniture, home furnishings and electronics stores sector (+1.9%), as well as in the pharmacies and personal care stores sector (+0.9%).

In constant dollars, total retail sales fell 0.8% as well in July, indicating that prices had no effect on retail sales overall.

Sales in the automotive sector continue to decline

New car dealers (-2.8%), as well as used and recreational motor vehicle and parts dealers (-0.5%) posted a decrease in their sales in July. In the case of new car dealers, this second consecutive decline (-3.5% in June) offset the gains observed in April and May 2007.

Gasoline station sales strengthened modestly (+0.7%) after the downturn recorded in June (-1.4%), which was the only decline recorded since January 2007.

Declines in sales in most other sectors

In the food and beverage stores sector, sales in supermarkets fell 1.2%. This was the first decline since January 2007. Beer, wine and liquor store sales declined 2.3% after strong increases during the first two quarters of 2007, while sales in convenience and specialty food stores increased 0.3%.

The sales decline in the building and outdoor home supplies stores sector (-1.1%) in July was mainly due to lower sales in home centres and hardware stores (-0.9%) for the second consecutive month, as well as in specialized building material and garden stores (-1.8%). Housing starts declined in June (-4.2%) and July (-4.3%), according to data from the Canada Mortgage and Housing Corporation.

The furniture, home furnishings and electronics stores sector rebounded (+1.9%), offsetting the decline in sales observed in the previous two months. This was the second largest increase since the beginning of the year, attributable to a significant recovery in sales by furniture stores (+2.3%) and home electronics and appliance stores (+2.1%). These stores outperformed

computer and software stores (-0.9%), whose sales had declined in the previous three months.

In the pharmacies and personal care stores sector, the gain of 0.9% in July completely offset the sector's decline of 0.7% in June.

Slowdown in automotive sector sales mainly in Ontario and Quebec

Ontario (-1.9%) and Quebec (-0.7%) accounted for most of the decline in retail sales in July, with the automotive sector leading the decline. The decrease in Quebec followed the strongest quarterly growth since the third quarter of 2000. In Ontario, the decrease followed a strong quarterly growth unmatched since the first quarter of 2002.

According to the New Motor Vehicle Sales Survey, there was a 2.7% downturn in sales of new motor vehicles in July. The decrease in new motor vehicle sales in Quebec (-5.7%) and Ontario (-3.1%) was mainly responsible for the nationwide decline in July sales, representing over 90% of the total decline.

The other provinces and territories in which retail sales declined were Yukon (-3.3%), Newfoundland and Labrador (-1.0%), Alberta (-0.2%), New Brunswick (-0.2%) and Nunavut (-0.1%). Sales in British Columbia remained stable, as they had the previous month.

Among the provinces, Nova Scotia (+2.0%) and Saskatchewan (+1.1%) experienced the sharpest rise in retail sales in July. Of the territories, the Northwest Territories alone experienced retail sales growth (+4.5%) in July.

Related indicators for August

According to Labour Force Survey estimates, employment grew slightly in August by 0.1% or 23,000, mainly the result of a rise in part-time work. The country's unemployment rate remained stable at 6.0%, its lowest level in 33 years.

Preliminary data from the automotive industry indicate that new motor vehicle sales increased 3% in August.

According to the Canada Mortgage and Housing Corporation, the seasonally adjusted annual rate of housing starts was up in August. It advanced from 215,600 units in July to 226,500 units in August, a growth rate of 5.1%, offsetting the decline of 4.3% in July.

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

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

The July 2007 issue of *Retail Trade* (63-005-XWE, free) will soon be available.

August data on retail trade will be released on October 23.

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.

□

Retail sales

	July 2006	April 2007 ^r	May 2007 ^r	June 2007 ^r	July 2007 ^p	June to July 2007	July 2006 to July 2007
Seasonally adjusted							
	\$ millions					% change	
Automotive	11,539	11,821	12,335	11,979	11,818	-1.3	2.4
New car dealers	6,278	6,472	6,736	6,498	6,318	-2.8	0.6
Used and recreational motor vehicle and parts dealers	1,495	1,532	1,666	1,601	1,593	-0.5	6.5
Gasoline stations	3,766	3,817	3,933	3,880	3,907	0.7	3.7
Furniture, home furnishings and electronics stores	2,298	2,501	2,489	2,481	2,529	1.9	10.0
Furniture stores	791	858	854	836	855	2.3	8.1
Home furnishings stores	444	499	493	503	511	1.5	15.1
Computer and software stores	128	123	122	115	114	-0.9	-11.0
Home electronics and appliance stores	936	1,022	1,020	1,027	1,049	2.1	12.1
Building and outdoor home supplies stores	2,071	2,125	2,239	2,245	2,220	-1.1	7.2
Home centres and hardware stores	1,685	1,724	1,826	1,815	1,798	-0.9	6.7
Specialized building materials and garden stores	386	401	413	431	423	-1.8	9.4
Food and beverage stores	7,346	7,633	7,650	7,702	7,607	-1.2	3.6
Supermarkets	5,314	5,447	5,458	5,502	5,436	-1.2	2.3
Convenience and specialty food stores	776	841	848	845	847	0.3	9.1
Beer, wine and liquor stores	1,255	1,345	1,344	1,355	1,324	-2.3	5.5
Pharmacies and personal care stores	2,200	2,310	2,366	2,350	2,372	0.9	7.8
Clothing and accessories stores	1,865	1,927	2,010	2,009	1,998	-0.5	7.1
Clothing stores	1,422	1,466	1,545	1,544	1,530	-0.9	7.6
Shoe, clothing accessories and jewellery stores	444	461	465	465	468	0.6	5.5
General merchandise stores	3,859	3,952	4,083	4,043	4,013	-0.7	4.0
Miscellaneous retailers	1,690	1,735	1,791	1,786	1,775	-0.6	5.1
Sporting goods, hobby, music and book stores	826	872	891	889	872	-1.9	5.6
Miscellaneous store retailers	863	863	900	896	903	0.7	4.6
Total retail sales	32,868	34,005	34,962	34,595	34,333	-0.8	4.5
Total excluding new car dealers, used and recreational motor vehicle and parts dealers	25,095	26,001	26,561	26,496	26,421	-0.3	5.3
Provinces and territories							
Newfoundland and Labrador	505	545	546	556	551	-1.0	9.0
Prince Edward Island	122	129	131	131	132	0.6	8.5
Nova Scotia	936	948	975	956	974	2.0	4.1
New Brunswick	740	747	797	791	789	-0.2	6.6
Quebec	7,335	7,519	7,892	7,569	7,516	-0.7	2.5
Ontario	11,821	12,081	12,338	12,276	12,047	-1.9	1.9
Manitoba	1,094	1,150	1,176	1,174	1,179	0.4	7.8
Saskatchewan	974	1,051	1,068	1,068	1,079	1.1	10.8
Alberta	4,772	5,048	5,192	5,222	5,210	-0.2	9.2
British Columbia	4,460	4,665	4,727	4,733	4,734	0.0	6.2
Yukon	38	40	41	42	41	-3.3	5.7
Northwest Territories	49	56	57	55	58	4.5	16.3
Nunavut	23	24	24	23	23	-0.1	0.9

^r revised

^p preliminary

Retail sales

	July 2006	June 2007 ^r	July 2007 ^p	July 2006 to July 2007
Unadjusted				
	\$ millions			% change
Automotive	12,549	13,693	13,049	4.0
New car dealers	6,770	7,540	6,934	2.4
Used and recreational motor vehicle and parts dealers	1,709	1,971	1,861	8.9
Gasoline stations	4,070	4,182	4,253	4.5
Furniture, home furnishings and electronics stores	2,233	2,394	2,446	9.5
Furniture stores	841	854	894	6.3
Home furnishings stores	425	496	495	16.4
Computer and software stores	114	106	100	-11.7
Home electronics and appliance stores	853	938	957	12.1
Building and outdoor home supplies stores	2,386	2,826	2,593	8.7
Home centres and hardware stores	1,944	2,252	2,103	8.1
Specialized building materials and garden stores	441	574	491	11.1
Food and beverage stores	7,798	8,245	7,799	0.0
Supermarkets	5,475	5,819	5,415	-1.1
Convenience and specialty food stores	857	920	920	7.3
Beer, wine and liquor stores	1,466	1,505	1,465	-0.1
Pharmacies and personal care stores	2,105	2,330	2,278	8.2
Clothing and accessories stores	1,723	1,999	1,797	4.3
Clothing stores	1,315	1,539	1,375	4.5
Shoe, clothing accessories and jewellery stores	408	461	422	3.5
General merchandise stores	3,916	4,265	3,990	1.9
Miscellaneous retailers	1,642	1,789	1,700	3.5
Sporting goods, hobby, music and book stores	782	824	805	3.0
Miscellaneous store retailers	860	965	895	4.0
Total retail sales	34,353	37,541	35,652	3.8
Total excluding new car dealers, used and recreational motor vehicle and parts dealers	25,874	28,029	26,856	3.8
Provinces and territories				
Newfoundland and Labrador	539	617	587	9.1
Prince Edward Island	142	150	154	8.3
Nova Scotia	993	1,062	1,027	3.4
New Brunswick	785	872	836	6.5
Quebec	7,730	8,314	7,832	1.3
Ontario	12,201	13,309	12,369	1.4
Manitoba	1,139	1,276	1,228	7.8
Saskatchewan	1,029	1,171	1,148	11.5
Alberta	4,991	5,604	5,411	8.4
British Columbia	4,683	5,035	4,929	5.2
Yukon	45	50	47	4.3
Northwest Territories	53	60	61	15.2
Nunavut	23	24	24	1.4

^r revised

^p preliminary



Births

2005 (correction)

Canada recorded its highest number of births—and its highest total fertility rate—in seven years in 2005, thanks mostly to women in their 30s. However, the total fertility rate is still far below the replacement level fertility.

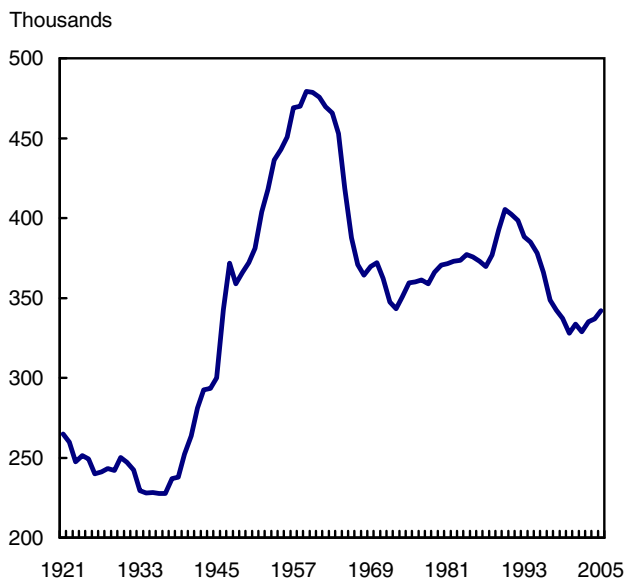
Canada's total fertility rate in 2005 was 1.54 children per woman, an increase from 1.53 in the previous year and the highest rate since 1998. This is still well below what is known as the replacement level fertility (2.1 children per woman).

In total, 342,176 babies were born in 2005, up 1.5% from the previous year. This growth rate was more than double the 0.6% increase in 2004.

In 2005, the number of births was the highest since 1998, when 342,418 babies were born in Canada. The number of births dropped to a 55-year low in 2000. Since then, the number of births has gone up every year except 2002.

As of 2001, most babies were born to parents belonging to the echo generation (the children of baby boomers), who were already in their prime childbearing years.

Births, Canada, 1921 to 2005



In 1947, the nation's total fertility rate was 3.6 children per woman, the highest level since 1921. At the height of the baby boom in 1959, the number of annual births exceeded 479,000, the highest

level since comparable Canada-wide vital statistics were first compiled in 1921.

The annual number of births remained high for a few more years, then dropped sharply starting in 1964. This period of relatively low births, known as the baby bust, lasted about 10 years until the mid-1970s.

The first echo of the baby boom generation was expected in the mid-1970s, approximately 25 years after the beginning of the baby boom, when the mean age of a mother would have been 25 years old.

There were larger increases in the number of births during 1974 and 1975, but in the following years the rises were relatively modest.

It was not until the late 1980s, from 1988 to 1990, that there was a substantial increase in the number of births, followed by decreases until the year 2000.

Increase in fertility due mainly to women in their 30s

Over the last 15 years, and particularly the last 5 years, there has been a shift in the age groups with the highest fertility rates.

In 1995 and 2000, age-specific fertility rates peaked among women aged 25 to 29. However, in 2005, women aged 25 to 29 and those aged 30 to 34 shared the highest rates, each around 97 per 1,000 women.

In fact, women aged 30 to 34 had the highest proportion of births in 2005, accounting for 107,524, or 31.4% of total births.

The 105,566 babies born to women aged 25 to 29 in 2005 represented 30.9% of all births, while those born to women aged 35 to 39 accounted for 14.5% of all births.

The average age of women giving birth has risen steadily in the last 25 years. In both 2004 and 2005, the average age was 29.2 years, compared with 25.9 years in 1980.

Fertility rates have been declining among teenage girls almost steadily since 1991. In 2005, the fertility rate for girls aged 15 to 19 was 13.4 children per 1,000 women, compared with 13.7 in 2004.

Teen fertility rates declined in all provinces except Alberta, where the rate rose slightly from 18.8 per 1,000 women in 2004 to 18.9 in 2005.

Number of births declines in three of four Atlantic Provinces

The number of births fell in four provinces and two territories in 2005. The four provinces were Saskatchewan, and three in the Atlantic region: Prince Edward Island, Nova Scotia and New Brunswick.

The number of births in the fourth Atlantic province, Newfoundland and Labrador, remained virtually unchanged from 2004.

Yukon recorded the biggest decline in the nation (-12.3%), while Prince Edward Island had the biggest decline among the provinces (-3.6%).

Alberta and Quebec led with increases of 3.3% and 3.1%, respectively. These two provinces alone accounted for almost three-quarters (71%) of the net increase in births in 2005.

The 0.9% increase in Ontario was well below the national average of 1.5%.

Rising fertility in Canada parallels trends in other low-birth-rate countries

The rising number of births in Canada parallels trends in several other low-birth-rate countries, which have also experienced an upturn in fertility in recent years.

This upward trend began before 2003 in some countries: the Czech Republic (2000), Sweden (2000), Spain (1999), and France (1998).

Total fertility rates, selected countries, 2003 to 2005

Country	2003	2004	2005
Czech Republic	1.18	1.23	1.28
Greece	1.29	1.30	1.33
Spain	1.31	1.33	1.35
Canada	1.53	1.53	1.54
Belgium	1.64	1.68	1.72
Sweden	1.72	1.76	1.77
United Kingdom	1.73	1.78	1.80
Denmark	1.76	1.78	1.80
Australia	1.75	1.77	1.81
Norway	1.80	1.83	1.84
France	1.87	1.92	1.94

Sources: National statistics offices and Eurostat.

Stillbirths

The number of stillbirths (fetal deaths) amounted to 2,209 in 2005, an increase of 143, or 6.9%, from 2004.

There were 6.4 stillbirths for every 1,000 total births (that is, live births plus stillbirths), up slightly from 6.1 in 2004.

Stillbirth rates varied from 4.0 for every 1,000 total births in Quebec to 11.3 for every 1,000 in Nunavut.

Definitions, data sources and methods: survey numbers, including related surveys, 3231 and 3234. (correction)

The 2005 issue of *Births* (84F0210XWE, free) is now available from the *Publications* module of our website.

For general information, contact Client Services (613-951-1746; fax: 613-951-4198; hd-ds@statcan.ca), Health Statistics Division.

To enquire about the concepts, methods and data quality of this release, contact Shiang Ying Dai (613-951-1759), Health Statistics Division. ■

Employment Insurance Coverage Survey

The *Employment Insurance Coverage Survey: Public Use Microdata Files* from 2000-2003 are now available.

Definitions, data sources and methods: survey number 4428.

To order a copy of the *Employment Insurance Coverage Survey: Public Use Microdata Files* (89M0025XCB, \$1,500), contact Client Services (toll-free 1-800-461-9050; 613-951-3321; fax: 613-951-4527; ssd@statcan.ca), Special Surveys Division. ■

Census at School

2007/2008

Canadian teachers are invited to get their students involved in the *Census at School* online survey project for the 2007/2008 school year. Students aged 8 to 18 can learn about statistical enquiries by participating in their own class census about their lives and activities. They analyze their class results and compare them with data collected from peers in Canada and other countries.

This year's project includes new questions on the environment, as well as last year's most popular questions on measurements, health and social issues. New this year are some questions identified as international since they are also included in each participating country's questionnaire.

The information from Census at School is not collected under the *Statistics Act*, and participation in the project is voluntary. Students' privacy and confidentiality

are protected as no names or identification numbers are attached to their survey responses.

Statistics Canada's Education Outreach program manages the Canadian component of this international project, which also includes the United Kingdom, Australia, New Zealand and South Africa. A pilot project also started this year in the State of California in the United States.

Canadian and international results, classroom resources and lesson ideas are available on the project website at www.censusatschool.ca or <http://www19.statcan.ca>. From the Statistics Canada home page, click on *Learning resources* in the left menu bar, then on *Census at School*.

For more information, contact Mary Townsend, Education Outreach program (613-951-6443; mary.townsend@statcan.ca), Culture, Tourism and the Centre for Education Statistics. ■

Refined petroleum products

July 2007 (preliminary)

Data on the production, inventories and domestic sales of refined petroleum products are now available for July. 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 (toll-free 1-866-873-8789; 613-951-9497; energy@statcan.ca), Manufacturing, Construction and Energy Division. ■

New products

National Income and Expenditure Accounts, Quarterly Estimates, Vol. 55, no. 2
Catalogue number 13-001-XIB
(free).

Wholesale Trade, July 2007, Vol. 70, no. 7
Catalogue number 63-008-XWE
(free).

Births, 2005
Catalogue number 84F0210XWE
(free).

Employment Insurance Coverage Survey - Public Use Microdata File, 2000-2003
Catalogue number 89M0025XCB (\$1500).

All prices are in Canadian dollars and exclude sales tax. Additional shipping charges apply for delivery outside Canada.

Catalogue numbers with an -XWE, -XIB or an -XIE extension are Internet versions; those with -XMB or -XME are microfiche; -XPB or -XPE are paper versions; -XDB or -XDE are electronic versions on diskette; -XCB or -XCE are electronic versions on compact disc; -XVB or -XVE are electronic versions on DVD and -XBB or -XBE a database.

How to order products

To order by phone, please refer to:

- The title
- The catalogue number
- The volume number
- The issue number
- Your credit card number.


From Canada and the United States, call: **1-800-267-6677**
From other countries, call: **1-613-951-2800**
To fax your order, call: **1-877-287-4369**
For address changes or account inquiries, call: **1-877-591-6963**

To order by mail, write to: Statistics Canada, Finance, 6th floor, R.H. Coats Bldg., Ottawa, K1A 0T6.
Include a cheque or money order payable to **Receiver General of Canada/Publications**. Canadian customers add 6% GST and applicable PST.

To order by Internet, write to: infostats@statcan.ca or download an electronic version by accessing Statistics Canada's website (www.statcan.ca). From the *Our products and services* page, under *Browse our Internet publications*, choose *For sale*.

Authorized agents and bookstores also carry Statistics Canada's catalogued publications.

Document 1 - 2006: 07-0001-11-001-XIE-0001-0001-0001



Statistics Canada

Thursday, June 5, 1997
For release at 9:30 a.m.



MAJOR RELEASES

- **Urban transit, 1996** 2
Despite the emphasis on taking urban transit, Canadians are using it less and less. In 1996, each Canadian took an average of about six trips on some form of urban transit, the lowest level in the past 25 years.
- **Productivity, hourly compensation and unit labour cost, 1996** 4
Growth in productivity among Canadian businesses and industry work force in 1996 accompanied by sluggish gains in employment and slow economic growth during the year.

OTHER RELEASES

- **Map-based index, May 1997** 3
- **Short-term Expectations Survey** 9
- **Steel primary forms, week ending May 31, 1997** 12
- **Egg producer, Apr 8, 1997** 12

PUBLICATIONS RELEASED 11



Statistics Canada's official release bulletin

Catalogue 11-001-XIE.

Published each working day by the Communications and library Services Division, Statistics Canada, 10G, R.H. Coats Building, 100 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6.

To access *The Daily* on the Internet, visit our site at <http://www.statcan.ca>. To receive *The Daily* each morning by e-mail, send an e-mail message to lstproc@statcan.ca. Leave the subject line blank. In the body of the message, type "subscribe daily firstname lastname".

Published by authority of the Minister responsible for Statistics Canada. © Minister of Industry, 2007. All rights reserved. The content of this electronic publication may be reproduced, in whole or in part, and by any means, without further permission from Statistics Canada, subject to the following conditions: that it be done solely for the purposes of private study, research, criticism, review or newspaper summary, and/or for non-commercial purposes; and that Statistics Canada be fully acknowledged as follows: Source (or "Adapted from", if appropriate): Statistics Canada, year of publication, name of product, catalogue number, volume and issue numbers, reference period and page(s). Otherwise, no part of this publication may be reproduced, stored in a retrieval system or transmitted in any form, by any means—electronic, mechanical or photocopy—or for any purposes without prior written permission of Licensing Services, Client Services Division, Statistics Canada, Ottawa, Ontario, Canada K1A 0T6.

Release dates: September 24 to 28, 2007

(Release dates are subject to change.)

Release date	Title	Reference period
24	Perspectives on labour and income	2006
25	International Self-reported Delinquency Survey	2006
25	Employment Insurance	July 2007
25	Payroll employment, earnings and hours	July 2007
26	Envirostats	2002
27	Demographic Estimates	July 1, 2007
27	National tourism indicators	Second quarter 2007
28	Industrial product and raw materials price indexes	August 2007
28	Gross domestic product by industry	July 2007
