

The Daily

Statistics Canada

Tuesday, September 22, 2009

Released at 8:30 a.m. Eastern time

Releases

Retail trade, July 2009	2
Retail sales fell 0.6% in July following two months of increases. Most of the decline reflected lower prices at gasoline stations, as retail sales in volume terms were down 0.1% from June.	
Births, 2007	4
Canadian women gave birth to 367,864 babies in Canada in 2007, up 13,247 or 3.7% from 2006 and the fastest annual increase since 1989. The number rose in all age groups, particularly among mothers aged 30 to 34, and in nearly all provinces and territories.	
Elementary and secondary public school enrolments, graduates and educators, 2007/2008	6
Aircraft movement statistics: Major airports, August 2009	6
Civil aviation operating statistics, July 2009	6
New products	7



Releases

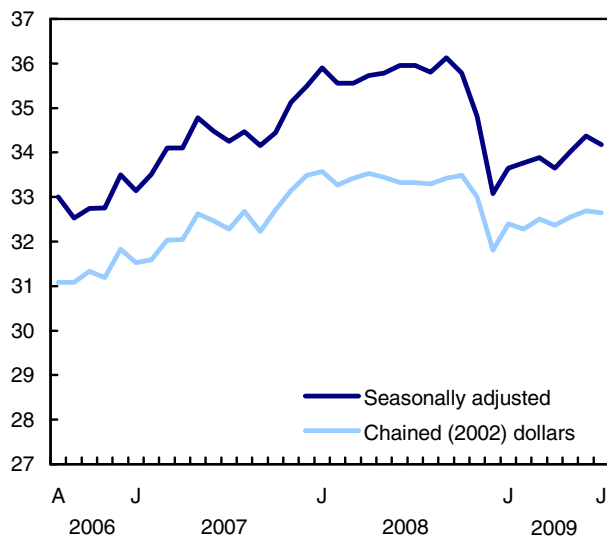
Retail trade

July 2009

Retail sales in current dollars fell 0.6% to \$34.2 billion in July. Most of the decline reflected lower prices at gasoline stations. In volume terms, retail sales edged down 0.1%. Retail sales have risen in five of the first seven months of 2009, following large drops at the end of 2008.

Lower gasoline prices drive retail sales down

\$ billions



Sales were down in five of eight retail sectors in July. In the automotive sector, the 1.0% decline in sales was due to a 3.4% fall in sales at gasoline stations as prices at the pump dropped. This was the third time in four months where sales at gasoline stations have been the largest contributor to the change in overall retail sales, reflecting swings in prices.

In the rest of the automotive sector, sales at new car dealers (+0.2%) increased for a third consecutive month. This was lower than the rise in unit sales reported in the New Motor Vehicle Sales Survey, as some of the increase in the number of units sold came from lower valued vehicles. Used and recreational motor vehicle and parts dealers (+0.1%) posted relatively stable sales after strong increases in May and June.

The food and beverage stores sector posted a 1.5% sales decline in July, reflecting decreases across its

Note to readers

Total retail sales by volume are measured by deflating values in current dollars of the various trade groups using consumer price indexes. This retail sales in chained dollars series (2002) is a chain Fisher volume index with 2002 as the reference year.

various store types. Sales at supermarkets, which account for about three quarters of the sector's sales, declined 1.6%, more than offsetting June's increase. Beer, wine and liquor stores (-1.4%) also saw a slowdown in sales after two months of solid increases. Unseasonably poor weather in many parts of the country may have affected sales at these types of stores in July.

Sales at furniture, home furnishings and electronics stores decreased 0.6% in July following two months of increases. This was entirely due to a 2.5% fall in sales at home electronics and appliance stores after a sizable gain in June, partly reflecting the introduction of new products.

The largest increase was a 1.1% rise in sales at pharmacies and personal care stores. Sales in this sector continue to follow a long-term upward trend.

The 1.0% increase at building and outdoor home supplies stores more than offset the decrease in June. Despite rising sales in four of the first seven months of 2009, sales in this sector have not offset the substantial decline in December 2008.

Sales at general merchandise stores increased 0.6% in July. Sales for this store type have been relatively flat since October 2008.

Sales down in all provinces

Retail sales declined in all provinces in July, reflecting the impact of price-induced lower sales at gasoline stations.

Alberta (-1.1%) was the largest contributor to the national decline in July, with sales down 9.2% compared with July 2008, the largest year-over-year decline among all the provinces. Sales fell 0.3% in Ontario, making it the second largest contributor to the overall decline.

The smallest decline was in Newfoundland and Labrador (-0.1%), where retail sales in July were higher compared with the same month in 2008.

It is possible to consult the tables of unadjusted data by [industry](#) and by [province and territory](#) from the *Tables by subject* module of our website.

For information on related indicators, refer to the [Latest statistics](#) page on our website.

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

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

The July 2009 issue of *Retail Trade* (63-005-X, free) will be available shortly.

Data on retail trade for August will be released on October 22.

For more information, or to order data, contact Client Services (613-951-3549; toll-free 1-877-421-3067; retailinfo@statcan.gc.ca). For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Mark Switzer (613-951-7137), Distributive Trades Division.

Retail sales

	July 2008	April 2009 ^r	May 2009 ^r	June 2009 ^r	July 2009 ^p	June to July 2009	July 2008 to July 2009
Seasonally adjusted							
	\$ millions					% change	
Automotive	12,432	10,254	10,510	10,769	10,659	-1.0	-14.3
New car dealers	6,043	5,415	5,605	5,631	5,643	0.2	-6.6
Used and recreational motor vehicle and parts dealers	1,583	1,476	1,499	1,533	1,535	0.1	-3.0
Gasoline stations	4,806	3,364	3,406	3,605	3,481	-3.4	-27.6
Furniture, home furnishings and electronics stores	2,660	2,356	2,374	2,389	2,374	-0.6	-10.8
Furniture stores	876	762	763	769	771	0.3	-12.0
Home furnishings stores	521	458	471	467	471	0.8	-9.7
Computer and software stores	124	107	105	98	104	6.1	-15.9
Home electronics and appliance stores	1,139	1,029	1,035	1,055	1,028	-2.5	-9.7
Building and outdoor home supplies stores	2,305	2,201	2,224	2,207	2,230	1.0	-3.3
Home centres and hardware stores	1,879	1,792	1,813	1,804	1,828	1.3	-2.7
Specialized building materials and garden stores	426	409	411	403	402	-0.4	-5.6
Food and beverage stores	7,938	8,250	8,259	8,337	8,208	-1.5	3.4
Supermarkets	5,677	5,983	5,972	6,021	5,924	-1.6	4.3
Convenience and specialty food stores	848	834	842	846	835	-1.2	-1.5
Beer, wine and liquor stores	1,412	1,433	1,445	1,469	1,449	-1.4	2.6
Pharmacies and personal care stores	2,450	2,478	2,530	2,563	2,592	1.1	5.8
Clothing and accessories stores	2,023	1,927	1,928	1,937	1,927	-0.5	-4.7
Clothing stores	1,554	1,477	1,481	1,489	1,491	0.1	-4.1
Shoe, clothing accessories and jewellery stores	468	450	447	448	437	-2.6	-6.8
General merchandise stores	4,311	4,353	4,362	4,342	4,367	0.6	1.3
Miscellaneous retailers	1,831	1,833	1,827	1,828	1,821	-0.4	-0.5
Sporting goods, hobby, music and book stores	902	915	929	939	939	0.0	4.2
Miscellaneous store retailers	929	918	898	889	882	-0.7	-5.1
Total retail sales	35,950	33,651	34,015	34,371	34,179	-0.6	-4.9
Total excluding new car dealers, used and recreational motor vehicle and parts dealers	28,323	26,761	26,911	27,207	27,001	-0.8	-4.7
Provinces and territories							
Newfoundland and Labrador	597	593	602	611	611	-0.1	2.3
Prince Edward Island	145	142	141	141	140	-0.8	-3.4
Nova Scotia	1,024	990	1,001	1,020	1,005	-1.5	-1.9
New Brunswick	850	793	809	808	807	-0.2	-5.0
Quebec	8,056	7,633	7,734	7,893	7,878	-0.2	-2.2
Ontario	12,804	12,045	12,212	12,202	12,161	-0.3	-5.0
Manitoba	1,248	1,203	1,212	1,251	1,246	-0.5	-0.2
Saskatchewan	1,214	1,144	1,157	1,188	1,165	-1.9	-4.1
Alberta	5,096	4,620	4,631	4,675	4,625	-1.1	-9.2
British Columbia	4,787	4,366	4,389	4,450	4,413	-0.8	-7.8
Yukon	45	41	42	43	42	-1.8	-5.3
Northwest Territories	57	54	57	60	59	-2.3	1.9
Nunavut	26	27	27	28	29	1.4	12.1

^r revised

^p preliminary

Note: Figures may not add up to total due to rounding.



Births

2007

Canadian women gave birth to 367,864 babies in Canada in 2007, up 13,247 or 3.7% from 2006 and the fastest annual increase since 1989.

The number of births rose in all age groups, particularly among mothers aged 30 to 34, and in every province and territory, except Prince Edward Island and Yukon.

The total fertility rate, or the average number of children per woman, increased from 1.59 in 2006 to 1.66 in 2007.

While this was the highest total fertility rate since 1992, it remained well below replacement level of 2.1 children per woman. This is the fertility rate that must be maintained to replace the population in the absence of migration.

This upward trend is not unique to Canada. In recent years, other countries with low fertility rates (such as Spain, Sweden, United Kingdom and Australia) also experienced an increase in their total fertility rate.

The number of babies born in 2007 was the highest since 1995 and the fifth consecutive annual increase.

Women aged 30 and over having more children

Women aged 30 and over were the main contributors to the increase in births. In 2007, they were responsible for 56% of the increase in births.

In 2007, 115,415 babies were born to women aged 30 to 34, the highest number of all age groups and up 3.7% from 2006.

During the previous 10 years, there was an important shift in the age structure of fertility. In 1997, the age-specific fertility rate was highest among women aged 25 to 29. (The age-specific fertility rate is the number of births per woman within a specific age group.) In 2006, the highest fertility rate shifted from that age group to women aged 30 to 34.

In 2007, the gap between the two age groups widened, as the fertility rate of women aged 30 to 34 was higher than the rate for those aged 25 to 29 for a second consecutive year.

The fertility rates of women aged 30 and over increased in the previous 10 years, while rates of younger women decreased.

Geographic differences: Four provinces account for four-fifths of increase

In 2007, four provinces (Alberta, Ontario, Quebec and British Columbia) accounted for 83% of the total increase in births.

Women in Alberta gave birth to 49,028 babies in 2007, up 8.4% from the previous year. Alberta accounted for almost 30% of the total national increase in births. Ontario accounted for 21% of the national increase, Quebec 18% and British Columbia, 14%.

The total fertility rate increased in all provinces and territories except the Yukon between 2006 and 2007. Nationally, Nunavut had the highest fertility in the country, 2.97 children per women. Among the provinces, Saskatchewan women had the highest total fertility rate, 2.03.

In contrast, Newfoundland and Labrador had the lowest fertility rate, 1.46.

Among women aged 30 to 34, the fertility rate was highest in Alberta. Among the provinces, Ontario had the highest fertility rate for women aged 35 to 39 and British Columbia for women aged 40 to 49.

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

Available on CANSIM: tables 102-4501 to 102-4516.

The 2007 issue of *Births* (84F0210X, free) is now available from the *Publications* module of our website.

For more information, contact Client Services (613-951-1746; fax: 613-951-4198; hd-ds@statcan.gc.ca), Health Statistics Division. To enquire about the concepts, methods and data quality of this release, contact Shiang Ying Dai (613-951-1759) or Patricia Schembari (613-951-9502), Health Statistics Division.

□

Births

Place of residence of mother	2006	2007	2006 to 2007	
	number		change in number	% change
Canada¹	354,617	367,864	13,247	3.7
Newfoundland and Labrador	4,542	4,553	11	0.2
Prince Edward Island	1,413	1,389	-24	-1.7
Nova Scotia	8,485	8,868	383	4.5
New Brunswick	7,030	7,146	116	1.7
Quebec	81,937	84,387	2,450	3.0
Ontario	135,595	138,436	2,841	2.1
Manitoba	14,565	15,285	720	4.9
Saskatchewan	12,288	13,248	960	7.8
Alberta	45,229	49,028	3,799	8.4
British Columbia	41,729	43,649	1,920	4.6
Yukon	364	355	-9	-2.5
Northwest Territories	687	725	38	5.5
Nunavut	747	794	47	6.3

1. Canada includes unknown province or territory of residence of mother.



Elementary and secondary public school enrolments, graduates and educators

2007/2008 (preliminary)

Data on student enrolment in publicly funded elementary and secondary schools (including enrolments in minority and second-language programs) and the number of educators are now available for 2007/2008. Data on the number of graduates of those institutions are also available for 2008.

Just under 5.12 million students were enrolled in publicly funded elementary and secondary schools during 2007/2008, down 0.9% from the previous school year. Enrolment has declined every year since 2001/2002, as the larger cohorts of graduating students are replaced by the smaller cohorts of grade 1 students.

The total number of educators (full-time equivalent) increased for the fourth consecutive year. In 2007/2008, there were just under 340,000 educators working in publicly funded elementary and secondary schools, up 1.4% from 2006/2007.

More than 327,000 students graduated from publicly funded secondary schools in 2007/2008, up 1.6% from 2006/2007.

Data on elementary and secondary publicly funded schools for 2007/2008 are obtained from the Elementary Secondary Education Statistics Project. Historical data on enrolments and educators for 2001/2002 to 2007/2008, as well as historical data on graduates for 2002 to 2008 are now available.

Definitions, data sources and methods: survey number 5102.

For additional information, to order data, or to enquire about the concepts, methods or data quality of this release, contact Client Services (toll-free 1-800-307-3382; 613-951-7608; fax: 613-951-4441; educationstats@statcan.gc.ca), Tourism and the Centre for Education Statistics Division. ■

Aircraft movement statistics: Major airports

August 2009

Aircraft take-offs and landings at Canadian airports with NAV CANADA air traffic control towers and flight service stations decreased 5.3% in August compared with August 2008. These 93 airports reported 553,605 movements in August compared with 584,875 movements at 95 airports in August 2008.

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

Definitions, data sources and methods: survey number 2715.

The August 2009 issue of *Aircraft Movement Statistics: NAV CANADA Towers and Flight Service Stations (TP 141)* (51-007-X, free) is now available from the *Publications* module of our website. This report is a joint publication of Statistics Canada and Transport Canada.

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.gc.ca), Transportation Division. ■

Civil aviation operating statistics

July 2009

Operational data on civil aviation are now available for July.

Available on CANSIM: table 401-0001.

Definitions, data sources and methods: survey number 5026.

A data table is also available in the *Summary tables* module of our website.

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; fax: 613-951-0009; transportationstatistics@statcan.gc.ca), Transportation Division. ■

New products

Aircraft Movement Statistics: NAV CANADA Towers and Flight Service Stations (TP 141), August 2009
Catalogue number 51-007-X (PDF, free; HTML, free)

Canada's International Transactions in Securities, July 2009, Vol. 75, no. 7
Catalogue number 67-002-X (PDF, free; HTML, free)

Births, 2007
Catalogue number 84F0210X (PDF, free; HTML, free)

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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.

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