

# The Daily

Statistics Canada

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## Annual Survey of Advertising and Related Services 2006

Operating revenues for the advertising and related services sector rose 5.7% nationally to \$5.7 billion in 2006. While there was growth in all the provinces, increases in British Columbia, Alberta and Saskatchewan were above the national growth rate for a second consecutive year.

Operating expenses for the sector reached \$5.1 billion, up 4.5% from the previous year. Employee salaries, wages and benefits, which represent 35% of the sector's operating expenses, rose 8.6%.

The national operating profit margin for the sector rose from 8.0% in 2005 to 9.1% in 2006. All provinces west of Ontario posted an operating profit margin higher than the national rate of 9.1%.

Provincially, Ontario accounted for the majority of operating revenues of the sector (57.2%), followed by Quebec (24.1%) and British Columbia (8.0%). Between 2002 and 2006, the growth in operating revenues in Quebec was lower than the national rate, resulting in a decline in its share of national revenues from 26.5% in 2002 to 24.1% in 2006. Over the same period, Alberta's share rose from 5.5% to 6.4%.

Results from the 2006 Annual Survey of Service Industries: Advertising and Related Services are now available.

These data provide information on the operating revenue, operating expenditures, employee salaries, wages and benefits, and operating profit margin of the advertising and related services sector.

**Note:** The 2006 release of results from the Annual Survey of Service Industries: Advertising and Related Services marks the first time that information is being made available for individual industries of the sector. These data are now available at the provincial level, subject to confidentiality and quality guidelines.

This survey covers establishments classified to the advertising and related services sector (5418), as defined by the North American Industry Classification System, during the reference year.

This sector does not include advertising sales by newspapers, magazines, radio, television or Internet, which accounts for the majority of the difference between results from this survey and calculations of total advertising spending in Canada.

**Available on CANSIM: table 360-0003.**

**Definitions, data sources and methods: survey number 2437.**

For more information, or to enquire about the concepts, methods or data quality of this release, contact Paul McDonald (613-951-0665; [paul.mcdonald@statcan.ca](mailto:paul.mcdonald@statcan.ca)), Service Industries Division.

### Operating revenues of the advertising and related services sector

Industry (North American Industry Classification System)	2004 <sup>r</sup>	2005 <sup>r</sup>	2006	2004 to 2005	2005 to 2006
	\$ millions			% change	
Advertising agencies	2,231.0	2,388.8	2,478.1	7.1	3.7
Public relations	325.1	325.6	361.2	0.2	10.9
Media buyers and representatives	241.7	284.7	295.5	17.8	3.8
Display advertisers	559.7	609.4	713.5	8.9	17.1
Direct mailers	290.8	304.2	329.7	4.6	8.4
Flyer distribution	320.5	318.4	334.7	-0.7	5.1
Specialty advertisers	575.3	617.1	627.7	7.3	1.7
All other services	468.7	508.5	523.6	8.5	3.0
<b>Total</b>	<b>5,012.8</b>	<b>5,356.7</b>	<b>5,664.0</b>	<b>6.9</b>	<b>5.7</b>

<sup>r</sup> revised

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## **Electric power statistics**

May 2008

Data on electric power are now available for May.

**Available on CANSIM: table 127-0001.**

**Definitions, data sources and methods: survey number 2151.**

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; [energ@statcan.ca](mailto:energ@statcan.ca)), Manufacturing and Energy Division. ■

## **Coal and coke statistics**

May 2008

Data on coal and coke are now available for May.

**Available on CANSIM: table 303-0016.**

**Definitions, data sources and methods: survey numbers, including related surveys, 2003 and 2147.**

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; [energ@statcan.ca](mailto:energ@statcan.ca)), Manufacturing and Energy Division. ■

## New products

**Cancer Incidence in Canada, 2005 and 2006**  
**Catalogue number 82-231-XWE**  
(free).

**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.

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*The Daily, August 1, 2008*

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**Release dates:** August 5 to 8, 2008

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(Release dates are subject to change.)

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Release date	Title	Reference period
7	<b>Building permits</b>	June 2008
8	<b>Labour Force Survey</b>	July 2008

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