

2016 Survey of Service Industries: Newspaper Publishers

CONFIDENTIAL once completed.

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1-800-972-9692 ou ATS 1-855-382-7745

This information is collected under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S-19.
COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.

Introduction

Survey purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. Your information may also be used by Statistics Canada for other statistical and research purposes. Please access www.statcan.gc.ca/survey-enquete/index-eng.htm for more information on this survey.

Your information may also be used by Statistics Canada for other statistical and research purposes.

Security of emails and faxes

Statistics Canada advises you that there could be a risk of disclosure during facsimile or email. However upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

Note: Our online questionnaires are secure, there is no risk of data interception when responding to Statistics Canada online surveys.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies and other government organizations, which have agreed to keep the data confidential and use them only for statistical purposes.

Information on confidentiality, data-sharing agreements and record linkages can be found on the last page of this questionnaire.

Please return the questionnaire within 21 days.

**Please mail the completed questionnaire in the enclosed envelope
or fax it to Statistics Canada at 1-888-883-7999.**

If you are unable to complete within 21 days **OR** if you need help,
call us at **1-800-972-9692** or **TTY 1-855-382-7745**.

Statistics Canada
Operations and Integration Division
150 Tunney's Pasture Driveway
Ottawa, Ontario K1A 0T6

Visit our website, www.statcan.gc.ca



Reporting instructions

- Please print in ink.
- **Report** dollar amounts in **thousands of Canadian dollars** ('000).
- **Exclude** sales tax.
- Percentages should be rounded to whole numbers.
- When precise figures are not available, please provide your best estimates.
- Consult the reporting guide at www.statcan.gc.ca/guides-e for further information.

Business or organization and contact information

1. Please **verify or provide** the business or organization's **legal and operating name** and correct where needed.

Note: Legal name modifications should only be done to correct a spelling error or typo.

Legal name

Operating name (if applicable)

2. Please **verify or provide the contact information** of the designated business or organization contact person for this questionnaire and correct where needed.

Note: The designated contact person is the person who should receive this questionnaire. The designated contact person may not always be the one who actually completes the questionnaire.

First name

Last name

Title

Preferred language of communication

English

French

Mailing address (number and street)

City

Province, territory or state

Postal code or ZIP code

Example: A9A 9A9 or 12345-1234

Country

Email address

Example: user@example.gov.ca

Telephone number (including area code)

Example: 123-123-1234

Extension number
(if applicable)

Fax number (including area code)

Example: 123-123-1234

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3. Please **verify or provide the current operational status** of the business or organization identified by the legal and operating name.

B00323

001 Operational → **Go to question 4**

002 Not currently operational

e.g., temporarily or permanently closed, change of ownership

→ Why is this business or organization not currently operational?

B00309

002 Seasonal operations → **Go to question 3a.**

003 Ceased operations → **Go to question 3b.**

004 Sold operations → **Go to question 3c.**

005 Amalgamated with (an) other business(es) or organization(s) → **Go to question 3d.**

006 Temporarily inactive but will re-open → **Go to question 3e.**

007 No longer operating due to other reason(s) → **Go to question 3f.**

3a. Seasonal operations

When did this business or organization close for the season?

Date YYYY MM DD
B00217

When does this business or organization expect to resume operations?

Date YYYY MM DD
B00218 → **Go to question 4**

3b. Ceased operations

When did this business or organization cease operations?

Date YYYY MM DD
B00211

Why did this business or organization cease operations?

B00311

001 Bankruptcy

002 Liquidation

003 Dissolution

004 Other reasons — specify:

B00312

} → **Go to question 4**

3c. Sold operations

When was this business or organization sold?

B00212

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Date

What is the legal name of the buyer?

B00406

→ Go to question 4

3d. Amalgamated with (an) other business(es) or organization(s)

When did this business or organization amalgamate?

B00213

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Date

What is the legal name of the resulting or continuing business or organization?

B00407

What is(are) the legal name(s) of the other amalgamated business(es) or organization(s)?

B00408

→ Go to question 4

3e. Temporarily inactive but will re-open

When did this business or organization become temporarily inactive?

B00214

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Date

When does this business or organization expect to resume operations?

B00215

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Date

Why is this business or organization temporarily inactive?

B00313

→ Go to question 4

3f. No longer operating due to other reason(s)

When did this business or organization cease operations?

B00216

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Date

Why did this business or organization cease operations?

B00314

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4. Please **verify or provide the current main activity** of the business or organization identified by the legal and operating name.

Note: The described activity was assigned using the North American Industry Classification System (NAICS).

B05002
001



Go to question 7

002 **Other main activity** → Please provide a **brief but precise description** of this business or organization's **main activity**.
e.g., breakfast cereal manufacturing, shoe store, software development

B05003

5. Was this business or organization's main activity ever classified as:

B05024
001 **Yes**

002 **No** → **Go to question 7**

6. When did the main activity change?

B00219
Date

7. Are there any **other activities that contribute significantly (at least 10%) to this business or organization's revenue?**

B05024
001 **Yes**, there are other activities.

002 **No**, that is the only significant activity. → **Go to question 9**

8. Please provide a brief but precise **description** of this business or organization's **secondary activity**.

e.g., breakfast cereal manufacturing, shoe store, software development

B05005

9. Approximately what **percentage of this business or organization's revenue** is generated by each of the following activities?

When precise figures are not available, please provide your best estimates.

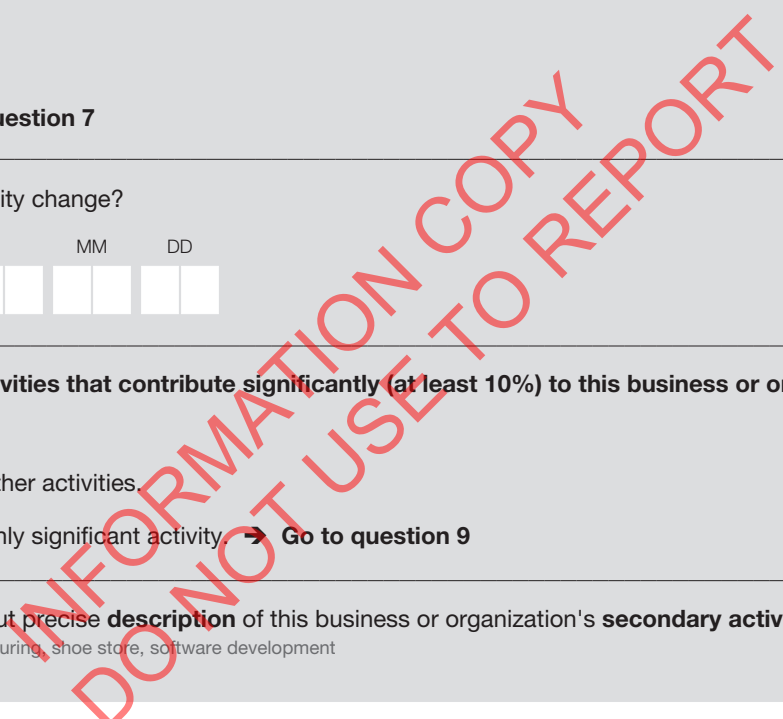
Percentage of revenue

a. Main activity %

b. Secondary activity %

c. All other activities %

Total percentage %



Reporting period information

1. For this survey, please report information for this business's most recent **12 month fiscal period**.

Note: For this survey, the **End date** should fall between April 1, 2016 and March 31, 2017.

Start date B00205

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

 End date B00206

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

2. If the reporting period **does not cover a full year**, please check the reason(s) below (mark all that apply):

B00301_r1

seasonal operations

B00301_r2

new business

B00301_r3

change of ownership

B00301_r4

change of fiscal year

B00301_r5

ceased operations

B00301_r6

temporarily inactive

B00301_r7

other reason — please specify:

B00301_r8

3. Please indicate below, any changes or events that may have affected the reported values for this business compared to the last reporting period (mark all that apply):

B00302_t1

strike or lockout

B00302_t2

exchange rate impact

B00302_t3

price changes in goods or services sold

B00302_t4

contracting out

B00302_t5

organisational change

B00302_t6

price changes in labour or raw materials

B00302_t7

natural disaster

B00302_t8

recession

B00302_t9

change in product line

B00302_t10

sold business units

B00302_t11

expansion

B00302_t12

new/lost contract

B00302_t13

plant closures

B00302_t14

acquisition of business units

B00302_t15

other change or event — please specify:

B00302_t16

B00302_t17

no change or event

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Industry characteristics

Daily newspapers are issued four or more times a week and contain general news content.

General community newspapers are issued less than four times a week and contain general news content for a wide audience.

Specialised community newspapers are issued less than four times a week and are only for an ethnic, religious, aboriginal, official language minority or LGBT audience. **Exclude** flyers, inserts, magazines, periodicals and consumer guides.

Digital sales include electronic versions via internet websites and mobile devices such as tablets and phones.

Please report all amounts in **thousands** of Canadian dollars.

1. What were this business's **circulation sales** for each of the following newspaper types?

	Print newsstand/single copy sales	Print subscription sales	Digital	Total circulation sales
	CAN\$ '000	CAN\$ '000	CAN\$ '000	CAN\$ '000
a. Daily newspapers . . .	F43421_pc1_y1 \$ <input type="text"/> ,000	F43421_pc1_y2 \$ <input type="text"/> ,000	F43421_pc1_y3 \$ <input type="text"/> ,000	F43421_pc1_y4 \$ <input type="text"/> ,000
b. General community newspapers	F43421_pc2_y1 \$ <input type="text"/> ,000	F43421_pc2_y2 \$ <input type="text"/> ,000	F43421_pc2_y3 \$ <input type="text"/> ,000	F43421_pc2_y4 \$ <input type="text"/> ,000
c. Specialized community newspapers	F43421_pc3_y1 \$ <input type="text"/> ,000	F43421_pc3_y2 \$ <input type="text"/> ,000	F43421_pc3_y3 \$ <input type="text"/> ,000	F43421_pc3_y4 \$ <input type="text"/> ,000
Total circulation sales	F43421_pc4_y1 \$ <input type="text"/> ,000	F43421_pc4_y2 \$ <input type="text"/> ,000	F43421_pc4_y3 \$ <input type="text"/> ,000	F43421_pc4_y4 \$ <input type="text"/> ,000

2. What were this business's **advertising space sales** for each of the following newspaper types?

	Print	Digital	Total advertising space sales
	CAN\$ '000	CAN\$ '000	CAN\$ '000
a. Daily newspapers	F43422_pc1_y1 \$ <input type="text"/> ,000	F43422_pc1_y2 \$ <input type="text"/> ,000	F43422_pc1_y3 \$ <input type="text"/> ,000
b. General community newspapers . .	F43422_pc2_y1 \$ <input type="text"/> ,000	F43422_pc2_y2 \$ <input type="text"/> ,000	F43422_pc2_y3 \$ <input type="text"/> ,000
c. Specialized community newspapers	F43422_pc3_y1 \$ <input type="text"/> ,000	F43422_pc3_y2 \$ <input type="text"/> ,000	F43422_pc3_y3 \$ <input type="text"/> ,000
Total advertising space sales . . .	F43422_pc4_y1 \$ <input type="text"/> ,000	F43422_pc4_y2 \$ <input type="text"/> ,000	F43422_pc4_y3 \$ <input type="text"/> ,000

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3. Please provide a percentage breakdown of this business's **print advertising space sales** for **daily newspapers** by type of advertising.

Percentage

F43423_pc1_y1

%

F43423_pc1_y2

%

F43423_pc1_y3

%

a. National advertising

b. Local advertising

c. Classified advertising

Total print advertising space sales in daily newspapers

100%

4. Please provide a percentage breakdown of this business's **print advertising space sales** for **general community newspapers** by type of advertising.

Percentage

F43423_pc2_y1

%

F43423_pc2_y2

%

F43423_pc2_y3

%

a. National advertising

b. Local advertising

c. Classified advertising

Total print advertising space sales in general community newspapers

100%

5. Please provide a percentage breakdown of this business's **print advertising space sales** for **specialized community newspapers** by type of advertising.

Percentage

F43423_pc3_y1

%

F43423_pc3_y2

%

F43423_pc3_y3

%

a. National advertising

b. Local advertising

c. Classified advertising

Total print advertising space sales in specialized community newspapers

100%

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CAN\$ '000

F45196

6. What was this business's **distribution services** revenue? (e.g., flyer insertion and distribution) \$ [] ,000

7. Please provide a percentage breakdown of this business's **distribution revenues** by the following categories:

Percentage

F51309_pc1

a. Daily newspapers [] [] [] %

F51309_pc2

b. General community newspapers [] [] [] %

F51309_pc3

c. Specialized community newspapers [] [] [] %

100%

8. What was this business's **revenue** for each of the following services?

CAN\$ '000

F43424_y1

a. Contract or custom printing revenue **Include** the printing of any material for another company whether a contract was signed or not. (e.g., periodicals, newspaper or flyers) \$ [] ,000

b. Other revenue — specify: **Include:** advertising, circulation from other publications, graphic design services, other publishing services.

F43424_y4

[] \$ [] ,000

F43464

F43424_y5

Total printing and other revenues \$ [] ,000

9. Please provide a **breakdown** of this business's **total operating expenses** by the following categories:

Exclude write-offs, capital losses, extraordinary losses, interest on borrowing and other non-recurring items.

CAN\$ '000

F61001_pc1

a. Daily newspapers \$ [] ,000

F61001_pc2

b. General community newspapers \$ [] ,000

F61001_pc3

c. Specialized community newspapers \$ [] ,000

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Percentage

10. Of the total operating expenses for **daily newspapers**, what **percentage** was attributed to digital activities only? (e.g., digital content creation, digital publishing, website development, digital advertising, salaries for digital activities)

F61069_pc1 [input] %

11. Of the total operating expenses for **general community newspapers**, what **percentage** was attributed to digital activities only? (e.g., digital content creation, digital publishing, website development, digital advertising, salaries for digital activities)

F61069_pc2 [input] %

12. Of the total operating expenses for **specialized community newspapers**, what **percentage** was attributed to digital activities only? (e.g., digital content creation, digital publishing, website development, digital advertising, salaries for digital activities)

F61069_pc3 [input] %

13. What were this business's **expenses** for each of the following services?

CAN\$ '000

a. Contract or custom printing

F62425_y1 \$ [input] ,000

b. Newsprint

F62425_y2 \$ [input] ,000

c. Distribution

F62425_y3 \$ [input] ,000

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Contact person

1. Statistics Canada may need to contact the person who completed this questionnaire for further information.

If the contact person is the same as on cover page, please check → Go to "Feedback"

Otherwise, who is the best person to contact about this questionnaire?

First name

Last name

Title

Email address (example: user@example.gov.ca)

Telephone number (including area code)

Example: 123-123-1234

Extension number

(if applicable)

Fax number (including area code)

Example: 123-123-1234

Feedback

1. How long did it take to complete this questionnaire?

Include the time spent gathering the necessary information.

Hours Minutes

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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2. We invite your comments about this questionnaire.

B00002

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General information

Confidentiality

Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information it collects which could identify any person, business, or organization, unless consent has been given by the respondent or as permitted by the *Statistics Act*. Statistics Canada will use the information from this survey for statistical purposes.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies and other government organizations, which have agreed to keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

Section 11 of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies have the legal authority to compel businesses to provide the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Yukon. The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Section 12 of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician and returning it with the completed questionnaire. Please specify the organizations with which you do not want to share your data.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Record linkages

To enhance the data from this survey and to minimize the reporting burden, Statistics Canada may combine it with information from other surveys or from administrative sources.

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Thank you for completing this questionnaire.

Please retain a copy for your records.

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