

# 2009 Survey of Service Industries: Advertising and Related Services

**This document is confidential when completed.**  
Si vous préférez recevoir ce questionnaire en français,  
veuillez nous appeler au numéro sans frais suivant :  
**1-888-881-3666.**

■ If necessary, please make address label corrections in the boxes below.



0001	Legal name		0004	Address (number and street)	
0002	Business name		0005	City	
0021	Title of contact		0006	Province/territory or state	
0008	First name of contact		0009	Country	
			0007	Postal code/zip code	
0028	Last name of contact		0010	Language preference	<input type="checkbox"/> English <input type="checkbox"/> French

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.**

## A - Introduction

### Survey purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. For more information on this survey, please access [www.statcan.gc.ca/survey-enquete/index-eng.htm](http://www.statcan.gc.ca/survey-enquete/index-eng.htm).

### Fax or other electronic transmission disclosure

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

### 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 must 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 30 days.**  
**Please mail the completed questionnaire in the enclosed envelope or fax it to Statistics Canada at 1-888-883-7999.**

Lost the return envelope or need help? Call us at **1-888-881-3666** or mail to:  
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at [www.statcan.gc.ca](http://www.statcan.gc.ca)

## B - Main business activity

1. Please describe the nature of your business.

0055


2. Please check the **one main activity** which most accurately represents your **main** source of revenue.

0127  Advertising agencies

0128  Public relations services

0129  Media buying agencies

0138  Media representatives

0164  Display advertising

0165  Direct mail advertising

0166  Advertising material distribution services (e.g., sample/advertising material direct distribution services)

0167  Specialty advertising

0224  All services related to advertising (e.g., merchandise demonstration services, sign painting and lettering services)

0175  Telemarketing

0176  Sign and display manufacturing

0040  None of the above — Please call 1-888-881-3666 for further instructions.

## C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2009 and March 31, 2010. Please indicate below the period covered by this questionnaire.

	yyyy	mm	dd		yyyy	mm	dd
from	<input type="text"/>	<input type="text"/>	<input type="text"/>	to	<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:

0031 <sup>1</sup>  seasonal operations

<sup>2</sup>  new business

<sup>3</sup>  change of fiscal year

<sup>4</sup>  change of ownership

<sup>5</sup>  ceased operations

<sup>6</sup>  temporarily inactive

## Reporting instructions

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further information.

## D - Revenue

A detailed breakdown may be requested in other sections.

		CAN\$
1. <b>Sales of goods and services</b> (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299	
2. Grants, subsidies, donations and fundraising	2068	
3. Royalties, rights, licensing and franchise fees	2022	
4. Investment income (dividends and interest)	2097	
5. Other revenue (please specify):	2077	
	2098	
6. <b>Total revenue</b> (sum of questions 1 to 5)		

## E - Expenses

CAN\$

1. Salaries and wages of employees who have been issued a T4 statement	3010	
2. Employer portion of employee benefits ( <b>include</b> employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040	
3. Commissions paid to non-employees	4466	
4. Professional and business services fees (e.g., legal, accounting)	4315	
5. Subcontract expenses ( <b>include</b> contract labour, contract work and custom work)	3060	
6. Charges for services provided by your head office	4355	
7. Cost of goods sold, <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory)	5721	
8. Office supplies	3301	
9. Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115	
10. Repair and maintenance (e.g., property, equipment, vehicles)	4178	
11. Insurance ( <b>include</b> professional liability, motor vehicles, etc.)	4350	
12. Advertising, marketing and promotions (report charitable donations at question 22)	4365	
13. Travel, meals and entertainment	4370	
14. Utilities and telecommunications expenses ( <b>include</b> gas, heating, hydro, water, telephone and Internet expenses)	4084	
15. Property and business taxes, licences and permits	4410	
16. Royalties, rights, licensing and franchise fees	4440	
17. Delivery, warehousing, postage and courier	4179	
18. Financial services fees	4325	
19. Interest expenses	4630	
20. Amortization and depreciation of tangible and intangible assets	4520	
21. Bad debts	4542	
22. All other expenses (please specify):	4531	4569
<b>23. Total expenses</b> (sum of questions 1 to 22)		4699
24. Corporate taxes, if applicable		4600
25. Gains (losses) and other items (see reporting guide)		4601
<b>26. Net profit/loss after tax and other items</b> (see reporting guide)		2304

## F - Industry characteristics

Please provide a breakdown of your sales.

### Advertising agencies, media buyers and media representatives

		CAN\$
1. Total gross billings to clients	2013	
2. Value of media purchases made on behalf of your clients	4051	

### All respondents, as applicable

3. Full service advertising campaigns (creative services, production and placement — typically offered by ad agencies; <b>exclude</b> direct mail campaigns.)		CAN\$
a) by commissions on placement of ads	2601	
b) by fees	2860	
4. Creative advertisement or production services, provided separately (fees for creating a print or broadcast ad or for producing an advertisement from a creative concept)	2861	
5. Commissions and fees from sales of media time and/or space	2706	
6. Public relations services (includes relations, crisis management, lobbying)	2468	
7. Rental and/or leasing of billboards, signs and displays	2408	
8. Advertising specialty services (e.g., custom key chains, mugs, shirts)	2407	
9. Direct mail services (e.g., developing direct mail campaigns, including letter shop services)	2862	
10. Distribution of advertising materials direct to consumers other than by mail	2863	
11. Product or merchandise demonstrations	2864	
12. Lettering services (e.g., vehicle lettering, sign painting and graphics for windows or store fronts)	2865	
13. Sales of merchandise	2000	
14. All other sales (please specify):	2559	2558
15. <b>Total sales</b> (sum of questions 3 to 14)	2305	

## G - Personnel

	<b>number</b>
1. Number of partners and proprietors, <b>non-salaried</b> (if salaried, report at question 2 below)	6321 <input type="text"/>
2. Paid employees	
a) average number of paid employees during the reporting period (see reporting guide)	6339 <input type="text"/>
b) percentage of paid employees (from question 2a) who worked <b>full time</b>	6328 <input type="text"/> %
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320 <input type="text"/> <b>number</b>

## H - Sales by type of client

Please provide a percentage breakdown of your sales by type of client.

1. <b>Clients in Canada</b>		<b>%</b>
a) businesses	8112	<input type="text"/>
b) individuals and households	8100	<input type="text"/>
c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)	8233	<input type="text"/>
2. <b>Clients outside Canada</b>	8140	<input type="text"/>
		<b>100%</b>

## I - Not applicable

## J - International transactions

### Exports

1. Did you receive revenue from clients outside Canada for the **export** of goods, services, royalties, rights, licensing or franchise fees?

0531 1  **yes**, complete **questions 2, 3 and 4**

3  **no**, go to **question 5**

CAN\$

2. Please report revenue received from **exports**.

0666

3. Please provide a percentage breakdown of **exports** by:

%

a) goods

0667

b) services

0668

c) royalties, rights, licensing and franchise fees

0669

100%

4. Please provide a percentage breakdown of **exports** by country:

%

a) United States

0748

b) Mexico

0749

c) other countries (please specify):

0724

0750

0676

0672

0677

0673

0678

0674

0679

0675

100%

### Imports

5. Did you make payments to suppliers outside Canada for the **import** of goods, services, royalties, rights, licensing or franchise fees?

0715 1  **yes**, complete **questions 6, 7 and 8**

3  **no**, go to **next section**

CAN\$

6. Please report payments made for **imports**.

0717

7. Please provide a percentage breakdown of **imports** by:

%

a) goods

0736

b) services

0737

c) royalties, rights, licensing and franchise fees

0738

100%

8. Please provide a percentage breakdown of **imports** by country:

%

a) United States

0751

b) Mexico

0752

c) other countries (please specify):

0743

0753

0744

0739

0745

0740

0746

0741

0747

0742

100%

## K - Provincial/territorial distribution

1. Please report the number of business units/locations operating in Canada during the reporting period. Business unit is defined as the lowest level of the firm for which accounting records are maintained for such details as revenue, expenses and employment.

number

5001

2. Do you have business units/locations in more than **one** province or territory?

- 9966 <sup>1</sup>  **yes, go to question 3**
- <sup>3</sup>  **no, go to section L**

3. Please report the following data for the provinces or territories in which you have business units, indicating if you are reporting in Canadian dollars **or** percentages.

9967 <sup>1</sup>  \$ **or** <sup>2</sup>  %

	Number of business units (locations)	Total revenue	Salaries, wages and employee benefits	Amortization and depreciation of tangible and intangible assets	Total expenses
1. Newfoundland and Labrador	5002	4824	4826	4827	4927
2. Prince Edward Island	5003	4829	4831	4832	4932
3. Nova Scotia	5004	4834	4836	4837	4937
4. New Brunswick	5005	4839	4841	4842	4942
5. Quebec	5006	4844	4846	4847	4947
6. Ontario	5007	4849	4851	4852	4952
7. Manitoba	5008	4854	4856	4857	4957
8. Saskatchewan	5009	4859	4861	4862	4962
9. Alberta	5010	4864	4866	4867	4967
10. British Columbia	5011	4869	4871	4872	4972
11. Yukon	5014	4874	4876	4877	4977
12. Northwest Territories	5013	4879	4881	4882	4982
13. Nunavut	5012	4884	4886	4887	4987
14. Total	5015	4889	4891	4892	4992



## L - Contact information

Name of person to contact about this questionnaire:

0026 1  Mr. 2  Mrs. 3  Miss 4  Ms

0054	Last name		0017	Telephone number	
0013	First name		0027	Extension number	
0014	Title		0016	Fax number	
0018	E-mail address		0020	Website address	

Date completed: 0015  yyyy  mm  dd

How long did you spend collecting the data and completing the questionnaire? 9910  hour(s) 9909  minutes

## M - Comments

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

9920

---

---

---

9913

---

---

---

9914

---

---

---

9915

---

---

---

9916

---

---

---

## General information

### Confidentiality

#### Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information from this survey which would identify a person, business, or organization, without their prior consent. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. Therefore, for example, the Canada Revenue Agency cannot access identifiable survey data from Statistics Canada.

These survey data will only be used for statistical purposes and will be published in an aggregate form only.

### 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 must 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, Statistics Canada may combine it with information from other surveys or from administrative sources.

**Thank you for completing this questionnaire. Please retain a copy for your records.**

Visit our website at [www.statcan.gc.ca](http://www.statcan.gc.ca)