

2011 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 : 1-800-972-9692.

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	0007	Country	Postal code/zip code
0028	Last name of contact	0010	Language preference	
			1 <input type="radio"/> English	2 <input type="radio"/> 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. Your information may also be used by Statistics Canada for other statistical and research purposes, in conformity with its mandate. Please access www.statcan.gc.ca/survey-enquete/index-eng.htm for more information on this survey.

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 1-800-972-9692 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



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 **1-800-972-9692** for further instructions.

FOR
INFORMATION
ONLY

C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2011 and March 31, 2012. Please indicate below the period covered by this questionnaire.

from ⁰⁰¹¹ to ⁰⁰¹²

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

⁰⁰³¹ ¹ seasonal operations ² new business ³ change of fiscal year ⁴ change of ownership ⁵ ceased operations ⁶ 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 for further information.

D - Revenue

A detailed breakdown may be requested in other sections.

	CAN\$
1. Sales of goods and services (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299 <input type="text"/>
2. Grants, subsidies, donations and fundraising	2068 <input type="text"/>
3. Royalties, rights, licensing and franchise fees	2022 <input type="text"/>
4. Investment income (dividends and interest)	2097 <input type="text"/>
5. Other revenue ²⁰⁰¹ (please specify): <input type="text"/>	2077 <input type="text"/>
6. Total revenue (sum of questions 1 to 5)	2098 <input type="text"/>

E - Expenses

		CAN\$
	3010	
1. Salaries and wages of employees who have been issued a T4 statement		
	3040	
2. Employer portion of employee benefits (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)		
	4466	
3. Commissions paid to non-employees		
	4315	
4. Professional and business services fees (e.g., legal, accounting)		
	3060	
5. Subcontract expenses (include contract labour, contract work and custom work)		
	4555	
6. Charges for services provided by your head office		
	5721	
7. Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory)		
	3301	
8. Office supplies		
	4115	
9. Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)		
	4178	
10. Repair and maintenance (e.g., property, equipment, vehicles)		
	4350	
11. Insurance (include professional liability, motor vehicles, etc.)		
	4365	
12. Advertising, marketing and promotions (report charitable donations at question 22)		
	4370	
13. Travel, meals and entertainment		
	4084	
14. Utilities and telecommunications expenses (include gas, heating, hydro, water, telephone and Internet expenses)		
	4410	
15. Property and business taxes, licences and permits		
	4440	
16. Royalties, rights, licensing and franchise fees		
	4179	
17. Delivery, warehousing, postage and courier		
	4325	
18. Financial services fees		
	4630	
19. Interest expenses		
	4520	
20. Amortization and depreciation of tangible and intangible assets		
	4542	
21. Bad debts		
	4569	
22. All other expenses (please specify):	4531	
	4699	
23. Total expenses (sum of questions 1 to 22)		
	4600	
24. Corporate taxes, if applicable		
	4601	
25. Gains (losses) and other items (see reporting guide)		
	2304	
26. Net profit/loss after tax and other items (see reporting guide)		

F - Industry characteristics

Please provide a breakdown of your sales.

Advertising agencies, media buyers and media representatives

CAN\$

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

All respondents, as applicable

3. Full service advertising campaigns (creative services, production and placement — typically offered by ad agencies; **exclude** direct mail campaigns.)

CAN\$

	2859	
a) by commissions on placement of ads		
	2860	
b) by fees		
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	
	2706	
5. Commissions and fees from sales of media time and/or space		
6. Public relations services (includes relations, crisis management, lobbying)	2468	
	2408	
7. Rental and/or leasing of billboards, signs and displays		
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	
	2864	
11. Product or merchandise demonstrations		
12. Lettering services (e.g., vehicle lettering, sign painting and graphics for windows or store fronts)	2865	
	2000	
13. Sales of merchandise		
14. All other sales (please specify):	2559	2558
15. Total sales (sum of questions 3 to 14)	2305	

G - Personnel

		number
1. Number of partners and proprietors, non-salaried (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 full time	6328	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
		number
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"/>

H - Sales by type of client

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

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

I - Not applicable

FOR
INFORMATION
ONLY

J - International transactions

Exports

0531
1 **yes, complete questions 2, 3 and 4**
3 **no, go to question 5**

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

0666

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

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): 0750

0724 0750

0676 0672

0677 0673

0678 0674

0679 0675

100%

Imports

0715
1 **yes, complete questions 6, 7 and 8**
3 **no, go to next section**

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

0717

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

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): 0753

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. 5001 **number**

2. Do you have business units/locations in more than **one** province or territory? 9966 1 **yes, go to question 3**
3 **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 1 <input type="radio"/> \$ or 2 <input type="radio"/> %				
		Number of business units (locations)	Total revenue	Salaries, wages and employee benefits	Amortization and depreciation of tangible and intangible assets	Total expenses
		5002	4824	4826	4827	4927
1.	Newfoundland and Labrador					
		5003	4829	4831	4832	4932
2.	Prince Edward Island					
		5004	4834	4836	4837	4937
3.	Nova Scotia					
		5005	4839	4841	4842	4942
4.	New Brunswick					
		5006	4844	4846	4847	4947
5.	Quebec					
		5007	4849	4851	4852	4952
6.	Ontario					
		5008	4854	4856	4857	4957
7.	Manitoba					
		5009	4859	4861	4862	4962
8.	Saskatchewan					
		5010	4864	4866	4867	4967
9.	Alberta					
		5011	4869	4871	4872	4972
10.	British Columbia					
		5014	4874	4876	4877	4977
11.	Yukon					
		5013	4879	4881	4882	4982
12.	Northwest Territories					
		5012	4884	4886	4887	4987
13.	Nunavut					
		5015	4889	4891	4892	4992
14.	Total					

L - Contact information

Name of person to contact about this questionnaire:

0026 1 Mr. 2 Mrs. 3 Miss 4 Ms

0054 Last name

0013 First name

0014 Title

0018 E-mail address

0017 Telephone number

0027 Extension number

0016 Fax number

0020 Website address

0015 Date completed:

9910 hour(s)

9909 minutes

How long did you spend collecting the data and completing the questionnaire?

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

FOR INFORMATION ONLY

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*. 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 records from Statistics Canada.

Information from this survey will be used for statistical purposes only and will be published in 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