

2012 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	0053	Country	0007 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.

Security of emails and faxes

Statistics Canada advises of the risk of interception by a third party when transmitting information by email or fax. Once we receive your questionnaire, however, Statistics Canada provides a guaranteed level of protection, which covers all information collected under the authority of the *Statistics Act*. **Note:** Our online questionnaires are secure, so there is no risk of interception when you respond to our surveys online.

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 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.

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C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2012 and March 31, 2013. 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 (please specify): ²⁰⁰¹ <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	<input type="text"/>
2.	Employer portion of employee benefits (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040
		<input type="text"/>
3.	Commissions paid to non-employees	4466
		<input type="text"/>
4.	Professional and business services fees (e.g., legal, accounting)	4315
		<input type="text"/>
5.	Subcontract expenses (include contract labour, contract work and custom work)	3060
		<input type="text"/>
6.	Charges for services provided by your head office	4555
		<input type="text"/>
7.	Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory)	5721
		<input type="text"/>
8.	Office supplies	3301
		<input type="text"/>
9.	Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	4115
		<input type="text"/>
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
		<input type="text"/>
11.	Insurance (include professional liability, motor vehicles, etc.)	4350
		<input type="text"/>
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365
		<input type="text"/>
13.	Travel, meals and entertainment	4370
		<input type="text"/>
14.	Utilities and telecommunications expenses (include gas, heating, hydro, water, telephone and Internet expenses)	4084
		<input type="text"/>
15.	Property and business taxes, licences and permits	4410
		<input type="text"/>
16.	Royalties, rights, licensing and franchise fees	4440
		<input type="text"/>
17.	Delivery, warehousing, postage and courier	4179
		<input type="text"/>
18.	Financial services fees	4325
		<input type="text"/>
19.	Interest expenses	4630
		<input type="text"/>
20.	Amortization and depreciation of tangible and intangible assets	4520
		<input type="text"/>
21.	Bad debts	4542
		<input type="text"/>
22.	All other expenses (please specify): <input style="width: 150px;" type="text"/>	4531 <input style="width: 150px;" type="text"/> 4569
		<input type="text"/>
23.	Total expenses (sum of questions 1 to 22)	4699
		<input type="text"/>
24.	Corporate taxes, if applicable	4600
		<input type="text"/>
25.	Gains (losses) and other items (see reporting guide)	4601
		<input type="text"/>
26.	Net profit/loss after tax and other items (see reporting guide)	2304
		<input type="text"/>

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

I - Not applicable

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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	<input type="text"/>
b) services	0668	<input type="text"/>
c) royalties, rights, licensing and franchise fees	0669	<input type="text"/>

100%

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

a) United States	0748	<input type="text"/>
b) Mexico	0749	<input type="text"/>
c) other countries (please specify):	0724	0750
<input type="text"/>	0676	<input type="text"/>
<input type="text"/>	0677	<input type="text"/>
<input type="text"/>	0678	<input type="text"/>
<input type="text"/>	0679	<input type="text"/>

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	<input type="text"/>
b) services	0737	<input type="text"/>
c) royalties, rights, licensing and franchise fees	0738	<input type="text"/>

100%

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

a) United States	0751	<input type="text"/>
b) Mexico	0752	<input type="text"/>
c) other countries (please specify):	0743	0753
<input type="text"/>	0744	<input type="text"/>
<input type="text"/>	0745	<input type="text"/>
<input type="text"/>	0746	<input type="text"/>
<input type="text"/>	0747	<input type="text"/>

100%

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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

0017 Telephone number

0027 Extension number

0013 First name

0016 Fax number

0014 Title

0020 Website address

0018 E-mail address

0015 Date completed:

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

M - Comments

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

9920

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9914

9915

9916

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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 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, 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