

2013 Annual Survey of Service Industries: Advertising and Related Services

CONFIDENTIAL once completed.

Selon nos dossiers votre langue de préférence est l'anglais, si vous préférez recevoir ce document en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

Please verify the information for this business's contact person and correct where needed.

B00101 Legal name

B00102 Operating name

B00109 First name

B00111 Last name

B00112 Title

B00103 Address (number and street)

B00104 City

B00105 Province, territory or state

B00106 Postal code or zip code

B00107 Country

Business and contact information

Email address

B00113

Preferred language of communication

B00117_n

English French

Telephone number (including area code)

B00114

Extension number

B00115

Fax number (including area code)

B00116

**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.

Security of emails and faxes

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

Statistics Canada
Operations and Integration Division
150 Tunney's Pasture Driveway
Ottawa, Ontario K1A 0T6
Visit our website, www.statcan.gc.ca

Reporting instructions

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

Business activity

1. Statistics Canada uses the **North American Industrial Classification System** to classify the activities of each business. According to our records, this business's **main activity** is classified as:

Is this the **main activity** of this business?

B05002

- Yes**, this is the **main activity** of this business. ► *Go to question 1b*
- No**, this is **not the main activity** of this business. ► *Go to question 1a*

- a) Please provide a brief but precise **description** of this business's **main activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05003

B05004

- b) Approximately what **percentage of this business's revenue** is generated by this **main activity**? %

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

B05024

- Yes** ► *Go to question 1c*
- No** ► *Go to next page*

- c) Please provide a brief but precise **description** of this business's **secondary activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05005

B05006

- d) Approximately what **percentage of this business's revenue** is generated by this **secondary activity**? %

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, 2013** and **March 31, 2014**.

	YYYY	MM	DD		YYYY	MM	DD
Start date				B00205			
				End date			

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

<p>B00301_r1 <input type="checkbox"/> seasonal operations</p> <p>B00301_r2 <input type="checkbox"/> new business</p> <p>B00301_r3 <input type="checkbox"/> change of ownership</p> <p>B00301_r4 <input type="checkbox"/> change of fiscal year</p>	<p>B00301_r5 <input type="checkbox"/> ceased operations</p> <p>B00301_r6 <input type="checkbox"/> temporarily inactive</p> <p>B00301_r7 <input type="checkbox"/> other reason — please specify: B00301_r8 <input style="width: 100%; height: 20px;" type="text"/></p>
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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):

<p>B00302_t1 <input type="checkbox"/> strike or lockout</p> <p>B00302_t2 <input type="checkbox"/> exchange rate impact</p> <p>B00302_t3 <input type="checkbox"/> price changes in goods or services sold</p> <p>B00302_t4 <input type="checkbox"/> contracting out</p> <p>B00302_t5 <input type="checkbox"/> organizational change</p> <p>B00302_t6 <input type="checkbox"/> price changes in labour or raw materials</p> <p>B00302_t7 <input type="checkbox"/> natural disaster</p> <p>B00302_t8 <input type="checkbox"/> recession</p>	<p>B00302_t9 <input type="checkbox"/> change in product line</p> <p>B00302_t10 <input type="checkbox"/> sold business units</p> <p>B00302_t11 <input type="checkbox"/> expansion</p> <p>B00302_t12 <input type="checkbox"/> new/lost contract</p> <p>B00302_t13 <input type="checkbox"/> plant closures</p> <p>B00302_t14 <input type="checkbox"/> acquired business units</p> <p>B00302_t15 <input type="checkbox"/> other changes or events — please specify: B00302_t16 <input style="width: 100%; height: 20px;" type="text"/></p>
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Revenue

- Notes:**
- A detailed breakdown may be requested in other sections.
 - These questions are asked of many different industries. Some questions may not apply to your business.
 - Refer to the reporting guide for detailed instructions.
 - Please report all dollar amounts **in thousands of Canadian dollars**.

What was this business's revenue from each of the following sources?

	'000 CAN\$
1. Sales of goods and services Include: sales, commissions, rental and leasing revenue if they are this business's primary revenue source	F43008 \$ <input type="text"/> ,000
2. Rental and leasing (report only if this is a secondary source of revenue; if rental and leasing are your primary revenue source, report in question 1)	F45801 \$ <input type="text"/> ,000
3. Commissions (report only if this is a secondary source of revenue; if commissions are your primary revenue source, report in question 1)	F45701 \$ <input type="text"/> ,000
4. Subsidies Include: grants, donations and fundraising	F47101 \$ <input type="text"/> ,000
5. Royalties, rights, licensing and franchise fees	F47201 \$ <input type="text"/> ,000
6. Dividends	F51101 \$ <input type="text"/> ,000
7. Interest	F51201 \$ <input type="text"/> ,000
8. Other revenue — please specify: Include: intracompany transfers	F51301 \$ <input type="text"/> ,000
	F51302 \$ <input type="text"/> ,000
9. Total revenue (sum of questions 1 to 8)	F40000 \$ <input type="text"/> ,000

Expenses

- Notes:**
- A detailed breakdown may be requested in other sections.
 - These questions are asked of many different industries. Some questions may not apply to your business.
 - Refer to the reporting guide for detailed instructions.
 - Please report all dollar amounts **in thousands of Canadian dollars ('000 CAN\$)**.

What were this business's expenses for the following items?

	'000 CAN\$
1. Cost of goods sold	
	F61206
a) opening inventories	\$ <input type="text"/> ,000
b) purchases	
Include: raw materials, goods purchased for resale and non-returnable containers	F61306
Exclude: change in inventories	\$ <input type="text"/> ,000
c) closing inventories	\$ <input type="text"/> ,000
d) cost of goods sold (opening inventories plus purchases minus closing inventories)	F61101 \$ <input type="text"/> ,000
2. Employment costs and expenses (for all employees who were issued a T4):	
a) salaries, wages and commissions (report commissions paid to non-employees in question 3)	F61501 \$ <input type="text"/> ,000
b) employee benefits	F61502 \$ <input type="text"/> ,000
3. Subcontracts	
Include: commissions paid to non-employees	F62503
Exclude: research and development	\$ <input type="text"/> ,000
4. Research and development fees	
Exclude: in-house research and development	F62504 \$ <input type="text"/> ,000
5. Professional and business fees (e.g., legal, accounting, consulting and scientific fees)	F62601 \$ <input type="text"/> ,000
6. Utilities (e.g., electricity, water and gas)	F61801 \$ <input type="text"/> ,000
7. Office and computer related expenses (e.g., office supplies, postage and computer upgrades)	F62505 \$ <input type="text"/> ,000
8. Telephone, Internet and other telecommunication	F61802 \$ <input type="text"/> ,000
9. Business taxes, licences and permits (e.g., beverage tax, business tax, licence fees and property taxes)	F61901 \$ <input type="text"/> ,000
10. Royalties, franchise fees and memberships	
Exclude: Crown royalties	F62001 \$ <input type="text"/> ,000
11. Crown charges (for logging, mining and energy industries only)	F62506 \$ <input type="text"/> ,000

'000 CAN\$

12. Rental and leasing Include: land, building, equipment and vehicles	F62101 \$ [REDACTED],000
13. Repair and maintenance Include: buildings, equipment and vehicles	F62201 \$ [REDACTED],000
14. Amortization and depreciation	F61601 \$ [REDACTED],000
15. Insurance	F62301 \$ [REDACTED],000
16. Advertising, marketing, promotion, meals and entertainment	F62507 \$ [REDACTED],000
17. Travel, meetings and conventions	F62508 \$ [REDACTED],000
18. Financial services (e.g., bank charges and transaction fees)	F62401 \$ [REDACTED],000
19. Interest expense	F69101 \$ [REDACTED],000
20. Other non-production-related costs and expenses Include: bad debt, loan losses, donations, political contributions and inventory writedown	F62509 \$ [REDACTED],000
21. All other cost and expenses — please specify: Include: intra company expenses	
F62512	F62511 \$ [REDACTED],000
22. Total expenses (sum of lines 1 to 21)	F60000 \$ [REDACTED],000

Industry characteristics

Sales

Please provide a breakdown of your sales in thousands of Canadian dollars.

		'000 CAN\$
Advertising agencies, media buyers and media representatives		
	F45012	
1. What were this business's total gross billings to clients	\$,000
	F45013	
2. What was the value of media purchases made on behalf of this business's clients	\$,000
All respondents, as applicable (report net sales only)		
What were this business's sales for each of the following goods and services?		
3. Full service advertising campaigns (e.g., creative services, production and placement) Exclude: direct mail campaigns		
	F45702	'000 CAN\$
a) by commissions on placement of ads	\$,000
	F45014	
b) by fees	\$,000
	F45015	
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)	\$,000
	F45703	
5. Commissions and fees from resale of media time and/or space	\$,000
	F45016	
6. Public relations services Include: relations, crisis management and lobbying	\$,000
	F45806	
7. Rental and/or leasing of billboards, signs and displays	\$,000
	F45017	
8. Advertising specialty services (e.g., custom key chains, mugs and shirts)	\$,000
	F45018	
9. Direct mail services (e.g., developing direct mail campaigns, including letter shop services)	\$,000
	F45019	
10. Distribution of advertising materials to consumers other than by mail	\$,000
	F45021	
11. Product or merchandise demonstrations	\$,000
	F45022	
12. Lettering services (e.g., vehicle lettering, sign painting and graphics for windows or store fronts)	\$,000
	F43178	
13. Sales of merchandise	\$,000
14. Other sales of goods and services — please specify:		
	F43175	
	F43005	
	\$,000
	F43000	
15. Total sales of goods and services (sum of questions 3 to 14)	\$,000

Detail on purchased services

Please provide a breakdown of expenses for the following purchased services in thousands of Canadian dollars.

1. Office and computer related purchased services

'000 CAN\$

	F61308	\$ <input type="text"/> ,000
a) data processing, hosting and related services		
	F61309	\$ <input type="text"/> ,000
b) business support services Include: reproductions, call centres and debt collection		
	F61311	\$ <input type="text"/> ,000
c) other office and computer related purchased services		
Total office and computer related purchased services	F61310	\$ <input type="text"/> ,000

2. Professional fees and services

'000 CAN\$

	F62402	\$ <input type="text"/> ,000
a) legal services		
	F62403	\$ <input type="text"/> ,000
b) accounting, tax preparation, bookkeeping and payroll services		
	F62404	\$ <input type="text"/> ,000
c) management, scientific and technical consulting services Include: training		
	F62405	\$ <input type="text"/> ,000
d) office administrative services		
	F62406	\$ <input type="text"/> ,000
e) freight transportation arrangements and customs brokering services		
	F62407	\$ <input type="text"/> ,000
f) brokerage and other insurance related services		
	F62408	\$ <input type="text"/> ,000
g) security brokerage and securities dealing services		
	F62409	\$ <input type="text"/> ,000
h) other purchased professional services		
Total professional fees and services	F62400	\$ <input type="text"/> ,000

3. Rental and leasing services

'000 CAN\$

	F62411	
a) non-residential real estate rental	\$,000
	F62412	
b) motor vehicle rental and leasing	\$,000
	F62413	
c) computer equipment rental and leasing	\$,000
	F62414	
d) office machinery and equipment rental and leasing services Exclude: computer equipment	\$,000
	F62415	
e) commercial and industrial machinery and equipment renting and leasing services, without operator Exclude: office equipment	\$,000
	F62416	
f) other rental services	\$,000
Total rental services	\$,000

4. Repairs and maintenance services

'000 CAN\$

	F62417	
a) security services and investigation	\$,000
	F62418	
b) waste management and remediation services	\$,000
	F62419	
c) motor vehicle repair and maintenance services	\$,000
	F62421	
d) other repair and maintenance services	\$,000
Total repair and maintenance	\$,000

5. Royalties, franchise fees and membership

'000 CAN\$

	F62002	
a) rights to non-financial intangible assets	\$,000
	F62603	
b) membership fees or services	\$,000
	F62003	
c) other royalties, franchise fees and memberships	\$,000
Total royalties, franchise fees and memberships	\$,000

Sales by type of customer

What was this business's breakdown of sales by the following types of client?

1. Clients in Canada

percentage

a) individuals and households

F43008_c1

%

b) businesses

F43008_c2

%

c) governments, not-for-profit organizations and public institutions
(e.g., hospitals and schools)

F43008_c3

%

2. Clients outside of Canada

F43008_c4

%

100%

For Information Only

International transactions

Revenue received from exports

1. Did this business receive revenue from **clients outside Canada** for the sale of products, services, royalties, rights, licensing or franchise fees?

B05011_b

- Yes**, complete **questions 2, 3 and 4**.
- No**, go to **question 5**.

2. What was the revenue received from **clients outside Canada**? \$ ^{F43217} ,000 ^{'000 CAN\$}

3. What was the percentage breakdown of revenue received from **clients outside Canada** by goods, services and royalties?

	percentage
a) <u>goods</u>	F43218 <input type="text" value=""/> <input type="text" value=""/> %
b) <u>services</u>	F43219 <input type="text" value=""/> <input type="text" value=""/> %
c) <u>royalties, rights, licensing and franchise fees</u>	F47202 <input type="text" value=""/> <input type="text" value=""/> %
Total	F43590 <input type="text" value=""/> <input type="text" value=""/> %

4. What was the percentage breakdown of revenue received from **clients outside Canada** by country?

	percentage
a) <u>United States</u>	F43221_g1 <input type="text" value=""/> <input type="text" value=""/> %
b) <u>Mexico</u>	F43221_g2 <input type="text" value=""/> <input type="text" value=""/> %
c) <u>other countries — please specify by listing top 4 contributors:</u>	
B50002_1 <input type="text" value=""/>	F43222_1 <input type="text" value=""/> <input type="text" value=""/> %
B50002_2 <input type="text" value=""/>	F43222_2 <input type="text" value=""/> <input type="text" value=""/> %
B50002_3 <input type="text" value=""/>	F43222_3 <input type="text" value=""/> <input type="text" value=""/> %
B50002_4 <input type="text" value=""/>	F43222_4 <input type="text" value=""/> <input type="text" value=""/> %

Purchases from outside Canada (imports)

5. Did this business make payments to **suppliers outside Canada** for the purchase of products, services, royalties, rights, licensing or franchise fees?

B05012_b

- Yes**, complete **questions 6, 7 and 8**.
- No**, go to **next section**.

6. What were the payments made to **suppliers outside Canada**? \$,000 ^{F61314} ^{'000 CAN\$}

7. What was the percentage breakdown of payments made to **suppliers outside Canada** by goods, services and royalties?

	percentage
a) <u>goods</u>	F61315 <input type="text" value=""/> <input type="text" value=""/> %
b) <u>services</u>	F61316 <input type="text" value=""/> <input type="text" value=""/> %
c) <u>royalties, rights, licensing and franchise fees</u>	F61317 <input type="text" value=""/> <input type="text" value=""/> %
Total	F61330 <input type="text" value=""/> <input type="text" value=""/> %

8. What was the percentage breakdown of payments made to **suppliers outside Canada** by country?

	percentage
a) <u>United States</u>	F61318_g1 <input type="text" value=""/> <input type="text" value=""/> %
b) <u>Mexico</u>	F61318_g2 <input type="text" value=""/> <input type="text" value=""/> %
c) <u>other countries — please specify by listing top 4 contributors:</u>	
B50003_1 <input type="text" value=""/>	F61319_1 <input type="text" value=""/> <input type="text" value=""/> %
B50003_2 <input type="text" value=""/>	F61319_2 <input type="text" value=""/> <input type="text" value=""/> %
B50003_3 <input type="text" value=""/>	F61319_3 <input type="text" value=""/> <input type="text" value=""/> %
B50003_4 <input type="text" value=""/>	F61319_4 <input type="text" value=""/> <input type="text" value=""/> %

Contact person

Name of person to contact about this questionnaire:

Last name

B00003

First name

B00004

Title

B00005

Telephone number

B00006

Extension number

B00007

Fax number

B00008

Email address

B00009

Website

B00011

Date completed (yyyy-mm-dd):

B00012

hours

B00013

minutes

B00014

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

Comments

We invite your comments below.
If necessary, please attach a separate sheet.
Please be assured that we review all comments with the intent of improving the survey.

B00002

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 and to minimize the reporting burden, 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, www.statcan.gc.ca

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