

# 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](http://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](http://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](http://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	<input type="text"/>	<input type="text"/>	<input type="text"/>	End date	<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 <input type="checkbox"/> seasonal operations	B00301_r5 <input type="checkbox"/> ceased operations
B00301_r2 <input type="checkbox"/> new business	B00301_r6 <input type="checkbox"/> temporarily inactive
B00301_r3 <input type="checkbox"/> change of ownership	B00301_r7 <input type="checkbox"/> other reason — please specify:
B00301_r4 <input type="checkbox"/> change of fiscal year	B00301_r8 <input type="text"/>

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

## Industry characteristics

### Sales

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

#### Advertising agencies, media buyers and media representatives

'000 CAN\$

- |    |   |        |    |                      |      |
|----|---|--------|----|----------------------|------|
| 1. | What were this business's total gross billings to clients                       | F45012 | \$ | <input type="text"/> | ,000 |
| 2. | What was the value of media purchases made on behalf of this business's clients | F45013 | \$ | <input type="text"/> | ,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

'000 CAN\$

- |     |   |        |    |                      |      |
|-----|---|--------|----|----------------------|------|
| a)  | by commissions on placement of ads  | F45702 | \$ | <input type="text"/> | ,000 |
| b)  | by fees   | F45014 | \$ | <input type="text"/> | ,000 |
| 4.  | Creative advertisement or production services, provided separately<br>(fees for creating a print or broadcast ad or for producing an advertisement from a creative concept) | F45015 | \$ | <input type="text"/> | ,000 |
| 5.  | Commissions and fees from resale of media time and/or space   | F45703 | \$ | <input type="text"/> | ,000 |
| 6.  | Public relations services<br><b>Include:</b> relations, crisis management and lobbying  | F45016 | \$ | <input type="text"/> | ,000 |
| 7.  | Rental and/or leasing of billboards, signs and displays   | F45806 | \$ | <input type="text"/> | ,000 |
| 8.  | Advertising specialty services<br>(e.g., custom key chains, mugs and shirts)  | F45017 | \$ | <input type="text"/> | ,000 |
| 9.  | Direct mail services<br>(e.g., developing direct mail campaigns, including letter shop services)  | F45018 | \$ | <input type="text"/> | ,000 |
| 10. | Distribution of advertising materials to consumers other than by mail   | F45019 | \$ | <input type="text"/> | ,000 |
| 11. | Product or merchandise demonstrations   | F45021 | \$ | <input type="text"/> | ,000 |
| 12. | Lettering services<br>(e.g., vehicle lettering, sign painting and graphics for windows or store fronts)   | F45022 | \$ | <input type="text"/> | ,000 |
| 13. | Sales of merchandise  | F43178 | \$ | <input type="text"/> | ,000 |
| 14. | Other sales of goods and services — please specify:   | F43005 | \$ | <input type="text"/> | ,000 |
|     | <input type="text"/>  |        |    |                      |      |
| 15. | <b>Total sales of goods and services</b><br>(sum of questions 3 to 14)  | F43000 | \$ | <input type="text"/> | ,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%

## 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**? \$  <sup>F43217</sup> ,000

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=""/> %
<b>Total</b>	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**? \$  <sup>F61314</sup> ,000

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=""/> %
<b>Total</b>	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](http://www.statcan.gc.ca)**