

# 2009 Survey of Service Industries: Newspaper Publishers

**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-e-quiete/index-eng.htm](http://www.statcan.gc.ca/survey-e-quiete/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.

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

Do not report if you only provide printing services or if your principal source of revenue is from the publishing of periodicals, magazines, databases or specialty items (e.g., catalogues, calendars, greeting cards, maps).

**Note: Newspapers** contain news, editorials, feature stories and other information of interest to the general public. They are published at regular intervals, typically on a daily, weekly or monthly basis.

0249  Newspaper publishing (publishing and printing)

0250  Newspaper publishing (publishing only)

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

Please indicate the title(s) of the newspaper(s) that this business unit publishes (attach a separate sheet if required).

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## 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	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](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):	2001	
6. <b>Total revenue</b> (sum of questions 1 to 5)	2077	
	2098	

## 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) { <b>include</b> contract printing and freelancers}	3060	
6. Charges for services provided by your head office	4555	
7. Cost of goods sold, <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory) { <b>include</b> newsprint, ink, etc.}	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 <sup>4531</sup> (please specify):	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

**Definitions :** Daily newspapers are issued four or more times a week and contain general news content.

Community newspapers are issued less than four times a week and contain general news content.

Other newspapers **include** ethnic newspapers, university student newspapers, and specialized newspapers; **exclude** flyers, inserts, magazines, periodicals and shoppers.

		CAN\$		CAN\$		CAN\$	
		Print		On-line		Total	
		newsstand/ single copy sales		subscription sales			
1. Circulation sales of:							
a) daily newspapers	2306		2307		2308		2309
b) community newspapers	2310		2311		2312		2313
c) other newspapers	2314		2315		2316		2317

		CAN\$		CAN\$		CAN\$	
		Print		On-line		Total	
2. Sales of advertising space in:							
a) daily newspapers		2318		2319		2330	
b) community newspapers		2331		2332		2333	
c) other newspapers		2334		2335		2336	

		CAN\$	
3. Custom printing			2349
4. Distribution services (e.g., flyer insertion and distribution)			2337
5. Advertising and circulation from other publications (periodicals, books, directories and other specialty publications)			2730
6. Other sales (please specify): <b>Include</b> graphic design services, other publishing services, etc.	2501		2558
7. <b>Total sales</b> (sum of questions 1 to 6)			2305

### 8. Distribution of advertising revenue by type:

Please provide a breakdown of your advertising revenue, indicating amounts in Canadian dollars **or** percentages.

9970 1  \$ or 2  %

		Daily		Community		Other newspapers	
a) national advertising	2644		2647		2650		
b) local advertising	2645		2648		2651		
c) classified advertising	2646		2649		2652		

### 9. Selected expenses

Please report amounts paid for the following selected expenses during the reporting period:

		CAN\$	
a) contract printing			3089
b) newsprint			3230
c) distribution			4721

## G - Personnel

1. Number of partners and proprietors, <b>non-salaried</b> (if salaried, report at question 2 below)	6321	<b>number</b> <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	<b>%</b> <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	<b>number</b> <input type="text"/>

H, I, J and K - Not applicable

FOR INFORMATION ONLY

## 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?  0110 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.

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## 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)