

2010 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 :
1-800-972-9692.



■ 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	<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. 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.

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

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

0246

C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2010 and March 31, 2011. 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):	2077	<input type="text"/>
6. Total revenue (sum of questions 1 to 5)	2098	<input type="text"/>

E - Expenses

		CAN\$
1.	Salaries and wages of employees who have been issued a T4 statement	3010
2.	Employer portion of employee benefits (include 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 (include contract labour, contract work and custom work) { include contract printing and freelancers}	3060
6.	Charges for services provided by your head office	4555
7.	Cost of goods sold, if applicable (purchases plus opening inventory minus closing inventory) { include newsprint, ink, etc.}	5721
8.	Office supplies	3301
9.	Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
11.	Insurance (include 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 (include 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 4531 (please specify):	4569
23.	Total expenses (sum of questions 1 to 22)	4699
24.	Corporate taxes, if applicable	4600
25.	Gains (losses) and other items (see reporting guide)	4601
26.	Net profit/loss after tax and other items (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): Include graphic design services, other publishing services, etc.	2559			2558	
7. Total sales (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, non-salaried (if salaried, report at question 2 below)	6321	<input type="text"/>	number
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"/>	%
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"/>	number

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? 9910 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.

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**