



# 2001 Survey of Service Industries: Database and Directory Publishers

This information is collected under the authority of the *Statistics Act, Revised Statutes of Canada, 1985, Chapter S19.*

Completion of this questionnaire is a legal requirement under this Act.

**This document is confidential when completed.**

Si vous préférez recevoir ce questionnaire en français, veuillez nous téléphoner au **1 888 881-3666**.

If necessary, please correct pre-printed information below.

0001	Legal name	0004	Address (number and street)		
0002	Business name	0005	City		
0003	c/o	0006	Province or State		
0008	First name of contact	0053	Country	0007	Postal code / Zip code
0028	Last name of contact	0010	Language preference	<input type="radio"/> English <input type="radio"/> French	

## A. General Information

### Survey Purpose

This survey collects the financial and operating data needed to produce statistics concerning your industry. For more information, please consult the enclosed booklet entitled "Statistics Canada Business Surveys".

### Data Sharing Agreements

In an effort to reduce reporting burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. The data are kept confidential and used for statistical purposes only. Please see the enclosed information booklet for details of the agreements.

### Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

### Fax or Other Electronic Transmission Disclosure

Statistics Canada advises you that there could be a risk of disclosure during the 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*.

### Reporting Instructions

- Report for **all** operation(s) and/or location(s) specified on the address label above. If it is not possible to report for the above business unit(s), please explain the reason(s) in the comments section at the end of the questionnaire.
- When precise figures are not available, please provide your best estimates.
- For further information about this survey, please consult the enclosed information booklet.

### Return of Questionnaire

**Please mail the completed questionnaire(s) in the enclosed envelope or fax it to Statistics Canada at 1 888 883-7999 within 30 days of receipt.**

Lost the return envelope or need help? Call us at **1 888 881-3666** or mail to:  
Statistics Canada, Operations and Integration Division, 120 Parkdale Avenue, Ottawa, Ontario K1A 0T6

## B. Main Business Activity

Please describe the nature of your business.

0055 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please check the category below that most accurately describes the **principal** source of operating revenue for this business unit.

Please check **one** only.

1. 51114      0241  **Database and Directory Publishing**

Database and Directory Publishers are primarily engaged in publishing collections of information or facts that are logically organized to facilitate their use. These collections may be published in one or more formats, such as print, electronic or on-line.

2.                      0040  **Other activities**

If you responded "**Other activities**", please call **1 888 881-3666** for further instructions.

### C. Reporting Period Information

Please report information for your **fiscal year** (normal business year) ending between April 1, 2001 and March 31, 2002. Please indicate below the period covered by this questionnaire.

0011      Year      Month      Day      0012      Year      Month      Day

1. **From**       **To**

2. If you did not operate this business unit for a full year, please check the reason(s) below:

- 0031    1  Seasonal Operation    2  New Business    3  Change of Fiscal Year    4  Change of Ownership    5  Ceased Operations    6  Temporarily Inactive

3. Please indicate below, any change that may have occurred in the organization of this business unit during this fiscal year:

- 0047    1  Acquired New Units    2  Disposed of/Sold Units

**If you have had any other changes in your business within the year, please describe these changes in the comments section at the end of the questionnaire.**

### D. Business Unit Organization

Type of organization (please check **one** only):

- 0024    1  Unincorporated sole proprietorship    2  Unincorporated partnership    3  Incorporated company
- 4  Co-operative    5  Joint venture    6  Government business entity
- 7  Government    8  Non-profit organization

## E. Revenue

- Please include:**
- all Canadian revenue (including electronic commerce) recorded in your accounts for sales or transfers to other businesses and to other units of your business;
  - all revenue (including electronic commerce) received from outside Canada by this business unit.

- Please exclude:**
- federal or provincial sales taxes collected for remittance to a government agency.

	\$ CDN
1. Total sales of goods and services produced	2299
2. All other operating revenue (e.g., grants and subsidies)	2077
<b>Exclude</b> interest income and dividends. Please report this amount in this section at question 4, "Non-operating revenue".	
Please name major items:	
2071	
2072	
2073	
3. Total operating revenue (add amounts reported at questions 1 and 2 above)	2080
4. Non-operating revenue (e.g., interest income and dividends)	2097
5. <b>Total revenue</b> (add amounts reported at questions 3 and 4 above)	2098

### E - 1 Revenue by Source

Please report your "Total sales of goods and services produced" reported in **Section E - Revenue**, at question 1, "Total sales of goods and services produced", by the following categories.

	Print \$ CDN	On-line \$ CDN	Electronic (CD-ROMs, diskettes) \$ CDN	Total \$ CDN
1. Sales of published material:				
a. Databases	2328	2352	2329	2353
b. Telephone directories	2320	2354	2321	2355
c. Other directories	2322	2356	2323	2357
2. Sale of advertising space in:				
a. Databases	2358	2359	2360	2361
b. Telephone directories	2362	2363	2364	2365
c. Other directories	2366	2367	2368	2369
3. Mailing list compilation and mailing services				2325

## E - 1 Revenue by Source (continued)

	\$ CDN
4. Sale or licensing of rights	2338
5. Sale of all other goods and services produced	2000
Please name major items:	
2001	
2002	
2003	
<b>6. Total</b> (sum of amounts reported at questions 1 to 5 must equal the amount entered in <b>Section E - Revenue</b> , at question 1, "Total sales of goods and services produced")	<b>2305</b>

## F. Inventories

Inventories are to be reported at book value (i.e., the value maintained in the accounting records).

**Please include:** • inventory **owned** by this business unit within or outside Canada (including inventory held at any warehouse, selling outlet, in transit, or on consignment).

**Please exclude:** • inventory held on consignment for others.

	Value of opening inventory \$ CDN	Value of closing inventory \$ CDN
1. Raw materials	5520	5525
2. Goods and services in process	5510	5515
3. Finished products	5500	5505
<b>4. Total inventories</b> (add amounts reported at questions 1 to 3 above)	<b>5550</b>	<b>5555</b>

## G. Expenses

**Please include:** • all expenses (including electronic commerce) within or outside Canada recorded by this business unit.

**Please exclude:** • GST/HST and TVQ (Quebec).

### Labour Remuneration

**Please exclude:** • all payments and expenses associated with outside contract workers and employment agencies or personnel suppliers. Please report these expenses at the appropriate question(s) in the "Purchased Service Expenses" sub-section on the following page.

	\$ CDN
1. Wages and salaries paid to employees for whom you issued a <b>T4 - Statement of Remuneration Paid</b> form ( <b>include</b> vacation pay, bonuses and commissions).	3010
2. Employer portion of employee benefits paid for all employees for whom you issued a <b>T4 - Statement of Remuneration Paid</b> form ( <b>include</b> employer contributions to pension, medical/life insurance plans, employment insurance and workers' compensation).	3040
<b>3. Total labour remuneration</b> (add amounts reported at questions 1 and 2 above)	<b>3041</b>

## Purchased Service Expenses

Please **exclude** services that you produce within this business unit.

	\$ CDN
4. Contract printing expenses	3089
5. Goods transportation, warehousing and storage expenses <b>Include</b> delivery charges. <b>Exclude</b> transportation expenses of purchased material, if it is included in the price.	4070
6. Postage and courier expenses <b>Include</b> local messenger and delivery expenses.	4085
7. Telephone and other telecommunication expenses <b>Include</b> telephone, fax, cellular phone, or pager services for transmission of voice, data or image, and Internet access charges.	4101
8. Information service expenses <b>Include</b> news agency services, library services, records management and archive services. <b>Exclude</b> purchase of rights. Please report these amounts in this section at question 18, "Purchase of rights".	4015
9. Rental and leasing expenses <b>Include</b> office space or other real estate, motor vehicles, computers and peripherals, other machinery and equipment, and other goods. Also please <b>include</b> , if applicable, all associated energy, fuel and water expenses.	4115
10. Purchased maintenance and repair service expenses, including janitorial and cleaning services <b>Include</b> materials, parts and labour. <b>Exclude</b> property management fees. Please report these amounts in this section at question 34, "All other operating expenses".	4175
11. Fees of wholesale and retail agents and brokers	4466
12. Legal, accounting and auditing fees	4230
13. Consulting fees <b>Include</b> fees for information technology, management, technical and scientific consulting.	4270
14. Other professional and business service fees <b>Include</b> fees for education and training, research and development, payroll preparation, etc.	4275
15. Insurance premiums (liability, auto, building, equipment, etc.) <b>Exclude</b> premiums paid directly to your Head Office, if applicable. Please report this amount in this section at question 33, "Management fees or any other service fees paid to head office and other business support units."	4350
16. Financial service fees (e.g., bank charges, credit and debit card commissions) <b>Exclude</b> interest expenses. Please report these amounts in this section at question 36, "Other expenses".	4325
17. Royalties and franchise fees	4440
18. Purchase of rights (e.g., payments for permission to publish or distribute copyrighted material)	4273
19. Advertising expenses (e.g., trade shows)	4365
20. Travel expenses <b>Include</b> passenger transportation, accommodation, meals while travelling, and other travel allowances.	4366
21. Meals and entertainment expenses <b>Include</b> purchases for clients.	4367
22. Property and business taxes, licences and permits expenses <b>Include:</b> <ul style="list-style-type: none"> <li>• property taxes (except those which are covered in your rental and leasing expenses);</li> <li>• property transfer taxes;</li> <li>• vehicle licence fees.</li> </ul>	4410

## Materials, Components and Supply Expenses

**Please include:** • the cost of transportation (e.g., freight, delivery, shipping and handling) if it is included in the price of the materials, components and supplies.

**Please exclude:** • capital expenditures.

	\$ CDN
23. Office supply expenses <b>Include</b> paper and supplies for photocopiers, printers and fax machines; diskettes; writing instruments and other office supplies, etc. Also, <b>if not capitalized, include</b> computers, printers, photocopiers, computer software and office furniture, etc. <b>Exclude</b> postage and courier expenses, and telephone and other telecommunication expenses. Please report these amounts in this section at questions 6 and 7 respectively.	3301
24. Newsprint, in rolls or sheets	3230
25. Coated paper and paperboard other than newsprint or paper stock	3231
26. Uncoated paper and paperboard other than newsprint or paper stock (excluding kraft)	3232
27. Printing ink, writing, drawing and other inks, whether concentrated or solid	3233
28. Non-returnable containers and other shipping and packaging material expenses (e.g., pallets, skids, cartons, shrink wrap)	3499
29. All other materials, components and supplies, including CDs	3392
<b>30. Total materials, components and supply expenses</b> (add amounts reported at questions 23 to 29)	<b>3399</b>

## Other Operating Expenses

	\$ CDN
31. Energy expenses (e.g., electricity, gasoline, fuel oil, diesel fuel, propane, natural gas) <b>Exclude</b> energy expenses that are covered in your rental and leasing expenses. Please report these payments in this section at question 9, "Rental and leasing expenses".	4027
32. Total depreciation and amortization (e.g., vehicles, buildings, equipment) <b>Include</b> business unit's assets and capital lease obligations.	4520
33. Management fees or any other service fees (e.g., legal, advertising, insurance) paid to head office and other business support units (e.g., warehouses, sales centres, trucking facilities)	4555
34. All other operating expenses (e.g., contributions to provincial health and education payroll taxes, allowances for bad debts, donations, and inventory adjustments) <b>Exclude</b> interest expenses. Please report these amounts in this section at question 36, "Other expenses".	4569
Please name major items:	
4561	
4562	
4563	

## Expense Totals

	\$ CDN
35. Total operating expenses (add amounts reported at questions 3 to 22 and 30 to 34 above)	4599
36. Other expenses (e.g., interest expenses on capital lease obligations plus all other miscellaneous interest expenses such as interest on loans and the interest portion of mortgage payments)	4630
<b>37. Total expenses</b> (add amounts reported at questions 35 and 36 above)	<b>4699</b>

## H. Employment Characteristics

### Paid Employees

Please estimate the **number** of salaried and hourly employees on your payroll in a typical pay period.

**Exclude** contract workers (i.e., those not on your payroll who were engaged for a specific project or term).

Please allocate this **number** by the following:

	Number
1. Full-time employees Employees who worked the standard work week as observed by the business.	6310
2. Part-time employees Employees who worked fewer hours than standard <b>or</b> who worked only for a given period or season.	6311
3. <b>Total number of paid employees</b> (add numbers reported at questions 1 and 2 above).	6312

### Contract Workers and Working Proprietors / Partners

	Number
4. Contract workers Please report the number of contract workers usually engaged (only for the duration of a specific project or term), at this business unit (i.e., during a typical pay period).	6320
5. Working proprietors and/or partners ( <i>non-salaried</i> ) If this firm is an unincorporated business or partnership, please report the number of working proprietors and/or partners.	6321

## I. Distribution of Operating Revenue by Type of Client

Data on your revenue by type of client will be used to improve information on the origins of demand for goods and services.

Please indicate the percentage of "Total operating revenue" (reported in **Section E - Revenue**, at question 3, "Total operating revenue") that you received from the following types of clients.

	Percentage
<b>1. Clients in Canada</b>	
a) Individuals and households	8100
b) Businesses	8110
c) Public institutions (hospitals, schools, universities, etc.)	8120
d) Governments (federal, provincial, territorial and municipal administration)	8130
<b>2. Clients outside Canada (exports)</b> (should equal sum of items 14 to 16 in section J on following page)	8140
<b>Total</b>	<b>100%</b>



## J. Distribution of Operating Revenue by Client Location


Data on your revenue by client location will be used to improve information on the movement of goods and services between provinces and to other countries.

Please indicate the percentage of "Total operating revenue" (reported in **Section E - Revenue**, at **question 3**, "Total operating revenue") that you received from clients in the following locations.

Clients in Canada	Percentage
1. Newfoundland	8400
2. Prince Edward Island	8415
3. Nova Scotia	8405
4. New Brunswick	8410
5. Quebec	8420
6. Ontario	8425
7. Manitoba	8430
8. Saskatchewan	8435
9. Alberta	8440
10. British Columbia	8445
11. Yukon	8455
12. Northwest Territories	8451
13. Nunavut	8452
<b>Clients outside Canada (exports)</b>	
14. United States	8465
15. Mexico	8470
16. All other countries	8476
<b>Total clients</b>	<b>100%</b>

## K. Certification

I certify that the information contained herein is complete and correct to the best of my knowledge.

Signature of authorized person  	Title 0014	0015 Date		
		Year	Month	Day
Name of person to contact for further information 0026 1 <input type="radio"/> Mr. 2 <input type="radio"/> Mrs. 3 <input type="radio"/> Miss 4 <input type="radio"/> Ms.	0013	First name		
	0054	Last name		
E-mail address: 0018		Web site address: 0020		
Telephone number: 0017 ( )	Extension: 0027	Fax number: 0016 ( )		
How long did you spend collecting the data and completing this questionnaire?		9910 hour(s)	9909 minutes	

## L. Comments

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

9920

9913

9914

9915

9916

**Thank you for completing this questionnaire. Please retain a copy for your records.**

Statistics Canada's publications are available for use  
in Statistics Canada's regional offices and all major libraries.  
As well, please visit our Web site at [www.statcan.ca](http://www.statcan.ca)

If you need help, please contact us at **1 888 881-3666**.