



2004 Survey of Service Industries: Database, Directory and Specialty 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 1 888 301-6058.

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/Territory or State		
0008	First name of contact	0053	Country	0007	Postal code/Zip code
0028	Last name of contact	0010	Language preference	1 <input type="checkbox"/> English 2 <input type="checkbox"/> French	

A - General Information

Survey Purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. For further details, 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 booklet entitled *Statistics Canada Business Surveys* for details of these 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** Database, Directory and Specialty Publishing operations in the province/territory specified 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.

Return of Questionnaire

Please mail the completed questionnaire(s) in the enclosed envelope or fax it to Statistics Canada at 1 800 755-5514 within 30 days of receipt.

Lost the return envelope or need help? Call us at 1 888 301-6058 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. 51119 ⁰²⁴² **Specialty Publishing**

Publishers of art prints, brochures, calendars, catalogues, diaries and time schedulers, globe covers, greeting cards, manuals, show guides, street guides and other specialty publications.

3. ⁰⁰⁴⁰ **Other activities**

If you responded "**Other activities**", please call 1 888 331-6058 for further instructions.

FOR INFORMATION ONLY

C - Reporting Period Information

Please report information for your **fiscal year** (normal business year) ending between April 1, 2004 and March 31, 2005. Please indicate below the period covered by this questionnaire.

	YYYY		MM		DD		YYYY		MM		DD
1. From	⁰⁰¹¹	<input type="text"/>	<input type="text"/>	<input type="text"/>	To	⁰⁰¹²	<input type="text"/>	<input type="text"/>	<input type="text"/>		

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 Business Units 2 Disposed of/Sold Business 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

FOR INFORMATION ONLY

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: – GST/HST, PST and TVQ.

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

	Print		On-line		Electronic (CD-ROMs, diskettes)		Total	
	\$ CDN		\$ CDN		\$ CDN		\$ CDN	
Database and Directory								
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. Sales of advertising space in:								
a) Databases	2358		2359		2360		2361	
b) Telephone directories	2362		2363		2364		2365	
c) Other directories	2366		2367		2368		2369	

Specialty Publications

3. Sales of published material:		\$ CDN
a) Art prints, posters, greeting cards and calendars	2425	
b) Catalogues, diaries, time schedulers, brochures and operating manuals	2426	
c) Other specialty publications	2427	
Please specify: 2428 _____		
4. Sales of advertising space in specialty publications:	2429	

E - 1 Revenue by Source (continued)

Other revenue

		\$ CDN
5. Mailing list compilation and mailing services	2325	
6. Sale or licencing of rights	2338	
7. Sale of all other goods and services produced	2000	
Please name major items:	2001	
	2002	
	2003	
8. Total (sum of amounts reported at questions 1 to 7 must equal the amount entered in Section E, at question 1.	2305	

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
4. Total inventories (add amounts reported at questions 1 to 3 above)	5550		5555

G - Expenses

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

Please exclude: – GST/HST, PST and TVQ.

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

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 Include delivery charges. Exclude transportation expenses of purchased material, if it is included in the price.	4070	
6. Postage and courier expenses Include local messenger and delivery expenses.	4085	
7. Telephone and other telecommunication expenses Include telephone, fax, cellular phone, or pager services for transmission of voice, data or image, and Internet access charges.	4101	
8. Information service expenses Include news agency services, library services, records management and archive services. Exclude purchase of rights. Please report these amounts in this section, at question 18.	4015	
9. Rental and leasing expenses Include office space or other real estate, motor vehicles, computers and peripherals, other machinery and equipment, and other goods. Also please include , if applicable, all associated energy, fuel and water expenses.	4115	
10. Purchased repair and maintenance service expenses, including janitorial and cleaning services Include materials, parts and labour. Exclude property management fees. Please report these amounts in this section, at question 34.	4175	
11. Fees of wholesale and retail agents and brokers	4466	
12. Legal, accounting and auditing fees	4230	
13. Consulting fees Include fees for information technology, management, technical and scientific consulting.	4270	
14. Other professional and business service fees Include fees for education and training, research and development, payroll preparation, etc.	4275	
15. Insurance premiums (liability, auto, building, equipment, etc.) Exclude premiums paid directly to your Head Office, if applicable. Please report this amount in this section, at question 33.	4350	
16. Financial service fees (e.g., bank charges, credit and debit card commissions) Exclude interest expenses. Please report these amounts in this section, at question 36.	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 Include passenger transportation, accommodation, meals while travelling, and other travel allowances.	4366	
21. Meals and entertainment expenses Include purchases for clients.	4367	
22. Property and business taxes, licences and permits expenses Include: <ul style="list-style-type: none"> – property taxes (except those which are covered in your rental and leasing expenses); – property transfer taxes; – vehicle licence fees. 	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	3301	
<p>Include paper and supplies for photocopiers, printers and fax machines, diskettes, writing instruments and other office supplies, etc. Also, if not capitalized, include computers, printers, photocopiers, computer software and office furniture, etc.</p> <p>Exclude postage and courier expenses and telephone and other telecommunication expenses. Please report these amounts in this section, at questions 6 and 7 respectively.</p>		
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	
30. Total materials, components and supply expenses (add amounts reported at questions 23 to 29)	3399	

Other Operating Expenses

		\$ CDN
31. Energy expenses (e.g., electricity, gasoline, fuel oil, diesel fuel, propane, natural gas)	4027	
<p>Exclude energy expenses that are covered in your rental and leasing expenses. Please report these payments in this section, at question 9.</p>		
32. Amortization and depreciation (e.g., vehicles, buildings, equipment)	4520	
<p>Include business unit's assets and capital lease obligations.</p>		
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)	4569	
<p>Exclude interest expenses. Please report these amounts in this section, at question 36.</p>		
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	
37. Total expenses (add amounts reported at questions 35 and 36 above)	4699	

H - International Activities

Commercial services cover a variety of industrial, professional, trade and business services, as well as transactions in royalties and licences, but exclude imports and exports of goods, freight and shipping transactions, travel and interest or profit/loss.

	\$ CDN
1. During the reference period, please estimate the value of commercial services your business purchased from outside Canada	4450

I - Employment Characteristics

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 or who worked only for a given period or season.	6311
3. Total number of paid employees (add numbers reported at questions 1 and 2 above)	6312

Contract Workers

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

Working Proprietors / Partners

5. Working proprietors and/or partners (*non salaried*)

Please report the **number** of working proprietors and/or partners (usually applicable to *unincorporated* firms).

6321

J - 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**, at question 3) that you received from the following types of clients.

	%
1. Clients in Canada	
a) Individuals and households	8100
b) Businesses	8110
c) Public institutions (e.g., hospitals, schools, universities)	8120
d) Governments (federal, provincial, territorial and municipal administration)	8130
2. Clients outside Canada (exports) (should equal sum of questions 14 to 16 in Section K)	8140
Total	100%

K - 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/territories and to other countries.

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

Clients in Canada

		%
1. Newfoundland and Labrador	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	
Clients outside Canada (exports)		
14. United States	8465	
15. Mexico	8470	
16. All other countries	8476	
Total clients		100%

L - Certification

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

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

M - Comments

We invite your comments below. Please be assured that we review all comments with the intent to improve the survey.

9920

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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.

If you need help, please contact us at **1 888 301-6058**.