



# 2005 Survey of Service Industries: Database, Directory and Specialty Publishers

If necessary, please correct pre-printed information 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	1 <input type="checkbox"/> English      2 <input type="checkbox"/> French

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.**

## A - Introduction

### Survey Purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs.

### 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*.

### 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 reporting guide for details of these agreements.

### Reporting Instructions

- Report for **all** operation(s) and/or location(s) pre-printed in the above address area. 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 values are not available from your records, estimates are acceptable.
- For further information about this survey and definitions, please consult the enclosed reporting guide.

### Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. Please see the enclosed reporting guide for more information.

**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, 120 Parkdale Avenue, Ottawa, Ontario K1A 0T6



## 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 **principal** source of revenue.

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.

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.

0040  **None of the above**

If you checked, "None of the above", please call **1 888 881-3666** for further instructions.

## C - Reporting Period Information

1. Please report information for your **fiscal year** (normal business year) ending between April 1, 2005 and March 31, 2006. Please indicate below the period covered by this questionnaire.

	YYYY	MM	DD		YYYY	MM	DD		
<b>From</b>	0011	<input style="width: 60px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>	<b>To</b>	0012	<input style="width: 60px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>	<input style="width: 40px; height: 20px;" type="text"/>

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

0031  Seasonal operations     New business     Change of fiscal year     Change of ownership     Ceased operations     Temporarily inactive

**Please complete only the questions that are applicable to your business.  
When precise values are not available from your records, estimates are acceptable.**

## D - Revenue

		CAN\$
1. Sales (a detailed sales breakdown will be requested in <b>Section F</b> )	2299	<input style="width: 100%; height: 20px;" type="text"/>
2. Grants and subsidies	2068	<input style="width: 100%; height: 20px;" type="text"/>
3. Royalties, rights, licensing and franchise fees	2022	<input style="width: 100%; height: 20px;" type="text"/>
4. Investment income (dividends and interest)	2097	<input style="width: 100%; height: 20px;" type="text"/>
5. Other revenue (please specify): <span style="float: right;">2001</span>	2077	<input style="width: 100%; height: 20px;" type="text"/>
6. <b>Total revenue</b> (sum of questions 1 to 5)	2098	<input style="width: 100%; height: 20px;" 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 ( <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 service fees (e.g., legal, accounting)	4315
5.	Outsourcing ( <b>include</b> work contracted out, freelancers, payments to personnel suppliers, etc.)	3060
6.	Payments 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)	5721
8.	Office supplies	3301
9.	Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance ( <b>include</b> janitorial services, equipment, motor vehicles, etc.)	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 ( <b>include</b> gas, heating, hydro, water)	4066
15.	Telephone and other telecommunication expenses	4101
16.	Property and business taxes, licences and permits	4410
17.	Royalties, rights, licensing and franchise fees	4440
18.	Delivery, warehousing, postage and courier	4179
19.	Financial services fees (e.g., bank and credit card charges)	4325
20.	Interest expenses	4630
21.	Amortization of tangible and intangible assets	4520
22.	Charitable donations	4521
23.	Bad debts	4542
24.	All other expenses <sup>4531</sup> (please specify):	4569
25.	<b>Total expenses</b> (sum of questions 1 to 24)	4699
26.	Corporate taxes (if applicable)	4600
27.	Gains (losses) and other items ( <b>include</b> write-offs, foreign exchange, share of partnership income, etc.)	4601
28.	<b>Net profit/loss after tax and other items</b>	2304

## F - Industry Characteristics - Database, Directory and Specialty Publishers

Please provide a breakdown of your sales.

### 1. Sales of published materials:

		<b>CAN\$</b>
a) Databases	2353	
b) Directories (telephone and other)	2589	
c) Art prints, posters, greeting cards and calendars	2425	
d) Catalogues, diaries, time schedulers, brochures and operating manuals	2426	
e) Other specialty publications (please specify):	2428	2427

### 2. Sales of advertising space in:

		<b>CAN\$</b>
a) Databases	2361	
b) Directories (telephone and other)	2590	

### 3. Other sales (please specify):

	2559	2558
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### 4. Total sales (sum of questions 1 to 3)

	2305	
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## G - Personnel

		Number
1. Number of <b>non-salaried</b> partners and proprietors (if salaried, report only at question 2 below)	6321	
2. Number of paid employees (based on year-end T4 payroll summaries)	6339	
	<b>%</b>	
3. Percentage of paid employees who worked <b>full-time</b>	6328	
		Number
4. Number of contract workers (for whom you did <b>not</b> issue a T4 such as freelancers and casual workers)	6320	
5. Number of volunteers (including unpaid interns and co-op students) during the reporting period	6014	
		Number of hours
6. Total number of hours worked by volunteers during the reporting period	6026	

## H - Sales by Type of Client

Please provide a percentage breakdown of your sales by type of client.

		%
1. <b>Clients in Canada</b>		
a) Businesses	8112	
b) Individuals and households	8100	
c) Governments and public institutions (e.g., hospitals, schools)	8233	
2. <b>Clients outside Canada</b>	8140	
<b>Total</b>		<b>100%</b>

## I - Sales by Client Location

Please provide a percentage breakdown of your sales by client location (first point of sale).

		%
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	
14. <b>Clients outside Canada</b>	8401	
<b>Total</b>		<b>100%</b>

**J - K - Not applicable**

**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	0015	Date YYYY MM DD
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Name of person to contact for further information: 0026	0013	First name
1 <input type="checkbox"/> Mr. 2 <input type="checkbox"/> Mrs. 3 <input type="checkbox"/> Miss 4 <input type="checkbox"/> Ms	0054	Last name

E-mail address 0018	Web site address 0020
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Telephone number 0017	Extension number 0027	Fax number 0016
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How long did you spend collecting the data and completing this questionnaire?	9910	Hour(s)	9909	Minutes
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**M - Comments**

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

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

Statistics Canada's publications are available for use in 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**.