



2007 Survey of Service Industries: Database, Directory and Specialty 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		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 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.ca/english/survey/index.htm.

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.

Confidentiality

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

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*.

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.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.

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 — 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, 2007 and March 31, 2008. Please indicate below the period covered by this questionnaire.

from ^{yyyy} 0011 ^{mm} ^{dd} to ^{yyyy} 0012 ^{mm} ^{dd}

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 enclosed reporting guide 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	
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	2077	
6. Total revenue (sum of questions 1 to 5)	2098	

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}	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)	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)	4066	
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 (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

Please provide a breakdown of your sales.

1. Sales of published materials:

CAN\$

a) databases	2353	
b) directories (telephone and other)	2589	
c) mailing lists	2713	
d) art prints, posters, greeting cards, postcards, calendars and other consumer publications (exclude advertising posters and desktop calendars)	2425	
e) catalogues, diaries, time schedulers, brochures and other business, trade and professional publications (exclude books, periodicals and newspaper)	2426	
f) other publications (please specify):	2428	2427

2. Sales of advertising space in:

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 partners and proprietors, non-salaried (if salaried, report at question 2 below)	6321	
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2. Paid employees

a) average number of paid employees during the reporting period (see reporting guide)	6339	
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%

b) percentage of paid employees (from question 2a) who worked full time	6328	
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number

3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320	
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4. Number of volunteers during the reporting period (estimates are acceptable)	6014	
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number of hours

5. Number of hours worked by all volunteers during the reporting period (estimates are acceptable)	6026	
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H - Sales by type of client

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

		%
1. Clients in Canada		
a) businesses	8112	
b) individuals and households	8100	
c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)	8233	
2. Clients outside Canada	8140	
		100 %

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. Clients outside Canada (must equal question 2 in section H)	8401	
		100 %

FOR
INFORMATION
ONLY

J - International transactions

Exports

1. Did you receive revenue from clients outside Canada for the **export** of goods, services, royalties, rights, licensing or franchise fees?

0531 1 **yes**, complete **questions 2, 3 and 4**

3 **no**, go to **question 5**

2. Please report revenue received from exports .		0666	CAN\$
3. Please provide a percentage breakdown of exports by:			%
a) goods		0667	
b) services		0668	
c) royalties, rights, licensing and franchise fees		0669	
			100%
4. Please provide a percentage breakdown of exports by country.			%
a) United States		0748	
b) Mexico		0749	
c) other countries (please specify):	0724	0750	
	0676	0672	
	0677	0673	
	0678	0674	
	0679	0675	
			100%

Imports

5. Did you make payments to suppliers outside Canada for the **import** of goods, services, royalties, rights, licensing or franchise fees?

0715 1 **yes**, complete **questions 6, 7 and 8**

3 **no**, go to **next section**

6. Please report payments made for imports .		0717	CAN\$
7. Please provide a percentage breakdown of imports by:			%
a) goods		0736	
b) services		0737	
c) royalties, rights, licensing and franchise fees		0738	
			100%
8. Please provide a percentage breakdown of imports by country.			%
a) United States		0751	
b) Mexico		0752	
c) other countries (please specify):	0743	0753	
	0744	0739	
	0745	0740	
	0746	0741	
	0747	0742	
			100%

K - Not applicable

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: yyyy mm dd
0015

How long did you spend collecting the data and completing the questionnaire? hour(s) minutes
9910 9909

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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9920 _____

9913 _____

9914 _____

9915 _____

9916 _____

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

Visit our website at www.statcan.ca