

# 2014 Annual Survey of Service Industries: Database, Directory and Specialty Publishers

**CONFIDENTIAL once completed.**

Selon nos dossiers votre langue de préférence est l'anglais, si vous préférez recevoir ce document en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

Please verify the information for this business's contact person and correct where needed.

Legal name

Operating name

First name

Last name

Title

Address (number and street)

City

Province, territory or state  Postal code or zip code

Country

## Business and contact information

Email address <input type="text"/>	Telephone number (including area code) <input type="text"/>	Extension number <input type="text"/>
Preferred language of communication	Fax number (including area code) <input type="text"/>	
<input type="radio"/> English	<input type="radio"/> 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.**

## Introduction

### Survey purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. Your information may also be used by Statistics Canada for other statistical and research purposes. Please access [www.statcan.gc.ca/survey-enquete/index-eng.htm](http://www.statcan.gc.ca/survey-enquete/index-eng.htm) for more information on this survey.

### Security of emails and faxes

Statistics Canada advises you that there could be a risk of disclosure during facsimile or email. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*. **Note:** Our online questionnaires are secure, there is no risk of data interception when responding to Statistics Canada's online surveys.

### 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 have agreed to 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 21 days.**

**Please mail the completed questionnaire in the enclosed envelope or fax it to Statistics Canada at 1-888-883-7999.**

If you are unable to complete within 21 days **OR** if you need help, call us at **1-800-972-9692**.

Statistics Canada  
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Ottawa, Ontario K1A 0T6  
**Visit our website, [www.statcan.gc.ca](http://www.statcan.gc.ca)**

## Business status

1. Is this business currently in operation?

B00309

- Yes ► **Go to next Section**
- No, seasonal operations ► **Go to question 2**
- No, ceased all operations ► **Go to question 4**
- No, sold all operations ► **Go to question 6**
- No, amalgamated with (an) other business(es) ► **Go to question 8**
- No, temporarily inactive but will re-open ► **Go to question 11**
- No, no longer operating due to other reason(s) ► **Go to question 14**

2. When did this business close for the season?

YYYY MM DD

B00217

Date

--	--	--	--	--	--	--	--	--	--

3. When does this business expect to resume operations?

YYYY MM DD

B00218

Date

--	--	--	--	--	--	--	--	--	--

► **Go to next Section**

4. When did this business cease all operations?

YYYY MM DD

B00211

Date

--	--	--	--	--	--	--	--	--	--

5. Why did this business cease all operations?

B00311

- Bankruptcy
- Liquidation
- Dissolution
- Other reason — please specify:

B00312

--	--	--	--	--	--	--	--	--	--

► **Go to next Section**

6. When was this business sold?

YYYY MM DD

B00212

Date

--	--	--	--	--	--	--	--	--	--

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7. What is the legal name of the buyer?

B00406

▶ Go to next Section

8. When did this business amalgamate?

Date B00213

YYYY				MM		DD	

9. What is the legal name of the resulting or continuing business?

B00407

10. What is (are) the legal name(s) of the other amalgamated business(es)?

B00408

▶ Go to next Section

11. When did this business become temporarily inactive?

Date B00214

YYYY				MM		DD	

12. When does this business expect to resume operations?

Date B00215

YYYY				MM		DD	

13. Why is this business temporarily inactive?

B00313

▶ Go to next Section

14. When did this business cease operations?

Date B00216

YYYY				MM		DD	

15. Why did this business cease operations?

B00314

▶ Go to next Section

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## Reporting instructions

1. Please print in ink.
2. Report all dollar amounts in **thousands of Canadian dollars**.
3. Do not include sales tax.
4. Percentages should be rounded to whole numbers.
5. Consult the reporting guide at **www.statcan.gc.ca/guides-e** for further information.
6. When precise figures are not available, please provide your best estimates.

## Business activity

1. Statistics Canada uses the **North American Industrial Classification System** to classify the activities of each business. According to our records, this business's **main activity** is classified as:

Is this the **main activity** of this business?

B05002

- Yes, this is the **main activity** of this business. ► **Go to question 1c**
- No, this is **not the main activity** of this business. ► **Go to question 1a**

- a. Was this business's main activity, which typically generates the most revenue, **ever** classified as described above?

B05111

- Yes ► **When did the main business activity change?** ► **Date :**
- No ► **Go to question 1b**

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

- b. Please provide a **brief but precise description** of this business's **main activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05003

- c. Approximately what **percentage of this business's revenue** is generated by this **main activity**?

Estimates are acceptable. ....

B05004
<input type="text"/>

 %

Are there any other activities that **contribute significantly** (at least 10%) to this **business's revenue**?

B05024

- Yes ► **Go to question 1d**
- No ► **Go to next page**

- d. Please provide a **brief but precise description** of this business's **secondary activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05005

- e. Approximately what **percentage of this business's revenue** is generated by this **secondary activity**?

Estimates are acceptable. ....

B05006
<input type="text"/>

 %

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## Revenue

- Notes:**
- A detailed breakdown may be requested in other sections.
  - These questions are asked of many different industries. Some questions may not apply to this business.
  - Refer to the reporting guide for detailed instructions.
  - Please report all amounts in **thousands of Canadian dollars**.

What was this business's revenue from each of the following sources?

		CAN\$ '000
1.	Sales of goods and services <b>Include:</b> sales, commissions, rental and leasing revenue if they are this business's primary revenue source .....	F43008 \$ <input type="text"/> ,000
2.	Rental and leasing (report only if this is a secondary source of revenue; if rental and leasing are your primary revenue source, report in question 1) .....	F45801 \$ <input type="text"/> ,000
3.	Commissions (report only if this is a secondary source of revenue; if commissions are your primary revenue source, report in question 1) .....	F45701 \$ <input type="text"/> ,000
4.	Subsidies <b>Include:</b> grants, donations, fundraising and sponsorships .....	F47101 \$ <input type="text"/> ,000
5.	Royalties, rights, licensing and franchise fees .....	F47201 \$ <input type="text"/> ,000
6.	Dividends .....	F51101 \$ <input type="text"/> ,000
7.	Interest .....	F51201 \$ <input type="text"/> ,000
8.	Other revenue — please specify: <b>Include:</b> intracompany transfers	
	F51302 <input type="text"/>	F51301 \$ <input type="text"/> ,000
9.	<b>Total revenue</b> (sum of questions 1 to 8) .....	F40000 \$ <input type="text"/> ,000

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## Expenses

- Notes:**
- A detailed breakdown may be requested in other sections.
  - These questions are asked of many different industries. Some questions may not apply to this business.
  - Refer to the reporting guide for detailed instructions.
  - Please report all amounts in **thousands of Canadian dollars**.

What were this business's expenses for the following items?

1. Cost of goods sold		<b>CAN\$ '000</b>
		F61206
a.	opening inventories .....	\$ <input type="text"/> ,000
b.	purchases <b>Include:</b> raw materials, goods purchased for resale and non-returnable containers <b>Exclude:</b> change in inventories .....	F61306 \$ <input type="text"/> ,000
c.	closing inventories .....	F61406 \$ <input type="text"/> ,000
d.	cost of goods sold (opening inventories <b>plus</b> purchases <b>minus</b> closing inventories) .....	<b>CAN\$ '000</b> F61101 \$ <input type="text"/> ,000
2. Employment costs and expenses <b>Include:</b> all employees who were issued a T4 <b>Exclude:</b> commissions paid to non-employees, report in question 3		
a.	salaries, wages and commissions .....	F61501 \$ <input type="text"/> ,000
b.	employee benefits (please refer to the reporting guide for the list of inclusions and exclusions) .....	F61502 \$ <input type="text"/> ,000
3. Subcontracts <b>Include:</b> commissions paid to non-employees <b>Exclude:</b> research and development .....		F62503 \$ <input type="text"/> ,000
4. Research and development fees <b>Exclude:</b> in-house research and development .....		F62504 \$ <input type="text"/> ,000
5. Professional and business fees (e.g., legal, accounting, consulting, scientific and property management fees) .....		F62601 \$ <input type="text"/> ,000
6. Utilities (e.g., electricity, water and gas) .....		F61801 \$ <input type="text"/> ,000
7. Office and computer related expenses (e.g., office supplies, postage and computer upgrades) .....		F62505 \$ <input type="text"/> ,000
8. Telephone, Internet and other telecommunication .....		F61802 \$ <input type="text"/> ,000
9. Business taxes, licenses and permits (e.g., beverage tax, business tax, license fees and property taxes) .....		F61901 \$ <input type="text"/> ,000
10. Royalties, franchise fees and memberships <b>Exclude:</b> Crown royalties .....		F62001 \$ <input type="text"/> ,000
11. Crown charges (for logging, mining and energy industries only) .....		F62506 \$ <input type="text"/> ,000

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CAN\$ '000

12. Rental and leasing <b>Include:</b> land, building, equipment and vehicles .....	F62101 \$ [ ] ,000
13. Repair and maintenance <b>Include:</b> buildings, equipment and vehicles .....	F62201 \$ [ ] ,000
14. Amortization and depreciation .....	F61601 \$ [ ] ,000
15. Insurance .....	F62301 \$ [ ] ,000
16. Advertising, marketing, promotion, meals and entertainment .....	F62507 \$ [ ] ,000
17. Travel, meetings and conventions .....	F62508 \$ [ ] ,000
18. Financial services (e.g., bank charges and transaction fees) .....	F62401 \$ [ ] ,000
19. Interest expense .....	F69101 \$ [ ] ,000
20. Other non-production-related costs and expenses <b>Include:</b> bad debt, loan losses, donations, political contributions and inventory write-down .....	F62509 \$ [ ] ,000
21. All other cost and expenses — please specify: <b>Include:</b> intracompany expenses	
F62512 [ ]	F62511 \$ [ ] ,000
22. <b>Total expenses</b> (sum of lines 1 to 21) .....	F60000 \$ [ ] ,000

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## Industry characteristics

### Sales

What were this business's sales for each of the following goods and services?

Please report all amounts in **thousands of Canadian dollars**.

**Include** : printed and online publications

#### 1. Sales of published materials

CAN\$ '000

	F43188	\$		,000
a. databases .....				
	F43189	\$		,000
b. directories (telephone and other) .....				
	F43191	\$		,000
c. mailing lists .....				
	F43192	\$		,000
d. art prints, posters, greeting cards, postcards, calendars and other consumer publications <b>Exclude:</b> advertising posters and desktop calendars .....				
	F43193	\$		,000
e. catalogues, diaries, time schedulers, brochures and other business, trade and professional publications <b>Exclude:</b> books, periodicals and newspapers .....				
f. other publications — please specify: F43194	F43195	\$		,000

#### 2. Please provide a percentage breakdown of your sales of published materials (reported at question 1)

Percentage

a. printed .....	F43196		%
b. online .....	F43197		%

#### 3. Sales of advertising space in

CAN\$ '000

	F43198	\$		,000
a. databases .....				
	F43199	\$		,000
b. directories (telephone and other) .....				
	F43201	\$		,000
c. other advertising .....				
4. Other sales of goods and services — please specify: F43175	F43005	\$		,000
5. <b>Total sales of goods and services</b> (sum of questions 1, 3 and 4) .....	F43000	\$		,000

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## Sales by type of client

What was this business's breakdown of sales by the following types of client?

### 1. Clients in Canada

#### Percentage

F43008\_c1

%

a. individuals and households .....

F43008\_c2

%

b. businesses .....

F43008\_c3

%

c. governments, not-for-profit organizations and public institutions  
(e.g., hospitals and schools) .....

F43008\_c4

%

2. Clients outside of Canada .....

100%

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## Sales by consumer location

Please provide the percentage breakdown of this business's sales by **consumer location** (the consumer location is where the goods or services will ultimately be used).

Acceptable substitutes:

- shipping destination
- client's billing address
- location of this business's retail customers
- location of this business's warehouses/distribution centres.

	Percentage
1. Newfoundland and Labrador .....	F43008_g1 <input type="text"/> <input type="text"/> <input type="text"/> %
2. Prince Edward Island .....	F43008_g2 <input type="text"/> <input type="text"/> <input type="text"/> %
3. Nova Scotia .....	F43008_g3 <input type="text"/> <input type="text"/> <input type="text"/> %
4. New Brunswick .....	F43008_g4 <input type="text"/> <input type="text"/> <input type="text"/> %
5. Quebec .....	F43008_g5 <input type="text"/> <input type="text"/> <input type="text"/> %
6. Ontario .....	F43008_g6 <input type="text"/> <input type="text"/> <input type="text"/> %
7. Manitoba .....	F43008_g7 <input type="text"/> <input type="text"/> <input type="text"/> %
8. Saskatchewan .....	F43008_g8 <input type="text"/> <input type="text"/> <input type="text"/> %
9. Alberta .....	F43008_g9 <input type="text"/> <input type="text"/> <input type="text"/> %
10. British Columbia .....	F43008_g10 <input type="text"/> <input type="text"/> <input type="text"/> %
11. Yukon .....	F43008_g11 <input type="text"/> <input type="text"/> <input type="text"/> %
12. Northwest Territories .....	F43008_g12 <input type="text"/> <input type="text"/> <input type="text"/> %
13. Nunavut .....	F43008_g13 <input type="text"/> <input type="text"/> <input type="text"/> %
14. United States .....	F43008_g14 <input type="text"/> <input type="text"/> <input type="text"/> %
15. All other countries .....	F43008_g15 <input type="text"/> <input type="text"/> <input type="text"/> %
<b>100%</b>	

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## International transactions

### Revenue received from exports

1. Did this business receive revenue from **clients outside Canada** for the sale of products, services, royalties, rights, licensing or franchise fees?

B05011\_b

- Yes ➔ **Complete questions 2, 3 and 4.**
- No ➔ **Go to question 5.**

2. What was the revenue received from **clients outside Canada**? .....

CAN\$ '000

F43217

\$  ,000

3. What was the percentage breakdown of revenue received from **clients outside Canada** by goods, services and royalties?

	Percentage	
a. goods .....	F43218	%
b. services .....	F43219	%
c. royalties, rights, licensing and franchise fees .....	F47202	%

F43590

**Total** .....

4. What was the percentage breakdown of revenue received from **clients outside Canada** by country?

	Percentage	
a. United States .....	F43221_g1	%
b. Mexico .....	F43221_g2	%
c. other countries — please specify by listing top 4 contributors:		

B50002\_1

F43222\_1

%

B50002\_2

F43222\_2

%

B50002\_3

F43222\_3

%

B50002\_4

F43222\_4

%

### Purchases from outside Canada (imports)

5. Did this business make payments to **suppliers outside Canada** for the purchase of products, services, royalties, rights, licensing or franchise fees?

B05012\_b

- Yes ➔ **Complete questions 6, 7 and 8.**
- No ➔ **Go to next section.**

6. What were the payments made to **suppliers outside Canada**? .....

CAN\$ '000

F61314

\$  ,000

7. What was the percentage breakdown of payments made to **suppliers outside Canada** by goods, services and royalties?

	Percentage	
a. goods .....	F61315	%
b. services .....	F61316	%
c. royalties, rights, licensing and franchise fees .....	F61317	%

F61330

**Total** .....

8. What was the percentage breakdown of payments made to **suppliers outside Canada** by country?

	Percentage	
a. United States .....	F61318_g1	%
b. Mexico .....	F61318_g2	%
c. other countries — please specify by listing top 4 contributors:		

B50003\_1

F61319\_1

%

B50003\_2

F61319\_2

%

B50003\_3

F61319\_3

%

B50003\_4

F61319\_4

%

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## 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*.

Statistics Canada will use information from this survey for statistical purposes.

### 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 have agreed to 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 and to minimize the reporting burden, 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, [www.statcan.gc.ca](http://www.statcan.gc.ca)**