



Unified Enterprise Survey - Annual

1999 Survey of Service Industries: Newspaper Publishers

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 appeler au numéro de téléphone indiqué dans la boîte ombragée ci-dessous.

Correct pre-printed information if necessary using the corresponding boxes below:

0001	Legal name	0004	Number and street		
0002	Business name	0005	City	0006	Province or State
0003	C/o	0053	Country	0007	Postal code
0008	First name of contact	0028	Last name of contact		
0052	Please report for:	0010	Language preference 1 <input type="radio"/> English 2 <input type="radio"/> French		

A - Introduction

Survey Purpose

This survey collects the financial and operating data needed to produce statistics concerning your industry. These data will be aggregated with information from other sources to produce official estimates of national and provincial economic production in Canada, as well as official estimates of activity by industry. These estimates are used by government for national and regional programs and policy planning as well as by the private sector for industry performance measurement and market development.

Coverage


Please complete this questionnaire for the business unit described in the pre-printed area above. "Business unit" refers to the operation(s) described in the pre-printed area. Report only for those operations located in Canada.

Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information obtained from this survey that relates to any identifiable business. **The data reported on this questionnaire will be treated in strict confidence**, used for statistical purposes and published in aggregate form only. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation.

Please return the completed questionnaire(s) in the enclosed envelope **within 30 days** of receipt. However, if you wish to send the questionnaire(s) by facsimile, please consult the **Reporting Instructions** in this section. Thank you.

**If you need further information or help,
please call 1 888 881-3666.**

Name of the primary person completing this questionnaire:			
0026	<input type="radio"/> Mr. <input type="radio"/> Mrs. <input type="radio"/> Miss <input type="radio"/> Ms.	0013	0054
First name		Last name	
Title: 0014			
Telephone number: 0017	Extension: 0027	Fax number: 0016	Date completed: YYYY MM DD
Signature: 			0015
I certify that the information contained herein is complete and correct to the best of my knowledge.			

Main Business Activity

Please check the **main** activity, at this business unit, that most accurately describes the **principal** source of operating revenue. Please check **one** only.

Note: **Newspapers** contain news/editorial content and are published at regular intervals, typically on a daily, weekly or monthly basis. These newspapers may be published in print or electronic form.

1. 511110 0245 **Newspaper Publishers/Newspaper Publishers and Printers**

- Please exclude:**
- firms that **only** provide printing services and do not publish **any** newspapers;
 - firms that are primarily publishers of periodicals, magazines, databases, sheet music, software and specialty items (e.g., catalogues, calendars, greeting cards, maps).

Please indicate the title(s) of the newspaper(s) that **this business unit** publishes (attach a separate sheet if required).

0246

2. 0040 **Other activities**

Please list the main activities of this business unit and indicate the estimated percentage of total operating revenue associated with each one:

0041

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

Data-sharing Agreements

To avoid duplicating survey activity, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. This is done in accordance with the federal *Statistics Act* and corresponding provincial and territorial legislation. The data are to be kept confidential and used for statistical purposes only. **Your responses are not shared with Revenue Canada.** More details on data-sharing are included in this package.

Reporting Instructions

When precise figures are not available, your best estimates are acceptable.

1. Report all dollar amounts in CANADIAN DOLLARS (\$ CDN).
2. All dollar amounts reported should be rounded to whole dollars (e.g., \$55,417.40 should be reported as \$55,417).
3. Percentages should be rounded (e.g., 37.3% to 37%, 75.8% to 76%).
4. Please write clearly in ink.
5. This survey questionnaire can be faxed back to Statistics Canada at **1 888 883-7999**.

Statistics Canada advises you that there could be a risk of disclosure during the facsimile transmission. However, upon receipt of your facsimile, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

B - Revenue

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

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

Sales of Goods and Services Produced

	\$ CDN
1. Total sales of goods and services produced (e.g., revenue from paid subscriptions, newsstands, advertising revenue, custom printing, mailing lists)	2299
2. All other operating revenue	2077
Exclude interest income and dividends. Please report this amount in this section at question 4, "Non-operating revenue".	
Please name major items:	
2071	
2072	
2073	

Revenue Totals

	\$ CDN
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. Total revenue (add amounts reported at questions 3 and 4 above)	2098

B-1 Revenue by Type of Product

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

	\$ CDN
Circulation sales from:	2340
1. Newspapers, appearing at least four times a week, published only	2341
2. Newspapers, appearing at least four times a week, published and printed	2350
3. Weekly newspapers, published only	2351
4. Weekly newspapers, published and printed	2342
5. Community newspapers, published only	2343
6. Community newspapers, published and printed	2344
7. National weekend newspapers, published only	2345
8. National weekend newspapers, published and printed	2346
9. Other newspapers, published only	2347
10. Other newspapers, published and printed	2347

B-1 Revenue by Type of Product (continued)

	\$ CDN
11. Sale of advertising space	2326
12. Custom printing	2349
13. Sales of all other goods and services produced	2000
Please name major items:	
2001	
2002	
2003	
14. Total (sum of amounts reported at questions 1 to 13 above must equal the amount entered in Section B - Revenue , at question 1, "Total sales of goods and services produced")	2305

B-2 Distribution of Revenue by Function

Please indicate the amount of "Total sales of goods and services produced", reported in **Section B - Revenue**, at question 1, "Total sales of goods and services produced", earned directly from:

	\$ CDN
1. Sales of advertising space (the amount reported must equal the amount entered in Section B-1 - Revenue by Type of Product , at question 11, "Sale of advertising space")	2348
2. Newsstand or single copy sales	2711
3. Subscriptions paid in advance and home delivery	2712
4. Sales of mailing lists	2713
5. Custom printing (the amount reported must equal the amount entered in Section B-1 - Revenue by Type of Product , at question 12, "Custom printing")	2714
6. Sales of all other goods and services produced by this firm	2716
7. Total (sum of amounts reported at questions 1 to 6 above must equal the amount entered in Section B - Revenue , at question 1, "Total sales of goods and services produced")	2715

C - 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
Raw materials:		
1. Newsprint	5521	5526
2. All other raw materials	5522	5527
3. Goods and services in process	5510	5515
4. Finished products	5500	5505
5. Total inventories (add amounts reported at questions 1 to 4 above)	5550	5555

For information only

D - Expenses

Please include: • all expenses within or outside Canada recorded or received by this business unit.

Please exclude: • income tax and the portion of federal or provincial sales taxes refunded by government.

Labour Compensation

		\$ CDN
<p>1. Wages and salaries of employees</p> <p>Please exclude employer portion of employee benefits from salaries and wages and report these benefits separately at question 2 below.</p> <div style="border: 1px solid black; padding: 5px;"> <ul style="list-style-type: none"> • Employees are defined as those workers for whom you completed a Revenue Canada T4 - Statement of Remuneration Paid form. • Please report all wages and salaries (including taxable allowances and employment commissions as defined on the T4 - Statement of Remuneration Paid form) before deductions. </div> <p>Include: • those amounts deposited to accounts outside Canada.</p> <p>Exclude: • all payments and expenses associated with outside contract workers and employment agencies or personnel suppliers. Please report these payments on the appropriate line(s) in this section.</p> <p>For example:</p> <ul style="list-style-type: none"> • the cost of a graphic artist, designer, receptionist or filing clerk under direct contract to you. Please report these payments in this section at question 15, "Other professional and business service fees"; • the cost of maintenance or cleaning staff under direct contract to you. Please report these payments in this section at question 10, "Purchased maintenance and repair service expenses including janitorial and cleaning services". • all payments to casual labour without a T4 - Statement of Remuneration Paid form. Please report these payments in this section at question 33, "All other operating expenses". 	3010	
<p>2. Employer portion of employee benefits</p> <p>Include: • contributions to health plans, insurance plans, employment insurance, pension contributions, workers' compensation, retiring allowances or lump sum payments to employees upon termination or retirement, etc.</p> <p>Exclude: • contributions to provincial health and education payroll taxes applicable to this business unit. Please report these payments in this section at question 33, "All other operating expenses".</p>	3040	
<p>3. Total labour compensation (add amounts reported at questions 1 and 2 above)</p>	3041	

Purchased Service Expenses

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

	\$ CDN
4. Contract printing	3089
5. Goods transportation, warehousing and storage Include delivery charges. Exclude the cost of transportation of materials, components and supplies if it is included in the price of materials, components and supplies.	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 to newspapers, library services, records management and archive services.	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. Exclude rental and leasing of vehicles with driver and machinery and equipment with operator and report those costs with the associated function.	4115
10. Purchased maintenance and repair service expenses including janitorial and cleaning services Include janitorial and cleaning services, materials, parts and labour. Exclude property management fees. Please report these amounts in this section at question 33, "All other operating expenses".	4175
11. Payment(s) to employment agency or personnel supplier (e.g., pay for temporary workers paid through an agency and charges for personnel search services)	3080
12. Fees of wholesale and retail agents and brokers	4466
13. Legal, accounting and auditing fees	4230
14. Consulting fees Include fees for information technology, management, technical and scientific consulting.	4270
15. Other professional and business service fees Include fees for education and training, research and development, payroll preparation, etc.	4275
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 35, "Other expenses".	4325
17. Royalties and franchise fees	4440
18. Advertising expenses	4365
19. Travel expenses Include passenger transportation, accommodation, meals while travelling, and other travel allowances.	4366
20. Meals and entertainment expenses Include purchases for clients.	4367
21. Property and business taxes, licences and permits 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 Supplies 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
22. Office supplies 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. Exclude postage and courier expenses, and telephone and other telecommunication expenses. Please report these payments in this section at questions 6 and 7 respectively.	3301
23. Newsprint, in rolls or sheets	3230
24. Coated paper and paperboard other than newsprint or paper stock	3231
25. Uncoated paper and paperboard other than newsprint or paper stock (excluding kraft)	3232
26. Printing ink, writing, drawing and other inks, whether concentrated or solid	3233
27. All other materials, components and supplies including diskettes, CDs	3392
28. Total materials, components and supplies expenses (add amounts reported at questions 22 to 27 above)	3399

Non-returnable Containers and Other Shipping and Packaging Materials Expenses

	\$ CDN
29. Non-returnable containers and other shipping and packaging materials (e.g., pallets, skids, cartons, shrink wrap)	3499

Other Operating Expenses

	\$ CDN
30. Energy expenses (e.g., electricity, gasoline, fuel oil, diesel fuel, propane, natural gas) Exclude 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
31. Depreciation and amortization (e.g., vehicles, buildings, equipment) (including this business unit's assets and capital lease obligations)	4520
32. Management fees paid to head office and business support units	4555
33. All other operating expenses (e.g., contributions to provincial health and education payroll taxes, allowances for bad debts, donations, and inventory adjustments) Exclude interest expenses. Please report these amounts in this section at question 35, "Other expenses".	4569
Please name major items:	
4561	
4562	
4563	

Expense Totals

	\$ CDN
34. Total operating expenses (add amounts reported at questions 3 to 21 and 28 to 33 above)	4599
35. 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
36. Total expenses (add amounts reported at questions 34 and 35 above)	4699

E - Distribution of Operating Expenses by Activity

Please indicate the amount of "Total operating expenses", reported in **Section D - Expenses**, at question 34, "Total operating expenses", incurred for each of the following activities. Please **include all purchased and in-house costs** associated with each activity (e.g., salaries, materials, direct costs and purchased services).

Editorial and design costs:	\$ CDN
1. In-house costs	4711
2. Freelancers' fees	4712
3. News wire service fees	4713
4. Payments for syndicated material	4714
Production and printing:	
5. Contract printing	4716
6. In-house production and printing	4717
7. Web site development and maintenance	4718
8. Cost of sales of advertising space	4719
9. Marketing and promotion (including sponsorships)	4720
10. Distribution expenses (including bundling, transportation)	4721
11. Administration and all other expenses not specified above	4722
12. Total (sum of amounts reported at questions 1 to 11 above must equal the amount entered in Section D - Expenses , at question 34, "Total operating expenses")	4729

For information only

F - 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 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

Please report the number of contract workers usually engaged at this business unit (i.e., during a typical pay period).

	Number
4. Contract workers Individuals engaged only for the duration of a specific project or term.	6320

G - Distribution of Operating Revenue by Type of Customer

Data on your revenue by type of customer will be used to improve information on the origins of demand for goods and services. We recognize that this may be a difficult question to answer, and welcome your suggestions on how to improve it in the **Comments** Section at the end of the questionnaire.

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

	%
Customers in Canada	8100
1. Individuals and households	8120
2. Public Institutions (e.g., hospitals, schools, universities)	8130
3. Government (e.g., federal, provincial, territorial and municipal administration)	8112
4. Financial businesses (e.g., financial intermediaries including, banks, trust companies, financial crown corporations)	8115
5. All other businesses (including non-financial crown corporations)	8140
6. Customers outside Canada (exports)	
Total	100%

Name of **person** reporting **Type of Customer** information (if different from name on page 1)

8190

First name Last name

Telephone number 8192
 (include area code)

H - Distribution of Operating Revenue by Customer Location

Data on your revenue by customer location will be used to improve information on the movement of goods and services between provinces and to other countries. We recognize that this may be a difficult question to answer, and welcome your suggestions on how to improve it in the **Comments** Section at the end of the questionnaire.

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

	%
Customers in Canada	8400
1. Newfoundland	8415
2. Prince Edward Island	8405
3. Nova Scotia	8410
4. New Brunswick	8420
5. Quebec	8425
6. Ontario	8430
7. Manitoba	8435
8. Saskatchewan	8440
9. Alberta	8445
10. British Columbia	8455
11. Yukon	8451
Northwest Territories	8452
12. Northwest Territories (excluding Nunavut)	8450
13. Nunavut	8450
14. Northwest Territories (old boundaries) (add percentages reported at questions 12 and 13 above)	8465
Customers outside Canada (exports)	8470
15. United States	8476
16. Mexico	8476
17. All other countries	8476
Total	100%

I - Events That May Have Affected Your Business Unit

1. Compared to **last fiscal year**, were there any events that may have significantly affected the reported values for this business unit?

- 9929 Yes → **If yes**, please go to question 2.
 No → **If no**, please go to **Section J - Comments**.

2. Please check the box(es) that best reflect this change.

- | | |
|---|---|
| 9930 <input type="radio"/> Longer scheduled work week | 9931 <input type="radio"/> Shorter scheduled work week |
| 9932 <input type="radio"/> Increase in business | 9933 <input type="radio"/> Decrease in business |
| 9934 <input type="radio"/> More overtime | 9935 <input type="radio"/> Less overtime |
| 9936 <input type="radio"/> Foreign exchange | 9937 <input type="radio"/> Merger or acquisition |
| 9938 <input type="radio"/> Layoffs | 9939 <input type="radio"/> Increase in hiring |
| 9940 <input type="radio"/> Temporary shutdown | 9941 <input type="radio"/> Permanent shutdown |
| 9942 <input type="radio"/> Strike | 9943 <input type="radio"/> Weather |
| 9944 <input type="radio"/> Change in supplier | 9945 <input type="radio"/> Change in product line |
| 9946 <input type="radio"/> Price changes, goods or services sold (output) | 9947 <input type="radio"/> Price changes, labour or raw materials (input) |
| 9948 <input type="radio"/> Changes in industry regulation | 9949 <input type="radio"/> Changes in government taxes |
| | 9952 <input type="radio"/> Natural disaster |

3. 9950 Other (please specify):

J - Comments

1. How long did you spend collecting the data and completing this form? hours

2. Comments?

We invite your comments on the following topics or any others related to our business survey program. We appreciate your assistance.

- questionnaire content
- new questions of interest to your industry
- questionnaire language
- use of business terminology
- comprehension of questions (e.g., through definitions, examples of inclusions and exclusions, code sheets, instruction sheets, reporting guides)
- order and flow of questions
- timing of receipt of questionnaire and the period given for response
- other sources of data to further reduce response burden
- potential for electronic data reporting
- general (non-proprietary) business software packages in use

9920

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Please telephone 1 888 881-3666
or
fax 1 888 883-7999



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