



2006 Survey of Service Industries: Advertising and Related Services

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français,
veuillez nous téléphoner 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 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. 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 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*.

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.

- 541810 0127 Advertising agencies
- 541820 0128 Public relations services
- 541830 0129 Media buying agencies
- 541840 0138 Media representatives
- 541850 0164 Display advertising
- 541860 0165 Direct mail advertising
- 541870 0166 Advertising material distribution services (e.g., sample/advertising material direct distribution services)
- 541891 0167 Specialty advertising
- 541899 0224 All services related to advertising (e.g., merchandise demonstration services, sign painting and lettering services)
- 561420 0175 Telemarketing
- 339950 0176 Sign and display manufacturing
- 0040 None of the above – Please call **1 888 881-3666** for further instructions.

FOR
INFORMATION
ONLY

C - Reporting Period Information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2006 and March 31, 2007. Please indicate below the period covered by this questionnaire.

| | | | | | | | |
|-------------|------|----|----|-----------|------|----|----|
| | YYYY | MM | DD | | YYYY | MM | DD |
| From | | | | To | | | |

2. If you **did not operate** this business unit for 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 only. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the enclosed Reporting Guide for further information.

D - Revenue

| | | CAN\$ |
|--|------|-------|
| 1. Sales of goods and services (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances. A detailed breakdown will be requested in Section F . | 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 service fees (e.g., legal, accounting) | 4315 |
| 5. | Outsourcing (include work contracted out such as payments to freelancers, personnel suppliers, artists, etc.) | 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 (include gas, heating, hydro, water) | 4066 |
| 15. | Telephone, Internet 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 and depreciation of tangible and intangible assets | 4520 |
| 22. | Charitable donations | 4521 |
| 23. | Bad debts | 4542 |
| 24. | All other expenses 4531 (please specify): | 4569 |
| 25. | Total expenses (sum of questions 1 to 24) | 4699 |
| 26. | Corporate taxes (if applicable) | 4600 |
| 27. | Gains (losses) and other items (see Reporting Guide) | 4601 |
| 28. | Net profit/loss after tax and other items (see Reporting Guide) | 2304 |

F - Industry Characteristics - Advertising and Related Services

Advertising agencies, media buyers and media representatives

Total gross billings

| | | 2013 | CAN\$ |
|------------------------------------|--|------|-------|
| 1. Total gross billings to clients | | | |

Media costs

| | | | |
|--|--|------|--|
| 2. Value of media purchases made on behalf of your clients | | 4051 | |
|--|--|------|--|

Please provide a breakdown of your sales in Canadian dollars.

| | | | CAN\$ |
|---|------|------|-------|
| 3. Commissions and fees from sales of media time and/or space | | 2706 | |
| 4. Production work performed by your own staff | | 2402 | |
| 5. Public relations services | | 2468 | |
| 6. Distribution of advertising content | | 2707 | |
| 7. Rental and/or leasing of billboards, signs and displays | | 2408 | |
| 8. Commissions and fees from sales of other services (please specify type of service): | 2709 | | |
| 9. Sales of specialty advertising products | | 2407 | |
| 10. Sales of other merchandise | | 2000 | |
| 11. All other sales (please specify): | 2559 | | 2558 |
| 12. Total sales (sum of questions 1 to 11) | | 2305 | |

Please provide a percentage breakdown of your sales by **media type**.

| | | % |
|-----------------|------|---|
| 13. Television | 9151 | |
| 14. Radio | 9153 | |
| 15. Print | 9154 | |
| 16. Internet | 9155 | |
| 17. Direct mail | 9176 | |
| 18. Other | 9156 | |

Please provide a percentage sales breakdown of your **business** clients.

| | | % |
|--------------------------|------|---|
| 19. Retail trade | 8296 | |
| 20. All other businesses | 8297 | |

G - Personnel

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

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 and public institutions (e.g., hospitals, schools) | 8233 | |
| 2. Clients outside Canada | 8140 | |
| Total | | 100% |

I - J - Not applicable

K - Provincial/Territorial Distribution

Number

5001

1. Please report the number of permanent business units/locations operating in Canada during the reporting period. Business unit is defined as the lowest level of the firm for which separate records are kept for such details as revenue, expenses and employment.

2. Do you have permanent business units/locations in more than **one** province or territory?

⁹⁹⁶⁶ 1 Yes – Please complete question 3

3 No – Please go to Section L

3. Please report the following data for the provinces or territories in which you have business units.

Please indicate if you are reporting in **either** Canadian dollars **or** percentages.

⁹⁹⁶⁷ 1 \$ OR 2 %

| | Number of business units (locations) | Total revenue | Salaries, wages and employee benefits | Amortization and depreciation of tangible and intangible assets | Total expenses |
|------------------------------|--------------------------------------|---------------|---------------------------------------|---|----------------|
| 1. Newfoundland and Labrador | 5002 | 4824 | 4826 | 4827 | 4927 |
| 2. Prince Edward Island | 5003 | 4829 | 4831 | 4832 | 4932 |
| 3. Nova Scotia | 5004 | 4834 | 4836 | 4837 | 4937 |
| 4. New Brunswick | 5005 | 4839 | 4841 | 4842 | 4942 |
| 5. Quebec | 5006 | 4844 | 4846 | 4847 | 4947 |
| 6. Ontario | 5007 | 4849 | 4851 | 4852 | 4952 |
| 7. Manitoba | 5008 | 4854 | 4856 | 4857 | 4957 |
| 8. Saskatchewan | 5009 | 4859 | 4861 | 4862 | 4962 |
| 9. Alberta | 5010 | 4864 | 4866 | 4867 | 4967 |
| 10. British Columbia | 5011 | 4869 | 4871 | 4872 | 4972 |
| 11. Yukon | 5014 | 4874 | 4876 | 4877 | 4977 |
| 12. Northwest Territories | 5013 | 4879 | 4881 | 4882 | 4982 |
| 13. Nunavut | 5012 | 4884 | 4886 | 4887 | 4987 |
| 14. Total | 5015 | 4889 | 4891 | 4892 | 4992 |

L - Contact Information

0015

Date completed

YYYY

MM

DD

| | | |
|--|--|--|
| | | |
|--|--|--|

Name of person to contact about this questionnaire:

0026 1 Mr. 2 Mrs. 3 Miss 4 Ms

First name

0013

Last name

0054

Title

0014

E-mail
address

0018

Website
address

0020

Telephone
number

0017

()

Extension
number

0027

Fax
number

0016

()

Hour(s)

Minutes

How long did you spend collecting the data and completing the questionnaire?

9910

9909

M - Comments

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

9920

9913

9914

9915

9916

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

Visit our website at www.statcan.ca