



Unified Enterprise Survey - Annual

2000 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 nous appeler sans frais au numéro de téléphone suivant : 1 888 881-3666.

For Information Only

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/Zip 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. For more information on survey purpose, please consult the enclosed booklet entitled "Statistics Canada Business Surveys".

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. The questionnaire(s) can also be faxed back to Statistics Canada at **1 888 883-7999**. Thank you.

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

Name of the primary person completing this questionnaire:		0013	[Grid for name]		
0026		0054	[Grid for name]		
<input type="radio"/> Mr. <input type="radio"/> Mrs. <input type="radio"/> Miss <input type="radio"/> Ms.		First name			
		Last name			
Title: 0014	E-mail address: 0018		Web site address: 0020		
Telephone number: 0017 ()	Extension: 0027	Fax number: 0016 ()	Date completed: YYYY MM DD		
Signature:		0015	[Grid for date]		

I certify that the information contained herein is complete and correct to the best of my knowledge.

Coverage

Please complete this questionnaire for the business unit(s) described in the pre-printed area on the front page of this questionnaire. Report only for the operation(s) located in Canada.

Reporting Instructions

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

1. Please report all dollar amounts in CANADIAN DOLLARS (\$ CDN).
2. All dollar amounts reported should be rounded to the nearest whole dollar (e.g., \$55,417.40 should be reported as \$55,417).
3. All percentages reported should be rounded to the nearest whole percent (e.g., 37.3% to 37%, 75.8% to 76%).
4. Please include all electronic commerce transactions.
5. Please write clearly in ink.
6. 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*.

Reporting Period Information

Reporting Period

Please report information for your **most recent available 12-month fiscal period** ending between January 1, 2000 and March 31, 2001. Please indicate below the period covered by this questionnaire.

1. From ⁰⁰¹¹ YYYY MM DD To ⁰⁰¹² YYYY MM DD

2. Do the dates reported above represent a change in your fiscal year?

0059 Yes No

3. Were any of the operating units of this business unit temporarily or seasonally inactive during the reporting period?

0061 Yes No

4. Has this business unit acquired any operating units during the reporting period?

0064 Yes No

5. Has this business unit disposed of/sold any operating units during the reporting period?

0066 Yes No

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 kept confidential and used for statistical purposes only. **Your responses are not shared with Canada Customs and Revenue Agency (formerly Revenue Canada).** More details on data-sharing are included in this package.

Business Unit Organization

1. Type of organization (please check **one** only):

- 0024 1 Unincorporated sole proprietorship 2 Unincorporated partnership 3 Incorporated company 4 Co-operative
- 5 Joint venture 6 Government business entity 7 Government 8 Non-profit organization

Main Business Activity

Please check the category below that most accurately describes the **principal** source of operating revenue for this business unit.

Please check **one** only.

Note: **Newspapers** contain news, editorials, feature stories and other information of interest to the general public. They are published at regular intervals, typically on a daily, weekly or monthly basis. 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.

B - Revenue

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

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

	\$ CDN
1. Total sales of goods and services produced (e.g., revenue from circulation, advertising, custom printing, mailing lists, sale of rights)	2299
2. All other operating revenue (e.g., grants and subsidies)	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	
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 Source

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:

- Note:** **Daily newspapers** contain general news content and are issued four or more times per week. **Community newspapers** contain news content specific to a certain geographic community, and are usually issued weekly, biweekly or twice weekly.

	Print		On-line \$ CDN	Total \$ CDN
	Newsstand/ single copy sales \$ CDN	Subscription sales \$ CDN		
1. Circulation sales of:				
a. Daily newspapers	2306	2307	2308	2309
b. Community newspapers	2310	2311	2312	2313
c. Other newspapers	2314	2315	2316	2317
2. Sale of advertising space in:				
a. Daily newspapers	Print		On-line	Total
b. Community newspapers	2318		2319	2330
c. Other newspapers	2331		2332	2333
	2334		2335	2336
3. Custom printing				2349
4. Distribution services (e.g., flyer insertion and distribution)				2337

B - 1 Revenue by Source (continued)

	\$ CDN
5. Sale of mailing lists	2713
6. Sale or licensing of rights (e.g., syndication, sale of news articles)	2338
7. Sale of all other goods and services produced	2000
Please name major items:	
2001	
2002	
2003	
8. Total (sum of amounts reported at questions 1 to 7 must equal the amount entered in Section B - Revenue , at question 1, "Total sales of goods and services produced")	2305

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

D - Expenses

Please include: • all expenses (including electronic commerce) within or outside Canada recorded by this business unit.

Please exclude: • GST/HST and TVQ (Quebec).

Labour Remuneration

Please exclude: • all payments and expenses associated with outside contract workers, freelancers' and employment agencies or personnel suppliers. Please report these expenses at the appropriate question(s), in the "Purchased Service Expenses" sub-section, on the following page.

	\$ CDN
1. Wages and salaries paid to employees for whom you issued a T4 - Statement of Remuneration Paid form (include vacation pay, bonuses and commissions)	3010
2. Employer portion of employee benefits paid for all employees for whom you issued a T4 - Statement of Remuneration Paid form (include employer contributions to pension, medical/life insurance plans, employment insurance and workers' compensation)	3040
3. Total labour remuneration (add amounts reported at questions 1 and 2 above)	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 expenses Include delivery charges. Exclude transportation expenses of purchased material, if it is included in the price.	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.	4115
10. Purchased maintenance and repair service expenses, including janitorial and cleaning services Include materials, parts and labour. Exclude property management fees. Please report these amounts in this section at question 35, "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. Freelancers' fees	4712
15. Consulting fees Include fees for information technology, management, technical and scientific consulting.	4270
16. Other professional and business service fees Include fees for education and training, research and development, payroll preparation, etc.	4275
17. Financial service fees (e.g., bank charges, credit and debit card commissions) Exclude interest expenses. Please report these amounts in this section at question 37, "Other expenses".	4325
18. Royalties and franchise fees	4440
19. Purchase of rights (e.g., payments for permission to publish or distribute copyrighted material)	4273
20. Advertising expenses (e.g., trade shows)	4365
21. Travel expenses Include passenger transportation, accommodation, meals while travelling, and other travel allowances.	4366
22. Meals and entertainment expenses Include purchases for clients.	4367
23. 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 Supply 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
24. 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
25. Newspaper, in rolls or sheets	3230
26. Coated paper and paperboard other than newsprint or paper stock	3231
27. Uncoated paper and paperboard other than newsprint or paper stock (excluding kraft)	3232
28. Printing ink, writing, drawing and other inks, whether concentrated or solid	3233
29. Non-returnable containers and other shipping and packaging materials (e.g., pallets, skids, cartons, shrink wrap)	3499
30. All other materials, components and supplies, including CD's	3392
31. Total materials, components and supply expenses (add amounts reported at questions 24 to 30 above)	3399

Other Operating Expenses

	\$ CDN						
32. 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						
33. Depreciation and amortization (e.g., vehicles, buildings, equipment) (including this business unit's assets and capital lease obligations)	4520						
34. Management fees or any other service fees (e.g., legal, advertising, insurance) paid to head office and other business support units (e.g., warehouses, sales centres, trucking facilities)	4555						
35. 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 37, "Other expenses".	4569						
Please name major items: <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; border: 1px solid black;">4561</td> <td style="border: 1px solid black; height: 20px;"></td> </tr> <tr> <td style="border: 1px solid black;">4562</td> <td style="border: 1px solid black; height: 20px;"></td> </tr> <tr> <td style="border: 1px solid black;">4563</td> <td style="border: 1px solid black; height: 20px;"></td> </tr> </table>	4561		4562		4563		
4561							
4562							
4563							

Expense Totals

	\$ CDN
36. Total operating expenses (add amounts reported at questions 3 to 23 and 31 to 35)	4599
37. 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
38. Total expenses (add amounts reported at questions 36 and 37 above)	4699

E - 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
	6312
3. Total number of paid employees (add numbers reported at questions 1 and 2 above).	

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

Working Proprietors / Partners (Unincorporated Businesses Only)

If your firm is an unincorporated business, please report the **number** of working proprietors and/or partners.

	Number
5. Working proprietors and/or partners	6321

For information only

F - Distribution of Operating Revenue by Client Location

Data on your revenue by client 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 sales of goods and services produced" (reported in **Section B - Revenue**, at question 1) that you received from clients (readers, advertisers, etc.) in the following locations.

Clients in Canada	%
1. Newfoundland	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 (excluding Nunavut)	8451
13. Nunavut	8452
Clients outside Canada (exports)	8465
14. United States	8470
15. Mexico	8476
16. All other countries	8476
Total	100%

G - Comments

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

9910

hours

2. Comments?

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

- events that may have caused significant changes in your reported values from the previous year
- questionnaire content
- new questions of interest to your industry
- questionnaire language
- use of business terminology
- clarity of questions (e.g., 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

FOR information only

Lost the return envelope?

Please telephone 1 888 881-3666 OR fax the questionnaire back to us at 1 888 883-7999

OR

mail your questionnaire to Statistics Canada, Operations and Integration Division,
120 Parkdale Ave., Ottawa, Ontario K1A 0T6



Thank you for your co-operation

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