



Unified Enterprise Survey - Annual

2000 Survey of Service Industries: Database and Directory 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	00053	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 signature]	

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.

1. 51114 0241 **Database and Directory Publisher**
- 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.

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	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
6. Please estimate the percentage of your " Total operating revenue " reported in this section at question 3, that was generated by new or substantially improved services or other products introduced by your business unit during the last three years.	%
	2910

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.

	Print \$ CDN	On-line \$ CDN	Electronic (CD-ROMs, diskettes) \$ CDN	Total \$ CDN
1. Sales of published material:				
a. Databases	2328	2352	2329	2353
b. Telephone directories	2320	2354	2321	2355
c. Other directories	2322	2356	2323	2357
2. Sale of advertising space in:				
a. Databases	2358	2359	2360	2361
b. Telephone directories	2362	2363	2364	2365
c. Other directories	2366	2367	2368	2369
3. Mailing list compilation and mailing services				2325

B - 1 Revenue by Source (continued)

	\$ CDN
4. Sale or licensing of rights	2338
5. Sale of all other goods and services produced	2000
Please name major items:	
2001	
2002	
2003	
6. Total (sum of amounts reported at questions 1 to 5 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
1. Raw materials	5520	5525
2. Goods and services in process	5510	5515
3. Finished products	5500	5505
4. Total inventories (add amounts reported at questions 1 to 3 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 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 expenses	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, library services, records management and archive services. Exclude purchase of rights. Please report these amounts in this section at question 18, "Purchase of rights".	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. Also please include , if applicable, all associated energy, fuel and water expenses.	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 34, "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 36, "Other expenses".	4325
17. Royalties and franchise fees	4440
18. Purchase of rights (e.g., payments for permission to publish or distribute copyrighted material)	4273
19. Advertising expenses (e.g., trade shows)	4365
20. Travel expenses Include passenger transportation, accommodation, meals while travelling, and other travel allowances.	4366
21. Meals and entertainment expenses Include purchases for clients.	4367
22. Property and business taxes, licences and permits expenses 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
23. Office supply expenses 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 amounts in this section at questions 6 and 7 respectively.	3301
24. Newsprint, in rolls or sheets	3230
25. Coated paper and paperboard other than newsprint or paper stock	3231
26. Uncoated paper and paperboard other than newsprint or paper stock (excluding kraft)	3232
27. Printing ink, writing, drawing and other inks, whether concentrated or solid	3233
28. Non-returnable containers and other shipping and packaging material expenses (e.g., pallets, skids, cartons, shrink wrap)	3499
29. All other materials, components and supplies, including CD's	3392
30. Total materials, components and supply expenses (add amounts reported at questions 23 to 29)	3399

Other Operating Expenses

	\$ CDN						
31. 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						
32. Total depreciation and amortization (e.g., vehicles, buildings, equipment) Include business unit's assets and capital lease obligations.	4520						
33. 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						
34. 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 36, "Other expenses".	4569						
Please name major items: <table style="margin-left: 20px; border-collapse: collapse;"> <tr> <td style="border: 1px solid black; width: 50px; text-align: center;">4561</td> <td style="border: 1px solid black; width: 450px; height: 15px;"></td> </tr> <tr> <td style="border: 1px solid black; text-align: center;">4562</td> <td style="border: 1px solid black; height: 15px;"></td> </tr> <tr> <td style="border: 1px solid black; text-align: center;">4563</td> <td style="border: 1px solid black; height: 15px;"></td> </tr> </table>	4561		4562		4563		
4561							
4562							
4563							

Expense Totals

	\$ CDN
35. Total operating expenses (add amounts reported at questions 3 to 22 and 30 to 34 above)	4599
36. 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
37. Total expenses (add amounts reported at questions 35 and 36 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
3. Total number of paid employees (add numbers reported at questions 1 and 2 above).	6312

Contract Workers and Working Proprietors / Partners

	Number
4. Contract workers Please report the number of contract workers usually engaged (only for the duration of a specific project or term), at this business unit (i.e., during a typical pay period).	6320
5. Working proprietors and/or partners If this firm is an unincorporated business or partnership, please report the number of working proprietors and/or partners.	6321

F - Distribution of Operating Revenue by Type of Client

Data on your revenue by type of client 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 clients.

	%
Clients 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. Clients outside Canada (exports)	
Total	100%

G - 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 operating revenue" (reported in **Section B - Revenue**, at question 3, "Total operating revenue") that you received from clients 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)	
14. United States	8465
15. Mexico	8470
16. All other countries	8476
Total	100%

H - 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

Statistics Canada's publications are available for use
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As well, please visit our Web site at www.statcan.ca