



2006 Survey of Service Industries: Database, Directory and Specialty Publishers

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.

0241 **Database and Directory Publishing**

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.

0242 **Specialty Publishing**

Publishers of art prints, brochures, calendars, catalogues, diaries and time schedulers, globe covers, greeting cards, manuals, show guides, street guides and other specialty publications.

0040 None of the above – Please call **1 888 881-3666** for further instructions.

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):	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 - Database, Directory and Specialty Publishers

Please provide a breakdown of your sales.

1. Sales of published materials:

		CAN\$
a) Databases	2353	
b) Directories (telephone and other)	2589	
c) Mailing lists	2713	
d) Art prints, posters, greeting cards, postcards, calendars and other consumer publications (exclude advertising posters and desktop calendars)	2425	
e) Catalogues, diaries, time schedulers, brochures and other business, trade and professional publications (exclude books, periodicals and newspaper)	2426	
f) Other publications (please specify):	2427	

2. Sales of advertising space in:

		CAN\$
a) Databases	2361	
b) Directories (telephone and other)	2590	

3. Other sales (please specify):

2559	2558	
------	------	--

4. Total sales (sum of questions 1 to 3)

2305	
------	--

FOR
INFORMATION
ONLY

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	
		Number
3. Number of contract workers (for whom you did not issue a T4, such as freelancers and casual workers)	6320	
4. Number of volunteers (including unpaid interns and co-op students) during the reporting period (estimates are acceptable)	6014	
		Number of hours
5. Total number of hours worked by volunteers during the reporting period (estimates are acceptable)	6026	
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 - Sales by Client Location		
Please provide a percentage breakdown of your sales by client location (first point of sale).		
		%
1. Newfoundland and Labrador	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	8451	
13. Nunavut	8452	
14. Clients outside Canada	8401	
Total		100%

J - K - Not applicable

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
9910 9909

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

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

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

Visit our website at www.statcan.ca