

2014 Annual Survey of Service Industries: Database, Directory and Specialty Publishers

CONFIDENTIAL once completed.

Selon nos dossiers votre langue de préférence est l'anglais, si vous préférez recevoir ce document en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

Please verify the information for this business's contact person and correct where needed.

Legal name

Operating name

First name

Last name

Title

Address (number and street)

City

Province, territory or state Postal code or zip code

Country

Business and contact information

Email address

Telephone number (including area code)

Extension number

Preferred language of communication

English

French

Fax number (including area code)

This information is collected under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S-19. COMPLETION OF THIS QUESTIONNAIRE IS A LEGAL REQUIREMENT UNDER THIS ACT.

Introduction

Survey purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. Your information may also be used by Statistics Canada for other statistical and research purposes. Please access www.statcan.gc.ca/survey-enquete/index-eng.htm for more information on this survey.

Security of emails and faxes

Statistics Canada advises you that there could be a risk of disclosure during facsimile or email. However, upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*. **Note:** Our online questionnaires are secure, there is no risk of data interception when responding to Statistics Canada's online surveys.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies and other government organizations, which have agreed to keep the data confidential and use them only for statistical purposes.

Information on confidentiality, data-sharing agreements and record linkages can be found on the last page of this questionnaire.

Please return the questionnaire within 21 days.

Please mail the completed questionnaire in the enclosed envelope or fax it to Statistics Canada at 1-888-883-7999.

If you are unable to complete within 21 days **OR** if you need help, call us at **1-800-972-9692**.

Statistics Canada
Operations and Integration Division
150 Tunney's Pasture Driveway
Ottawa, Ontario K1A 0T6
Visit our website, www.statcan.gc.ca

Business status

1. Is this business currently in operation?

B00309

- Yes ► **Go to next Section**
- No, seasonal operations ► **Go to question 2**
- No, ceased all operations ► **Go to question 4**
- No, sold all operations ► **Go to question 6**
- No, amalgamated with (an) other business(es) ► **Go to question 8**
- No, temporarily inactive but will re-open ► **Go to question 11**
- No, no longer operating due to other reason(s) ► **Go to question 14**

2. When did this business close for the season?

YYYY MM DD

B00217

Date

3. When does this business expect to resume operations?

YYYY MM DD

B00218

Date ► **Go to next Section**

4. When did this business cease all operations?

YYYY MM DD

B00211

Date

5. Why did this business cease all operations?

B00311

- Bankruptcy
- Liquidation
- Dissolution
- Other reason — please specify:

B00312

► **Go to next Section**

6. When was this business sold?

YYYY MM DD

B00212

Date

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7. What is the legal name of the buyer?

B00406

▶ Go to next Section

8. When did this business amalgamate?

Date B00213

YYYY				MM		DD	

9. What is the legal name of the resulting or continuing business?

B00407

10. What is (are) the legal name(s) of the other amalgamated business(es)?

B00408

▶ Go to next Section

11. When did this business become temporarily inactive?

Date B00214

YYYY				MM		DD	

12. When does this business expect to resume operations?

Date B00215

YYYY				MM		DD	

13. Why is this business temporarily inactive?

B00313

▶ Go to next Section

14. When did this business cease operations?

Date B00216

YYYY				MM		DD	

15. Why did this business cease operations?

B00314

▶ Go to next Section

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Reporting instructions

1. Please print in ink.
2. Report all dollar amounts in **thousands of Canadian dollars**.
3. Do not include sales tax.
4. Percentages should be rounded to whole numbers.
5. Consult the reporting guide at **www.statcan.gc.ca/guides-e** for further information.
6. When precise figures are not available, please provide your best estimates.

Business activity

1. Statistics Canada uses the **North American Industrial Classification System** to classify the activities of each business. According to our records, this business's **main activity** is classified as:

Is this the **main activity** of this business?

B05002

- Yes, this is the **main activity** of this business. ► **Go to question 1c**
- No, this is **not the main activity** of this business. ► **Go to question 1a**

- a. Was this business's main activity, which typically generates the most revenue, **ever** classified as described above?

B05111

- Yes ► **When did the main business activity change?** ► **Date :**
- No ► **Go to question 1b**

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

- b. Please provide a **brief but precise description** of this business's **main activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05003

- c. Approximately what **percentage of this business's revenue** is generated by this **main activity**?

Estimates are acceptable.

B05004	%
<input type="text"/>	<input type="text"/>

Are there any other activities that **contribute significantly** (at least 10%) to this **business's revenue**?

B05024

- Yes ► **Go to question 1d**
- No ► **Go to next page**

- d. Please provide a **brief but precise description** of this business's **secondary activity** (e.g., "breakfast cereal manufacturing" or "shoe store" or "software development").

B05005

- e. Approximately what **percentage of this business's revenue** is generated by this **secondary activity**?

Estimates are acceptable.

B05006	%
<input type="text"/>	<input type="text"/>

Reporting period information

1. For this survey, please report information for this business's most recent **12 month fiscal period**.

Note: For this survey, the **End date** should fall between April 1, 2014 and March 31, 2015.

YYYY MM DD B00205 <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/>	YYYY MM DD B00206 <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/>
Start date	End date

2. If the reporting period **does not cover a full year**, please check the reason(s) below (mark all that apply):

B00301_r1 <input type="checkbox"/> seasonal operations	B00301_r5 <input type="checkbox"/> ceased operations
B00301_r2 <input type="checkbox"/> new business	B00301_r6 <input type="checkbox"/> temporarily inactive
B00301_r3 <input type="checkbox"/> change of ownership	B00301_r7 <input type="checkbox"/> other reason — please specify:
B00301_r4 <input type="checkbox"/> change of fiscal year	B00301_r8 <input style="width: 100%;" type="text"/>

3. Please indicate below, any changes or events that may have affected the reported values for this business compared to the last reporting period (mark all that apply):

B00302_t1 <input type="checkbox"/> strike or lockout	B00302_t10 <input type="checkbox"/> sold business units
B00302_t2 <input type="checkbox"/> exchange rate impact	B00302_t11 <input type="checkbox"/> expansion
B00302_t3 <input type="checkbox"/> price changes in goods or services sold	B00302_t12 <input type="checkbox"/> new/lost contract
B00302_t4 <input type="checkbox"/> contracting out	B00302_t13 <input type="checkbox"/> plant closures
B00302_t5 <input type="checkbox"/> organisational change	B00302_t14 <input type="checkbox"/> acquisition of business units
B00302_t6 <input type="checkbox"/> price changes in labour or raw materials	B00302_t15 <input type="checkbox"/> other change or event — please specify:
B00302_t7 <input type="checkbox"/> natural disaster	B00302_t16 <input style="width: 100%;" type="text"/>
B00302_t8 <input type="checkbox"/> recession	B00302_t17 <input type="checkbox"/> no change or event
B00302_t9 <input type="checkbox"/> change in product line	

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Industry characteristics

Sales

What were this business's sales for each of the following goods and services?

Please report all amounts in **thousands of Canadian dollars**.

Include : printed and online publications

1. Sales of published materials

CAN\$ '000

	F43188	
a. databases	\$	<input type="text"/> ,000
	F43189	
b. directories (telephone and other)	\$	<input type="text"/> ,000
	F43191	
c. mailing lists	\$	<input type="text"/> ,000
	F43192	
d. art prints, posters, greeting cards, postcards, calendars and other consumer publications Exclude : advertising posters and desktop calendars	\$	<input type="text"/> ,000
	F43193	
e. catalogues, diaries, time schedulers, brochures and other business, trade and professional publications Exclude : books, periodicals and newspapers	\$	<input type="text"/> ,000
f. other publications — please specify:		
F43194		F43195
<input type="text"/>	\$	<input type="text"/> ,000

2. Please provide a percentage breakdown of your sales of published materials (reported at question 1)

Percentage

	F43196	
a. printed	<input type="text"/> <input type="text"/> <input type="text"/>	%
	F43197	
b. online	<input type="text"/> <input type="text"/> <input type="text"/>	%

3. Sales of advertising space in

CAN\$ '000

	F43198	
a. databases	\$	<input type="text"/> ,000
	F43199	
b. directories (telephone and other)	\$	<input type="text"/> ,000
	F43201	
c. other advertising	\$	<input type="text"/> ,000

4. Other sales of goods and services — please specify:

F43175		F43005
<input type="text"/>	\$	<input type="text"/> ,000

5. Total sales of goods and services

(sum of questions 1, 3 and 4)	\$	<input type="text"/> ,000
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Sales by type of client

What was this business's breakdown of sales by the following types of client?

1. Clients in Canada

Percentage

a. individuals and households %

F43008_c1

b. businesses %

F43008_c2

c. governments, not-for-profit organizations and public institutions
(e.g., hospitals and schools) %

F43008_c3

2. Clients outside of Canada %

F43008_c4

100%

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Sales by consumer location

Please provide the percentage breakdown of this business's sales by **consumer location** (the consumer location is where the goods or services will ultimately be used).

Acceptable substitutes:

- shipping destination
- client's billing address
- location of this business's retail customers
- location of this business's warehouses/distribution centres.

	Percentage
1. Newfoundland and Labrador	F43008_g1 <input type="text"/> <input type="text"/> <input type="text"/> %
2. Prince Edward Island	F43008_g2 <input type="text"/> <input type="text"/> <input type="text"/> %
3. Nova Scotia	F43008_g3 <input type="text"/> <input type="text"/> <input type="text"/> %
4. New Brunswick	F43008_g4 <input type="text"/> <input type="text"/> <input type="text"/> %
5. Quebec	F43008_g5 <input type="text"/> <input type="text"/> <input type="text"/> %
6. Ontario	F43008_g6 <input type="text"/> <input type="text"/> <input type="text"/> %
7. Manitoba	F43008_g7 <input type="text"/> <input type="text"/> <input type="text"/> %
8. Saskatchewan	F43008_g8 <input type="text"/> <input type="text"/> <input type="text"/> %
9. Alberta	F43008_g9 <input type="text"/> <input type="text"/> <input type="text"/> %
10. British Columbia	F43008_g10 <input type="text"/> <input type="text"/> <input type="text"/> %
11. Yukon	F43008_g11 <input type="text"/> <input type="text"/> <input type="text"/> %
12. Northwest Territories	F43008_g12 <input type="text"/> <input type="text"/> <input type="text"/> %
13. Nunavut	F43008_g13 <input type="text"/> <input type="text"/> <input type="text"/> %
14. United States	F43008_g14 <input type="text"/> <input type="text"/> <input type="text"/> %
15. All other countries	F43008_g15 <input type="text"/> <input type="text"/> <input type="text"/> %
100%	

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International transactions

Revenue received from exports

1. Did this business receive revenue from **clients outside Canada** for the sale of products, services, royalties, rights, licensing or franchise fees?

B05011_b

- Yes ➔ Complete questions 2, 3 and 4.
 No ➔ Go to question 5.

CAN\$ '000

2. What was the revenue received from **clients outside Canada**? \$,000

3. What was the percentage breakdown of revenue received from **clients outside Canada** by goods, services and royalties?

Percentage

- a. goods %
 b. services %
 c. royalties, rights, licensing and franchise fees %

Total %

4. What was the percentage breakdown of revenue received from **clients outside Canada** by country?

Percentage

- a. United States %
 b. Mexico %
 c. other countries — please specify by listing top 4 contributors:

- | | | | | |
|----------|----------------------|----------|----------------------|---|
| B50002_1 | <input type="text"/> | F43222_1 | <input type="text"/> | % |
| B50002_2 | <input type="text"/> | F43222_2 | <input type="text"/> | % |
| B50002_3 | <input type="text"/> | F43222_3 | <input type="text"/> | % |
| B50002_4 | <input type="text"/> | F43222_4 | <input type="text"/> | % |

Purchases from outside Canada (imports)

5. Did this business make payments to **suppliers outside Canada** for the purchase of products, services, royalties, rights, licensing or franchise fees?

B05012_b

- Yes ➔ Complete questions 6, 7 and 8.
 No ➔ Go to next section.

CAN\$ '000

6. What were the payments made to **suppliers outside Canada**? \$,000

7. What was the percentage breakdown of payments made to **suppliers outside Canada** by goods, services and royalties?

Percentage

- a. goods %
 b. services %
 c. royalties, rights, licensing and franchise fees %

Total %

8. What was the percentage breakdown of payments made to **suppliers outside Canada** by country?

Percentage

- a. United States %
 b. Mexico %
 c. other countries — please specify by listing top 4 contributors:

- | | | | | |
|----------|----------------------|----------|----------------------|---|
| B50003_1 | <input type="text"/> | F61319_1 | <input type="text"/> | % |
| B50003_2 | <input type="text"/> | F61319_2 | <input type="text"/> | % |
| B50003_3 | <input type="text"/> | F61319_3 | <input type="text"/> | % |
| B50003_4 | <input type="text"/> | F61319_4 | <input type="text"/> | % |

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Contact person

Name of person to contact about this questionnaire:

First name

Last name

Title

Email address

Telephone number

Extension number

Fax number

hours

minutes

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

:

Comments

We invite your comments below.

If necessary, please attach a separate sheet.

Please be assured that we review all comments with the intent of improving the survey.

B00002

General information

Confidentiality

Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information it collects which could identify any person, business, or organization, unless consent has been given by the respondent or as permitted by the *Statistics Act*.

Statistics Canada will use information from this survey for statistical purposes.

Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies and other government organizations, which have agreed to keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

Section 11 of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies have the legal authority to compel businesses to provide the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Yukon. The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Section 12 of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician and returning it with the completed questionnaire. Please specify the organizations with which you do not want to share your data.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

Record linkages

To enhance the data from this survey and to minimize the reporting burden, Statistics Canada may combine it with information from other surveys or from administrative sources.

Thank you for completing this questionnaire.

Please retain a copy for your records.

Visit our website, www.statcan.gc.ca

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