



## 2006 Survey of Service Industries: Consulting Services

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### Reporting Guide

This guide is designed to assist you as you complete the 2006 Survey of Service Industries. If you need more information, please call the Statistics Canada Help Line at the number below.

**Help Line: 1 888 881-3666**

#### Your answers are confidential.

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. All Statistics Canada employees take an oath of secrecy and face severe penalties for any breach of confidentiality. The collected information cannot be disclosed under the *Access to Information Act* or any other Act. **The Canada Revenue Agency cannot access any individual survey records from Statistics Canada.**

All survey results are carefully screened before publication to ensure they cannot be used to derive information about a particular business.

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## B - Main Business Activity

### 1. Please describe the nature of your business

To ensure that you have received the appropriate questionnaire, you are asked to describe the nature of your business. The description should briefly state the main activities of your business unit.

### 2. Please check the one main activity which most accurately represents your main source of revenue

Below is a description of each main activity.

#### Administrative management consulting and general management consulting services

- a) Administrative management consultants provide advice and assistance to separate organizations on the following types of administrative activities.

##### Includes:

- financial planning and budgeting;
- equity and asset management;
- records management;
- office planning;
- strategic and organizational planning;
- site selection;
- new business start-up;
- business process improvement.

##### Excludes:

- business units that do not provide consulting services to other businesses;
- business units providing office or general administrative services on a day-to-day basis;
- mutual fund managers;
- investment brokers;
- portfolio management and wealth management services;
- property management services.

- b) General management consultants provide a variety of consulting services to other businesses.

##### Includes:

- administrative consulting;
- marketing consulting;
- physical distribution consulting and logistics consulting;
- other management consulting services.

##### Excludes:

- business units providing mostly human resources consulting services;
- business units that do not provide consulting services to other businesses;
- business units providing office or general administrative services on a day-to-day basis;
- mutual fund managers;
- investment brokers;
- portfolio management and wealth management services;
- property management services.

#### Human resource and executive search consulting services

- a) Human resource consultants provide actuarial, benefit and compensation consulting services.

##### Includes:

- employee assessment consulting services;
- labour relation consulting services;
- personnel management consulting services;
- advice and assistance on human resource management issues such as human resource and personnel policies, practices and procedures;
- employee benefits planning, communication and administration;
- compensation systems planning as well as salary and wage administration.

- b) Executive search consultants provide selection and referral of executive personnel for employment by others.

##### Excludes:

- business units that do not provide services to other businesses;
- professional and management development training.

#### Other management consulting services

##### Includes:

- freight rate consultants;
- physical distribution consultants;
- logistics management consultants;
- tariff consultants;
- operations research consultants;
- telecommunications management consultants;
- all other management consultants.

**Excludes:**

- business units that do not provide consulting services to other businesses;
- health and fitness consultants;
- forestry consultants;
- personal trainers;
- property management services;
- Information technology (IT) consultants.

**Environmental consulting services**

These business units provide advice and assistance to other organizations on environmental issues, such as the control of environmental contamination from pollutants, toxic substances and hazardous materials. Environmental consultants may employ a multi-disciplinary staff of scientists, engineers and other technicians, with expertise in areas such as air and water quality, asbestos contamination, remediation, and environmental law. Environmental consultants may identify environmental problems, measure and evaluate environmental risks, and recommend environmental solutions.

**Includes:**

- environmental consultants;
- sanitation consultants;
- consultants for other on site remediation.

**Excludes:**

- business units that do not provide consulting services to other businesses;
- forestry consulting services;
- environmental engineering services;
- environmental remediation services.

**Other scientific and technical consulting services**

These business units provide advice and assistance to other organizations on scientific and technical issues.

**Includes:**

- agricultural consultants;
- biological consultants;
- chemical or geological consultants;
- safety and security consultants;
- waste management consultants;
- economic consultants.

**Excludes:**

- environmental engineering and environmental remediation services;

- safety training;
- forestry consultants.

**C - Reporting Period Information**

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

**F - Industry Characteristics****1. General, administrative and strategic management consulting services****Includes:**

- advice and operational assistance services concerning business policy and strategy;
- overall planning, structuring and control of an organization.

**2. Financial management consulting services****Includes:**

- advice and operational assistance services concerning matters related to financial planning and control.

**3. Marketing management consulting services****Includes:**

- analysis and formulation of marketing strategies;
- formulation of customer service and pricing policies;
- organization of the distribution process.

**4. Operations management consulting services****Includes:**

- advice and operational assistance for effective utilization of materials in the production process;
- inventory management and control;
- quality control standards.

**5. Human resources management consulting services****Includes:**

- human resources consultants providing actuarial advice;
- benefit and compensation consulting services;
- employee assessment consulting services;
- organizational development consulting services;
- personnel management consulting services.

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## 6. Executive search services

### Includes:

- selection and referral of executive personnel for employment by others.

## 7. Other management consulting services

### Includes:

- freight rate consultants;
- physical distribution consultants;
- logistics management consultants;
- tariff consultants;
- operational research consultants;
- telecommunication management consultants;
- all other management consultants.

## 8. Economic consulting services

### Includes:

- industry studies/analyses;
- economic analysis;
- econometric modelling;
- demographic analysis.

## 9. Information technology consulting services

### Includes:

- provision of advice or expert opinion on technical matters related to the use of information technology (IT);
- advice on hardware and software requirements and procurement;
- systems integration;
- systems security;
- provision of expert testimony on IT related issues.

## 10. Environmental consulting services

### Includes:

- advice and operational assistance on the control of environment contamination from pollution, toxic substances and hazardous materials;
- sanitation and site remediation.

## 11. Waste management consulting services

### Includes:

- advice and operational assistance relating to landfill sites, incinerators, or other treatment or disposal facilities for non-hazardous waste.

## 12. Agricultural, fishery and biological consulting services

### Includes:

- livestock breeding consulting;
- dairy herd consulting;
- hydrology consulting;
- agronomy consulting services.

## 13. Energy, mining, geological and geophysical consulting services

### Includes:

- design or advisory services related to oil and gas extraction;
- user needs analysis;
- business case development;
- software evaluation and selection;
- application development;
- project management.

## 14. Safety and security consulting services

### Includes:

- advice and assistance on safety and security issues such as the type of alarm or security system needed;
- defence consultants.

### Excludes:

- the installation or maintenance of alarm or security systems.

## 15. Other scientific and technical consulting services

### Includes:

- chemical consultant services;
- health management consultants;
- import and export trade consultants;
- other consultants who provide advice and assistance to other organizations on scientific and technical issues.

## G - Personnel

To fully measure the contribution of all human capital in this industry, we require information on the number of owners, partners and proprietors as well as the number and classification of workers.

### 1. Number of non-salaried partners and proprietors (if salaried, report only at question 2 below)

For unincorporated businesses, please report the number of partners and proprietors for whom earnings will be the net income of the partnership or proprietorship.

#### 2. a) Number of paid employees (based on year end T4 payroll summaries)

**Includes:**

- all employees who were issued a T4 for the period covered by this survey.

**Excludes:**

- non-salaried partners and proprietors reported at question 1 above.

#### b) Percentage of paid employees who worked full time

Full-time employment consists of persons who usually work 30 hours or more per week. Please specify the percentage of paid employees who have been working full time by rounding the percentage to the nearest whole number.

### 3. Number of contract workers (for whom you did not issue a T4, such as freelancers and casual workers)

Contract workers are not employees, but workers contracted to perform a specific task or project in your organization for a specific duration, such as self-employed persons, freelancers and casual workers. These workers are not issued a T4 information slip. Please report the number of contract workers employed by your organization during the fiscal year.

### 4. Number of volunteers (including unpaid interns and co-op students) during the reporting period (estimates are acceptable)

Please report the number of unpaid workers employed by your organization during the fiscal year.

**Includes:**

- unpaid interns and co-op students.

### 5. Total number of hours worked by volunteers during the reporting period (estimates are acceptable)

Please report the number of hours recorded by your organization for the work performed by volunteers during the fiscal year.

## H - Sales by Type of Client

This section is designed to measure which sector of the economy purchases your services.

Please provide a percentage breakdown of your sales by type of client.

Please ensure that the sum of percentages reported in this section equals 100%.

### 1. Clients in Canada

#### a) Businesses

Percentage of sales sold to the business sector should be reported here.

**Includes:**

- sales to Crown corporations.

#### b) Individuals and households

Please report the percentage of sales to individuals and households who do not represent the business or government sector.

#### c) Governments and public institutions (e.g., hospitals, schools)

Percentage of sales to federal, provincial, territorial and municipal governments should be reported here.

**Includes:**

- sales to hospitals, schools, universities and public utilities.

### 2. Clients outside Canada

Please report the share of total sales to customers or clients located outside Canada including foreign businesses, foreign individuals, foreign institutions and/or governments.

**Includes:**

- sales to foreign subsidiaries and affiliates.

## I - Sales by Client Location

Please provide a percentage estimate of your total sales (first point of sale) by client location.

Please ensure that the sum of percentages reported in this section equals 100%.

## J - International Transactions in Services

This section is intended to measure the value of **imported services** purchased outside Canada as well as the value of **exported services** to clients/customers outside Canada. Such services cover a variety of industrial, professional, trade and business services, as well as royalties and licences.

### Excludes:

- imports and exports of goods.

## K - Provincial/Territorial Distribution

This section is intended to collect information on the locations operated by your business during the reporting period.

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.

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

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

## General Information

### Survey Purpose

Statistics Canada conducts this survey to obtain detailed and accurate data on this industry, which is recognised as being an important contributor to the Canadian economy. Your responses are critically important to produce reliable statistics used by businesses, non-profit organizations and all levels of government to make informed decisions in many areas.

The information from this survey can be used by your business to benchmark your performance against an industry standard, to plan marketing strategies or to prepare business plans for investors. Governments use the data to develop national and regional economic policies and to develop programs to promote domestic and international competitiveness. The data are also used by trade associations, business analysts and investors to study the economic performance and characteristics of your industry.

## Data-sharing Agreements

To avoid duplicating surveys and to ensure more uniform statistics, Statistics Canada has entered into data-sharing agreements with many provincial and territorial statistical agencies.

The objective of these data-sharing agreements is to share data from some surveys for those business establishments operating within their respective jurisdictions. **These agreements require that the shared data be used only for statistical purposes and be kept confidential.** Survey participants are always informed at the time of collection if a sharing agreement applies to a particular survey.

There are two types of data-sharing agreements that exist under the *Statistics Act*.

**Agreements under Section 11** of the *Statistics Act* allow the sharing of information from the Unified Enterprise Survey program with the statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Saskatchewan, Alberta, British Columbia and Yukon. These statistical agencies have been established under provincial and territorial legislation authorizing them to collect this information on their own or jointly with Statistics Canada. Their legislation also provides the same confidentiality protection and outlines similar penalties for disclosure of confidential information as the federal *Statistics Act*.

**Agreements under Section 12** of the *Statistics Act* allow the sharing of information from the Unified Enterprise Survey program with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut. All these Section 12 agreements require that the information be kept strictly confidential.

Under Section 12, you may refuse to share your information with any of these agencies by writing a letter of objection to the Chief Statistician of Canada and returning it with your completed questionnaire. Please specify those agencies from which data shall be withheld.

**Please note that Statistics Canada does not share any individual survey information with the Canada Revenue Agency.**

For more information about these data-sharing agreements, please contact Statistics Canada at **1 888 881-3666** or visit our website at **[www.statcan.ca](http://www.statcan.ca)**.

**Thank you!**