



Unified Enterprise Survey – Annual

## 2003 Survey of Service Industries: Surveying and Mapping

# Reporting Guide

This guide is designed to provide additional information  
as you work through your questionnaire.

If further assistance is required, please call us.  
A Statistics Canada agent will be happy to assist you.

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



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Canada owes the success of its statistical system to a long-standing co-operation involving Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

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## **The *Statistics Act***

The *Statistics Act* requires businesses and individuals to provide information needed to produce official statistics. Mandatory response is required for this business survey because the results are used directly or indirectly for programs that are legally mandated by Parliament. You can consult a copy of the *Statistics Act* on the Statistics Canada Web site (go to [www.statcan.ca](http://www.statcan.ca) and follow the links “About Statistics Canada”, then “Protecting confidentiality and privacy”).

## **Name and address**

Please make sure the information pre-printed on the front page of the questionnaire is correct. If incorrect, please make the necessary changes in the corresponding boxes.

## **Section A - General Information**

### **Survey Purpose**

Statistics Canada requires information on this industry in order to measure its trends in areas such as employment, revenue and expenses as well as its contribution to the Canadian economy. In completing this questionnaire, you are helping to measure the country’s economic production – the gross domestic product or GDP. Businesses and governments depend on such information to make vital economic decisions. For example, the Bank of Canada uses the GDP to make decisions that influence interest and exchange rates, which in turn affect the cost of doing business

This survey is part of the Unified Enterprise Survey (UES) program that incorporates several annual business surveys into a single framework using questionnaires with a consistent look, structure and content. Through the unified approach, firms operating in different industries provide similar information for each branch operation.

### **Benefits to you and your industry**

Survey results allow surveying and mapping companies:

- have current information about the size and characteristics of the industry
- compare themselves to the entire industry using survey information as a benchmark
- conduct market analysis
- determine the breakdown of industry costs, operating ratios, expenditures, revenues and sales
- better understand the importance of the industry to the Canadian economy
- will provide an accurate financial picture of your industry, which can be used by many firms and organizations

- compare their financial performance to averages for similar types of firms and they can also use the results to assess client base and market share
- *Surveying and mapping associations* can use the results to monitor their industry's growth and to inform their members about industry trends
- *Investors* will be able to consult key data on the industry's performance, which could result in better access to investment capital, particularly for smaller firms
- *Governments* will gain a better understanding of the industry when making decisions about labour and fiscal policies and business assistance programs for the industry. The collected information also contributes to national and provincial statistics on production (Gross Domestic Product - GDP).

## Data-sharing Agreements

To avoid duplicating surveys and to ensure more uniform statistics, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies and with several government departments and agencies that also require your data. The objective 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 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 to share information from the Unified Enterprise Survey program with the statistical agencies of *Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia*. These statistical agencies have been established under provincial 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 to share information from the Unified Enterprise Survey program with the statistical agencies of *Prince Edward Island, the Yukon, 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.

**Note regarding Section 12 agreements:**

For business units in the manufacturing and forestry industries, Section 12 agreements also exist to share information with the following government departments and agencies:

*Natural Resources Canada* for all business units in the manufacturing industries.

*The Newfoundland and Labrador Department of Natural Resources, the New Brunswick Department of Natural Resources and Energy, the Quebec Ministry of Natural Resources, the Ontario Ministry of Northern Development and Mines, the Manitoba Department of Energy and Mines and the British Columbia Ministry of Energy, Mines and Petroleum Resources* for business units in Non-Ferrous Metal (except Aluminum), Smelting and Refining, Clay Building Material and Refractory Manufacturing, Cement Manufacturing and Lime Manufacturing. In addition to allowing the use of the information for statistical purposes, the agreements with these agencies also allow them to use the information in accordance with the provisions of their governing legislation.

*The Ontario Ministry of Natural Resources*, for business units in Logging, Sawmills (except Shingle and Shake Mills), Hardwood Veneer and Plywood Mills, Softwood Veneer and Plywood Mills, Wood Preservation, Particle Board and Fibreboard Mills, Waferboard Mills, Mechanical Pulp Mills, Chemical Pulp Mills, Paper (except Newsprint) Mills, Newsprint Mills and Paperboard Mills.

In cases where the information is reported on an amalgamated basis and relates to operations in more than one province or territory, Statistics Canada may allocate a portion of the reported information to those other operations. The allocated information will be shared in accordance with the Section 11 or 12 agreements of the *Statistics Act*, as described above.

In cases where there is a separate head office, Statistics Canada may adjust the reported revenues of that head office so that those revenues more fully reflect the value of the services the head office provides. In such cases, there will be a corresponding adjustment to the reported expenses of the units served. The adjusted information will be shared in accordance with the Section 11 or 12 agreements of the *Statistics Act*, as described above.

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

For more information about these data-sharing agreements, please contact Statistics Canada directly at our toll-free number **1 888 881-3666**.

## Confidentiality

**Your answers are confidential.** The *Statistics Act* ensures the confidentiality of information collected by Statistics Canada. All Statistics Canada employees take an oath of secrecy and face penalties for any breach of confidentiality. Information cannot be disclosed under the *Access to Information Act* or any other Act.

Statistics Canada only publishes data as statistical summaries, tables and graphs so no released information can identify any individual business.

## Reporting Instructions

**Note:** Please provide information for **only** the business unit(s)<sup>1</sup> shown on the front page of the questionnaire. Some businesses may have divisions or units which operate in industries not covered by the survey (e.g., in construction, retail, manufacturing, etc.). If you cannot provide separate information for the specified business unit(s), please explain this in the Comments section at the end of the questionnaire.

A “business unit” is defined as the level of the firm for which there is a common set of activities and separate records are kept for such details as revenue, expenses and employment.

## Section B - Main Business Activity

To ensure that you have received the appropriate questionnaire, you are asked to provide a brief description of the nature of your business activity for the reporting period you will be indicating under **Reporting Period Information**. The description should briefly state the main activities of your business unit.

Please select the **one** business activity that is the main source of your revenue.

### North American Industry Classification System Description of the Surveying and Mapping Industry

The categories to select from on the questionnaire use a coding system called the **North American Industry Classification System (NAICS)**. The NAICS system was developed by the statistical agencies of Canada, Mexico and the United States against the background of the North American Free Trade Agreement. It is designed to provide common definitions of the industrial structure of the three countries and a common statistical framework to facilitate the analysis of the three economies.

In order to help you in choosing the category describing the activity of your business, here is a short description of each one:

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<sup>1</sup> **A business unit is sometimes referred to as a location or operation.**

### **54136 - Geophysical Surveying and/or Mapping Services**

**Inclusions:** Establishments primarily engaged in gathering, interpreting and mapping geophysical data. These establishments often specialize in locating and measuring the extent of subsurface resources, such as oil, gas and minerals, but they may also conduct surveys for engineering purposes. A variety of surveying techniques are used, including seismic, magnetic, gravity, electrical and electromagnetic, radioactive and remote sensing, depending on the purpose of the survey.

**Exclusions:** Establishments primarily engaged in geophysical surveying activities in combination with other exploration activities.

### **54137 - Surveying and/or Mapping (except Geophysical) Services**

**Inclusions:** Establishments primarily engaged in providing surveying and mapping services of the surface of the earth, including the sea floor. These services may include surveying and mapping of areas above or below the surface of the earth, such as the creation of view easements or segregating rights in parcels of land by creating underground utility easements. Examples of activities in this industry are cadastral and topographic surveying and mapping services; control surveying services, such as geodesy and Global Positioning System (GPS) surveying; cartographic surveying services, including photogrammetric mapping; geographic information system (GIS) base mapping and quality control services; and geospatial mapping services.

**Exclusions:** Establishments primarily engaged in publishing atlases and maps or developing and/or publishing GIS software.

## **Section C - Reporting Period Information**

The reporting period for this survey is the business unit's **fiscal year** that ended between April 1, 2003 and March 31, 2004.

If this business did not operate for the full reporting period indicated at question 1, please indicate the reason by checking the appropriate circle at question 2.

If the organization of this business has changed during the reporting period, please check the appropriate circle at question 3.

## **Section D - Business Unit Organization**

Please indicate your type of business unit by checking the appropriate circle. Check only one circle. Definitions of these organizations are given below:

**Unincorporated sole proprietorship:** Ownership of an unincorporated business by an individual.

**Unincorporated partnership:** Ownership of an unincorporated business by two or more individuals who combine resources and activities in a joint undertaking.

**Incorporated company:** A legal entity (corporation) operating under a grant of authority from the provincial or federal government.

Basic attributes of a corporation are:

- it holds an exclusive name under which it can hold property, contract services, and sue or be sued and
- it has limited liability, and is not liable for its debts and obligations beyond the amount of its capital assets

**Co-operative:** A corporation incorporated under a federal or provincial law providing for the establishment of such a corporation.

The main purpose of a cooperative corporation must be:

- Marketing (including processing) of natural products belonging to its members or customers or acquired from them
- The purchasing of supplies, equipment or household necessities for its members or customers
- The performance of services for its members or customers

**Joint venture:** A joint venture is a business undertaking entered into by two or more parties, which terminate upon completion of the project.

**Government business entity:** Entities that are regulated by government departments.

**Government:** Division of the government of Canada or of the government of a province or territory or municipality.

**Non-profit organization:** Organization usually formed for social, philanthropic or similar purpose in which there is normally no transferable ownership interest and that does not carry on business with a view to distribution or use of any profits or the pecuniary gains of the members.

## Section E - Revenue

Revenue data are used to calculate economic statistics that provide an indication of the industry's contribution to the overall Canadian economy.

Please **exclude** federal or provincial sales tax collected for remittance to a government agency.

### Geophysical Surveying and Mapping Services

#### 1. Geophysical Data Acquisition (seismic and non-seismic)

The collection of geophysical data (seismic, gravity, magnetic, etc.) for the purpose of characterizing subsurface conditions. Excludes the collection of borehole geophysical data.

#### 2. Geophysical Data Processing (seismic and non-seismic)

The processing of geophysical data in order to facilitate interpretation. Services may include re-processing data or the integration of other sets of data collected by the same method. Excludes processing of borehole geophysical data.

- 3. Geophysical Data Interpretation Services (seismic and non-seismic)**  
Analysis of processed geophysical data to generate models and predictions about the properties and structures of the subsurface. May include integration of geophysical data collected by other methods, or additional data including non-geophysical data. Excludes analysis of borehole geophysical data.
- 4. Integrated Geophysical Services**  
Services which include two or more phases of the process used to carry out geophysical surveys. Includes borehole geophysical surveys.
- 5. Geophysical Data Sales**  
The sale of geophysical data (e.g., seismic) and the brokerage of data. May include data that are available on a licence basis.
- 6. Geophysical Data Management Services**  
The management and administration of geophysical data. May include data archiving, storage, cataloguing, and building databases.
- 7. Geophysical Consulting Services**  
The provision of advice concerning geophysical survey design, processing and interpreting geophysical data, expert witness services and other geophysical consulting services.

#### **Surveying and/or mapping (except Geophysical Services)**

- 8. Geospatial Photo and Image Acquisition**  
Information about the earth's surface acquired from aircraft and spaceborne platforms.
- 9. Geospatial Photo and Image Processing**  
Processing of photos and images acquired from aircraft or spaceborne platforms.
- 10. Geospatial Data Interpretation**  
Analysis of the nature of objects whose images appear on a photograph or other imagery and the description of those objects; the characterization of the earth surface, natural or man-made features covering the earth's surface.
- 11. Surveying and Mapping Services**  
Acquisition of data and information about real property and/or the earth's surface, and the subsequent portrayal of this information in report, map or plat format. (Includes topographic, planimetric, boundary, property line, cadastral, subdivision layout and design, and geodetic surveying and mapping services, as well as ground control support (GPS)).
- 12. Thematic Mapping**  
Preparation and revision of specialized map and data products designed to portray specific data themes (natural resource, demographic, economic, biological, etc.).

**13. Orthophoto Mapping**

Preparation and revision of orthophoto maps.

**14. Hydrographic and Bathymetric Surveying and Mapping Services**

Surveying for the purpose of determining the geometric and dynamic characteristics of bodies of water, including the depth, temperature, or salinity of water; configuration of the bottom; velocities of currents; heights and times of tides and water stages; and the location of fixed objects used in navigation, and the preparation or revision of maps showing this information.

**15. Geographic Information System Development and Customization**

Design, development, modification and customization of geospatially-referenced information systems.

**16. Geospatial Consulting Services**

The provision of advice concerning surveying and mapping projects, expert witness services and other geospatial consulting services.

**Miscellaneous Surveying and/or Mapping Services**

**17. Sales of all other goods and services produced**

Data provided here are used to determine the extent of revenue generated from the sales of goods and services that have not been identified. Please indicate the major items associated with the revenue reported for this question. Sales from these goods and services are not generally part of your principal source of revenue. However, they complete the financial picture of the activities of your business unit.

**18. Total operating revenue**

Summation of all the detailed information that relates to the total operating revenue of this business unit (sum of questions 1 to 17).

**19. Investment and other income**

Revenue not directly related to the operation of this business unit. This includes interest and dividend income and capital gains on sales of assets.

**20. Total revenue**

Summation of the Total operating revenue and revenue of investment and other income.

**Section F - Expenses**

Please report expenses **excluding** the portion of federal or provincial sales tax refunded by government. If your bookkeeping practices make this impossible, please indicate which refunds are included.

**1. Total salaries and wages of employees**

**Include** all salaries and wages **before deductions**, vacation pay,

administrator's fees, bonuses, gratuities, working owners' salary, for the fiscal year in question.

**2. Employer portion of employee benefits**

**Include** employers' contributions to health plans, insurance plans, employment insurance, pension contributions, workers' compensation, retiring allowances or lump sum payments to employees upon termination or retirement.

**3. Total labour remuneration**

**Include** the sum of questions 1 and 2. If no breakdown is available, please report Total labour remuneration here.

**4. Telephone and other telecommunication expenses**

**Include** charges for telephone, fax, cellular phone or pager services for transmission of voice, data or image, Internet access charges and expenses for cable and satellite transmission of television, radio and music programs.

**5. Rental and leasing (include office space or other real estate, vehicles, computers, other equipment)**

**Include** energy costs covered in your rental and leasing expenses.

**6. Energy expenses**

**Include** gas, oil, electricity and water.

**7. Purchased maintenance and repair services**

**Include** expenses for the maintenance and repair of buildings and structures (including janitorial and cleaning services), machinery and equipment and other goods. Include expenses relating to materials, parts and labour.

**8. Surveying or map-making work sub-contracted to others**

**Include** payments made to individual contractors and other firms.

**9. Consulting fees and other professional and business service fees**

**Include** legal fees, accounting and auditing fees, consulting fees, education and training fees, data processing fees, payroll preparation fees, research and development expenses and all other professional and business service fees.

**10. Insurance**

**Include** insurance expenses such as liability insurance, bonding, business interruption insurance, fire insurance, motor vehicle insurance, property insurance, etc.

**Exclude** premiums paid directly to your head office (if applicable).

**11. Advertising**

**Include** advertising and promotional expenses such as newspaper advertising, media expenses, catalogues, business promotion, presentations, displays, etc.

**12. Travel, meal and hospitality expenses**

**Include** passenger transportation, accommodation, meals while travelling, other travel allowances as well as meal, entertainment and hospitality purchases for clients.

**13. Office supply expenses**

**Include** paper, photocopier, printer and fax machine supplies, diskettes, writing utensils and other office supplies.

**Exclude** postage and courier expenses and telephone and other telecommunication expenses.

**14. Interest expense**

**Include** long-term and short-term interest

**15. Depreciation and amortization**

Depreciation is the accounting process whereby the cost of capital assets is systematically allocated to current operations over the term of its useful life. This process recognizes the gradual exhaustion of the service capacity of the capital assets.

Amortization is the gradual writing off of capitalized costs.

**Include** the depreciation and amortization expenses on this business unit's assets including capital lease obligations.

**16. Write-offs, valuation adjustments, capital losses**

Losses from the disposal of capital assets and investments, writedowns of asset values to net realizable values because of permanent decline in values, losses because of changing rates of currency, and other such extraordinary losses which result from transactions or events that have all of the following characteristics:

- a) they are not expected to occur frequently over several years;
- b) they do not typify the normal business activities of the entity; and
- c) they do not depend primarily on decisions or determinations by management or owners.

**17. All other expenses**

Please specify major items.

**18. Total expenses**

**Include** the sum of questions 3 to 17.

## **Section G - Personnel Characteristics**

To fully measure the intellectual contribution of all human capital in this industry, we are asking for the statistics on the number of owners, partners and proprietors as well as the number and classification of employees.

**1. Number of partners and working proprietors**

Please report the number of partners and working proprietors.

**2. Number of paid employees (count of employees should be based on year-end T4 payroll summaries)**

**Exclude** partners and working proprietors of unincorporated businesses, field employees of firms providing temporary staffing services and contract workers in your counts.

**a) Professionals**

Employees requiring at least an undergraduate university degree or the equivalent.

**Examples:** land surveyors, geographers, geologists, engineers, science professionals, computer professionals, marketing and research professionals and project managers and supervisors.

**b) Technical and trades**

Employees requiring a community college certificate/diploma, vocational/trades accreditation or equivalent and who are not primarily involved in sales/marketing.

**Examples:** GIS technologists, lab technicians, computer programmers, draftspersons.

**c) Administrative, support staff and other**

Staff providing clerical/administrative services and staff in production or maintenance positions that require no vocational/trades accreditation or the equivalent in on-the-job training.

**Examples:** secretaries, receptionists, mail/distribution clerks, cleaning staff, transportation equipment operators (drivers), and jobs that require no more than one-month's training for someone with no vocational/trade accreditation.

**3. Percentage of paid employees that worked full time**

Please specify the percentage of employees who have been working full-time. Round the percentage to the nearest whole number. A full-time employee is defined as an employee who has worked the standard work week as observed by the business.

**4. Employee turnover**

**a)** Number of employees hired during the reporting period.

**b)** Number of employees that resigned or were dismissed during the reporting period.

**5. Number of contract workers hired during the year**

Contract workers are not employees, but workers contracted to perform a specific task or project in your organization for a specific duration. Please report the number of contract workers employed by your organization during the fiscal year.

## **Section H - Distribution of Operating Revenue by Client Location**

This section is designed to measure the value of services sold to clients located inside and outside the province of location of your business. Please provide a percentage estimate of your Total operating revenue (section E, question 18) by the location of client and/or customer to whom your services were delivered. Please ensure that the percentages reported for questions 1 to 23 add to 100%.

*Example: If your Alberta office provided services to clients residing in Saskatchewan, generating fees representing 2% of the total revenues earned by the Alberta office, please report 2% on the Saskatchewan line.*

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.

## **Section I - Distribution of Operating Revenue by Type of Client**

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

### **1. Clients in Canada**

#### **a) Individuals and households**

Please report the percentage of Total operating revenue (section E, question 18) from sales to individuals and households. Individuals and households are clients who do not belong to the business, institutional and government sectors.

#### **b) Businesses**

Please report the percentage of Total operating revenue sold to clients in the business sector. Sales to government and institutional clients should be reported in questions c and d of this section.

#### **c) Public Institutions**

Please report the share of Total operating revenue from sales to hospitals, schools and universities and utilities.

#### **d) Governments**

The share of Total operating revenue from sales to clients classified as federal, provincial and municipal government administration organizations should be reported here.

## 2. Clients outside Canada (exports)

Please report the percentage of Total operating revenue that represents sales to customers or clients located outside Canada. Such clients can include foreign businesses, foreign individuals, foreign institutions and/or governments. Please ensure that the percentage reported for clients outside of Canada is equal to the sum of the percentages reported in questions 14 to 23 in section H – Distribution of Operating Revenue by Client Location.

Please ensure that the percentages reported in this section add to 100%.

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.

## Section J - Certification

If the person completing the questionnaire is not the same person listed on the pre-printed information on the front page of the questionnaire, please provide the information requested on this page. This will allow Statistics Canada to contact the right person, should there be any questions about the information provided by this firm.

Please indicate the approximate time (in hours and minutes) to assemble the information and complete this questionnaire. If you had any major difficulties in completing this question, please describe the nature of these difficulties in the **Comments** section. This information will be very useful to assess response burden and to improve the questionnaire.

## Section K - Comments

Your comments on our business survey program are most welcomed. If necessary, please attach a separate page. Please be assured that all comments are reviewed with the intent of improving the survey. Some of the topics to consider are listed below:

- 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 wording
- 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

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

Should there be any questions about the information provided, a representative from Statistics Canada may call you. Retaining a copy of this completed questionnaire for your records will allow you to spend less time on the phone.

### **Thank you**

We hope this guide was helpful to you in completing the survey as well as providing some information about Statistics Canada. If you have suggestions on ways to improve this guide, please write your ideas in the Comments section of the questionnaire.

### **Visit Statistics Canada's Web site at [www.statcan.ca](http://www.statcan.ca)**

Check out some of the most informative pages:

- **The Daily** (The latest Statistics Canada information available every day)
- **Canadian Statistics** (Over 350 statistical tables on a wide array of economic and social topics)
- **Information for survey participants** (Information on household and business surveys conducted by Statistics Canada)
- **Community Profiles** (Access the most recent 2001 Census results in the 2001 **Community Profiles** for cities, towns, villages, aboriginal communities, counties and metropolitan areas in Canada)
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