



## 2006 Survey of Service Industries: Surveying and Mapping

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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 are descriptions for some main activities.

#### Geophysical surveying and/or mapping services

Business units primarily engaged in gathering, interpreting and mapping geophysical data. These establishments often specialize in locating and measuring the extend 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.

#### Excludes:

- business units primarily engaged in geophysical surveying activities in combination with other exploration activities.

#### Surveying and/or mapping (except geophysical) services

Business units 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 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.

#### Excludes:

- business units primarily engaged in publishing atlases and maps or developing and/or publishing GIS software.

## 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.

## D - Revenue

### 1. Sales of goods and services (e.g., rental and leasing income, commissions, fees, admissions, services revenue). Report net of returns and allowances.

Sales of goods and services are defined as amounts derived from the sale of goods and services (cash or credit), falling within a business's ordinary activities. Sales should be reported net of trade discount, value added tax and other taxes based on sales.

#### Includes:

- sales from Canadian locations (domestic and export sales);
- transfers to other business units or a head office of your firm.

#### Excludes:

- transfers into inventory and consignment sales;
- federal, provincial and territorial sales taxes and excise duties and taxes;
- intercompany sales in consolidated financial statements.

### 2. Grants, subsidies, donations and fundraising

Please report contributions that are allocated to the current operations of the reporting period.

#### Includes:

- non-repayable grants, contributions and subsidies from all levels of government;
- revenue from private sector (corporate and individual) sponsorships, donations and fundraising.

### 3. Royalties, rights, licensing and franchise fees

A royalty is defined as a payment received by the holder of a copyright, trademark or patent. Please report revenue received from the sale or use of all intellectual property rights of copyrighted musical, literary, artistic or dramatic works, sound recordings or the broadcasting of communication signals.

### 4. Investment income (dividends and interest)

Investment income is defined as the portion of a company's income derived from its investments, including dividends and interest on stocks and bonds.

#### Includes interest from:

- foreign sources;
- bonds and debentures;
- mortgage loans;
- G.I.C. interest;

- loan interest;
- securities interest and deposits with bank interest.

**Excludes:**

- equity income from investments in subsidiaries or affiliates; these amounts should be reported in **Section E**, at question 27.

**5. Other revenue (please specify)**

**Includes:**

- amounts not included in questions 1 to 4 above.

**6. Total revenue**

The sum of questions 1 to 5.

**E - Expenses**

**1. Salaries and wages of employees who have been issued a T4 statement**

Please report all salaries and wages (including taxable allowances and employment commissions **as defined** on the T4 – Statement of Remuneration Paid) before deductions for this reporting period.

**Includes:**

- vacation pay;
- bonuses (including profit sharing);
- employment commissions;
- taxable allowances (e.g., room and board, vehicle allowances, gifts such as airline tickets for holidays);
- severance pay.

**Excludes:**

- all payments and expenses associated with casual labour and outside contract workers; please report these amounts in this section, at question 5.

**2. Employer portion of employee benefits (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)**

**Includes** contributions to:

- health plans;
- insurance plans;
- employment insurance;
- pension plans;
- workers' compensation;
- contributions to any other employee benefits such as child care and supplementary unemployment benefit (SUB) plans;
- contributions to provincial and territorial health and education payroll taxes.

**3. Commissions paid to non-employees**

Please report commission payments to outside workers without a T4 – Statement of Remuneration Paid.

**Includes:**

- commission payments to independent real estate agents and brokers.

**4. Professional and business service fees (e.g., legal, accounting)**

**Includes** the following fees:

- legal;
- accounting and auditing;
- consulting;
- education and training;
- data processing;
- research and development;
- architect;
- appraisal;
- management and administration.

**5. Outsourcing (include work contracted out such as payments to freelancers, personnel suppliers, artists, etc.)**

Outsourcing refers to the purchasing of services from outside of the company rather than providing them in-house.

**Includes:**

- hired casual labour and outside contract workers.

**6. Charges for services provided by your head office**

**Includes:**

- parent company reimbursement expenses and interdivisional expenses.

**7. Cost of goods sold – if applicable (purchases plus opening inventory minus closing inventory)**

Report cost of purchased goods that were resold during the reporting period. If applicable, report cost of goods and material used in manufacturing of sold products.

**Includes:**

- goods purchased for resale: purchases during the period (including freight-in) **plus** opening inventory **less** closing inventory;
- materials used in manufacturing of products sold: report **only** the material component of cost of finished manufactured goods that were sold during the reporting period.

**Excludes:**

- direct and indirect labour costs (salaries, wages, benefits, and commissions);
- overhead and all other costs normally charged to cost of goods sold, such as depreciation, energy costs, utilities, sub-contracts, royalties, transportation, warehousing, insurance, rental and leasing; these expenses should be reported elsewhere in the detailed categories provided.

**8. Office supplies**

**Includes:**

- office stationery and supplies, paper and other supplies for photocopiers, printers and fax machines;
- diskettes and computer upgrade expenses.

**Excludes:**

- postage and courier;
- telephone, Internet and other telecommunication expenses (please report this amount in this section, at question 15).

**9. Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)**

**Includes:**

- lease rental expenses, real estate rental expenses, condominium fees and equipment rental expenses;
- motor vehicle rental and leasing expenses;
- computer and peripheral expenses;
- studio lighting and scaffolding, and other machinery and equipment expenses;
- fuel and other utility costs covered in your rental and leasing contracts.

**10. Repair and maintenance (e.g., property, equipment, vehicles)**

**Includes** expenses for the repair and maintenance of:

- buildings and structures;
- vehicles (including vehicle fuel);
- machinery and equipment;
- security equipment;
- costs related to materials, parts and external labour associated with these expenses.

Also **includes** janitorial and cleaning services and garbage removal.

**11. Insurance (include professional liability, motor vehicles, etc.)**

**Includes:**

- professional and other liability insurance;
- motor vehicle and property insurance;
- executive life insurance;
- bonding, business interruption insurance and fire insurance.

Insurance recovery income should be deducted from insurance expenses.

**12. Advertising, marketing and promotions (report charitable donations at question 22)**

**Includes:**

- newspaper advertising and media expenses;
- catalogues, presentations and displays;
- meeting and convention expenses;
- tickets for theatre, concerts and sporting events for business promotion;
- fundraising expenses.

**13. Travel, meals and entertainment**

**Includes:**

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

**14. Utilities (include gas, heating, hydro, water)**

**Includes:**

- diesel, fuel wood, natural gas, oil and propane;
- sewage.

**Excludes:**

- energy expenses covered in your rental and leasing contracts;
- vehicle fuel.

**15. Telephone, Internet and other telecommunication expenses**

**Includes:**

- charges for telephone, fax, cellular phone or pager services;
- Internet access charges and expenses for cable and satellite transmission of television, radio and music programs.

**16. Property and business taxes, licences and permits**

**Includes:**

- property taxes paid directly and property transfer taxes;
- vehicle licence fees;
- beverage taxes and business taxes;
- trade licence fees;
- membership fees and professional licence fees.

**17. Royalties, rights, licensing and franchise fees**

**Includes:**

- amounts paid to holders of patents, copyrights, performing rights and trademarks;
- gross overriding royalty expenses and direct royalty costs;
- resident and non-resident royalty expenses;
- franchise fees.

**18. Delivery, warehousing, postage and courier**

**Includes:**

- amounts paid for courier, customs, delivery and installation;
- distribution, ferry charges and cartage;
- freight and duty, shipping, warehousing and storage.

**19. Financial service fees (e.g., bank and credit card charges)**

**Includes:**

- explicit service charges for financial services;
- credit and debit card commissions and charges;
- collection expenses and transfer fees;
- registrar and transfer agent fees;
- security and exchange commission fees;
- other financial service fees.

**Excludes:**

- interest expenses.

**20. Interest expenses**

Please report the cost of servicing your company's debt.

**Includes** interest on:

- short-term and long-term debt;
- capital leases;
- bonds and debentures and mortgages.

**21. Amortization and depreciation of tangible and intangible assets**

**Includes:**

- direct cost depreciation of tangible assets and amortization of leasehold improvements;
- amortization of intangible assets (e.g., amortization of goodwill, deferred charges, organizational costs, and research and development costs).

**22. Charitable donations**

Please report charitable or political donations.

**23. Bad debts**

A bad debt is the portion of receivables deemed uncollectible, typically from accounts receivable or loans.

**Includes:**

- allowance for bad debts.

Bad debt recoveries are to be netted from bad debt expenses.

**24. All other expenses (please specify)**

**Includes:**

- amounts not included in questions 1 to 23.

**25. Total expenses**

The sum of questions 1 to 24.

**26. Corporate taxes (if applicable)**

**Includes:**

- federal, provincial and territorial current income taxes and federal, provincial and territorial provision for deferred income taxes.

**27. Gains (losses) and other items**

**Includes:**

- realized gains/losses on disposal of assets and realized gains/losses on sale of investments;
- foreign exchange gains/losses, subsidiary/affiliate share of income/losses and other division income/losses;
- joint venture income/losses and partnership income/losses;
- unrealized gains/losses, extraordinary items, legal settlements, and other unusual items;
- write-offs.

**28. Net profit/loss after tax and other items**

Total revenue **less** Total expenses **minus** Corporate taxes **plus** Gains (losses) and other items.

## F - Industry Characteristics

### Geophysical surveying or mapping services

#### 1. Geophysical (seismic and non-seismic) surveying (including data acquisition, processing and interpretation)

##### Includes:

- collection of geophysical data (seismic, gravity, magnetic, etc.) for the purpose of characterizing subsurface conditions;
- processing of geophysical data in order to facilitate interpretation;
- analysis of processed geophysical data to generate models and predictions about the properties and structures of the subsurface;
- integration of geophysical data collected by other methods, or additional data including non-geophysical data.

#### 3. Geophysical consulting services

##### Includes:

- the provision of advice on geophysical survey design;
- processing and interpreting geophysical data;
- expert witness services;
- other geophysical consulting services.

### Non-geophysical surveying and/or mapping services

#### 4. Surveying (e.g., cadastral, land, hydrographic, topographic, engineering)

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 plan format.

##### Includes:

- topographic and planimetric surveying;
- boundary surveying;
- property line surveying;
- cadastral surveying;
- subdivision layout and design;
- geodetic surveying and mapping services;
- ground control support (GPS).

#### 7. Remote sensing (e.g., airborne, satellite, radar, lidar) and image processing

Information about the earth's surface acquired from aircraft and spaceborne platforms and image processing.

#### 9. Surveying and mapping consulting services

##### Includes:

- the provision of advice on surveying and mapping projects;
- expert witness services;
- other geospatial consulting services.

#### 10. Development of customized geospatial software and applications (e.g., Geographic Information Systems)

The design, development, modification and customization of geospatially referenced information systems.

#### 11. Other sales (please specify)

Sales of all goods and services produced.

##### Includes:

- sale of software;
- sale of equipment;
- data conversion services;
- data digitizing services;
- sale of satellite images;
- sale of air photos;
- sale of maps;
- other services.

## 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.

**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).

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**Thank you!**