



Unified Enterprise Survey-Annual

## **2001 Survey of Service Industries: Employment Services**

### **Information Booklet**

*(Includes a reporting guide to  
the questionnaire and other information  
about this survey and Statistics Canada)*

*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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Statistics Statistique  
Canada Canada

**Canada**



**Did you know?**

There are more than 4500 businesses listed in the Statistics Canada's Business Register as belonging to the employment services industry.

**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 income 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 for you and your industry**

Survey results allow users of employment services data to:

- 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.



## 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, 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.

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



## Section B: Main business activity

Please describe the business unit(s) specified on the front page of the questionnaire.

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

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 revenues, expenses and employment.

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.

Under the North American Industry Classification System (NAICS), the employment services industry has three main types of employment services. These services are defined as follows:

- **Placement Services**

*(known as “Employment Placement Agencies” under NAICS)*

Establishments primarily engaged in searching for and referring applicants to fill positions either on a permanent basis or on the basis of written contracts. These services may involve testing, interviewing, reference checking, evaluation and counselling of prospective employees. Providers of these services are not the employers of record but act as brokers or employment intermediaries.

**Inclusions:**

- direct placement (placement of applicants to client positions without a probationary period)
- contract staffing (finding individual contractors to fill positions on the basis of written contracts that stipulate the deliverables for which the client firm has contracted as well as specific terms and conditions of employment. Under the terms of this agreement, the service provider has legal rights and duties with respect to the individual contractors. The individual contractors are normally responsible for their own payroll deductions and government filings. Note that contract staffing is considered a placement service.)
- on-line job listing services (soliciting and posting job listings to a database that may be browsed by job seekers)
- on-line résumé listing services (soliciting and posting résumés to a database that may be browsed by employers or recruiters)



- placement of applicants (who are not employees of your firm) through the use of employment registries (i.e., listings of prospective candidates relating to specific market niches such as maid registries, model registries, ship crew registries, chauffeurs registries, etc.)
- casting bureaux or casting agencies primarily involved in casting actors and actresses with production companies

**Exclusions:**

- temporary staffing-to-permanent placement (see temporary staffing services)
- on-line employment database search services (providing the users the means to browse job listings or résumés posted to a web site using customized search engines)
- résumé preparation services
- provision (for limited or extended periods of time) of **personnel** such as maids, nannies, chauffeurs, models, etc. **where the personnel provided are employees of your staffing firm** (see temporary staffing services)
- provision of **services** such as maid services, home health care services, shipping agents, modeling agents, driving services, etc.
- executive search services (identifying, recruiting and the preparing a confidential list of highly qualified candidates for presentation to the employer who makes the hiring decision. The search agency's fee is charged whether or not a candidate is hired.)
- outplacement services (assisting client firms to deal with employee terminations in a fair, safe and lawful manner and provides assistance to employees of client firms in making job and career changes. Employee assistance includes counseling, job search support, workshops, seminars and résumé upgrading.)
- casting bureaux or casting agencies mainly involved in the production of motion pictures, videos, television programs or commercials
- employment assessment services (using management assessment systems to develop personal, professional, work behaviour, psychological or other profiles of individuals. This service may include skills evaluation and aptitude testing as well as analysis and interpretation of the results of profiling or testing.)
- employment counselling services, federal or provincial government

• **Temporary Staffing Services**

*(known as "Temporary Help Services" under NAICS)*

Establishments primarily engaged in supplying personnel for temporary or extended work assignments. The temporary staffing firm normally hires its own employees and assigns them to client organizations to support or supplement the client's workforce in work situations such as employee absences, temporary skill shortages, seasonal workloads and special assignments and projects. The employees are on the payroll of the temporary staffing firm that is legally responsible for their actions but when working, they are under the direct supervision of the client.





#### Inclusions:

- temporary help services (provision of personnel for short-term assignments)
- long-term staffing (provision of personnel for extended work assignments)
- temporary staffing-to-permanent placement (provision of personnel for temporary employment with the expectation of permanent work with the client firm at the end of the probationary period)
- on-site management of temporary help (provision of personnel who, in the work area of the client firm, assign, co-ordinate, and monitor employees supplied by the temporary help staffing firm)
- payrolling (placing a client's hand-picked candidates onto the payroll of the staffing firm for the purposes of assigning them to perform services, on a temporary basis, for the client firm)
- general labour contractors (i.e., establishments that supply labour to client organizations; note that these contractors are not general contractors or prime contractors in the construction industry)
- labour pools (except farm labour)
- provision (for limited or extended periods of time) of personnel such as maids, nannies, chauffeurs, models, etc. **where the personnel provided are employees of the staffing firm**

#### Exclusions:

- Professional Employer Organizations or PEO's (see co-employment staffing services)
- provision of **services** such as maid services, home health care services, shipping agents, modeling agents, driving services, etc.
- **placement** of personnel through the use of maid registries, model registries, chauffeur registries or other employment registries (see placement services)
- contract staffing (see placement services.)
- general contractors or prime contractors in the construction industry
- general **farm** labour contractors
- **farm** labour pools

- **Co-employment Staffing Services (Professional Employer Organizations)**

*(known as "Employee Leasing Services" under NAICS)*

Professional Employer Organizations (PEO's) primarily engaged in providing **staffing services that involve sharing the role of employer with the client organization**. Under the terms of this arrangement, the staffing firm acquires all or part of the workforce of the client firm and assumes responsibility for a range of human resource and management functions such as payroll processing and the administration of benefits. **Providers of this service do not assume responsibility for specific client support functions.**

#### Exclusions:

- long-term staffing (see temporary staffing services)
- managed services (managing and/or operating on an on-going basis operations that support a client's business. These establishments may or may not provide the operating staff. This service may include shipping and



receiving, mail services, accounts payable, purchasing, food services maintenance of facilities, records management and other operations that support a client's business. These operations do not involve a co-employment relationship between the service provider and the client organization. The operation of the support function is the responsibility of the staffing firm.)

## Section C: Reporting period information

The reporting period for this survey is the business unit's **fiscal year** that ended between April 1, 2001 and March 31, 2002.

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 the type of your 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 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 report or estimate revenue for each of the services listed below. Exclude federal or provincial sales taxes collected for remittance to a government agency.

### 1. Placement Services

Searching for and referring applicants to fill positions either on a permanent basis or on the basis of written contracts. These services may involve testing, interviewing, reference checking, evaluation and counselling of prospective employees. Providers of these services are not the employers of record but act as brokers or employment intermediaries.

### 2. Temporary Staffing Services

Supplying personnel for temporary or extended work assignments. The temporary staffing firm normally hires its own employees and assigns them to client organizations to support or supplement the client's workforce in work situations such as employee absences, temporary skill shortages, seasonal workloads and special assignments and projects. The employees are on the payroll of the temporary staffing firm that is legally responsible for their actions but when working, they are under the direct supervision of the client.

### 3. Co-employment Staffing Services (Professional Employer Organizations)

Providing **staffing services that involve sharing the role of employer with the client organization**. Under the terms of this arrangement, the staffing firm acquires all or part of the workforce of the client firm and assumes



responsibility for a range of human resource and management functions such as payroll processing and the administration of benefits. Providers of this service do not assume responsibility for specific client support functions.

**4. Executive Search and Retained Search Services**

Identifying, recruiting and the preparing a confidential list of highly qualified candidates for presentation to the employer who makes the hiring decision. The search agency's fee is charged whether or not a candidate is hired.

**5. Outplacement Services**

Assisting client firms to deal with employee terminations in a fair, safe and lawful manner and provides assistance to employees of client firms in making job and career changes. Employee assistance includes counseling, job search support, workshops, seminars and résumé upgrading.

**6. Managed Services**

Managing and/or operating on an on-going basis operations that support a client's business. These establishments may or may not provide the operating staff. This service may include shipping and receiving, mail services, accounts payable, purchasing, food services, maintenance of facilities, records management and other operations that support a client's business. These operations do not involve a co-employment relationship between the service provider and the client organization. The operation of the support function is the responsibility of the staffing firm.

**7. Payroll Services**

Calculating employee hours worked, pay rates, deductions and other payroll related data for client firms and generating paychecks, payroll reports and tax filings.

**8. Education and Training**

Providing instruction related to employment in such areas as computer-based skills, certification programs, skills upgrading, safety training and tutorials. This service is adjusted to the needs identified by the client firm.

**9. Other sales and services produced**

Please report revenue generated from the sales of goods and from services not covered in Section E. For these revenues, specify the major items that accounts for more than 10% of total operating revenue. For each item listed, please give an estimate of the percentage contribution to total operating revenue.

Sales from these goods and services while not generally part of your principal source of revenue complete the financial picture of the activities of your business unit.

**10. Total operating revenue**

This total is the sum of all the revenues reported at questions 1 to 9 inclusive.

**11. Investment and other income**

Please report revenue not directly related to the operation of this business unit. This includes bad debt recoveries, interest income, dividends and gains on sales of assets.



## 12. Total revenue

This total is the sum of revenues reported at questions 10 and 11.

Data from this section are used to determine the extent of revenue generated from services often provided by businesses in the employment services industry.

## Section F: Placement services by types of personnel placed

If you have reported **revenue for placement services in Section E – Revenue** at question 1, please estimate the percentage of **placement services revenue** derived from the **placement** of the following types of personnel to client organizations:

1. **Professionals/Management** – accountants, actuaries, architects, auditors, counselors, creative and performing artists, engineers, financial analysts, health care practitioners, interpreters, journalists, lawyers, librarians, scientists, surveyors, teachers, therapists, translators, urban planners, writers, managers, administrators, directors, executives and other professional and management personnel. (**Exclude** information technology personnel.)
2. **Information technology** – computer programmers, computer systems analysts, database developers, network administrators, operating systems specialists, platform specialists, programmer analysts, software designers, software developers, software engineers, web site developers and other information technology (IT) personnel
3. **Industrial/ Trades** – assemblers, carpenters, drivers, equipment operators, fishers, forestry workers, janitors, labourers, locksmiths, machinists, maintenance workers, mechanics, model makers, movers, repairmen, roofers, seamstresses, shippers, tailors, tool and die makers, tradesmen, warehousemen and other industrial/trades personnel
4. **Technical** – denturists, draftsmen, industrial designers, opticians, paramedics, pilots, technical assistants, technical inspectors, technicians, technologists, traffic controllers and other technical personnel. (**Exclude** information technology personnel.)
5. **Sales/Marketing** – account executives, cashiers, demonstrators, sales agents, sales clerks and associates, sales representatives, telemarketers and other sales/marketing personnel
6. **Office/ clerical and administrative support** – administrative officers, bill collectors, bookkeepers, clerks, court reporters, customer service representatives, estimators, loan officers, personnel officers, purchasing agents, receptionists, secretaries, stenographers, switchboard operators, tellers and other office/clerical and administrative support personnel



**7. Other** (not elsewhere classified) – domestics, food service workers, health care aides, illustrators, lifeguards, lumberjacks, models, security guards, ushers and other personnel not elsewhere classified

Please include the revenue derived from the placement of each individual once. If an individual can be classified to more than one of the categories, include the individual in the 'highest' category based on the list given above. For example, a marketing/sales person who is also a professional should be reported in the professional category.

The percentages reported for each type of personnel in this section should sum to 100%.

Data from this section are used to determine the extent of placement services revenue generated from the placement of specific types of personnel.

## **Section G: Temporary staffing services by types of personnel assigned to clients**

If you have **reported revenue for temporary staffing services** in **Section E – Revenue** at question 2, please estimate the percentage of **temporary staffing services revenue** derived from the **supply** of the following types of personnel to client organizations: namely, professional/management, information technology, industrial/trades, technical, sales/marketing, office/clerical and administrative support and other personnel. The specific types of personnel are described in section F of this booklet.

Please include the revenue derived from the assignment of each individual once. If an individual can be classified to more than one of the categories, include the individual in the 'highest' category based on the list given in section F. For example, a marketing/sales person who is also a professional should be included in the professional category.

The percentages reported for each type of personnel in this section should sum to 100%.

Data from this section are used to determine the extent of temporary staffing services revenue generated from the provision of specific types of personnel to client organizations.



## Section H: Expenses

### 1. Salaries and wages of office employees

Please report salaries and wages for **office** employees. Definitions of employees and office employees are given below:

**Employees** – those workers for whom you have completed a Canada Customs and Revenue Agency **T4 – Statement of Remuneration Paid** form.

**Office employees** – staffing firm employees whose work is mainly carried out in the office of the staffing firm. Administrative staff and staffing consultants working with client firms are included here.

**Include** all wages and salaries, before deductions, paid to employees who were issued **T4 - Statement of Remuneration Paid** forms including vacation pay, severance pay, directors' fees, administrators' fees, taxable allowances, retroactive wage payments, commissions, bonuses (including profit sharing) and gratuities.

**Exclude** all payments and expenses associated with outside contract workers and payments to casual labour without a **T4 – Statement of Remuneration Paid** form.

### 2. Salaries and wages of field employees

Please report salaries and wages separately for **field** employees. Definitions of employees and field employees are given below:

**Employees** – those workers for whom you have completed a Canada Customs and Revenue Agency **T4 – Statement of Remuneration Paid** form.

**Field employees** – staffing firm employees who are sent to client organizations on short-term or extended assignments. The assignment work of these employees are carried out under the direct supervision provided by the client firm.

See the instructions for question 1 above for the list of items to be included and excluded.

### 3. Employer portion of office employee benefits

Please report the employer portion of employee benefits for **office** employees.

**Include** contributions to health plans, insurance plans, employment insurance, pension plans, workers' compensation, retiring allowances or lump sum payments to employees upon termination or retirement as well as contributions to any other employee benefits such as child care and supplementary unemployment benefit (SUB) plans.

**Exclude** contributions to provincial health and education payroll taxes. Please report these payments in section H, question 24, "All other expenses".



**4. Employer portion of field employee benefits**

Please report the employer portion of employee benefits for **field** employees. See the instructions for question 3 above for the list of items to be included and excluded.

**5. Total labour remuneration**

Total labour remuneration is the sum of salaries, wages and employer contributions to employee benefits for both office and field employees.

**6. Telephone and other telecommunications**

**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.

**7. Rental and leasing of office space or other real estate**

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

**8. Rental and leasing of motor vehicles (*without driver*), computers and peripherals and other machinery and equipment (*without operator*)**

**Include**, if applicable, fuel and other energy costs covered in your rental and leasing expenses.

**9. Maintenance and repair services purchased**

**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.

**10. Employment services work subcontracted**

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

**11. Legal, audit and other professional 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.

**12. Interest expenses**

**Include** interest on short term and long term debt, interest payments on capital leases, interest on bonds and debentures and interest on mortgages

**13. Financial service fees and other banking charges**

**Include** explicit service charges for financial services, credit and debit card commissions and charges and other financial service fees.

**Exclude** interest expenses.

**14. Insurance premiums**

**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)





**15. Advertising and sales promotion**

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

**16. Travel, conferences, meals and entertainment**

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

**17. Office supplies**

**Include** paper; photocopier, printer and fax machine supplies; diskettes; writing utensils and other office supplies. Also, if not capitalized, include computers and computer software, printers, photocopiers and office furniture. **Exclude** capital expenditures, postage and courier expenses and telephone and other telecommunications expenses

**18. Energy costs**

**Exclude** energy expenses covered in your rental and leasing expenses. Such expenses should be included in the rental and leasing expenses (section H, questions 7 and 8)

**19. Property and business taxes, licenses and permits**

**Include** property taxes except those which are covered in your rental and leasing expenses, property transfer taxes and vehicle license fees

**21. 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. Note: Please only report the amount of expenses you capitalized during the reporting period.

**22. Education, training and reference materials**

**Include** expenses related to upgrading skills, professional and managerial development programs, etc.

**23. 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.



**24. All other expenses**

Please report all other expenses not covered by the entries for questions 1 to 23 in this section.

For these expenses, please specify major items that accounts for more than 5% of total expenses. For each item listed, give an estimate of the percentage contribution to total expenses.

**Include**, for example, royalties and franchise fees, contributions to provincial health and education payroll taxes, allowances for bad debts and donations

**25. Total expenses**

This total is the sum of all the detailed expense items given in section H, questions 5 to 24.

## Section I: Personnel characteristics

**1. Number of partners and working proprietors (non-salaried)**

If this business unit is an unincorporated business, please report the number of partners and owners whose earnings will be the net income of the partnership or proprietorship.

### Placement Services Statistics

**2. Number of permanent placements**

**Include** only those individuals (except individual contractors) placed without a probationary period with client firms on a permanent basis. Employees of the staffing firm placed with client firms after a probationary period should be included in the number of field employees assigned to client firms under Temporary Staffing Statistics.

**3. Number of individual contractors**

**Individual contractors** are self-employed individuals who, with the assistance of the staffing firm, are temporarily placed in client positions on the basis of written contracts that stipulate the deliverables for which the client firm has contracted as well as specific terms and conditions of employment. The individual contractors are normally responsible for their own payroll deductions and government filings.

**Exclude** contract workers employed as office staff. Contract workers employed as office staff should be reported in Section I, question 8.

### Temporary Staffing Statistics

**4. Number of field employees**

**Field employees** are staffing firm employees who are sent to client organizations on short-term or extended assignments. The assignment work of these employees are carried out under the direct supervision provided by the client firm.

**Include** those field employees who were placed with client firms at the end of their probationary period.



**5. Total hours billed**

Please report the total number of hours billed for field employees assigned to client firms. Report this amount to the nearest hour.

**Office Personnel**

**6. Total number of office employees**

**Include** only employees whose work is mainly carried out in the office of the staffing firm. Include administrative staff and staffing consultants working with client firms. Please base your office employee count 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 employed as office staff.

**7. Percentage of office employees who worked full-time**

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

**8. Contract workers employed as office staff**

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 as office staff by your organization during the fiscal year.

**Exclude** contract workers placed with client firms on the basis of written contracts. Contract workers placed with client firms should be reported in section I, question 3.

**Section J: 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 10) 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 K: Distribution of operating revenue by type of client

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

### **Clients in Canada:**

#### **Individuals and households**

Please report the percentage of total operating revenue (section E, question 10) from sales to individuals and households. Individuals and households are clients who do not belong to the business, institutional and government sectors.

#### **Businesses**

Please report the percentage of total operating revenue sold to clients in the business sector. Sales of government and institutional clients should be reported below.

#### **Public Institutions**

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

#### **Governments**

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

#### **Clients outside Canada**

Please report the share 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 for questions 14 to 23 in section J – 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 L: Certification

Please certify that the information contained on the questionnaire is complete and correct to the best of your knowledge. In addition, please provide the requested contact information that will allow Statistics Canada to contact you on any matters relating to this survey.



Please indicate the time (in hours and minutes) to assemble the information and complete this questionnaire. This information will be very useful to assess response burden.

## **Section M: 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 language
- use of business terminology
- clarity of questions (eg., 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 booklet 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 booklet, please write your ideas in the comment section of the questionnaire.

### **A few frequently asked questions**

#### **How did this firm get selected?**

Most firms are selected as part of a random sample to represent other employment services firms with similar characteristics, such as size, employment, or revenue. Some are **selected because they dominate the employment services** industry in Canada, or in a particular province or territory. Your answers are important to ensure the survey results provide an accurate and complete picture of your industry.

#### **How are businesses selected for a survey?**

The majority of Statistics Canada business surveys are sample surveys. This means that only certain businesses in a particular industry, within each province and territory, are selected to receive the survey questionnaire. Together, the sampled businesses represent the entire industry being studied. Most businesses in the sample are randomly selected to represent other businesses with similar characteristics, such as revenue or number of employees. Some businesses **must** be included in the sample because they contribute substantially to their particular industry or region.

A small number of our business surveys are census surveys, which include **all** the businesses of significant size in a particular industry. A census is used when the industry being surveyed includes only a small number of firms, or firms that are very unlike one another. In such cases, a sample would not accurately reflect the entire industry being studied.

#### **Why are businesses required by law to respond?**

Canadians need accurate and reliable information as the cornerstone of democratic decision-making. Through the **Statistics Act**, Parliament has mandated Statistics Canada, as the national statistical agency, to produce such information. Business surveys provide important economic information. It is used by businesses, unions, non-profit organizations and all levels of government to make informed decisions in many areas. Because most business surveys feed directly or indirectly into legally mandated programs, mandatory response is required to ensure an adequate response rate and, therefore, reliable results.

#### **How does Statistics Canada know to survey my firm?**

The Business Register is Statistics Canada's list of all businesses in Canada, classified into specific industrial sectors. This list is the source of the firms to be included in the survey sample. The main source of this list is the Canada Customs and Revenue Agency which provides details of businesses that have a business number (BN). Once a month, Statistics Canada receives the current version of the Business Number file and processes it to update the Business Register. This monthly processing identifies businesses that are new or no longer active, and any changes to the name, address or size of small businesses.



Information collected from survey questionnaires is also used to update the Business Register. For example, a business may report that it has changed its main business activity and its industrial code will be updated.

Large enterprises are contacted by Statistics Canada and inquiries are made about their legal and organizational structure, business activity and survey contacts. These inquiries are designed to keep the Business Register up-to-date. They are also referred to as “profiling”.

#### **How is a business classified to an industry?**

Statistics Canada assigns a classification code to your business based on the description you provided when you registered with the Canada Customs and Revenue Agency. We update the code when you provide us with new information in a survey.

The coding system Statistics Canada uses is called the North American Industry Classification System (NAICS). NAICS was developed by the statistical agencies of Canada, Mexico and the United States. Created against the background of the North American Free Trade Agreement, it provides common definitions of the industrial structure of the three countries, so that economic data are comparable between them. It replaces the old system, called the “1980 Standard Industrial Classification” (SIC 80).

At the highest level, NAICS divides the economy into 20 classifications or sectors. These sectors comprise hundreds of types of industries. To produce uniform statistics, most businesses are assigned only one code. However, if a business is involved in multiple activities, such as manufacturing and wholesale trade, Statistics Canada classifies the business’ different units to the different industrial activities.

#### **Your business may contribute to several aspects of the economy**

You may receive several Statistics Canada questionnaires if your firm operates in different provinces and/or types of industries. For example, a firm could receive separate food services questionnaires covering its restaurant operations in each province, as well as a retail questionnaire covering its grocery stores. Whether our surveys ask for information about financial statements, capital expenditures or innovations like electronic commerce, your responses are significant for understanding the complexity of the economy.

### **How to obtain Statistics Canada information**

#### **National inquiry service**

- Telephone: **1 800 263-1136**
- Telecommunications device for the hearing impaired: **1 800 363-7629**
- Fax: **1 877 287-4369**
- E-mail: **infostats@statcan.ca**



### **Statistics Canada Reference Centres across Canada**

Halifax	(902) 426-5331
Montreal	(514) 283-5725
Ottawa	(613) 951-8116
Toronto	(416) 973-6586
Winnipeg	(204) 983-4020
Regina	(306) 780-5405
Edmonton	(780) 495-3027
Vancouver	(604) 666-3691

### **Visit the 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 1996 Census results and other information for any city, town or village in Canada)
- **Census** (Results from the 1996 Census. Results from the 2001 Census will be available beginning in spring 2002)

### **Visit your public library**

Over 700 public libraries across Canada carry Statistics Canada publications.