



## 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 is a description of each main activity.

#### **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.

## 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, for example:

- 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**.

**Thank you!**