



2007 Survey of Service Industries: Surveying and Mapping

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Reporting Guide

This guide is designed to assist you as you complete the 2007 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 mapping services

Business units primarily engaged in gathering, interpreting and mapping geophysical data. These business units 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.

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

Surveying and 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 in the 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;
- geospatial mapping services.

Exclude business units primarily engaged in:

- publishing atlases and maps;
- developing or publishing GIS software;
- providing geophysical surveying and mapping services.

C - Reporting period information

Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2007 and March 31, 2008. Please indicate the reporting period covered by this questionnaire.

F - Industry characteristics

Geophysical surveying or mapping services

If a breakdown cannot be provided for questions 1 to 4 (geophysical data acquisition, processing and interpreting), please report the combined amount at question 5, Integrated geophysical services and geophysical borehole logging surveys.

1. Geophysical data acquisition by seismic methods

The collection of geophysical data by seismic methods for the purpose of characterizing subsurface conditions.

Exclude the collection of borehole geophysical data.

2. Geophysical data acquisition by non-seismic methods

The collection of geophysical data by non-seismic methods for the purpose of characterizing subsurface conditions.

Exclude the collection of borehole geophysical data.

3. Processing geophysical data acquired by seismic or non-seismic methods

The processing of geophysical data in order to facilitate interpretation. The service may include reprocessing data or the integration of other sets of data collected by the same method.

Exclude processing of borehole geophysical data.

4. Interpreting geophysical data acquired by seismic or non-seismic methods

Analysis of geophysical data acquired by seismic or non-seismic methods that are processed 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.

Exclude analysis of borehole geophysical data.

5. Integrated geophysical services and geophysical borehole logging surveys

Services which include two or more phases (collection, processing and analysis) of the process used to carry out geophysical surveys.

Include borehole geophysical surveys.

6. Geophysical data sales

The sale of geophysical data and the brokerage of data. May include data that are available on a licence basis.

Non-geophysical surveying and mapping services

Geospatial photo and image acquisition and processing, and geospatial data interpretation

7. Geospatial (airborne and spaceborne) photo and image acquisition

Information about the earth's surface acquired from aircraft or spaceborne platforms, in which aerial cameras, radar, infra-red detectors, GPS receivers or other equipment aboard are the primary means of data collection. Products may be geospatially referenced, and in the case of aerial photography, there may have been additional processing.

8. Geospatial photo and image processing (e.g., orthophoto and image processing, elevation and terrain modeling, aerotriangulation, photomosaics and photogrammetric mosaics)

- Orthophoto and image processing is the processing of aerial photographs or satellite imagery to remove distortions due to tilt, terrain relief and perspective. The result is an orthorectified photo or image.
- Elevation and terrain modeling is the production of models describing the elevation of the earth's surface over a defined area. The models may take the form of a data array, a randomly distributed set of points, or an image produced using the digital elevation data. The elevations may have been corrected for the height of trees, vegetation, and building. The result is either a Digital Elevation Model (DEM) or a Digital Terrain Model (DTM).
- Aerotriangulation is the determination of horizontal or vertical co-ordinates of points on the ground from precise measurements on a photograph or image to create a control network sufficiently dense to provide a positionally accurate framework.
- Photomosaics is the process by which individual photographs obtained directly from the negative are combined to form a photographic image of a larger area. This process is intended to lead to less distortion of scale by making adjustments and cuts of the original photographs. These are not rectified photographs.
- Photogrammetric mosaics is the process for combining rectified aerial photographs so that the borders coincide and form a continuous photographic representation of part of the earth's surface.
- Photogrammetric restitution is the process of converting information obtained from aerial photographs or satellite imagery into conventional symbols.

9. 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's surface, natural or man-made features covering the earth's surface.

Other non-geophysical surveying and mapping services

10. Topographic and planimetric surveying and mapping services

Surveying for the purpose of determining the shape (relief) of the surface of the land or the location of natural and man-made features on the surface and the preparation or revision of a map indicating the elevation of the surface (relative to a datum point) and slope.

11. 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;
- the configuration of the bottom;
- the velocities of currents;
- the heights and times of tides and water stages;
- the location of fixed objects used in navigation;
- the preparation or revision of maps showing this information.

12. Boundary, property line and cadastral surveying and mapping services

Surveying for the purpose of establishing or re-establishing a boundary or property line on the ground, or for preparation of a map or plan showing a boundary or property line(s), including surveying for legal or cadastral purposes.

13. Subdivision layout and design

Dividing a piece of land into smaller pieces such as:

- lots, streets, and rights of way;
- marking or monumenting all necessary corners or dividing lines;
- preparing maps or plans showing all information regarding adjoining land affecting the boundaries;
- may include layout of roadway, and storm water/sanitary systems.

14. Construction surveying

Surveying prior to and during construction to control elevation, horizontal location and dimensions, and configuration; to determine if the construction was adequately completed; and to obtain dimensions essential for calculating quantities used in paying for construction.

15. Geodetic surveying and ground control support

Surveying for the purpose of determining the precise horizontal or vertical position of points or monumented locations to provide a reference framework for further surveys.

Include ground control support.

16. Thematic and orthophoto mapping and aeronautical and nautical charting

- Thematic mapping is the preparation and revision of specialized map and data products designed to portray specific data themes (natural resource, demographic, economic, biological, etc.).
- Orthophoto mapping is the preparation and revision of orthophoto maps.
- Aeronautical charting is the preparation and revision of charts designed primarily for use in aeronautical navigation. The aeronautical chart provides important information about flight paths, airport approaches and facilities, as well as landmark features.
- Nautical charting is the preparation and revision of charts designed primarily for use in nautical navigation. Features usually shown are: bathymetric contours, navigational hazards, aids to navigation, port facilities, water depths and type of shoreline.

Other services

17. Geographic information system (GIS) development and customization

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

18. Other sales

Include:

- geophysical software and equipment;
- geographic information system (GIS) software;
- satellite images;
- maps;
- geophysical data management services;
- geospatial data conversion and digitizing services;
- consulting services;
- expert witness services;
- training.

G - Personnel

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

1. Number of partners and proprietors, non-salaried (if salaried, report 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. Paid employees

a) Average number of paid employees during the reporting period

To calculate the average number employed, add the number of employees in the last pay period of each month of the reporting period and divide this sum by the number of months (usually 12).

Exclude:

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

b) Percentage of paid employees (from question 2a) 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 (estimates are acceptable)

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 during the reporting period (estimates are acceptable)

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

5. Number of hours worked by all 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.

Include:

- 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, not-for-profit organizations and public institutions (e.g., hospitals, schools)

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

Include:

- 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.

Include:

- 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%.

The percentage in question 14 must equal question 2 in section H.

J - International transactions

This section is intended to measure the value of international transactions on goods, services, and royalties and licences fees. It covers **imported services and goods** purchased outside Canada as well as the value of **exported services and goods** to clients/customers outside Canada. Please report also royalties, rights, licensing and franchise fees paid to and/or received from outside Canada. Services cover a variety of industrial, professional, trade and business services.

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, Manitoba, 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!

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