



Unified Enterprise Survey – Annual

2004 Survey of Service Industries: Specialized Design

Si vous préférez recevoir ce document en français, veuillez nous téléphoner au numéro sans frais suivant : 1 888 881-3666

Reporting Guide

This guide is designed to provide additional information as you work through your questionnaire. If further assistance is required, please call us. A Statistics Canada employee will be happy to assist you.

Help Line: 1 888 881-3666



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

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, 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 this questionnaire is correct. If not, please make the necessary changes in the corresponding boxes.

A - General Information

Survey Purpose

Statistics Canada requires information on this industry in order to measure its trends in areas such as employment, revenue and expenses as well as its contribution to the Canadian economy. In completing this questionnaire, you are helping to measure the country's economic production – the Gross Domestic Product (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 **those in the specialized design industry** 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 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 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 the sharing of 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 (including Aluminum), Smelting and Refining, Clay Building Material and 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 (including 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.

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

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

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

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

B - Main Business Activity

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

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

North American Industry Classification System Description of the Specialized Design

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

In order to help you choose the category that best describes the activity of your business, here is a short description of each category:

541320 - Landscape Architectural Services and Urban Planning Services

Business units primarily engaged in planning, designing and administering the development of land areas by applying knowledge of land characteristics, location of buildings and structures, use of land areas, and design of landscape projects.

Inclusions: landscape architectural services, city planning services (except engineers), ski area planning services, golf course design services, offices of town planners, urban planning services.

¹ A business unit is sometimes referred to as an establishment.

Exclusions: landscaping services (installing and maintaining landscaping materials), retail nursery and garden centres that also provide landscape consulting and design services.

541410 - Interior Design Services

Business units primarily engaged in planning, designing and administering projects in interior spaces to meet the physical and aesthetic needs of people, taking into consideration building codes, health and safety regulations, traffic patterns and floor planning, mechanical and electrical needs, and interior fittings and furniture.

Exclusions: retail or wholesale locations that also provide interior design or decorating as a service.

541420 - Industrial Design Services

Business units primarily engaged in creating and developing designs and specifications that optimize the function, value and appearance of products. These services can include the determination of the materials, construction, mechanisms, shape, colour, and surface finishes of the product, taking into consideration human needs, safety, market appeal and efficiency in production, distribution, use and maintenance.

Inclusions: automobile industrial design services, industrial design consulting services, furniture design services, scale modelling services, package design (industrial).

Exclusions: designers of clothing, shoes or jewellery (report in Other Specialized Design Services, below), firms applying principles of engineering in the design, development and utilization of machines, materials, instruments, structures, processes and systems (Engineering Services)

541430 - Graphic Design Services

Business units primarily engaged in planning, designing and managing the production of visual communication, so as to convey specific messages or concepts, clarify complex information or project visual identities. These services can include the design of: printed materials, packaging, video screen displays, advertising, signage systems and corporate identification.

Inclusions: commercial art services, medical illustration services, silk-screen design services.

Exclusions: web page designers, printers and publishers, advertising firms (such as those creating or placing display advertising, or those purchasing advertising time or space from media owners and reselling it directly to advertising agencies or advertisers).

541490 - Other Specialized Design Services

Business units not classified above, primarily engaged in providing professional design services such as clothing, shoes, jewellery, handbags, fashion designers, textiles, theatrical set design, floats, museum exhibits, etc.

Exclusions: computer design services.

C - Reporting Period Information

The reporting period for this survey is the business unit's **fiscal year** ending between April 1, 2004 and March 31, 2005.

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

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

D - Business Unit Organization

Please indicate your type of business unit by checking the appropriate box. Check one only.

Definitions of these business units 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/territorial 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;
- 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;
- purchasing of supplies, equipment or household necessities for its members or customers;
- 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: Entity that is 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.

E - Personnel Characteristics

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

- 1. Number of partners and working proprietors**
If the business unit is an unincorporated business, please report the number of partners and/or working proprietors (non-salaried) whose earnings will be the net income of the partnership or proprietorship.

- 2. Number of paid employees**
Exclude partners and working proprietors (non-salaried) of unincorporated businesses from your count of paid employees.
If an individual can be classified to more than one of the following categories, count the individual in the 'highest' category described below. For example, a marketing/sales employee who is also a professional should be counted in the Professional category.
 - a) Professionals**
Employees whose duties would normally require an undergraduate university degree or the equivalent.
Examples: consultants, land surveyors, geographers, geologists, scientists, graphic artists, graphic designers, photographers, architects, engineers, chemists, biologists, other science professionals, lawyers, financial analysts, accountants, computer professionals, editors, marketing and research professionals and project managers and supervisors, etc.

 - b) Technical and trades**
Employees whose duties would normally require a community college certificate/ diploma, vocational/trades accreditation or equivalent and who are not primarily involved in sales/marketing.
Examples: desktop publishers, computer programmers, computer systems analysts, network administrators, operating systems specialists, software designers and developers, industrial designers, lab technicians, draftspersons,

GIS technologists, technical inspectors, mechanics, equipment operators, machinists, repairmen and maintenance workers, carpenters, warehousemen, etc.

- c) Administrative, support staff and other**
Staff providing clerical/administrative services and staff in production or maintenance positions that require no vocational/trades accreditation or the equivalent in on-the-job training.
Examples: administrative officers, bookkeepers, personnel officers, secretaries, receptionists, mail/distribution clerks, cleaning staff, transportation equipment operators (drivers), etc., and jobs that require no more than one-month's training for someone with no vocational/trade accreditation.
Also **include** the non-supervisory staff primarily engaged in the sales/marketing of products and or services, i.e. sales and marketing staff, account /sales representatives, telemarketers, etc.
Exclude employees whose duties require a university degree or college certification or those whose duties are primarily supervisory.

Total number of paid employees

The total number of paid employees is the sum of lines a, b and c. If it is not possible for you to give a distribution of employees, please report the total number of paid employees.

- 3. Percentage of paid employees that worked full-time**
Full-time employees are defined as those who have worked the standard work week as observed by the business.

- 4. Employee turnover**
These questions are asked to assess mobility within the specialized design industry.
 - a)** number of paid employees hired during the reporting period;
 - b)** number of paid employees that resigned or were dismissed during the reporting period.

- 5. Number of contract workers hired during the year**
Contract workers are defined as self-employed individuals who are engaged on the basis of a written contract that stipulates the deliverables as well as the terms and conditions of employment. Please report the number of contract workers hired by your business during the year.

F - Revenue

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

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

1. Landscape architectural services

Include planning and design services for the aesthetic landscaping of parks, commercial and residential land, etc; preparing site plans, working drawings, specifications; cost estimates for land development; showing ground contours; cost estimates for vegetation to be planted, and facilities such as walks, fences and parking areas; inspection services for the work during construction.

2. Urban planning services

Include development services for programs concerning land use, site selection, control and utilization, road systems and servicing of land with a view to create and maintain systematic, co-ordinated urban development; feasibility studies; studies of environmental impact and economic assessments of urban development programs.

3. Interior design services

Include interior design services such as the planning and designing of interior spaces to meet the physical, aesthetic, and functional needs of people; interior decorating consulting and the drawing-up of designs for interior decorating.

4. Industrial design services

Include creation and development of designs and specifications that optimize the function, value and appearance of products. **Include** determination of materials, construction, mechanisms, shape, colour, and surface finishes.

5. Graphic design services

Include planning, design and management of the production of visual communication, so as to convey specific messages or concepts, clarify complex information or project visual identities. **Include** the design of: printed materials, packaging, video screen displays, advertising, signage systems and corporate identification.

6. Other design services

Include design of clothing, shoes or jewelry; fashion design; textile design services; theatrical set design; float design services; museum exhibit design, etc.

7. Sales of other goods and services provided

Use the lines provided to specify any items that represent a large percentage of total operating revenue. Where a breakdown of these items is not available, a total dollar amount is sufficient. Sales from these other goods and services, while not generally part of your principal source of revenue, complete the financial picture of the activities of this business unit.

8. Total operating revenue

Sum of amounts reported at questions 1 to 7.

9. Investment and other income

Include bad debt recoveries, interest and dividend income, and capital gains on sales of assets.

10. Total revenue

Sum of amounts reported at questions 8 and 9.

G - Revenue by Design Activity

Please provide a percentage breakdown of total operating revenue (reported in **Section F**, question 8) by type of design activity performed: Design consultation; Provision of design services; Project management; Other design services. If "Other" design activities represent a large portion of your total operating revenue, please describe them on the line indicated on the questionnaire.

H - Expenses

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

1. Total salaries and wages of employees

Include salaries and wages, before deductions, paid to employees issued a *T4 - Statement of Remuneration Paid* 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*.

2. Employer portion of employee benefits

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

Exclude contributions to provincial health plans and education payroll taxes. Please report these payments at question 19.

3. Total labour remuneration
Sum of amounts reported at questions 1 and 2.

4. Cost of merchandise purchased for resale (if applicable)
Include purchases for resale to clients plus any opening inventory minus any closing inventory. Report, for example, the cost of furnishings, accessories, window coverings, lighting, etc., purchased for resale to clients.
Exclude: other costs, such as office supplies and materials used.

5. Telephone and other telecommunication expenses
Include telephone, fax, cellular phone, or pager services for transmission of voice, data or image; Internet access charges; purchased cable and satellite transmission of television, radio and music programs.

6. Rental and lease of office space and other real estate expenses
Include all related energy, fuel and water expenses if they can not be broken out from real estate rental and leasing expenses.

7. Other rental and leasing expenses
Include motor vehicles, computers and peripherals, other machinery and equipment and other goods. Also **include** associated purchased fuel expenses.

8. Design work subcontracted to others
Include design services purchased for clients.

9. Other professional and business service fees
Include payments to employment agencies or personnel suppliers, data processing fees, payroll preparation, architectural, engineering, scientific and technical service fees, legal, accounting and auditing fees.

10. Insurance premiums
Include insurance coverage for liability, auto, building and equipment.
Exclude premiums paid directly to your head office, if applicable.

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

12. Travel, meal and entertainment expenses
Include passenger transportation, accommodation, meals while travelling, and other travel allowances, purchases for clients, performing arts events, sports events, etc.

13. Office supply expenses
Include office supplies purchased for internal business use. Also, **if not capitalized, include** computers and computer software, printers, photocopiers, office furniture, etc.

Exclude capital expenditures, postage and courier expenses.

14. All other materials, components and supplies

15. Heat, light and power expenses
Include all purchased energy, e.g., electricity, gasoline, fuel oil, diesel fuel, propane, natural gas expenses.

16. Amortization and depreciation
Include amortization and depreciation of this business unit's assets including capital lease obligations.

17. Interest expenses
Include interest expenses on capital lease obligations plus all other miscellaneous interest expenses such as interest on loans, and the interest portion of mortgage payments.

18. Write-offs, valuation adjustments, capital losses

19. All other expenses
Please specify your major expense items in this category.
Include repair and maintenance expenses, bank charges, credit and debit card commissions and other financial service fees; any service fees paid to head office and other business support units, royalties and franchise fees; property and property transfer taxes (not already reported at question 6 in this section), and business taxes; licences and permits expenses; contributions to provincial health and education payroll taxes; postage and courier expenses, provisions for bad debts donations, etc.
Exclude income taxes.

20. Total expenses
Sum of amounts reported at questions 3 to 19.

I - Distribution of Operating Revenue by Client Location

This section is designed to measure the value of services sold to clients located within and outside the province/territory of location of your business. 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 operating 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.

J - Distribution of Operating Revenue by Type of Client

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

1. Clients in Canada

a) Individuals and households

Individuals and households that purchase your services which do not represent the business or government sector.

b) Businesses

Percentage of total operating revenue sold to the business sector.
Sales of government and institutional clients should be reported below.

c) Public Institutions

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

d) Governments

The share of revenues to clients classified as federal, provincial/territorial and municipal government administration organizations should be reported here.

2. Clients outside Canada (exports)

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 I**.

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

Data on your operating 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.

K - Certification

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

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

L - Comments

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

- events that may have caused significant changes in your reported values from the previous year
- questionnaire content
- new questions of interest to your industry
- questionnaire wording
- use of business terminology
- clarity of questions (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 guide was helpful to you in completing the survey as well as providing some information about Statistics Canada. If you have suggestions on ways to improve this guide, please write your ideas in the **Comments** section of the questionnaire.

Visit the Statistics Canada's Web site at www.statcan.ca

Check out some of the most informative pages:

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

Visit your public library

Over 700 public libraries across Canada carry Statistics Canada publications.