



Unified Enterprise Survey - Annual

2000 Survey of Service Industries: Specialized Design

Collected under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S19.

Completion of this questionnaire is a legal requirement under this Act.

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français, veuillez nous appeler sans frais au numéro de téléphone suivant : 1 888 881-3666.

For Information Only

Correct pre-printed information if necessary using the corresponding boxes below:

0001	Legal name	0004	Number and street		
0002	Business name	0005	City	0006	Province or State
0003	C/O	0053	Country	0007	Postal code/Zip code
0008	First name of contact	0028	Last name of contact		
0052	Please report for:	0010	Language preference 1 <input type="radio"/> English 2 <input type="radio"/> French		

A - Introduction

Survey Purpose

This survey collects the financial and operating data needed to produce statistics concerning your industry. For more information on survey purpose, please consult the enclosed booklet entitled "Statistics Canada Business Surveys".

Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information obtained from this survey that relates to any identifiable business. **The data reported on this questionnaire will be treated in strict confidence**, used for statistical purposes and published in aggregate form only. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation.

Please return the completed questionnaire(s) in the enclosed envelope **within 30 days** of receipt. The questionnaire(s) can also be faxed back to Statistics Canada at **1 888 883-7999**. Thank you.

If you need further information or help, please call 1 888 881-3666.

Name of the primary person completing this questionnaire:		0013	[Grid for name]		
0026		0054	[Grid for name]		
<input type="radio"/> Mr. <input type="radio"/> Mrs. <input type="radio"/> Miss <input type="radio"/> Ms.		Last name			
Title: 0014	E-mail address: 0018		Web site address: 0020		
Telephone number: 0017 ()	Extension: 0027	Fax number: 0016 ()		Date completed: YYYY MM DD	
Signature: _____			0015	[Grid for date]	
I certify that the information contained herein is complete and correct to the best of my knowledge.					

Coverage

Please complete this questionnaire for the business unit(s) described in the pre-printed area on the front page of this questionnaire. Report only for the operation(s) located in Canada.

Reporting Instructions

When precise figures are not available, your best estimates are acceptable.

1. Please report all dollar amounts in CANADIAN DOLLARS (\$ CDN).
2. All dollar amounts reported should be rounded to the nearest whole dollar (e.g., \$55,417.40 should be reported as \$55,417).
3. All percentages reported should be rounded to the nearest whole percent (e.g., 37.3% to 37%, 75.8% to 76%).
4. Please include all electronic commerce transactions.
5. Please write clearly in ink.
6. This survey questionnaire can be faxed back to Statistics Canada at **1 888 883-7999**.

Statistics Canada advises you that there could be a risk of disclosure during the facsimile transmission. However, upon receipt of your facsimile, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

Reporting Period Information

Reporting Period

Please report information for your **most recent available 12-month fiscal period** ending between January 1, 2000 and March 31, 2001. Please indicate below the period covered by this questionnaire.

	YYYY	MM	DD		YYYY	MM	DD
0011				To	0012		

2. Do the dates reported above represent a change in your fiscal year?

0059 Yes No

3. Were any of the operating units of this business unit temporarily or seasonally inactive during the reporting period?

0061 Yes No

4. Has this business unit acquired any operating units during the reporting period?

0064 Yes No

5. Has this business unit disposed of/sold any operating units during the reporting period?

0066 Yes No

Data-sharing Agreements

To avoid duplicating survey activity, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. This is done in accordance with the federal *Statistics Act* and corresponding provincial and territorial legislation. The data are kept confidential and used for statistical purposes only. **Your responses are not shared with Canada Customs and Revenue Agency (formerly Revenue Canada).** More details on data-sharing are included in this package.

Business Unit Organization

1. Type of organization (please check **one** only):

- 0024 1 Unincorporated sole proprietorship 2 Unincorporated partnership 3 Incorporated company 4 Co-operative
5 Joint venture 6 Government business entity 7 Government 8 Non-profit organization

Sole Purpose of this Business Unit

1. Is the sole purpose of this business unit to provide services to your parent company, an affiliated company or a professional practice?

- 0029 Yes → **If yes**, please name the company or professional practice. No → **If no**, please go to the **Main Business Activity** section.

0030

Main Business Activity

Please check the **main** activity, at this business unit, which most accurately describes the **principal** source of operating revenue.

Please check **one** only.

1. 541320 0251 **Landscape Architectural Services**
Establishments 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.
Exclusions: • landscaping services (installing and maintaining landscaping materials); retail nursery and garden centres that also provide landscape consulting and design services.
- 541410 0252 **Interior Design Services**
Establishments 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 services.

NOTE: Main Business Activity continued on Page 4

Main Business Activity (continued)

541420 0253 **Industrial Design Services**

Establishments 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) services.

Exclusions: • designers of clothing, shoes or jewellery (report in 541490, 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 0254 **Graphic Design Services**

Establishments 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 0255 **Other Specialized Design Services**

Establishments, not classified above, primarily engaged in providing professional design services.

Inclusions: • designers of clothing, shoes or jewellery; fashion designers; textile design services; theatrical set design; float design services; museum exhibit design.

Exclusions: • computer design services.

2. 0040 **None of the above**

Please list the main activities of this business unit and indicate the estimated percentage of total operating revenue associated with each one:

0041

Note:

If you responded "None of the above", please call 1 888 881-3666 for further instructions.

B - Revenue

- Please include:**
- all Canadian revenue (including electronic commerce) recorded in your accounts for sales or transfers to other businesses and to other units of your business;
 - all revenue (including electronic commerce) received from outside Canada by this business unit.

Please exclude: • federal or provincial sales taxes collected for remittance to a government agency.

Sales of Goods and Services Produced

	\$ CDN
1. Total sales of goods and services produced	2299
2. All other operating revenue Exclude interest income and dividends. Please report this amount in this section at question 4, "Non-operating revenue".	2077
Please name major items:	
2071	
2072	
2073	

Revenue Totals

	\$ CDN
3. Total operating revenue (add amounts reported in questions 1 and 2 above)	2080
4. Non-operating revenue (e.g., interest income and dividends)	2097
5. Total revenue (add amounts reported in questions 3 and 4 above)	2098
	%
6. Please estimate the percentage of your " Total operating revenue " reported in this section at question 3, that was generated by new or substantially improved services or other products introduced by your business unit during the last three years.	2910

B - 1 Revenue by Type of Goods and Services

Please report your "Total sales of goods and services produced" reported in **Section B - Revenue**, at question 1, "Total sales of goods and services produced", by the following categories:

	\$ CDN
<p>1. Landscape architectural services</p> <p>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.</p>	2476
<p>2. Interior design services</p> <p>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.</p>	2477
<p>3. Industrial design services</p> <p>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.</p>	2476
<p>4. Graphic design services</p> <p>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.</p>	2479
<p>5. Other design services</p> <p>Include design of clothing, shoes or jewelry; fashion design; textile design services; theatrical set design; float design services; museum exhibit design; etc.</p>	2480
<p>6. Urban planning services</p> <p>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.</p>	2481
<p>7. Sales of all other goods and services produced</p> <p>Please name major items:</p> <p>2001 <input type="text"/></p> <p>2002 <input type="text"/></p> <p>2003 <input type="text"/></p>	2000
<p>8. Total (sum of amounts reported at questions 1 to 7 must equal the amount entered in Section B - Revenue, at question 1, "Total sales of goods and services produced")</p>	2305

B - 2 Revenue by Design Activity

Please distribute the "Total sales of goods and services produced" reported in **Section B - Revenue**, at question 1, "Total sales of goods and services produced", according to the following categories:

	%
1. Design Consultation	2721
2. Provision of Design Services	2722
3. Project Management	2723
4. Other (please specify): 2726	2725
Total	100%

C - Purchases, Inventories and Cost of Goods Sold

Inventories are to be reported at book value (i.e., the value maintained in the accounting records).

Please include: • inventory **owned** by this business unit within or outside Canada (including inventory held at any warehouse, selling outlet, in transit, or on consignment).

Please exclude: • inventory held on consignment for others.

	Purchases \$ CDN	Value of opening inventory \$ CDN	Value of closing inventory \$ CDN
1. Total material, component and supply purchases and inventories	5548	5550	5555
2. Cost of goods sold	\$ CDN		
Value of total purchases (reported in this section at question 1, at cell 5548) plus total opening inventory (reported in this section at question 1, at cell 5550) minus the value of total closing inventory (reported in this section at question 1, at cell 5555).	5721		

D - Expenses

Please include: • all expenses (including electronic commerce) within or outside Canada recorded by this business unit.

Please exclude: • GST/HST and TVQ (Quebec).

Labour Remuneration

	\$ CDN
1. Wages and salaries paid to employees for whom you issued a T4 - Statement of Remuneration Paid form (include vacation pay, bonuses and commissions).	3010
2. Employer portion of employee benefits paid for all employees for whom you issued a T4 - Statement of Remuneration Paid form (include employer contributions to pension, medical/life insurance plans, employment insurance and workers' compensation).	3040
3. Total labour remuneration (add amounts reported at questions 1 and 2 above).	3041

Purchased Service Expenses

Please **exclude** services that you produce within this business unit.

	\$ CDN
4. Telephone and other telecommunication expenses Include: • telephone, fax, cellular phone, or pager services for transmission of voice, data or image; • Internet access charge; • purchased cable and satellite transmission of television, radio and music programs.	4101
5. Rental and leasing expenses Include office space or other real estate, motor vehicles, computers and peripherals, other machinery and equipment, and other goods. Also please include , if applicable, all associated energy, fuel and water expenses.	4115
6. Purchased maintenance and repair service expenses, including janitorial and cleaning services Include materials, parts and labour. Exclude property management fees.	4175
7. Payments to employment agency or personnel supplier (e.g., pay for temporary workers paid through an agency and charges for personnel search services)	3080
8. Design work sub-contracted to others	3086
9. Legal, accounting and auditing fees	4230
10. Architectural, engineering, scientific and technical service fees Include land surveying, interior design and drafting	4245
11. Consulting fees	4270
12. Education and training fees	4292
13. Other professional and business service fees Include fees for research and development, payroll preparation, etc.	4275

Purchased Service Expenses (continued)

	\$ CDN
14. Financial service fees (e.g., bank charges, credit and debit card commissions) Exclude interest expenses. Please report these amounts in this section at question 28, "Other expenses".	4325
15. Insurance premiums (e.g., liability, auto, building, equipment) Exclude premiums paid directly to your Head Office, if applicable. Please report this amount in this section at question 25, "Management fees or any other service fees paid to head office and other business support units".	4350
16. Advertising expenses (e.g., trade shows)	4365
17. Travel expenses Include passenger transportation, accommodation, meals while travelling, and other travel allowances.	4366
18. Meals and entertainment expenses (e.g., performing arts events, sports events) Include purchases for clients.	4367
19. Property and business taxes, licences and permits expenses Include: <ul style="list-style-type: none"> • property taxes (except those covered in your rental and leasing expenses); • property transfer taxes; • vehicle licence fees. 	4410
20. Royalties and franchise fees	4440

Materials, Components and Supply Expenses

Please **exclude** capital expenditures.

	\$ CDN
21. Office supply expenses Include: <ul style="list-style-type: none"> • paper and supplies for photocopier, printer and fax machine; diskettes; writing instruments and other office supplies, etc. Also, if not capitalized, include computers, printers, photocopiers, computer software and office furniture, etc. Exclude: <ul style="list-style-type: none"> • postage and courier expenses. Please report this amount in this section at question 26, "All other operating expenses". • telephone and other telecommunication expenses. Please report this amount in this section at question 4, "Telephone and other telecommunication expenses". 	3301
22. All other materials, components and supply expenses	3392
Please name major items: <div style="margin-left: 20px;"> <input style="width: 400px; height: 20px;" type="text" value="3393"/> <input style="width: 400px; height: 20px;" type="text" value="3394"/> <input style="width: 400px; height: 20px;" type="text" value="3395"/> </div>	

Other Operating Expenses

	\$ CDN						
23. Purchased energy expenses (e.g., electricity, gasoline, fuel oil, diesel fuel, propane, natural gas) Exclude energy expenses that are covered in your rental and leasing expenses; please report these payments in this section at question 5, "Rental and leasing expenses".	4027						
24. Total depreciation and amortization (e.g., vehicles, buildings, equipment) (including this business unit's assets and capital lease obligations)	4520						
25. Management fees or any other service fees (e.g., legal, advertising, insurance) paid to head office and other business support units (e.g., warehouses, sales centres, trucking facilities)	4555						
26. All other operating expenses (e.g., contributions to provincial health and education payroll taxes, allowances for bad debts, donations, and inventory adjustments) Exclude interest expenses. Please report these amounts in this section at question 28, "Other expenses".	4569						
Please name major items: <table border="1" style="margin-left: 20px; width: 400px;"> <tr> <td style="width: 50px;">4561</td> <td></td> </tr> <tr> <td>4562</td> <td></td> </tr> <tr> <td>4563</td> <td></td> </tr> </table>	4561		4562		4563		
4561							
4562							
4563							

Expense Totals

	\$ CDN
27. Total operating expenses (add amounts reported at questions 3 to 26 above)	4599
28. Other expenses (e.g., interest expenses on capital lease obligations plus all other miscellaneous interest expenses such as interest on loans and the interest portion of mortgage payments)	4630
29. Total expenses (add amounts reported at questions 27 and 28 above)	4699

E - Employment Characteristics

Paid Employees

Please estimate the **number** of salaried and hourly employees on your payroll in a typical pay period.

Exclude contract workers (i.e., those not on your payroll who were engaged for a specific project or term).

Please allocate this **number** by the following:

	Number
1. Full-time employees Employees who worked the standard work week as observed by the business.	6310
2. Part-time employees Employees who worked fewer hours than standard or who worked only for a given period or season.	6311
3. Total number of paid employees (add numbers reported at questions 1 and 2 above).	6312

Categories of Paid Employees and Definitions (refer to category definitions below)

Please report each employee only once - if an employee could belong to more than one category, report him/her in the "highest" category in the table (i.e., a professional who is also a manager should be reported as a manager only).

Managers Those who carry out the functions of management by planning, organizing, coordinating, directing, controlling, staffing and formulating, implementing or enforcing policy, either directly or through other levels of management. Supervisors who do not carry out any of the above functions are not considered to be managers.
Examples: president, senior partners, vice presidents, junior partners, department heads, heads of specific product lines, assistant managers.

Professionals Employees usually requiring an undergraduate university degree or the equivalent. Exclude anyone reported as a manager above.
Examples: consultants, land surveyors, geologists, engineers, chemists, biologists, other science professionals, editors, photographers, graphic artists, graphic designers, lawyers, accountants, computer professionals, marketing and research professionals and project managers and supervisors not in the "Manager" group.

Technical / Trades Employees requiring a community college certificate/diploma, vocational/trades accreditation or equivalent and who are not primarily involved in sales/marketing. Exclude anyone reported as a manager above.
Examples: desktop publishers, computer programmers, lab technicians, draftspersons, GIS technologists.

Marketing / Sales Non-supervisory staff primarily engaged in sales/marketing of products/services. Exclude anyone reported as a manager above.
Examples: sales and marketing staff and telemarketers. Exclude employees whose duties require a university degree or college certification or those whose duties are primarily supervisory.

Administrative, clerical, production and support staff 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. Exclude anyone reported as a manager above.
Examples: secretaries, receptionists, mail/distribution clerks, cleaning staff, transportation equipment operators (drivers), and jobs that require no more than one-month's training for someone with no vocational/trade accreditation.

Other If you have employees that do not fit into any of the above categories, please specify their occupation(s).

	Number
4. Managers	6331
5. Professionals	6332
6. Technical/Trades	6333
7. Marketing/Sales	6337
8. Administrative, clerical, production and support staff	6334
9. All others (please specify): 6336	6335
10. Total (add numbers reported at questions 4 to 9 above)	6339

E - Employment Characteristics (continued)

Contract Workers

Please report the **number** of contract workers usually engaged at this business unit (i.e., during a typical pay period).

Number

6320

11. Contract workers

Individuals engaged only for the duration of a specific project or term.

Working Proprietors / Partners (Unincorporated Businesses Only)

If your firm is an unincorporated business, please report the **number** of working proprietors and/or partners.

Number

6321

12. Working proprietors and/or partners

F - Distribution of Operating Revenue by Type of Client

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.

Please indicate the percentage of "Total operating revenue" (reported in **Section B - Revenue**, at question 3, "Total operating revenue") by type of client to whom the goods or services were delivered.

	%
Clients in Canada	8100
1. Individuals and households	8120
2. Public Institutions (e.g., hospitals, schools, universities)	8130
3. Government (e.g., federal, provincial, territorial and municipal administration)	8112
4. Financial businesses (e.g., financial intermediaries including banks, trust companies, financial crown corporations)	8115
5. All other businesses (including non-financial crown corporations)	8140
6. Clients outside Canada (exports)	
Total	100%

G - Distribution of Operating Revenue by Client Location

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.

Please indicate the percentage of "Total operating revenue" (reported in **Section B - Revenue**, at question 3, "Total operating revenue") by the location of the client to whom the goods or services were delivered.

	%
Clients in Canada	
1. Newfoundland	8400
2. Prince Edward Island	8415
3. Nova Scotia	8405
4. New Brunswick	8410
5. Quebec	8420
6. Ontario	8425
7. Manitoba	8430
8. Saskatchewan	8435
9. Alberta	8440
10. British Columbia	8445
11. Yukon	8455
12. Northwest Territories (excluding Nunavut)	8451
13. Nunavut	8452
Clients outside Canada (exports)	
14. United States	8465
15. Mexico	8470
16. Central and South America	8462
17. European Union Countries	8477
18. Other European Countries	8463
19. Africa	8464
20. Middle East	8466
21. Asia	8471
22. Australia, New Zealand	8467
23. All other countries	8476
Total	100%

H - Comments

1. How long did you spend collecting the data and completing this form?

9910

hours

2. Comments?

We invite your comments on the following topics or any others related to our business survey program. We appreciate your assistance.

- 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 (e.g., 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

9920

FOR information only

Lost the return envelope?

Please telephone 1 888 881-3666 OR fax the questionnaire back to us at 1 888 883-7999
OR
mail your questionnaire to Statistics Canada, Operations and Integration Division,
120 Parkdale Ave., Ottawa, Ontario K1A 0T6



Thank you for your co-operation

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