



# 1998 Survey of Service Industries: Management, Scientific and Technical Consulting

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

Confidential when completed

Si vous préférez recevoir ce questionnaire en français,  
veuillez appeler au numéro de téléphone indiqué dans  
la boîte ombragée ci-dessous.

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

0001	Legal Name	
0002	Business Name	
0003	C/O	
0004	No. & Street	
0005	City	
0006	Province	Postal code
0007		
0008	Contact Name	
0010	Language preference: <input type="radio"/> English <input type="radio"/> French	

## A - Introduction

### Survey Purpose:

This survey collects the financial and operating data needed to produce statistics concerning your industry. These data will be aggregated with information from other sources to produce official estimates of national and provincial economic production in Canada, as well as official estimates of activity by industry. These estimates are used by government for national and regional programs and policy planning and by the private sector for industry performance measurement and market development.

### Coverage:

Please complete this questionnaire for the operation(s) and location(s) described on the address label above. You should only report for those operations located in Canada.

### 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.

### Returning your questionnaire:

**Please complete and return within 30 days of receipt.** Please send the completed questionnaire(s) in the enclosed envelope or, if you wish to send the questionnaire by facsimile, please see **Reporting Instructions**, in **section A**, for further details. Thank you.

**Do you need another questionnaire?**

**Do you have any questions?**

**Please refer to the following telephone number (1-888-881-3666).**

Name of person completing this questionnaire: (please print)			
0026	0013		
<input type="radio"/> Mr.	<input type="radio"/> Mrs.	<input type="radio"/> Miss	<input type="radio"/> Ms.
First Name		Last Name	
Title			
0014			
Telephone #	Ext.	Fax #	Date completed
0017	0027	0016	YYYY MM DD
Signature:			0015
I certify that the information contained herein is complete and correct to the best of my knowledge.			

**Thank you for your co-operation.**



## Reporting Period Information

"Business Unit" refers to the operation(s) and/or location(s) described on the address label.

### Reporting Period:

Please report information for your **12 month fiscal period** for which the **FINAL DAY** occurs on or between January 1, 1998 and December 31, 1998. For example, if your fiscal period ends March 31, please report for the period April 1, 1997 to March 31, 1998.

1. From <sup>0011</sup>

YYYY	MM	DD

 To <sup>0012</sup>

YYYY	MM	DD

2. If you **DID NOT** operate this business unit for the **full year**, please check the appropriate box(es) below:

0042  Seasonal operation

0032  New business

0033  Change of fiscal year end

0034  Change of ownership

0035  Ceased operations

0036  Temporarily closed (Please specify reason):

<sup>0037</sup>

3. <sup>0038</sup>  Other (Please specify):

<sup>0039</sup>

## 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. **541611** <sup>0261</sup>  **Administrative Management Consulting Services**

Includes administrative management consultants (providing advice and assistance on administrative issues such as financial planning and budgeting; equity and asset management; records management; office planning; **strategic and organizational planning**; site selection; new business start-up; and business process improvement). Excludes establishments providing office or general administrative services on a day-to-day basis.

**541611** <sup>0266</sup>  **General Management Consulting Services**

Includes general management consultants (providing a **full range** of consulting services which may include: administrative; human resource; marketing; process, physical distributions and logistics; or other management consulting services). Excludes establishments providing office or general administrative services on a day-to-day basis.

NOTE: Firms with certain management consulting specializations may be classified to one of the following categories **Human Resources and Executive Search Consulting Services** (541612) or **Other Management Consulting Services** (541619).

**541612** <sup>0262</sup>  **Human Resources and Executive Search Consulting Services**

Includes human resource consultants (providing actuarial, benefit and compensation consulting services; employee assessment consulting services; organization development consulting services and personnel management consulting services) and executive search consultants (providing selection and referral of executive personnel for employment by others). Excludes professional and management development training.

541619  0263 **Other Management Consulting Services**

Includes freight rate consultants; physical distribution consultants; logistics management consultants; tariff consultants; operations research consultants; telecommunications management consultants; and all other management consultants.

541620  0264 **Environmental Consulting Services**

Includes multi-disciplinary firms (i.e. those hiring scientists, engineers and other technicians) consulting on such topics as the control of environment contamination from pollution, toxic substances and hazardous materials; sanitation consultants; site remediation consultants. Excludes environmental engineering services and environmental remediation services.

541690  0265 **Other Scientific and Technical Consulting Services**

Includes agricultural consultants, biological consultants, chemical consultants, geological consultants, economic consultants, and all other consultants who provide advice and assistance to other organizations on scientific and technical issues. Excludes environmental engineering services and environmental remediation services.

2.  0040 **None of the above** (please describe briefly the nature of your business activity)

0041

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If you have responded '**None of the above**', please refer to the following telephone number (1-888-881-3666) and call us for further instructions.

## 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 to be kept confidential and used for statistical purposes only. **Individual responses are not shared with Revenue Canada.** More details are provided on a separate sheet included in this package.

## Reporting Instructions

1. Report all dollar amounts in CANADIAN DOLLARS (\$ CDN).
2. All dollar amounts reported should be rounded to whole dollars (e.g. \$8,555,417.40 should be reported as \$8,555,417).
3. Percentages should be rounded (e.g. 37.3% to 37%, 75.8% to 76%).
4. Your best estimates are acceptable when precise figures are not available.
5. Please print clearly.
6. This survey questionnaire can be sent back to Statistics Canada using facsimile communications. If you are reporting by facsimile, please refer to the following fax number (1-888-883-7999).

Statistics Canada advises you that there could be a risk of disclosure during the facsimile communication process. 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.

## B - Revenue

- Please include:**
- revenue recorded in your accounts for sales or transfers to other businesses and to other units of your business.
  - all foreign revenue recorded by this business unit.
- exclude:**
- federal or provincial **sales taxes** collected for remittance to a government agency.

		\$ CDN
		2299
1.	<b>Total sales of services and goods produced</b>	
2.	<b>All other operating revenue</b> <b>Exclude:</b> interest income and dividends and report in section B, on line 4.	2077
	Please name major items:	
	2071 _____	
	2072 _____	
	2073 _____	
3.	<b>Total operating revenue</b>	2080
4.	<b>Non-operating revenue</b> (i.e. interest income plus dividends)	2097
5.	<b>Total revenue</b> (add lines 3 and 4 above)	2098
6.	Please estimate the percentage of your <b>total operating revenue</b> (in section B, on line 3) that was generated by new or substantially improved services or other products introduced by your business unit <b>during the three-year period 1996-1998.</b>	2910
		%

## Revenue by Type of Service or Good

Please report your **Total sales of services and goods produced** (as reported in section B, on line 1, Total sales of services and goods produced), by the following categories.

\$ CDN

<b>7. Strategic management and planning, organizational structure and review</b> (advice and operational assistance services concerning business policy and strategy and the overall planning, structuring and control of an organization)	2460
<b>8. Financial management consulting services</b> (advice and operational assistance services concerning matters related to financial planning and control)	2461
<b>9. Human resources management consulting services</b> (as defined above in "business activity" section)	2462
<b>10. Executive search services</b> (as defined above in "business activity" section)	2463
<b>11. Production management consulting services</b> (e.g. effective utilization of materials in the production process; inventory management and control; quality control standards, etc.)	2464
<b>12. Marketing management consulting services</b> (e.g. analysis and formulation of a marketing strategy; formulation of customer service and pricing policies; organization of the distribution process etc.)	2465
<b>13. Market research and public opinion polling services</b> (e.g. market/consumer-behavior analysis, using statistics, econometric models, surveys, etc.; investigation services designed to secure information on public opinions regarding social, economic, political and other issues)	2466
<b>14. Economic and social research</b> (e.g. industry studies/analysis, economic analysis, econometric modelling, demographic analyses, etc.)	2467
<b>15. Public relations services</b> (i.e. services to improve the image and relations of an organization or individual with the general public, government, voters, shareholders and others)	2468
<b>16. Other management consulting services</b>	2469
<b>17. Computer consultancy services</b> (e.g. selection and development of computer software or hardware; systems analysis, development and integration; and information systems design and modification)	2470
<b>18. Education and Training</b> (i.e. services designed to develop qualities and skills in personnel that will enhance productivity and better contribute to organizational goal attainment)	2475
<b>19. Environmental consulting services</b> (as defined above in "Business activity" section)	2471
<b>20. Other scientific and technical consulting services</b> (as defined above in "business activity" section)	2472
<b>21. Sales of all other services and goods produced</b>	2000
Please name major items:	
2001	
2002	
2003	
<b>22. Total</b> (Sum of entries must equal the amount entered in section B, on line 1, Total sales of services and goods produced.)	2305

## C - Expenses

**Please: include** all foreign expenses recorded by this business unit.

**exclude** income tax and the portion of federal or provincial **sales taxes** refunded by government.

\$ CDN

3010

### 1. Wages and Salaries of Employees

- Please report wages and salaries of your employees **before deductions**.
- Employees are defined as those workers for whom you completed a Revenue Canada **T4 Supplementary Form**.
- Include those amounts deposited to **foreign accounts**.

Wages and salaries, for example, **include:**

- Vacation pay
- Directors' fees
- Bonuses (including profit sharing)
- Commissions
- Gratuities
- Taxable allowances (e.g. room and board, gifts such as air tickets for holidays, etc.)
- Retroactive wage payments

**Exclude:**

1. All payments and expenses associated with outside contract workers. (Please report these payments on the appropriate line of the "Purchased Service Expenses" sub-section, in Section C.)  
**For example:**
  - the cost of a receptionist or filing clerk under direct contract to you should be reported on line 11 "Other professional and business service fees".
  - the cost of maintenance or cleaning staff under direct contract to you should be reported on line 5 "Purchased maintenance and repair".**Otherwise** report these payments in section C, on line 23, All other operating expenses.
2. Payments to employment agency or personnel supplier (e.g. pay for temporary workers paid through an agency and/or charges for personnel search services). (Please report these payments in the "Purchased Service Expenses" sub-section, in section C, on line 6, Payments to employment agency or personnel supplier.)  
**Otherwise** report these payments in section C, on line 23, All other operating expenses.
3. Payments to casual labour without a T4 Supplementary Form. (Please report these payments in section C, on line 23, All other operating expenses).

\$ CDN

3040

### 2. Employer portion of employee benefits

**Include payments for:**

- Employee life and extended health care insurance plans (e.g. medical, dental, drug and vision care plans)
- CPP/QPP contributions
- Employer pension contributions
- Workers' compensation (provincial plan applicable to this business unit)
- Employment Insurance Premiums (E.I.)
- Retiring allowances or lump sum payments to employees at time of termination or retirement
- All other employee benefits such as childcare and supplementary unemployment benefit (SUB) plans.

**Exclude:** contributions to provincial health and education payroll taxes (applicable to this business unit). Please report these payments in Section C, on line 23, "All other operating expenses".

## Purchased Service Expenses

**Include:** only expenses for services purchased from another business or from a separate unit of your business.

**Exclude:** services that you produce within this business unit.

\$ CDN

<b>3. Telephone and other telecommunications expenses</b> <b>Include:</b> <ul style="list-style-type: none"> <li>• Telephone, fax, cellular phone, or pager services for transmission of voice, data or image.</li> <li>• Internet access charge.</li> <li>• Purchased cable and satellite transmission of television, radio and music programs.</li> </ul>	4101
<b>4. Rental and leasing expenses</b> <b>Include:</b> office space or other real estate, motor vehicles, computers and peripherals, other machinery and equipment, and other goods.	4115
<b>5. Purchased maintenance and repair service expenses</b> <b>Include:</b> materials, parts and labour. <b>Include:</b> janitorial and cleaning services.	4175
<b>6. Payments to employment agency or personnel supplier</b> (e.g. pay for temporary workers paid through an agency and/or charges for personnel search services)	3080
<b>7. Consulting work sub-contracted to others</b> <b>Include:</b> consulting services purchased for clients. (e.g., to obtain special expertise in areas such as computer systems)	3082
<b>8. Other consulting fees</b> <b>Include:</b> consulting services purchased for internal consumption. (e.g., office layout consulting services)	4270
<b>9. Legal, accounting and auditing fees</b>	4230
<b>10. Architectural, engineering, scientific and technical service fees</b> <b>Include:</b> land surveying, interior design and drafting.	4245
<b>11. Other professional and business service fees</b> <b>Include:</b> fees for education and training, research and development, payroll preparation, etc.	4275
<b>12. Financial service fees</b> (e.g. bank charges, etc.) <b>Exclude:</b> interest expenses. (report in section C, on line 25)	4325
<b>13. Insurance premiums</b> (liability, auto, building, equipment, etc.)	4350
<b>14. Advertising expenses</b>	4365
<b>15. Travel expenses</b> <b>Include:</b> passenger transportation, accommodation, meals while travelling, and other travel allowances.	4366
<b>16. Meals and entertainment expenses</b> <b>Include:</b> purchases for clients.	4367
<b>17. Property and business taxes, licences and permits</b> <b>Include:</b> <ul style="list-style-type: none"> <li>• Property taxes (except those which are covered in your rental and leasing expenses).</li> <li>• Property transfer taxes.</li> <li>• Vehicle licence fees.</li> </ul>	4410
<b>18. Royalties and franchise fees</b>	4440

## Other Operating Expenses

		\$ CDN
<b>19. Office supplies</b> <b>Include:</b> paper; photocopier, printer and fax machine supplies; diskettes; writing utensils and other office supplies, etc. Also, <b>if not capitalized, include:</b> computers, computer software and office furniture. <b>Exclude:</b> postage and courier expenses, and telephone and other telecommunications expenses. (Please report these payments on the appropriate line of the "Purchased Service Expenses" sub-section, in section C, otherwise report these payments in section C, on line 23, All other operating expenses.) <b>Exclude:</b> capital expenditures.		3301
		3392
<b>20. All other materials, components and supplies</b>		
Please name major items:	3393	
	3394	
	3395	
<b>21. Energy</b> (e.g. electricity, gasoline, fuel oil, diesel fuel, natural gas, propane) <b>Exclude:</b> energy expenses that are covered in your rental and leasing expenses. (Please report rental and leasing expenses in the purchased services sub-section in section C, otherwise report rental and leasing expenses in section C, on line 23, All other operating expenses.)		4027
		4520
<b>22. Depreciation and amortization</b> (your own assets including capital lease obligations)		
<b>23. All other operating expenses</b> (e.g. contributions to provincial health and education payroll taxes, allowances for bad debts, write-offs, donations, and inventory adjustments) <b>Exclude:</b> interest expenses and report in section C, on line 25.		4569
Please name major items:	4561	
	4562	
	4563	
<b>24. Total operating expenses</b>		4599
<b>25. Interest expenses</b> (i.e. interest expenses on capital lease obligations plus all other miscellaneous interest expenses) (e.g. interest on loans and interest portion of mortgage payments)		4630
<b>26. Total expenses</b> (add lines 24 and 25 above)		4699



## D - Employment Characteristics

### Question 1- Paid Employees

Please estimate the number of 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
<b>1. Full-time Employees</b> Employees who worked the standard work week as observed by the business.	6310
<b>2. Part-time Employees</b> Employees who worked fewer hours than standard <b>or</b> who worked only for a given period or season.	6311
<b>3. Total number of paid employees</b> (full-time and part-time)	6312

### Question 2 - Categories of Paid Employees (refer to category definitions below)

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.)

#### Definitions

<b>Managers</b>	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. <b>Examples:</b> President, senior partners, vice-presidents, junior partners, department heads, heads of specific product lines, assistant managers.
<b>Professionals</b>	Employees requiring at least an undergraduate university degree or the equivalent. Exclude anyone reported as a manager above. <b>Examples:</b> Lawyers, accountants, architects, engineers, science professionals, computer professionals, marketing and research professionals and project managers and supervisors not in the "Manager" group.
<b>Technical / Trades</b>	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. <b>Examples:</b> Technologists, lab technicians, legal secretaries, computer programmers, draftspersons, construction trades, machinists, stationary engineers, mechanics, repair occupations.
<b>Marketing / Sales</b>	Non-supervisory staff primarily engaged in sales/marketing of products/services. Exclude anyone reported as a manager above. <b>Examples:</b> Retail sales clerk, telemarketers, real estate agents, insurance agents. Exclude employees whose duties require a university degree or college certification or those whose duties are primarily supervisory.
<b>Administrative, clerical, production and support staff</b>	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. <b>Examples:</b> Secretaries, receptionists, claims adjusters, mail/distribution clerks, assemblers, packers, sorters, machine operators, warehousemen, cleaning staff, transportation equipment operators (drivers), and jobs that require no more than one-month's training for someone with no vocational/trade accreditation.
<b>Other</b>	If you have employees that do not fit into any of the above categories, please write in their occupation(s).

<b>4. Managers</b> <b>Include:</b> partners and working proprietors.	6331
<b>5. Professionals</b>	6332
<b>6. Technical/Trades</b>	6333
<b>7. Marketing/Sales</b>	6337
<b>8. Administrative, clerical, production and support staff</b>	6334
<b>9. All others</b> Please specify: 6336	6335
<b>10. Total</b> (Sum of the above must equal the number of paid employees (full-time and part-time) from lines 1 and 2 above.)	6339
<b>Question 3 - Contract Workers</b> Please report the number of contract workers usually engaged at this business unit (i.e. during a typical pay period.)	6320
<b>11. Contract workers</b> Individuals engaged only for the duration of a specific project or term.	

## E - 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 we welcome your comments on how to improve it.

Please indicate the percentage of "Total operating revenue" (reported in section B, on line 3) by type of client to whom the good or service was delivered.

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

Name of **person** reporting **Type of Client information** (if different from name on page 1) (Please print)

8190

First Name	Last Name
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Telephone number 8192  
(include area code)

## F - 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 we welcome your comments on how to improve it.

Please indicate the percentage of "Total operating revenue" (reported in section B, on line 3) by the location of the client to whom the service or good was delivered.

	%
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
<b>Northwest Territories:</b>	
12. Northwest Territories (excluding Nunavut)	8451
13. Nunavut	8452
14. Northwest Territories (old boundaries) (sum of lines 12 and 13 above)	8450
<b>Clients outside Canada (exports):</b>	
15. United States	8465
16. Mexico	8470
17. All other countries	8476
<b>Total</b>	<b>100%</b>

## G - Events that may have affected your business unit

Compared to last fiscal year, was there any event(s) that may have caused significant differences in reported values of your business unit during this reporting period?

1. If **yes**, please check the boxes that best reflect this change.

- |  |  |
|--|--|
| 9930 <input type="checkbox"/> Longer scheduled work week                         | 9931 <input type="checkbox"/> Shorter scheduled work week  |
| 9932 <input type="checkbox"/> Increase in business                               | 9933 <input type="checkbox"/> Decrease in business   |
| 9934 <input type="checkbox"/> More overtime                                      | 9935 <input type="checkbox"/> Less overtime  |
| 9936 <input type="checkbox"/> Foreign exchange                                   | 9937 <input type="checkbox"/> Merger/Acquisition   |
| 9938 <input type="checkbox"/> Layoffs  | 9939 <input type="checkbox"/> Increase in hiring   |
| 9940 <input type="checkbox"/> Temporary shutdown                                 | 9941 <input type="checkbox"/> Permanent shutdown   |
| 9942 <input type="checkbox"/> Strike   | 9943 <input type="checkbox"/> Adverse weather or natural disaster  |
| 9944 <input type="checkbox"/> Change in supplier                                 | 9945 <input type="checkbox"/> Change in product line   |
| 9946 <input type="checkbox"/> Price changes, goods and/or services sold (output) | 9947 <input type="checkbox"/> Price changes, labour and/or raw materials (input)                                 |
| 9948 <input type="checkbox"/> Changes in industry regulation                     | 9949 <input type="checkbox"/> Changes in government taxes (duty levies - dumping duties from offshore companies) |

2. 9950  Other, please specify:

## H - Comments

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

9910  hours

2. **Comments?**

We invite your help in improving our business survey program. Your comments on the following range of suggested topics along with your more general remarks would be greatly appreciated:

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• questionnaire content</li><li>• new questions of interest to your industry</li><li>• questionnaire language</li><li>• use of business terminology</li><li>• comprehension of questions (e.g. through definitions, examples of inclusions and exclusions, code sheets, instruction sheets, reporting guides, etc.)</li></ul> | <ul style="list-style-type: none"><li>• order and flow of questions</li><li>• timing of receipt of questionnaire and the period given for response</li><li>• other sources of data to further reduce response burden</li><li>• potential for electronic data reporting</li><li>• general (non-proprietary) business software packages in use.</li></ul> |
|---|---|

9920

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**Lost the postpaid envelope?**



Please refer to the following telephone number (1-888-881-3666)  
or  
the following FAX number (1-888-883-7999).

**Thank you for completing the questionnaire.**

Statistics Canada's publications are available for use in Statistics Canada's regional offices and all major libraries. As well, please visit our web site at [www.statcan.ca](http://www.statcan.ca).