



Unified Enterprise Survey - Annual

1998 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

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
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 # 0017	Ext. 0027	Fax # 0016	Date completed YYYY MM DD
---------------------	--------------	---------------	------------------------------

Signature:  _____

I certify that the information contained herein is complete and correct to the best of my knowledge.

0015			
------	--	--	--

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 ⁰⁰¹¹

--	--	--	--	--	--	--	--

 To ⁰⁰¹²

--	--	--	--	--	--	--	--

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):

⁰⁰³⁷

--

3. ⁰⁰³⁸ Other (Please specify):

⁰⁰³⁹

--

4. Type of organization (please **check one**):

0024 1 Sole proprietorship

2 Partnership

3 Incorporated company

4 Co-operative

5 Joint venture

6 Government business entity

7 Government

8 Non-profit organization

5. Did the establishment participate in any **joint ventures** during the reported period?

(A joint venture refers to a specific commercial undertaking entered into jointly by two or more parties or companies who agree to contribute the necessary capital and share in profits or losses of the project in agreed proportions. The association terminates either upon completion of the undertaking or at a specific time).

0170 Yes No If **No**, please go to section on **Main Business Activity**.

6. If **Yes**, are detailed revenue and expenses for the company's share in the joint venture(s) included in this report?

0171 Yes No

Please provide the names of the joint ventures and the names of the other venture partners. Also, provide the Business Number of any joint ventures that were incorporated.

Name of joint venture	Venture partners	Revenue Canada Business Number (if applicable)
0180	0181	0182
7. 8. Is this joint venture: ⁰¹⁹⁰ 1 <input type="radio"/> Incorporated or 2 <input type="radio"/> Unincorporated		
9. If it is an unincorporated joint venture, please provide the length of time of the joint venture. From ⁰¹⁹¹ _____ To ⁰¹⁹² _____		

If more space is required, please enclose a separate page.

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.

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

Exclude: 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.

Exclude: Retail or wholesale locations that also provide interior design or decorating services.

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.

Include: Automobile industrial design services; industrial design consulting services; furniture design services; scale modeling services; package design (industrial) services.

Exclude: 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.

Include: Commercial art services, medical illustration services, silk-screen design services.

Exclude: 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.

Include: Designers of clothing, shoes or jewellery; fashion designers; textile design services, theatrical set design, float design services.

Exclude: Computer design services.

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

0041

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
1. Total sales of services and goods produced	2299
2. All other operating revenue Exclude: interest income and dividends. (report in section B, on line 4)	2077
Please name major items:	
2071	
2072	
2073	
3. Total operating revenue	2080
4. Non-operating revenue (i.e. interest income plus dividends)	2097
5. Total revenue (add lines 3 and 4 above)	2098
6. Please estimate the percentage of your total operating revenue (in section B, on line 3) that was generated by new or substantially improved services or other products introduced by your business unit during the three-year period 1996-1998.	<div style="border: 1px solid black; padding: 2px; width: 80px; margin: 0 auto;">2910</div> <p style="text-align: right; margin: 0;">%</p>

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						
7. Landscape architecture services Includes: plan 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.	2476						
8. Interior design services Includes: interior design services such as the planning and designing of interior spaces to meet the physical, aesthetic, and functional needs of people; interior decorating and the drawing-up of designs for interior decorating.	2477						
9. Industrial design services Includes: creation and development of designs and specifications that optimize the function, value and appearance of products. Includes determination of materials, construction, mechanisms, shape, colour, and surface finishes.	2478						
10. Graphic design services Includes: 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. Includes the design of printed materials, packaging, video screen displays, advertising, signage systems and corporate identification.	2479						
11. Other design services Includes: services consisting of creating designs and preparing patterns for a variety of products by harmonizing aesthetic considerations with technical and other requirements, such as: furniture designs: aesthetic design for various other customer products; package design services; production of three-dimensional models.	2480						
12. Urban planning services Includes: development services for programmes concerning land use, site selection, control and utilisation, 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 programmes are also included.	2481						
13. Sales of all other services and goods produced Please name major items: <table border="1" style="margin-left: 20px; width: 50%;"> <tr><td style="width: 50px;">2001</td><td></td></tr> <tr><td>2002</td><td></td></tr> <tr><td>2003</td><td></td></tr> </table>	2001		2002		2003		2000
2001							
2002							
2003							
14. Total (Sum of entries must equal the amount entered in section B, on line 1, Total sales of services and goods produced.)	2305						

Revenue by Design Activity

Please distribute the total sales of services and goods of this firm (as reported on line 1 from Section B - Revenue, above) according to the following categories:

	%
15. Design Consultation	2721
16. Provision of Design Services	2722
17. Project Management	2723
18. Other (please specify) 2726	2725
Total	100%

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

3. Telephone and other telecommunications expenses Include: <ul style="list-style-type: none"> • 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
4. Rental and leasing expenses Include: office space or other real estate, motor vehicles, computers and peripherals, other machinery and equipment, and other goods.	4115
5. Purchased maintenance and repair service expenses Include: materials, parts and labour. Include: janitorial and cleaning services.	4175
6. Payments to employment agency or personnel supplier (e.g. pay for temporary workers paid through an agency and/or charges for personnel search services)	3080
7. Design work sub-contracted to others.	3086
8. Legal, accounting and auditing fees	4230
9. Architectural, engineering, scientific and technical service fees Include: land surveying, interior design and drafting.	4245
10. Consulting fees	4270
11. Other professional and business service fees Include: fees for education and training, research and development, payroll preparation, etc.	4275
12. Financial service fees (e.g. bank charges, etc.) Exclude: interest expenses. (report in section C, on line 25)	4325
13. Insurance premiums (liability, auto, building, equipment, etc.)	4350
14. Advertising expenses	4365
15. Travel expenses Include: passenger transportation, accommodation, meals while travelling, and other travel allowances.	4366
16. Meals and entertainment expenses Include: purchases for clients.	4367
17. Property and business taxes, licences and permits Include: <ul style="list-style-type: none"> • Property taxes (except those which are covered in your rental and leasing expenses). • Property transfer taxes. • Vehicle licence fees. 	4410
18. Royalties and franchise fees	4440

Other Operating Expenses

		\$ CDN
19. Office supplies Include: paper; photocopier, printer and fax machine supplies; diskettes; writing utensils and other office supplies, etc. Also, if not capitalized, include: computers, computer software and office furniture. Exclude: 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.) Exclude: capital expenditures.		3301
		3392
20. All other materials, components and supplies		
Please name major items:	3393	
	3394	
	3395	
21. Energy (e.g. electricity, gasoline, fuel oil, diesel fuel, natural gas, propane) Exclude: 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
22. Depreciation and amortization (your own assets including capital lease obligations)		
23. All other operating expenses (e.g. contributions to provincial health and education payroll taxes, allowances for bad debts, write-offs, donations, and inventory adjustments) Exclude: interest expenses and report in section C, on line 25.		4569
Please name major items:	4561	
	4562	
	4563	
24. Total operating expenses		4599
25. Interest expenses (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
26. Total expenses (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
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 (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

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 requiring at least an undergraduate university degree or the equivalent. Exclude anyone reported as a manager above. Examples: Lawyers, accountants, architects, engineers, science professionals, 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: Technologists, lab technicians, legal secretaries, computer programmers, draftspersons, construction trades, machinists, stationary engineers, mechanics, repair occupations.
Marketing / Sales	Non-supervisory staff primarily engaged in sales/marketing of products/services. Exclude anyone reported as a manager above. Examples: 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.
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, 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.
Other	If you have employees that do not fit into any of the above categories, please write in their occupation(s).

4. Managers Include: partners and working proprietors.	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 (Sum of the above must equal the number of paid employees (full-time and part-time) from lines 1 and 2 above.)	6339
Question 3 - Contract Workers Please report the number of contract workers usually engaged at this business unit (i.e. during a typical pay period.)	6320
11. Contract workers 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.

	%
Clients in Canada:	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
6. Clients outside Canada (exports)	
Total	100%

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

8190

First Name	Last Name
------------	-----------

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

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">• questionnaire content• new questions of interest to your industry• questionnaire language• use of business terminology• comprehension of questions (e.g. through definitions, examples of inclusions and exclusions, code sheets, instruction sheets, reporting guides, etc.) | <ul style="list-style-type: none">• 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

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.