

**Canada's annual surveys re-design for services:
A practical view of the model survey**

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Introduction

In 2002, the Service Industries Division at Statistics Canada elaborated a five year strategic plan aimed at reviewing the mandate, mission, activities and priorities of the division.

The goal for the five year plan was to become a centre of expertise on service industries by addressing current major issues and concerns in a relevant way. To do so, the Division needed to stay abreast of major issues of the day that are relevant to economic and social policy development in Canada. It also had to produce a stable, coherent set of current economic indicators that describe the economic situation in the services sector and thereby meet the needs of our major partners and clients (such as National Accounts, Policy Departments). Finally, the Division had to find flexible means of producing a rich set of data (including more qualitative data) describing service activities for the purposes of Canada's social and economic policies. The plan was articulated according to five major trusts³: Relevance, current indicators, flexible mechanisms, stable program infrastructure, systems and tools.

One important aspect of the plan was the combination of creating a stable program infrastructure and developing flexible mechanisms in order to integrate the whole service survey program into the "Unified Enterprise Survey (UES) standardized processes" and develop supplementary survey modules that would measure the characteristics of service activities. By combining survey tools and administrative data, the Service Industries Division would be able to produce a coherent set of current economic indicators and develop new products.

This paper presents a summary of the recent initiative taken by the Service Industries Division (SID) of Statistics Canada to redesign its annual survey program. This redesign has been thought about in the spirit of the Model surveys developed by the Voorburg Group two decades ago. Since the early development of model surveys, statistical agencies have gained enormous experience in surveying service businesses and have been confronted by a number of issues: the rapid growth of the number of business in services, the difficulties of identifying and measuring the service, the volatility of activities, the respondent fatigue (low response rate), etc. On the other hand there have been the emergence of new processing tools and the pervasive use of administrative data which have provided statistical agencies with challenging solutions. Almost twenty years after the first introduction of the model survey in Canada, this recent redesign of the annual surveys of service industries is a response to some of the issues and challenges facing the Canadian statistical system and is viewed as another practical application of the model survey.

The paper is divided into four parts. The first part presents the context in which the redesign took place (Why?), the second one establishes the objectives (What), while the third part describes the new modular surveys (How ?) and finally the last part presents the benefits of the new redesign (So what?).

³ See Appendix 1 for a brief summary.

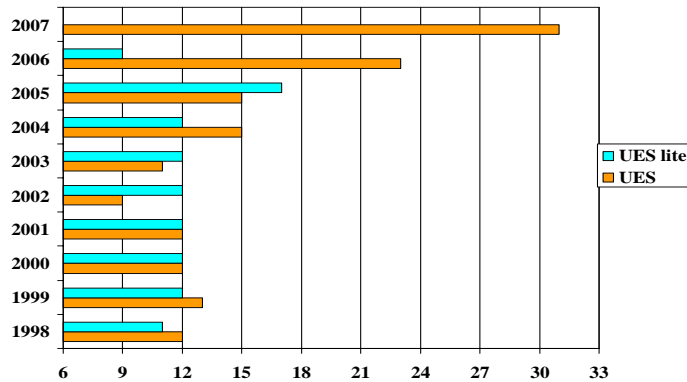
1. Context (Why?):

Until the end of the nineties, the annual service industries program was developed piecemeal as funding became available. In 1997, substantial funding was provided to the Agency to improve the provincial estimates (PIPES- Program to Improve Provincial Estimates) and as a consequence, the coverage of services increased substantially. PIPES had a structural effect on the agency as it forced standardization and centralization of process under the Unified Enterprise Survey (UES). This standardization process took time and effort. For years, the Services survey programs were equally divided between the UES and its own in-house process. Chart 1 illustrates the distribution between the two worlds (In-house surveys (UES-lite) and UES surveys). In fact, for many in-house surveys there were no benefits of integrating into the UES, because each one of them was distinct and catered to different user needs. The necessity of integration only came with the appearance of very specific conditions, which in great part led to the redesign.

One of the fundamental reasons for the redesign was to achieve the Service Industries Division's strategic plan to become more relevant and to attempt to provide better information on characteristics of businesses active in the service economy. It also coincided with the agency budgetary reductions which implied that cost had to be reduced and therefore, duplications had to be eliminated and processes standardized and streamlined. A third important factor that forced the Division to move more quickly on the redesign was the integration of some of the cultural statistics into the business and personal service programs. A fourth incentive to re-design was the re-balancing of the Input-Output table to give greater details to the service economy. A fifth element was the greater use of administrative data (tax data), which implied changes to the survey process. Finally, with the development of new standards for business surveys: the Chart of Accounts (COA)⁴ and the North American Product Classification System (NAPCS), there was a stronger need for harmonization across the service annual program.

⁴ The chart of Accounts (COA) is a series of agreed financial definitions and concepts that are consistent in the business world and which provided a standardized mapping of survey cells to administrative data and respondent accounting books. The COA also provides a direct link to definitions used in the System of National Accounts.

Chart 1
Number of surveys by type
UES versus UES-lite



2. Objectives (What?):

As mentioned, the main objective of the redesign was to achieve many longstanding objectives which include:

- The implementation of new STC standards for business surveys (COA and NAPCS);
- The harmonization of concepts across the annual survey program;
- The simplification of data processing received from the field;
- The facilitation in the transition of SID annual surveys to UES;
- The development of a standard for characteristic surveys and;
- The development of program flexibility for cost recovery work.

The major objectives behind the implementation of new concepts such as the COA and NAPCS were standardisation and harmonisation. Given that the COA would assure the standardization of concepts from the collection to its final use in the System of National Accounts, its implementation would not only harmonize content but simplify processing. The use of NAPCS as the agreed framework in North America for the classification of service products has the similar effect. None of these implementations could be done easily without introducing major changes to the existing surveys.

The third objective behind the standardisation and harmonisation of concepts was the simplification of data processing received from the field. It allows edit and imputation functions that are done the same ways amongst survey programs and creates in the long run an environment where there is a better data flow management and where it is easier to maintain process systems.

The redesign was also aimed at bringing the common elements of the service survey program under the same processing system, the UES, and free up dedicated resources to do more non-standard survey collection (characteristics surveys) and analysis.

Finally, the redesign of the survey program had to allow for the development of characteristics modules which could be different from industry to industry and provide by the same token enough flexibility to respond to the specific needs of users through a cost-recovery mechanism.

3. The Redesign (How?):

At the heart of the redesign is the development of a modular 'generic' questionnaire that will be used to collect information from respondents⁵. It contains 10 generic modules (sections) and 3 industry specific modules that are designed to collect relevant information including revenues, expenses, type of client, imports and exports, employment, etc. All surveys will use the generic modules to collect data. Every survey will not necessarily apply all 10 generic modules because some modules will not be applicable for certain industries. For example, the food services survey will not require the generic module used to collect information about type of client (household versus business versus government) since the owner of a restaurant cannot provide this information.⁶ Table 1 provides a brief overview of the survey modules.

Table 1- Questionnaire design

Generic Modules	Industry specific modules
1. Reporting period	1. Main business activity
2. Revenues	2. Product information (NAPCS)
3. Expenses	3. Other industry characteristics
4. Type of client	
5. Employment	
6. Client location	
7. Foreign trade	
8. Provincial grid	
9. Certification	
10. Comments	

This modular design ensures that a large portion of the annual program will be completely harmonized, that is: everything other than the industry specific modules (main business activity; NAPCS; and other industry specific characteristics as required).

⁵ A copy of the generic service industries questionnaire is available Appendix 2 (in PDF).

⁶ The Appendix Table 1 (excel spreadsheet) describes the modules that will be used for each of the divisions 32 annual surveys.

It will allow flexibility. For instance, information on sales of goods purchased for resale does not apply to all industries, but it applies to many: Repair and maintenance services; food services; book publishers, periodical publishers; newspaper publishers; computer services and; rental and leasing services. Modules can be built for specific industries such as the cultural industries where some type of information is essential for policy purposes. For instance, information is required on: admission fees; membership fees; acquisitions of artifacts; performance and attendance information; types and language of book and periodicals; subscriptions and; grants. The survey modules can therefore be activated (on-off) as required by the survey as it is illustrated in Tables 2.

Table 2 Questionnaire design

Generic Modules	Industry specific modules
1. Reporting period	1. Main business activity
2. Revenues (on-off)	2. Product information (NAPCS) (on-off)
3. Expenses (on-off)	3. Other industry characteristics (on-off)
4. Type of client (on-off)	
5. Employment (on-off)	
6. Client location (on-off)	
7. Foreign trade (on-off)	
8. Provincial grid (on-off)	
9. Certification	
10. Comments	

Because of its modular approach, the redesigned survey provides an opportunity to launch characteristic surveys across the program without much, if any, developmental cost. This is because the characteristic survey will simply be a sub-set of the full questionnaire. The only difference is that for characteristic surveys the generic revenue and expense modules will be turned off (data for these will come directly from tax) and the provincial grid will be turned off (it will not be required because, as of now, the characteristic survey targets non-complex firms, i.e., firms operating in only one province and only one industry), see Table 3. Thus, the same processing systems will be used to process both data received through characteristic questionnaires and data received via the full questionnaire. This provides Service Industries Division with the ability to extend tax replacement strategies to more industries while maintaining quality targets for non-financial data.

Table 3 - Characteristic questionnaire

Generic Modules	Industry specific modules
<ol style="list-style-type: none"> 1. Reporting period 2. Revenues (1/3 page) - off 3. Expenses (1 page) - off 4. Type of client (on-off) 5. Employment (on-off) 6. Client location (on-off) 7. Foreign trade (on-off) 8. Provincial grid - off 9. Certification 10. Comments 	<ol style="list-style-type: none"> 1. Main business activity 2. Product information (NAPCS) 3. Other industry characteristics (on-off)

4. Benefits

One of many benefits to this new approach is that it will simplify both the development and maintenance of processing tools and systems, including micro editing tools and edit and imputation systems. Systems updates for generic modules will only have to be made once and then applied to all surveys. This generic modular approach has been endorsed by all parties at Statistics Canada and it is agreed that it represents a big step forward in survey processing. This approach will also make it easier to transition the in-house survey (UES lite surveys) to UES and will simplify the development of new questionnaires required to fill data gaps since a large portion of any new questionnaire is in effect already built. For example, the development of the new culture surveys, as part of the integration initiative, was simplified because the two subject matter divisions (culture and services) could focus efforts on developing industry specific content, while simply selecting relevant generic modules. In addition, the content harmonization makes it easier to develop survey support materials such as reporting guides and management information reports.

One final important aspect of the redesign is that flexibility is being built into the system. Our operational partners recognize that annual survey changes may be required but major changes will generally be contained within one of the industry specific sections of the questionnaire (section F of Appendix Table 1). The development and maintenance time savings that accrue from harmonizing a large portion of survey content across the program will hopefully free resources to modify industry-specific modules as required. This will be very helpful with respect to implementing cost recovery programs. Cost recovery questions will be inserted into the industry-specific module and the generic component of the program will be safeguarded.

5. Conclusion

Given the various trade-off of surveying the service industries, the modular approach of the service model survey appeared to be a pragmatic response. Because of the size of services in the economy and its diversified nature, the natural tendency for a statistical agency is to try to capture more characteristics, while trying to maintain the response burden at an acceptable level. The extensive use of administrative data have helped to keep the response burden low while improving the coverage. However, without the creation of a characteristics survey, the use of administrative data would have resulted in the loss of a rich source of information needed by the National Accountant to explain and measure that sector of the economy. The modular approach to the model survey allowed the development of a simplified and flexible process system that could be applied to all surveys without sacrificing any of the specialized content for a particular industry. The idea is certainly not new, but with the recent developments in tools and technology, its application has become inexpensive and available to all.

Appendix 1 – Vision 2006 for Services Statistics

The vision was articulated according to five major trusts:

- Relevance (timeliness)

The vision implied, first and foremost, that the program should be relevant. It should be relevant to both our National Accounts partners and our external users such as professional associations, Policy departments and the Canadian public. Ensuring the program's relevance means that we are prepared to devote the energy and resources to publish data quickly and understand the issues and our clients' needs. This meant that we needed to engage in:

- (i) outreach and foresight using a variety of resources (technical journals, the Internet, conferences, seminars, contacts with associations, national and international forums, etc.);
- (ii) networking with internal clients, external clients (departments and associations), the regional offices, provincial and municipal stakeholders, university researchers and so on;
- (iii) research and analysis to get a better understanding of the dynamics of the service industries and place our data in a larger context.

It also meant that producing data more quickly: first within 15 months following the reference period, and then within 12 months. Relevance cannot be attained without acceptable timeliness of data. This could not be done without the improvement of the Business Register and the timeliness of tax information as well as the efforts of all the various divisions involved in the process (see graph on next page).

- Current indicators

A relevant program must necessarily produce current, coherent data. This was the second facet of the vision. It is vital that we maintain a permanent program that produces annual and sub-annual economic indicators from survey and administrative data. The proposed strategy for the development of sub-annual indicators is to start, first, with the production of quarterly data for a selection of industries.

- Flexible mechanism:

If we want to be able to meet the needs of our external users in a relevant way and shed light on current issues, we need to have the capacity to mobilize resources quickly to develop new surveys and products. In order to do so we needed a *quick-response development team* and supplementary survey modules that would measure the characteristics of service activities. By combining survey tools and administrative data we will be able to produce a coherent set of current economic indicators and develop new products (e.g., the Business Conditions Survey for Service industries).

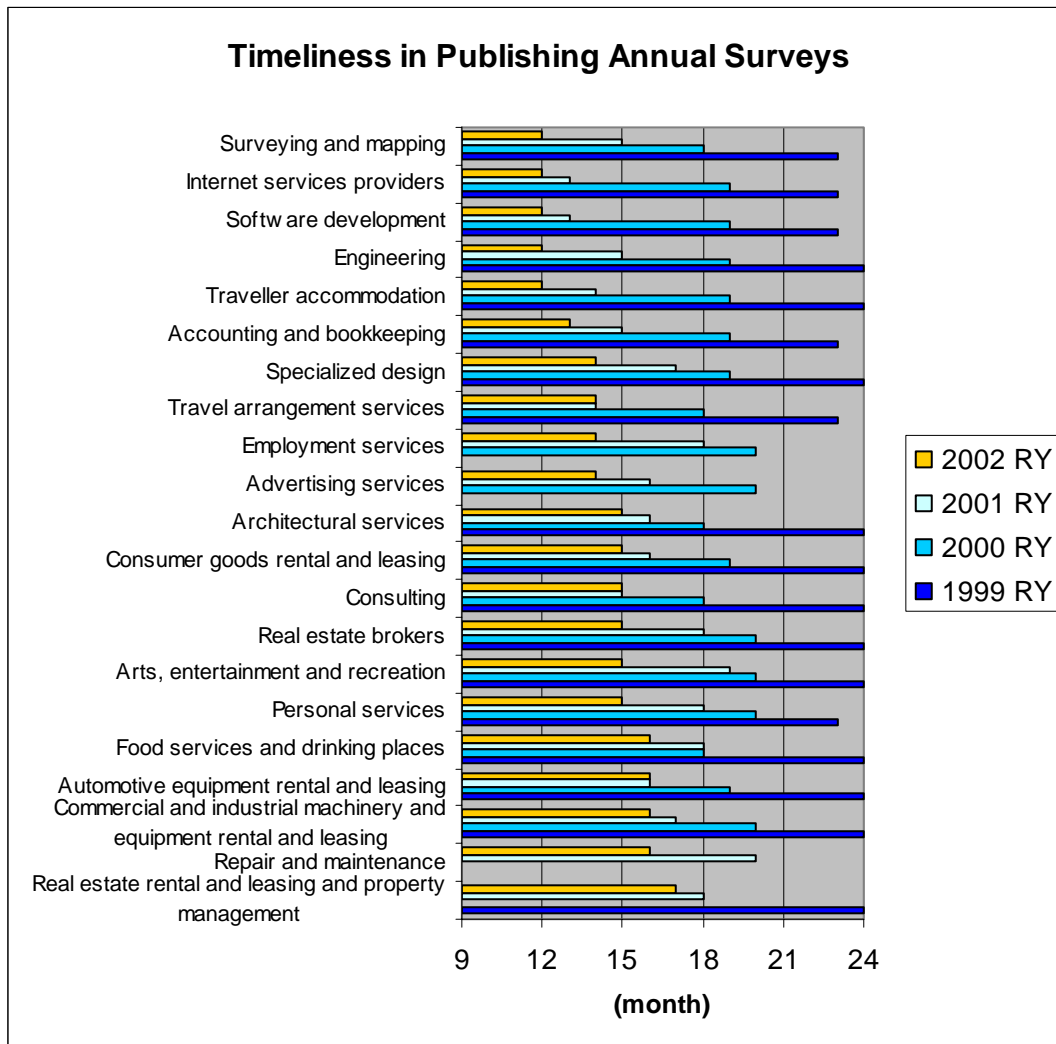
- Stable program infrastructure

Finally, if we are to achieve the goals described above, we must be able to rely on a stable program infrastructure. That infrastructure must allow us to maintain survey designs, collection, survey operations, estimation processes, databases, data dissemination, a management information system (protocols, best practices, etc.) and so on.

Also, to reduce our workload, our cost and the response burden it became important to start using administrative data in an extensive way. This will not only reduce the response burden, but also reduce the cost of the program. Obviously, there will be some lost in information and a strategy will be put in place to compensate this measure. The initiative on characteristic surveys is in response. The use of GST (value added tax) data in survey processes had the potential of being use as a trend indicator on a quarterly basis for a number of industries which would satisfy our need for more sub-annual information.

- Systems and tools

Clearly, the range of activities generated by this vision could not be carried out without the support of highly specialized computer tools and flexible procedures, such as those which already exist in the Division.



Appendix 2 – Generic service industries questionnaire

(see next pages)



2005 Survey of Service Industries: Generic Model

If necessary, please correct pre-printed information below.



0001	Legal name		0004	Address (number and street)	
0002	Business name		0005	City	
0021	Title of contact		0006	Province/ Territory or State	
0008	First name of contact		0053	Country	0007 Postal code/ Zip code
0028	Last name of contact		0010	Language preference	1 <input type="checkbox"/> English 2 <input type="checkbox"/> French

This information is 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.

A - Introduction

Survey Purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs.

Fax or Other Electronic Transmission Disclosure

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

Data-sharing Agreements

In an effort to reduce reporting burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. The data are kept confidential and used for statistical purposes only. Please see the enclosed reporting guide for details of these agreements.

Reporting Instructions

- Report for **all** operation(s) and/or location(s) pre-printed in the above address area. If it is not possible to report for the above business unit(s), please explain the reason(s) in the **Comments** section at the end of the questionnaire.
- When precise values are not available from your records, estimates are acceptable.
- For further information about this survey and definitions, please consult the enclosed reporting guide.

Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. Please see the enclosed reporting guide for more information.

Please return the questionnaire within 30 days.

**Please mail the completed questionnaire in the enclosed envelope
or fax it to Statistics Canada at 1 888 883-7999.**

Lost the return envelope or need help? Call us at **1 888 881-3666** or mail to:
Statistics Canada, Operations and Integration Division, 120 Parkdale Avenue, Ottawa, Ontario K1A 0T6

B - Main Business Activity

1. Please describe the nature of your business.

0055 _____

2. Please check the **one main activity** which most accurately represents your **principal** source of revenue.

xxxx

xxxx

xxxx

xxxx

xxxx

xxxx

xxxx

xxxx

xxxx

0040 None of the above

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

C - Reporting Period Information

1. Please report information for your **fiscal year** (normal business year) ending between April 1, 2005 and March 31, 2006. Please indicate below the period covered by this questionnaire.

From ⁰⁰¹¹

YYYY	MM	DD
------	----	----

 To ⁰⁰¹²

YYYY	MM	DD
------	----	----

2. If you **did not operate** this business unit for a **full year**, please check the reason(s) below:

⁰⁰³¹ 1 Seasonal operations 2 New business 3 Change of fiscal year 4 Change of ownership 5 Ceased operations 6 Temporarily inactive

**Please complete only the questions that are applicable to your business.
 When precise values are not available from your records, estimates are acceptable.**

D - Revenue

		CAN\$
1. Sales (a detailed sales breakdown will be requested in Section F)	2299	
2. Grants and subsidies	2068	
3. Royalties, rights, licensing and franchise fees	2022	
4. Investment income (dividends and interest)	2097	
5. Other revenue (please specify): ²⁰⁰¹	2077	
6. Total revenue (sum of questions 1 to 5)	2098	

E - Expenses

		CAN\$
1.	Salaries and wages of employees who have been issued a T4 statement	3010
2.	Employer portion of employee benefits (include employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040
3.	Commissions paid to non-employees	4466
4.	Professional and business service fees (e.g., legal, accounting)	4315
5.	Outsourcing (include work contracted out, freelancers, payments to personnel suppliers, etc.)	3060
6.	Payments for services provided by your head office	4555
7.	Cost of goods sold – if applicable (purchases plus opening inventory minus closing inventory)	5721
8.	Office supplies	3301
9.	Rental and leasing (include rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance (include janitorial services, equipment, motor vehicles, etc.)	4178
11.	Insurance (include professional liability, motor vehicles, etc.)	4350
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365
13.	Travel, meals and entertainment	4370
14.	Utilities (include gas, heating, hydro, water)	4066
15.	Telephone and other telecommunication expenses	4101
16.	Property and business taxes, licences and permits	4410
17.	Royalties, rights, licensing and franchise fees	4440
18.	Delivery, warehousing, postage and courier	4179
19.	Financial services fees (e.g., bank and credit card charges)	4325
20.	Interest expenses	4630
21.	Amortization of tangible and intangible assets	4520
22.	Charitable donations	4521
23.	Bad debts	4542
24.	All other expenses ⁴⁵³¹ (please specify):	4569
25.	Total expenses (sum of questions 1 to 24)	4699
26.	Corporate taxes (if applicable)	4600
27.	Gains (losses) and other items (include write-offs, foreign exchange, share of partnership income, etc.)	4601
28.	Net profit/loss after tax and other items	2304

F - Industry Characteristics

Please provide a breakdown of your sales.

		CAN\$
1.		xxxx
2.		xxxx
3.		xxxx
4.	Other sales (please specify):	xxxx
5.	Total sales	2305

F - Industry Characteristics

Please provide a breakdown of your sales.

Please indicate if you are reporting in **either** Canadian dollars **or** percentages.

xxxx 1 \$ **OR** 2 %

1.		xxxx
2.		xxxx
3.		xxxx
4.	Other sales (please specify):	xxxx
5.	Total sales	2305

G - Personnel

		Number
1. Number of non-salaried partners and proprietors (if salaried, report only at question 2 below)	6321	<input type="text"/>
2. Number of paid employees (based on year-end T4 payroll summaries)	6339	<input type="text"/>
%		
3. Percentage of paid employees who worked full-time	6328	<input type="text"/>
Number		
4. Number of contract workers (for whom you did not issue a T4 such as freelancers and casual workers)	6320	<input type="text"/>
5. Number of volunteers (including unpaid interns and co-op students) during the reporting period	6014	<input type="text"/>
Number of hours		
6. Total number of hours worked by volunteers during the reporting period	6026	<input type="text"/>

H - Sales by Type of Client

Please provide a percentage breakdown of your sales by type of client.

		%
1. Clients in Canada		
a) Businesses	8112	<input type="text"/>
b) Individuals and households	8100	<input type="text"/>
c) Governments and public institutions (e.g., hospitals, schools)	8233	<input type="text"/>
2. Clients outside Canada	8140	<input type="text"/>
Total		100%

I - Sales by Client Location

Please provide a percentage breakdown of your sales by client location (first point of sale).

		%
1. Newfoundland and Labrador	8400	<input type="text"/>
2. Prince Edward Island	8415	<input type="text"/>
3. Nova Scotia	8405	<input type="text"/>
4. New Brunswick	8410	<input type="text"/>
5. Quebec	8420	<input type="text"/>
6. Ontario	8425	<input type="text"/>
7. Manitoba	8430	<input type="text"/>
8. Saskatchewan	8435	<input type="text"/>
9. Alberta	8440	<input type="text"/>
10. British Columbia	8445	<input type="text"/>
11. Yukon	8455	<input type="text"/>
12. Northwest Territories	8451	<input type="text"/>
13. Nunavut	8452	<input type="text"/>
14. Clients outside Canada	8401	<input type="text"/>
Total		100%

J - International Transactions in Services

Complete this section only if you have purchased royalties, rights and/or services outside Canada (imports), or sold royalties, rights and/or services outside Canada (exports).

Please report in Canadian dollars.

Note: Services cover a variety of industrial, professional, trade and business services, as well as transactions in royalties and licences, but **exclude** imports and exports of goods.

		CAN\$			CAN\$		
		Import of royalties, rights and/or services purchased outside Canada			Export of royalties, rights and/or services sold outside Canada		
		Royalties and rights		Other services	Royalties and rights		Other services
1.	United States	0509	0538		0548	0558	
2.	Mexico	0510	0539		0549	0559	
3.	United Kingdom	0511	0540		0550	0560	
4.	France	0512	0541		0551	0561	
5.	Other European Union countries ¹	0513	0542		0552	0562	
6.	Africa	0597	0601		0605	0609	
7.	Middle East countries ²	0598	0602		0606	0610	
8.	India	0599	0603		0607	0611	
9.	China	0514	0543		0553	0563	
10.	Japan	0515	0544		0554	0564	
11.	Other Asian Pacific countries ³	0516	0545		0555	0565	
12.	Australia/New Zealand	0600	0604		0608	0612	
13.	All other countries (please specify):	0517	0546		0556	0566	
	0613						
14.	Total	0524	0547		0557	0567	

¹ **Other European Union countries** (defined as Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, and Netherlands).

² **Middle East countries** (defined as Armenia, Azerbaijan, Bahrain, Georgia, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian Territory, Qatar, Saudi Arabia, Syrian Arab Republic, United Arab Emirates, and Yemen).

³ **Other Asian Pacific countries** (defined as Brunei Darussalam, Indonesia, Malaysia, Papua New Guinea, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam).

K - Provincial/Territorial Distribution

Number

5001

1. Please report the number of permanent business units/locations operating in Canada during the reporting period. Business unit is defined as the lowest level of the firm for which separate records are kept for such details as revenue, expenses and employment.

2. Do you have permanent business units/locations in more than one province or territory?

9966

1 Yes – Please complete question 3

3 No – Please go to Section L

3. Please report the following data for the provinces or territories in which you have business units.

Please indicate if you are reporting in **either** Canadian dollars **or** percentages.

9967

1 \$

OR

2 %

Province/ Territory	Number of business units (locations)	Total revenue minus investment income	Salaries, wages and employee benefits	Amortization of tangible and intangible assets	Total expenses
1. Newfoundland and Labrador	5002	4824	4826	4827	4927
2. Prince Edward Island	5003	4829	4831	4832	4932
3. Nova Scotia	5004	4834	4836	4837	4937
4. New Brunswick	5005	4839	4841	4842	4942
5. Quebec	5006	4844	4846	4847	4947
6. Ontario	5007	4849	4851	4852	4952
7. Manitoba	5008	4854	4856	4857	4957
8. Saskatchewan	5009	4859	4861	4862	4962
9. Alberta	5010	4864	4866	4867	4967
10. British Columbia	5011	4869	4871	4872	4972
11. Yukon	5014	4874	4876	4877	4977
12. Northwest Territories	5013	4879	4881	4882	4982
13. Nunavut	5012	4884	4886	4887	4987
14. Total	5015	4889	4891	4892	4992

L - Certification

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

Signature of authorized person		Title 0014	0015		Date		
			YYYY	MM	DD		
Name of person to contact for further information: 0026		0013	First name				
1 <input type="checkbox"/> Mr. 2 <input type="checkbox"/> Mrs. 3 <input type="checkbox"/> Miss 4 <input type="checkbox"/> Ms		0054	Last name				
E-mail address 0018	Web site address 0020						
Telephone number 0017	Extension number 0027	Fax number 0016					
How long did you spend collecting the data and completing this questionnaire?				9910	Hour(s)	9909	Minutes

M - Comments

We invite your comments below. Please be assured that we review all comments with the intent to improve the survey.

9920

9913

9914

9915

9916

Thank you for completing this questionnaire. Please retain a copy for your records.

Statistics Canada's publications are available for use in all major libraries.
As well, please visit our Web site at www.statcan.ca.

If you need help, please contact us at **1 888 881-3666**.

Appendix Table 1 – Modules used for the 32 surveys

Modules	A	B	C	D	E	F	G	H	I	J	K	L	M	
Surveys	General Info	MBA	Reporting Period	Revenue	Expenses	NAPCS	Other Characteristics	Personnel	Type of client	client location	Trade-foreign	provincial grid	Certification	Comments
1 Accounting & Bookkeeping Services	✓	✓	✓	✓	✓	✓	N/A	✓	✓	✓	✓	N/A	✓	✓
2 Repair & Maintenance	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	N/A	✓	✓
3 Management Consulting	✓	✓	✓	✓	✓	✓	N/A	✓	✓	✓	✓	✓	✓	✓
4 Specialized Design Services	✓	✓	✓	✓	✓	✓	N/A	✓	✓	✓	✓	N/A	✓	✓
5 Surveying & Mapping	✓	✓	✓	✓	✓	✓	N/A	✓	✓	✓	✓	N/A	✓	✓
6 Database and Directory Publishers	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	✓	✓
7 Newspaper Publishers	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	N/A	N/A	✓	✓
8 Periodical Publishers	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	✓	N/A	✓	✓
9 Food Services	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	N/A	✓	✓	✓
10 Employment Services	✓	✓	✓	✓	✓	✓	✓	N/A	✓	✓	N/A	N/A	✓	✓
11 Real Estate Agents, Brokers	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	N/A	N/A	✓	✓
12 Real Estate Rental and Leasing	✓	✓	✓	✓	✓	✓	✓	✓	N/A	✓	N/A	✓	✓	✓
13 Commercial & Industrial R&L	✓	✓	✓	✓	✓	✓	N/A	✓	✓	✓	✓	✓	✓	✓
14 Consumer Goods Rental	✓	✓	✓	✓	✓	✓	N/A	✓	✓	✓	✓	✓	✓	✓
15 Automotive Equipment R&L	✓	✓	✓	✓	✓	✓	N/A	✓	✓	✓	✓	✓	✓	✓
16 Architectural Services	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
17 Personal Services	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	✓	✓	✓
18 Arts, Entertainment & Recreation	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	✓	✓	✓
19 Engineering Services	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
20 Traveller Accomodation	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	✓	✓	✓
21 Advertising and Related Services	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	✓	✓	✓
22 Motion Picture Theatres	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	N/A	✓	✓	✓
23 Sound Recording	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
24 Film Video Production	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
25 Film Video Post-Production	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
26 Film Video Distribution	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
27 Heritage Institutions	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	✓	N/A	✓	✓
28 Performing Arts	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	✓	N/A	✓	✓
29 Book Publishers	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	✓	N/A	✓	✓
30 Travel Arrangements	✓	✓	✓	✓	✓	✓	✓	✓	✓	N/A	N/A	✓	✓	✓
31 Computer Services	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
32 ISP	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

1. Modules B and F are part of the **"Industry Specific Modules"**. Content is not standard across surveys.
2. Modules A, C, D, E, G, H, I, J, K, L and M are part of the **"Generic Modules"**. Content is standard across surveys.
3. Tax replacement units will receive a questionnaire containing all applicable modules except for Modules D (Revenue) & E (Expenses) and K (provincial grid). Financial data will come from tax.
4. Some modules are defined **N/A** for certain surveys because the respondent cannot provide the information or the answer is already known (doesn't make sense to ask for the information)
5. Modules deemed not applicable **N/A** for a given year, will not appear on the questionnaire and **will not require any downstream processing** (i.e. fric, E&I, estimation...).