

# 2010 Survey of Service Industries: Software Development and Computer Services

**This document is confidential when completed.**  
Si vous préférez recevoir ce questionnaire en français,  
veuillez nous appeler au numéro sans frais suivant :  
**1-800-972-9692.**



■ If necessary, please make address label corrections in the boxes 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	<sup>1</sup> <input type="checkbox"/> English <sup>2</sup> <input type="checkbox"/> French

This information is collected under the authority of the *Statistics Act, Revised Statutes of Canada, 1985, Chapter S-19.*

**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. Please access [www.statcan.gc.ca/survey-enquete/index-eng.htm](http://www.statcan.gc.ca/survey-enquete/index-eng.htm) for more information on this survey.

### Fax or other electronic transmission disclosure

Statistics Canada advises you that there could be a risk of disclosure during 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*.

### Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

### Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes.

Information on confidentiality, data-sharing agreements and record linkages can be found on the last page of this questionnaire.

**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 **1-800-972-9692** or mail to:  
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at [www.statcan.gc.ca](http://www.statcan.gc.ca)

## B - Main business activity

1. Please describe the nature of your business.

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

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**Software publishers:** business units primarily engaged in publishing and developing packaged computer software

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**Data processing, hosting and related services:** business units primarily engaged in Web hosting, streaming services, application hosting, processing and preparation of reports from data supplied by the customer, optical scanning data service, data entry and validation, etc.

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**Computer systems design and related services:** business units primarily engaged in computer information technology consulting, developing custom software, designing systems and networks, developing and analyzing systems, computer programming to meet a customer's specifications

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None of the above — Please call **1-800-972-9692** for further instructions.

## C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2010 and March 31, 2011. Please indicate below the period covered by this questionnaire.

from <sup>0011</sup>    to <sup>0012</sup>

2. If the reporting period does not cover a **full year**, please check the reason(s) below:

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- <sup>1</sup> seasonal operations     <sup>2</sup> new business     <sup>3</sup> change of fiscal year     <sup>4</sup> change of ownership     <sup>5</sup> ceased operations     <sup>6</sup> temporarily inactive

## Reporting instructions

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further information.

## D and E - Not applicable

## F - Industry Characteristics

### Sales breakdown by products

Please provide a breakdown of your sales, indicating amounts in either Canadian dollars **or** percentages.

9973 <sup>1</sup>  \$ **or** <sup>2</sup>  %

1.	Information technology (IT) technical consulting services	2470	
2.	Custom software design and development services		
	a) Website design and development services	2768	
	b) database design and development services	1014	
	c) customization and integration of packaged software	1015	
	d) other custom software development services	1016	
3.	Computer systems and network design and development services		
	a) network design and development services ( <b>include</b> network security design)	1017	
	b) computer systems design, development and integration services	1018	
4.	Hosting and information technology (IT) infrastructure provisioning services (e.g., Website hosting, application service provisioning, business process management services, collocation, data storage and management)	1019	
5.	IT infrastructure and network management services		
	a) network management services	1020	
	b) computer systems management services	1021	
6.	Information and document transformation services (e.g., imaging, data conversion, and migration)	1022	
7.	IT technical support services (for hardware or software; <b>include</b> disaster recovery services)	1023	
8.	Software publishing		
	a) system software ( <b>include</b> programming languages)	1024	
	b) application software ( <b>include</b> entertainment and game software)	1025	
9.	Re-sale of computer hardware and software (retail and wholesale; <b>include</b> resale of end-use software licenses)	1026	
10.	IT related training services	2773	
11.	All other sales (please specify):	2559	2558
12.	<b>Total sales</b> (sum of questions and sub-questions 1 to 11)	2305	

## F - Industry Characteristics (continued)

### Innovation, research and development and other

1. Please estimate the percentage (%) of total revenues generated by new or substantially improved products or services introduced by your firm <b>during the three-year period 2008-2010</b> .	2910	%
2. Of your total expenses, please estimate the percentage (%) related to product research and development.	4003	%
3. Did your firm generate any revenues from developing or publishing gaming software products?		%
<sup>1027</sup> <sup>1</sup> <input type="checkbox"/> <b>yes</b> , please report percentage of total revenues attributed to gaming products	1028	
<sup>3</sup> <input type="checkbox"/> <b>no</b>		

## G - Personnel

1. Number of partners and proprietors, <b>non-salaried</b> (if salaried, report at question 2 below)	6321	number
2. Paid employees		
a) average number of paid employees during the reporting period (see reporting guide)	6339	
b) percentage of paid employees (from question 2a) who worked <b>full time</b>	6328	%
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320	number

## H - Sales by type of client

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

1. <b>Clients in Canada</b>		%
a) businesses	8112	
b) individuals and households	8100	
c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)	8233	
2. <b>Clients outside Canada</b>	8140	
		<b>100%</b>

## 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	
2. Prince Edward Island	8415	
3. Nova Scotia	8405	
4. New Brunswick	8410	
5. Quebec	8420	
6. Ontario	8425	
7. Manitoba	8430	
8. Saskatchewan	8435	
9. Alberta	8440	
10. British Columbia	8445	
11. Yukon	8455	
12. Northwest Territories	8451	
13. Nunavut	8452	
14. <b>Clients outside Canada</b> (must equal question 2 in <b>section H</b> )	8401	
		<b>100%</b>

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## J - International transactions

### Exports

1. Did you receive revenue from clients outside Canada for the **export** of goods, services, royalties, rights, licensing or franchise fees?

0531 1  **yes**, complete **questions 2, 3 and 4**

3  **no**, go to **question 5**

2. Please report revenue received from **exports**.

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CAN\$

3. Please provide a percentage breakdown of **exports** by:

%

a) goods

0667

b) services

0668

c) royalties, rights, licensing and franchise fees

0669

100%

4. Please provide a percentage breakdown of **exports** by country:

%

a) United States

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b) Mexico

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c) other countries (please specify):

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0750

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0673

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0674

0679

0675

100%

### Imports

5. Did you make payments to suppliers outside Canada for the **import** of goods, services, royalties, rights, licensing or franchise fees?

0715 1  **yes**, complete **questions 6, 7 and 8**

3  **no**, go to **next section**

6. Please report payments made for **imports**.

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CAN\$

7. Please provide a percentage breakdown of **imports** by:

%

a) goods

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b) services

0737

c) royalties, rights, licensing and franchise fees

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100%

8. Please provide a percentage breakdown of **imports** by country:

%

a) United States

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b) Mexico

0752

c) other countries (please specify):

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0753

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0740

0746

0741

0747

0742

100%

**K - Not applicable**

**L - Contact information**

Name of person to contact about this questionnaire:

0026 1  Mr. 2  Mrs. 3  Miss 4  Ms

0054	Last name		0017	Telephone number	
0013	First name		0027	Extension number	
0014	Title		0016	Fax number	
0018	E-mail address		0020	Website address	

Date completed: 0015      yyyy      mm      dd  
           

How long did you spend collecting the data and completing the questionnaire?      hour(s)      minutes  
9910       9909

**M - Comments**

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

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## General information

### Confidentiality

#### Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information it collects which could identify any person, business, or organization, unless consent has been given by the respondent or as permitted by the *Statistics Act*. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. Therefore, for example, the Canada Revenue Agency cannot access identifiable survey records from Statistics Canada.

Information from this survey will be used for statistical purposes only and will be published in aggregate form only.

### Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data sharing agreements with provincial and territorial statistical agencies and other government organizations, which must keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

**Section 11** of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies

have the legal authority to compel businesses to provide the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia, and the Yukon.

The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

**Section 12** of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician and returning it with the completed questionnaire. Please specify the organizations with which you do not want to share your data.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

### Record linkages

To enhance the data from this survey, Statistics Canada may combine it with information from other surveys or from administrative sources.

**Thank you for completing this questionnaire.  
Please retain a copy for your records.  
Visit our website at [www.statcan.gc.ca](http://www.statcan.gc.ca)**