

# 2012 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
0028	Last name of contact	0010	Language preference	
			1 <input type="radio"/> English	2 <input type="radio"/> 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. Your information may also be used by Statistics Canada for other statistical and research purposes, in conformity with its mandate. 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.

### Security of emails and faxes

Statistics Canada advises of the risk of interception by a third party when transmitting information by email or fax. Once we receive your questionnaire, however, Statistics Canada provides a guaranteed level of protection, which covers all information collected under the authority of the *Statistics Act*. **Note:** Our online questionnaires are secure, so there is no risk of interception when you respond to our surveys online.

### 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 have agreed to 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.

0055


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

0764

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

0765

**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.

0766

**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.

0040

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

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ONLY

## C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2012 and March 31, 2013. 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:

<sup>0031</sup> 1  seasonal operations    2  new business    3  change of fiscal year    4  change of ownership    5  ceased operations    6  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

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## F - Industry characteristics

### Sales breakdown by products

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

9973 1  \$ or 2  %

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

**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 **during the three-year period 2010-2012.** 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? 1028 %

<sup>1027</sup> 1  **yes**, please report percentage of total revenues attributed to gaming products

3  **no**

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## G - Personnel

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

## 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	<input type="text"/>
b) individuals and households	8100	<input type="text"/>
c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)	8233	<input type="text"/>
2. <b>Clients outside Canada</b>	8140	<input type="text"/>
		<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	<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. <b>Clients outside Canada</b> (must equal question 2 in <b>section H</b> )	8401	<input type="text"/>
		<b>100%</b>

## J - International transactions

### Exports

0531  
1  **yes, complete questions 2, 3 and 4**  
3  **no, go to question 5**

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

0666

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

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

a) <u>goods</u>	0667	<input type="text"/>
b) <u>services</u>	0668	<input type="text"/>
c) <u>royalties, rights, licensing and franchise fees</u>	0669	<input type="text"/>

**100%**

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

a) <u>United States</u>	0748	<input type="text"/>
b) <u>Mexico</u>	0749	<input type="text"/>
c) <u>other countries (please specify):</u>	0724	0750
<input type="text"/>	0676	0672
<input type="text"/>	0677	0673
<input type="text"/>	0678	0674
<input type="text"/>	0679	0675

**100%**

### Imports

0715  
1  **yes, complete questions 6, 7 and 8**  
3  **no, go to next section**

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

0717

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

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

a) <u>goods</u>	0736	<input type="text"/>
b) <u>services</u>	0737	<input type="text"/>
c) <u>royalties, rights, licensing and franchise fees</u>	0738	<input type="text"/>

**100%**

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

a) <u>United States</u>	0751	<input type="text"/>
b) <u>Mexico</u>	0752	<input type="text"/>
c) <u>other countries (please specify):</u>	0743	0753
<input type="text"/>	0744	0739
<input type="text"/>	0745	0740
<input type="text"/>	0746	0741
<input type="text"/>	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

0013 First name

0014 Title

0018 E-mail address

0017 Telephone number

0016 Fax number

0020 Website address

0015 Date completed:  
 Y  Y  Y  Y  M  M  D  D

0027 Extension number

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

**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*.

Statistics Canada will use information from this survey for statistical purposes.

### 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 have agreed to 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)**