



2006 Survey of Service Industries: Specialized Design

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français,
veuillez nous téléphoner au numéro sans frais suivant :
1 888 881-3666.

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 | 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. For more information on this survey, please access www.statcan.ca/english/survey/index.htm.

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.

Confidentiality

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

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*.

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, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at www.statcan.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.

0252 **Interior design services** – Business units primarily engaged in planning, designing and administering projects in interior spaces. Interior designers and interior design consultants work in areas such as hospitality design, health care design, institutional design, commercial and corporate design and residential design.

0253 **Industrial design services** – Business units 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.

0254 **Graphic design services** – Business units 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.

0255 **Other specialized design services** – Business units not classified to any other industry, primarily engaged in providing professional design services. Examples include: fashion design, float design, jewellery design, shoe design, textile design, costume design, set design.

0040 **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, 2006 and March 31, 2007. 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

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 only. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the enclosed Reporting Guide for further information.

D - E - Not applicable

F - Industry Characteristics - Specialized Design

Please provide a breakdown of your sales.

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

| Interior design services | | 9973 | ¹ <input type="checkbox"/> \$ OR ² <input type="checkbox"/> % |
|---|------|------|---|
| 1. Full-service interior design services | | 2591 | |
| 2. Interior design services, sold separately | | 2592 | |
| Industrial design services | | | |
| 3. Product industrial design services | | 2593 | |
| 4. Model design and fabrication services | | 2594 | |
| 5. Other industrial design services | | 2595 | |
| Graphic design services | | | |
| 6. Corporate image graphic design services | | 2596 | |
| 7. Advertising creative services | | 2597 | |
| 8. Other graphic design services | | 2598 | |
| Other specialized design services | | | |
| 9. Fashion, jewellery, footwear and other design services | | 2599 | |
| Secondary revenue sources | | | |
| 10. Drafting services | | 2600 | |
| 11. Printing | | 2601 | |
| 12. Architectural services | | 2602 | |
| 13. Engineering design services | | 2603 | |
| 14. Sales of merchandise purchased for resale as is | | 2028 | |
| 15. Other sales (please specify): | 2559 | 2558 | |
| 16. Total sales (sum of 1 to 15) | | 2305 | |

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F - Industry Characteristics - Specialized Design (continued)

Project characteristics

| | | | |
|-----|---|---------------------------------|---|
| | | 5595 | CAN\$ |
| 17. | Total value of all projects for which your business unit provided design services (e.g., if your design contract is \$1M and the total project value is estimated at \$15M, use the \$15M figure) | | |
| 18. | Value of your backlog at the end of the reporting period (estimate the value of accumulated unfinished work plus the value of contracts not yet started) | 5515 | |
| 19. | Did your business unit employ other design consultants in its projects during the reporting period? | | CAN\$ |
| | 5599 1 <input type="checkbox"/> Yes – If "Yes", please report the value of sub-contracted work. | 5600 | |
| | 3 <input type="checkbox"/> No | | |
| 20. | Average duration of design projects completed by your business unit | 5596 | Number of weeks |
| 21. | Please rate the importance of your business unit's services to your clients | | Degree of importance |
| | | | Low Moderate High |
| a) | During the initial strategic phase of the project | 5597 1 <input type="checkbox"/> | 3 <input type="checkbox"/> 5 <input type="checkbox"/> |
| b) | During the implementation phase of the project | 5598 1 <input type="checkbox"/> | 3 <input type="checkbox"/> 5 <input type="checkbox"/> |

G - Personnel

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

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

%

b) Individuals and households

8100

c) Governments and public institutions (e.g., hospitals, schools)

8233

2. Clients outside Canada

8140

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

%

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. Clients outside Canada

8401

Total

100%

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J - International Transactions in Services

Complete this section only if you have **purchased** services, royalties and/or rights outside Canada (imports), or **sold** services, royalties and/or rights 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, rights, licences and franchise fees but **exclude** imports and exports of goods, transportation and travel costs.

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

- Other European Union countries** (defined as Austria, Belgium, Cyprus, Czech Republic, Denmark, Estonia, Finland, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Slovakia, Slovenia, Spain, and Sweden)
- Middle East countries** (Armenia, Azerbaijan, Bahrain, Georgia, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Palestinian Territory, Qatar, Saudi Arabia, Syrian Arab Republic, United Arab Emirates, Yemen, etc.)
- Other Asian Pacific countries** (Brunei Darussalam, Cambodia, Indonesia, Korea, Lao People's Democratic Republic, Malaysia, Myanmar, Papua New Guinea, Philippines, Singapore, Taiwan, Thailand, Vietnam, etc.)

K - Not Applicable

L - Contact Information

0015 Date completed
YYYY MM DD

Name of person to contact about this questionnaire:

0026 1 Mr. 2 Mrs. 3 Miss 4 Ms

0013 First name

0054 Last name

0014 Title

| | | | |
|------------------------|--|-------------------------|--|
| E-mail address 0018 | | Website address 0020 | |
|------------------------|--|-------------------------|--|

| | | | | | |
|--------------------------|-----|--------------------------|--|--------------------|-----|
| Telephone number 0017 | () | Extension number 0027 | | Fax number 0016 | () |
|--------------------------|-----|--------------------------|--|--------------------|-----|

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 to improve the survey.

9920 _____

9913 _____

9914 _____

9915 _____

9916 _____

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

Visit our website at www.statcan.ca