



Small Business and Special Surveys Division

# Language Industry Survey

## Translation, Interpretation and Training

In all correspondence please quote the number below.

**CONFIDENTIAL when completed**  
Collected under the authority of the  
Statistics Act, Revised Statutes of  
Canada, 1985, Chapter S19.

Si vous préférez ce questionnaire en  
français veuillez cocher et retourner  
ce questionnaire



### **The purpose of the survey**

Statistics Canada is conducting this survey on behalf of Industry Canada. Your answers, combined with those of other Canadian businesses, will provide an up-to-date summary and valuable insights into the language industry in Canada. The results of this survey will be used by businesses and trade associations as well as by government departments and agencies to understand the economic output of the language industry in Canada, to study industry performance and structure, and to assist in policy development.

### **Note of appreciation**

Canada owes the success of its statistical system to a long standing co-operation involving Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

### **Your participation is important**

Participation in this survey is voluntary. However, your co-operation is essential to ensure the accuracy of the information collected.

### **The data you report are confidential**

Statistics Canada is prohibited by law from publishing or releasing statistics that could reveal information obtained from this survey relating to an identifiable individual business or person. The data reported on the questionnaire will be treated in strict confidence, used for statistical purposes and released in aggregated form only. The confidentiality provisions of the *Statistics Act* are not affected by either the Access to Information Act or any other legislation.

### **Who should complete this questionnaire?**

Someone knowledgeable of the operational and financial activities of this company should complete this questionnaire. **Please return the completed questionnaire in the self addressed, pre-paid envelope provided by June 10<sup>th</sup>, 2005.**

If you have any questions regarding this survey or the questionnaire, or require a new pre-paid return envelope, please contact the Survey Manager, Shelley Harman, toll-free at 1-866-888-0379 or by e-mail at [shelley.harman@statcan.ca](mailto:shelley.harman@statcan.ca).

### **Please complete the following information:**

Name of Respondent:

Title of Respondent:

Telephone Number: -- ext.:

Please correct the pre-printed information, if necessary, using the corresponding boxes:

002	Business Name	004	Number and street	
005	City	006	Province	007 Postal Code

## Reporting Instructions

1. **Enter** a check (✓) in the appropriate box, or an amount (\$) or percent (%) in the spaces provided.
2. **Report** all dollar amounts in CANADIAN DOLLARS (\$CDN).
3. **Round** reported dollar amounts and percentages to whole dollars (e.g. \$5,423.17 should be reported as \$5,423 and 78.7% to 79%).
4. **When precise figures are not available, please report your best estimate.**

## A. Language Industry Business Information

### Language Industry Sector Definitions

#### **Translation and Interpretation Services include:**

- Document translation
- Writing and editing
- Localization
- Interpretation (simultaneous, consecutive and sign language)
- Dubbing
- Terminology

#### **Language Training and Language Testing includes:**

- Language training
- Language e-training
- Language testing

#### **Language Technology includes:**

- Machine translation and translation tools
- Multilingual text processing
- Speech processing (voice recognition, speech biometrics, text-to-speech, etc.)
- Text management (knowledge, information or content management)
- Globalization
- Computerized language training tools

### **1. Please indicate the language industry service(s) provided by this business?**

*(Check all that apply.)*

- Translation services
- Interpretation services
- Dubbing
- Language training
- Language testing
- Language technology
- Other activity *(please specify)* \_\_\_\_\_

### **2. What is the ownership structure of this business?**

*(Check one only.)*

- Incorporated company
- Public corporation
- Sole proprietorship
- Partnership
- Other *(please specify)* \_\_\_\_\_

### **3. In what year was this business established in its current legal form?**

\_\_\_\_|\_\_\_\_|\_\_\_\_|\_\_\_\_|

## B. Reporting Period and Revenues

### Reporting Period

4. Please report information for the most recent 12 month fiscal period (business year) for which you have complete financial records.

(Indicate below the period covered by this questionnaire.)

From:         To:          
 yyyy mm dd yyyy mm dd

5. For this period, what was the total revenue for this business (including interest income and dividends)?

\$ \_\_\_\_\_ .00 (Canadian dollars)

6. For this period, what was the revenue from total sales of goods and services?

\$ \_\_\_\_\_ .00 (Canadian dollars)

7. Please report your 'revenue from total sales of goods and services' (reported in question 6 above) by the following categories:

(If the business was not involved in a specific activity, please enter a zero "0")

A. Revenue from Language Industry Activities	\$ CDN
1. Translation services	\$ .00
2. Interpretation services	\$ .00
3. Terminology services	\$ .00
4. Dubbing Services	\$ .00
5. Localization services	\$ .00
6. Language training services in classroom (tuition fees)	\$ .00
7. Language training services online (tuition fees)	\$ .00
8. Accommodation fees (residence, homestay, other)	\$ .00
9. Language Testing	\$ .00
10. Language Technology goods and services	\$ .00
11. Other language industry goods and services	\$ .00
<b>B. Revenue from Non-language Industry Goods and Services</b>	
12. Sales of <b>Non-language</b> industry goods and services	\$ .00
<b>Total Revenue from sales of goods and services</b> (The total of items 1 to 12 should match the value reported in question 6.)	\$ .00

## B. Revenues (continued)

8. What was the distribution of this business' total sales (in %) in Canada to the following clients / customers?

(If exact percentages are not available, please provide your best estimate.)

Type of Client or Customer	Percentage
1. Individuals	%
2. Public institutions (e.g., hospitals, schools, universities)	%
3. Government or crown corporations (e.g. federal, provincial, territorial & municipal)	%
4. Private sector businesses or organizations	%
<b>Total</b> (The total of items 1 to 4 should equal 100%.)	<b>100 %</b>

9. During the reporting period, did this business export any goods or services outside Canada?

- <sup>1</sup>  Yes  
<sup>2</sup>  No ► (Go to question 12)

10. What was the distribution of this business' total sales (in %) to the following markets:  
 (If exact percentages are not available, please provide your best estimate.)

Country or Region	Percentage
1. Canada	%
2. United States	%
3. Europe	%
4. Middle East	%
5. Asia	%
6. Mexico, South and Central America	%
7. Africa	%
8. Oceania (Australia, New Zealand, Other Oceania)	%
<b>Total</b> (The total of items 1 to 8 should equal 100%.)	<b>100 %</b>

11. Please indicate the main client /customer for sales of goods and services outside Canada?

(Check one only.)

- <sup>1</sup>  Individuals  
<sup>2</sup>  Public institutions (e.g. hospitals, schools, universities)  
<sup>3</sup>  Government or crown corporations (e.g. Federal, Provincial, Territorial and Municipal administration)  
<sup>4</sup>  Private sector businesses or organizations

## B. Revenues (continued)

**12. Is this business currently entering or expanding into international markets?**

- <sup>1</sup>  Yes
- <sup>2</sup>  No ► (Go to Question 14)

**13. To what extent, if any, has the entrance or expansion of this business into international markets been hindered by: ... ?**

<b>Factors</b>	<b>Not Applicable</b>	<b>Not at all</b>	<b>Slightly</b>	<b>Moderately</b>	<b>Significantly</b>
a) Lack of local partners in foreign countries	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
b) Lack of information on international opportunities	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
c) Lack of funds	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
d) Lack of human resources to participate in foreign missions	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
e) Low competitive advantage	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>
f) Necessity of consolidating domestic markets	0 <input type="checkbox"/>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>

**If you have any comments, or would like to provide us with additional information regarding question 13 above, please use the space below.**

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**14. Over the next business year, do you expect the total revenues for this business to: ...?**  
(Check one only.)

- <sup>1</sup>  Increase
- <sup>2</sup>  Decline
- <sup>3</sup>  Remain stable

## C. Expenses

Please report amounts and percentages for the same reporting period that you indicated in Section A.

**15. What were the total expenses for this business before amortization, interest and income tax?**

\$ \_\_\_\_\_ .00 (Canadian dollars)

**16. Please report your 'total expenses' (from question 15 above) by the following categories:**

- If exact values are not available please provide your best estimate.
- Enter a zero "0", if an expense item does not apply to this business.

Expenses	\$ CDN
1. Operating expenditures (rent, heat, hydro, equipment and supplies etc.)	\$ .00
2. Wages, Salaries and Benefits	\$ .00
3. Subcontracting - Translation or interpretation services	\$ .00
4. Subcontracting - Language training (Instructors) services	\$ .00
5. Sales commissions	\$ .00
6. Business development (include marketing expenses)	\$ .00
7. Research and Development (R&D) expenses related to translation, language training or language technology	\$ .00
8. Training expenses for employees and owners	\$ .00
9. Other	\$ .00
<b>Total</b> (The total of items 1 to 9 should equal the value reported in question 15.)	\$ .00

**17. Did this business incur any expenses from subcontracting translation or interpretation services outside Canada?**

- <sup>1</sup>  Yes  
<sup>2</sup>  No ► (Go to question 19)

**18. What percentage of the total expenses for this business was from subcontracting translation or interpretation services outside Canada?**

%
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**19. Over the next business year, do you expect the total expenses for this business to...?**  
 (Please check one only.)

- <sup>1</sup>  Increase  
<sup>2</sup>  Decline  
<sup>3</sup>  Remain stable

## D. Human Resources

- **Employee** refers to any person drawing pay for services rendered or for paid absences and for whom the employer must complete a Canada Revenue Agency T-4 supplementary form.
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- **Include**: partners and working proprietors
- **Exclude**: contract workers

20. Please indicate the number of employees, by type for the reporting period.

Employees	Number
1. Full-time employees (30 hours or more /week)	
2. Part-time employees (less than 30 hours/week)	
3. Students (Full-time and Part-time)	
<b>Total</b>	

21. Please indicate the total number of:

Employees	Number
1. Male employees	
2. Female employees	

22. Please indicate the total number of employees for the reported business year by occupation.

*(Count each employee only once.)*

- *If an employee can be placed in more than one category, please choose the one that best reflects the majority of his/her duties.*

<b><u>Translation and Interpretation</u></b>	Number
1. Translators	
2. Terminologists	
3. Interpreters	
4. Dubbers	
5. Writers or Editors	
6. Proof-readers	
<b><u>Language Training and Testing</u></b>	
7. English language instructors	
8. French language instructors	
9. 'Other' language instructors	
<b><u>Management and Other</u></b>	
10. Senior managers	
11. Project managers	
12. Administration/clerical	
13. Other occupations in the language industry	
14. All other occupations not listed	
<b>TOTAL</b> <i>(Should equal the total reported in question 20.)</i>	

## D. Human Resources (continued)

23. Over the next business year, do you expect the number of employees to...?

(Check one only.)

- <sup>1</sup>  Increase  
<sup>2</sup>  Remain unchanged  
<sup>3</sup>  Decrease

24. How many contract workers did this business employ during the reporting period?

(If none were employed, please indicate zero "0".)

\_\_\_\_\_ (Number of contract or sub-contract workers)

25. Does this business have any difficulty recruiting employees?

- <sup>1</sup>  Yes  
<sup>2</sup>  No ► (Go to question 27)  
<sup>3</sup>  Not currently recruiting employees ► (Go to question 27)

26. What is your main difficulty in recruiting employees?


27. Is providing language training an activity of this business?

- <sup>1</sup>  Yes  
<sup>2</sup>  No ► (Go to Comments section, page 10)

## E. Language Schools

28. Which best describes this language school?

- <sup>1</sup>  Public CEGEP, college or university  
<sup>2</sup>  Private CEGEP, college or university  
<sup>3</sup>  A private language school  
<sup>4</sup>  Other (please specify) \_\_\_\_\_

Total **enrolment** refers to the total number of registrations in English, French or other languages as a second language over the specified period regardless of how many times a person registered for training throughout the period. Include all full time and part-time registrations.

29. What was your total enrolment for training given in Canada for the following years?

Calendar Year	Total Enrolment
2004	
2003	
2002	



## E. Language Schools (continued)

**30. Are the language training courses or programs offered by this business targeted to:**  
(Check all that apply.)

- Short-term international students (six months or less)  
 Medium and long-term international students (more than six months)  
 New Canadians and Refugees  
 College / University-bound students  
 Government employees (Municipal, Provincial, Federal)  
 Corporate and private business clients  
 General public  
 Children and Youth (5 - 18)  
 Summer study programs  
 Other (please specify) \_\_\_\_\_

**31. Does this business provide language training to foreign students?**

- Yes  
 No ► (Go to Comments section, page 10)

Note: The following questions refer to the calendar year 2004.

**32. Please indicate the enrolment of foreign students by region of origin (in %) in 2004.**  
(If exact percentages are not known, please provide your best estimate.)

Country or Region of Origin	Percentage
1. United States	%
2. Europe	%
3. Middle East	%
4. Asia	%
5. Mexico, South and Central America	%
6. Africa	%
7. Oceania (Australia, New Zealand, Other Oceania)	%
<b>Total</b> (the total of items 1 to 7 should equal 100%)	<b>100 %</b>

**33. In 2004, did this business recruit international students?**

- Yes  
 No ► (Go to Comments section, page 10)

**34. Which of the following methods were used to recruit international students in 2004?**  
(Check all that apply.)

- Agents  
 Direct recruitment  
 Web recruitment  
 Other (please specify) \_\_\_\_\_

