



# 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](http://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](http://www.statcan.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.

- 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.

	YYYY	MM	DD		YYYY	MM	DD
<b>From</b>	0011			<b>To</b>	0012		

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 - Revenue

		CAN\$
1. <b>Sales of goods and services</b> (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances. A detailed breakdown will be requested in <b>Section F</b> .	2299	
2. Grants, subsidies, donations and fundraising	2068	
3. Royalties, rights, licensing and franchise fees	2022	
4. Investment income (dividends and interest)	2097	
5. Other revenue (please specify):	2001	2077
6. <b>Total revenue</b> (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 ( <b>include</b> 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 ( <b>include</b> work contracted out such as payments to freelancers, personnel suppliers, artists, etc.)	3060
6.	Charges for services provided by your head office	4555
7.	Cost of goods sold – <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory)	5721
8.	Office supplies	3301
9.	Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
11.	Insurance ( <b>include</b> 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 ( <b>include</b> gas, heating, hydro, water)	4066
15.	Telephone, Internet 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 and depreciation of tangible and intangible assets	4520
22.	Charitable donations	4521
23.	Bad debts	4542
24.	All other expenses <span style="float: right;">4531</span> (please specify):	4569
25.	<b>Total expenses</b> (sum of questions 1 to 24)	4699
26.	Corporate taxes (if applicable)	4600
27.	Gains (losses) and other items (see Reporting Guide)	4601
28.	<b>Net profit/loss after tax and other items</b> (see Reporting Guide)	2304

## F - Industry Characteristics - Specialized Design

Please provide a breakdown of your sales.

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

<b>Interior design services</b>		9973	<sup>1</sup> <input type="checkbox"/> \$ OR <sup>2</sup> <input type="checkbox"/> %
1. Full-service interior design services		2591	
2. Interior design services, sold separately		2592	
<b>Industrial design services</b>			
3. Product industrial design services		2593	
4. Model design and fabrication services		2594	
5. Other industrial design services		2595	
<b>Graphic design services</b>			
6. Corporate image graphic design services		2596	
7. Advertising creative services		2597	
8. Other graphic design services		2598	
<b>Other specialized design services</b>			
9. Fashion, jewellery, footwear and other design services		2599	
<b>Secondary revenue sources</b>			
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. <b>Total sales</b> (sum of 1 to 15)		2305tot	

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## F - Industry Characteristics - Specialized Design (continued)

### Project characteristics

		5595	<b>CAN\$</b>
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)		
		5515	
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)		
19.	Did your business unit employ other design consultants in its projects during the reporting period?		<b>CAN\$</b>
	5599 1 <input type="checkbox"/> Yes – If "Yes", please report the value of sub-contracted work.	5600	
	3 <input type="checkbox"/> No		
		<b>Number of weeks</b>	
20.	Average duration of design projects completed by your business unit	5596	
21.	Please rate the importance of your business unit's services to your clients		<b>Degree of importance</b>
			<b>Low                  Moderate                  High</b>
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

			<b>Number</b>
1.	Number of <b>non-salaried</b> 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>%</b>	
b)	Percentage of paid employees who worked <b>full time</b>	6328	
			<b>Number</b>
3.	Number of contract workers (for whom you did not issue a T4, such as freelancers and casual workers)	6320	
4.	Number of volunteers (including unpaid interns and co-op students) during the reporting period (estimates are acceptable)	6014	
			<b>Number of hours</b>
5.	Total number of hours worked by volunteers during the reporting period (estimates are acceptable)	6026	

## 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 <sup>1</sup>	0542		0513		0562		0552
6.	Africa	0601		0597		0609		0605
7.	Middle East countries <sup>2</sup>	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 <sup>3</sup>	0545		0516		0565		0555
12.	Australia/New Zealand	0604		0600		0612		0608
13.	All other countries (please specify):	0546		0517		0566		0556
	0613							
14.	<b>Total</b>	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	
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Telephone number 0017	( )	Extension number 0027		Fax number 0016	( )
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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 \_\_\_\_\_

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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](http://www.statcan.ca)