



2007 Survey of Service Industries: Specialized Design

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Reporting Guide

This guide is designed to assist you as you complete the 2007 Survey of Service Industries. If you need more information, please call the Statistics Canada Help Line at the number below.

Help Line: 1-888-881-3666

Your answers are confidential.

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. All Statistics Canada employees take an oath of secrecy and face severe penalties for any breach of confidentiality. The collected information cannot be disclosed under the *Access to Information Act* or any other Act. **The Canada Revenue Agency cannot access any individual survey records from Statistics Canada.**

All survey results are carefully screened before publication to ensure they cannot be used to derive information about a particular business.

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B - Main business activity

1. Please describe the nature of your business.

To ensure that you have received the appropriate questionnaire, you are asked to describe the nature of your business. The description should briefly state the main activities of your business unit.

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

Below is a description of each main activity.

Interior design services

Business units primarily engaged in planning, designing and administering of projects in interior spaces to meet the physical and aesthetic needs of people, taking into consideration building codes, health and safety regulations, traffic patterns and floor planning, mechanical and electrical needs, and interior fittings and furniture.

Exclude:

- retail or wholesale locations that also provide interior design or decorating as a service.

Industrial design services

Business units primarily engaged in creating and developing designs and specifications that optimize the function, value and appearance of products.

Include:

- automobile industrial design services;
- industrial design consulting services;
- furniture design services;
- scale modelling services;
- industrial package design.

Exclude:

- designers of clothing, shoes or jewellery;
- business units applying principles of engineering in the design, development and utilization of machines, materials, instruments, structures, processes and systems.

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.

Include:

- commercial art services;
- medical illustration services;
- silk-screen design services.

Exclude:

- web page designers;
- printers and publishers;
- advertising firms (i.e., those creating or placing display advertising, or those purchasing advertising time or space from media owners and reselling it directly to advertising agencies or advertisers).

Other specialized design services

Business units not classified to any other industry, primarily engaged in providing professional design services.

Include specialized design services for:

- clothing;
- shoes;
- jewellery;
- handbags;
- fashion;
- textiles;
- theatrical sets;
- floats;
- museum exhibits.

Exclude:

- computer design services.

If none of the above activities describes your main source of revenue, please call **1-888-881-3666** for further instructions.

C - Reporting period information

Please report information for your fiscal year (normal business year) **ending between** April 1, 2007 and March 31, 2008. Please indicate the reporting period covered by this questionnaire.

F - Industry characteristics

Interior design services

1. Interior design services, including construction management

Interior design services, in which the contract includes the management by the designer, of the construction process to put into place the design. Includes programming, conceptual design development (i.e. schematics), design development, specification of necessary items and components, preparation of construction documents and contract administration. Includes interior design services related to the restoration or renovation of historic buildings.

a) Residential interior design services, except historical restoration

Interior design services for residential buildings, in which the contract includes the management by the designer, of the construction process to put into place the design. Includes programming, conceptual design development (i.e. schematics), design development, specification of necessary items and components, preparation of construction documents and contract administration.

Exclude :

- interior design services related to the restoration or renovation of historic buildings.

b) Non-residential interior design services, except historical restoration

Interior design services for non-residential buildings, in which the contract includes the management by the designer, of the construction process to put into place the design. Includes programming, conceptual design development (i.e. schematics), design development, specification of necessary items and components, preparation of construction documents and contract administration.

Exclude :

- interior design services related to the restoration or renovation of historic buildings.

c) Historic building interior design services, including historical restoration

Interior design services for buildings in which the historic character of the building must be taken into account. Includes services related to restorations, and to changes in use.

Exclude:

- interior decorating services;
- interior design consulting services;
- architectural design services.

2. Interior design services, not including construction management

Interior design services, in which the contract does not include any construction management services.

Include:

- interior lighting design services;
- window treatment design services;
- colour and finish selection services;
- furniture, fixtures and equipment layout services.

3. Interior decorating services

Providing aesthetic services associated with interior spaces.

Industrial design services

4. Product industrial design services

Design services that optimize the manufacturing efficiency, functionality and appearance of products.

Include:

- the determination of the materials, construction methods and technology, mechanisms, shape, colour, and surface finishes of the product, taking into consideration human needs, safety, market appeal and efficiency in production, distribution, use and maintenance.

Exclude:

- design of clothing, footwear, jewellery and textiles; please report these amounts in this section, at question 13 below.

5. Model design and fabrication services

Design and fabrication services for models of new product concepts; models can be full- or reduced scale.

Graphic design services

6. Corporate identity and communications graphic design services

Designing the corporate identity and image, internal communications, and external communications.

Include:

- the design of a consistent set of logos, graphic style, printed and electronic materials.

Exclude:

- graphic design of advertisements and brand identities.

7. Advertising graphic design services

Designing the visual appearance of an advertisement or advertising campaign.

Include:

- brand identity design services.

Exclude:

- creating complete advertisements or advertising campaigns.

8. Commercial illustration services

Provision of illustrations for use in graphic design projects.

9. Graphic interface and interaction design services

The design of software interfaces, except those related to website design.

Include:

- the design of video game interfaces.

10. Book, magazine and newspaper graphic design services

Graphic design of books, magazines, and newspapers, including their covers and interior layout, and selection of typefaces.

11. Broadcast and motion graphic design services

Design graphics for motion picture and television use, such as titles, opening and closing montages, bumpers, transitions and interstitials, blue/green screen removal and animations.

12. All other graphic design services

Include:

- signage and wayfinding graphic design services;
- packaging graphic design services;
- typeface design services.

Fashion, jewellery, footwear and other design services

13. Clothing, shoe, textile, jewellery, and other specialized design services not elsewhere classified

Other design services including clothing, footwear, jewellery, parade floats, textiles, and patterns to be used in the manufacture of individual components of clothing and footwear.

Related services and products

14. Website design and development services

Include:

- software publishers;
- Internet service providers, web search portals, and data processing services;
- computer systems design and related services.

15. Consulting services

Providing advice and guidance about specialized design issues.

16. Printing

Printing copies of images and documents for others, for a fee.

17. Drafting services

Producing detailed layouts, plans, drawings, illustrations, graphics or models based on engineering or architectural specifications, for use in the design, manufacture, installation, construction, repair or maintenance of buildings, structures, systems or components.

18. Sales of merchandise purchased for resale as is

Retail or wholesale sales of merchandise.

19. All other sales (please specify)

Include:

- interior decorating services;
- consulting services (not associated with the production of a design);
- market research services;
- advertising creative services (e.g., creating complete advertisements or advertising campaigns).

20. Total sales

The sum of questions 1 to 19.

Projects characteristics

21. Total value of all projects for which your business unit provided design services

For example, if the total project value could be estimated at \$350,000 and your company provided \$45,000 worth of design services, please report the \$350,000 figure.

22. Value of your backlog at the end of the reporting period

Backlog refers to an accumulation of jobs not done or materials not processed and that have yet to be dealt with (especially unfilled customer orders for services not rendered).

23. Did your business unit employ other design consultants in its projects during the reporting period?

(yes – no)

If yes, please report the value of sub-contracted work.

Sub-contract work is defined as a contract assigning another party some obligations of a prior contract.

24. Average duration of design projects completed by your business unit

Please estimate the average time it takes, from beginning to end, to complete design projects undertaken by your company. Please report this number in weeks.

25. Please rate the importance of your business unit's services to your clients (low – moderate – high)

a) During the initial strategic phase of the project

The initial strategic phase of the project refers to the period of feasibility study, planning and development.

b) During the implementation phase of the project

G - Personnel

To fully measure the contribution of all human capital in this industry, we require information on the number of partners and proprietors as well as the number and classification of workers.

1. Number of partners and proprietors, non-salaried (if salaried, report at question 2 below)

For unincorporated businesses, please report the number of partners and proprietors for whom earnings will be the net income of the partnership or proprietorship.

2. Paid employees

a) Average number of paid employees during the reporting period

To calculate the average number employed, add the number of employees in the last pay period of each month of the reporting period and divide this sum by the number of months (usually 12).

Exclude:

- partners and proprietors, non-salaried reported at question 1 above.

b) Percentage of paid employees (from question 2a) who worked full time

Full-time employment consists of persons who usually work 30 hours or more per week. Please specify the percentage of paid employees who have been working full time by rounding the percentage to the nearest whole number.

3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)

Contract workers are not employees, but workers contracted to perform a specific task or project in your organization for a specific duration, such as self-employed persons, freelancers and casual workers. These workers are not issued a T4 information slip. Please report the number of contract workers employed by your organization during the fiscal year.

4. Number of volunteers during the reporting period (estimates are acceptable)

Please report the number of unpaid workers employed by your organization during the fiscal year.

5. Number of hours worked by all volunteers during the reporting period (estimates are acceptable)

Please report the number of hours recorded by your organization for the work performed by volunteers during the fiscal year.

H - Sales by type of client

This section is designed to measure which sector of the economy purchases your services.

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

Please ensure that the sum of percentages reported in this section equals 100%.

1. Clients in Canada

a) Businesses

Percentage of sales sold to the business sector should be reported here.

Include:

- sales to Crown corporations.

b) Individuals and households

Please report the percentage of sales to individuals and households who do not represent the business or government sector.

c) Governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)

Percentage of sales to federal, provincial, territorial and municipal governments should be reported here.

Include:

- sales to hospitals, schools, universities and public utilities.

2. Clients outside Canada

Please report the share of total sales to customers or clients located outside Canada including foreign businesses, foreign individuals, foreign institutions and/or governments.

Include:

- sales to foreign subsidiaries and affiliates.

I - Sales by client location

Please provide a percentage estimate of your total sales (first point of sale) by client location.

Please ensure that the sum of percentages reported in this section equals 100%.

The percentage in question 14 must equal question 2 in section H.

J - International transactions

This section is intended to measure the value of international transactions on goods, services, and royalties and licences fees. It covers **imported services and goods** purchased outside Canada as well as the value of **exported services and goods** to clients/customers outside Canada. Please report also royalties, rights, licensing and franchise fees paid to and/or received from outside Canada. Services cover a variety of industrial, professional, trade and business services.

General information

Survey purpose

Statistics Canada conducts this survey to obtain detailed and accurate data on this industry, which is recognised as being an important contributor to the Canadian economy. Your responses are critically important to produce reliable statistics used by businesses, non-profit organizations and all levels of government to make informed decisions in many areas.

The information from this survey can be used by your business to benchmark your performance against an industry standard, to plan marketing strategies or to prepare business plans for investors. Governments use the data to develop national and regional economic policies and to develop programs to promote domestic and international competitiveness. The data are also used by trade associations, business analysts and investors to study the economic performance and characteristics of your industry.

Data-sharing agreements

To avoid duplicating surveys and to ensure more uniform statistics, Statistics Canada has entered into data-sharing agreements with many provincial and territorial statistical agencies.

The objective of these data-sharing agreements is to share data from some surveys for those business establishments operating within their respective jurisdictions. **These agreements require that the shared data be used only for statistical purposes and be kept confidential.** Survey participants are always informed at the time of collection if a sharing agreement applies to a particular survey.

There are two types of data-sharing agreements that exist under the *Statistics Act*.

Agreements under Section 11 of the *Statistics Act* allow the sharing of information from the Unified Enterprise Survey program with the statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia and Yukon. These statistical agencies have been established under provincial and territorial legislation authorizing them to collect this information on their own or jointly with Statistics Canada. Their legislation also provides the same confidentiality protection and outlines similar penalties for disclosure of confidential information as the federal *Statistics Act*.

Agreements under Section 12 of the *Statistics Act* allow the sharing of information from the Unified Enterprise Survey program with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut. All these Section 12 agreements require that the information be kept strictly confidential.

Under Section 12, you may refuse to share your information with any of these agencies by writing a letter of objection to the Chief Statistician of Canada and returning it with your completed questionnaire. Please specify those agencies from which data shall be withheld.

Please note that Statistics Canada does not share any individual survey information with the Canada Revenue Agency.

For more information about these data-sharing agreements, please contact Statistics Canada at **1-888-881-3666** or visit our website at **www.statcan.ca**.

Thank you!