



# 2008 Survey of Service Industries: Specialized Design

**This document is confidential when completed.**

Si vous préférez recevoir ce questionnaire en français,  
veuillez nous appeler 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 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. 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

To reduce respondent burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies and other government departments for the sharing of data. The data will be kept confidential and used for statistical purposes only by these organizations. For further details on any data-sharing agreement for this survey, please consult the enclosed reporting guide.

### 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 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.

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, 2008 and March 31, 2009. Please indicate below the period covered by this questionnaire.

from      yyyy      mm      dd      to      yyyy      mm      dd

0011      0012

--	--	--	--	--	--	--	--

2. If the reporting period does not cover 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. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the enclosed reporting guide for further information.

## D and E - Not applicable

## F - Industry Characteristics

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

### Interior design services

1. Interior design services, including construction management	9973	1 <input type="checkbox"/> \$ or 2 <input type="checkbox"/> %
a) residential interior design services, except historical restoration	2888	
b) non-residential interior design services, except historical restoration	2889	
c) historic building interior design services, including historical restoration	2890	
2. Interior design services, not including construction management	8209	
3. Interior decorating services	2891	

### Industrial design services

4. Product industrial design services	2593	
5. Model design and fabrication services	2594	

### Graphic design services

6. Corporate identity and communications graphic design services	2596	
7. Advertising graphic design services	2597	
8. Commercial illustration services	2892	
9. Graphic interface and interaction design services (includes video game interface)	2893	
10. Book, magazine and newspaper graphic design services	2894	
11. Broadcast and motion graphic design services	2895	
12. All other graphic design services (e.g., signage, packaging, typeface design)	2598	

### Fashion, jewellery, footwear and other design services

13. Clothing, shoe, textile, jewellery, and other specialized design services not elsewhere classified	2599	
--	------	--

### Related services and products

14. Website design and development services	2768	
15. Consulting services	2769	
16. Printing services	2601	
17. Drafting services	2600	
18. Sales of merchandise purchased for resale as is	2028	
19. All other sales (please specify):	2559	2558
20. Total sales (sum of 1 to 19)	2305	

## F - Industry characteristics (continued)

### Project characteristics

	CAN\$
21. 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)	5595
22. 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
23. Did your business unit employ other design consultants in its projects during the reporting period?	

	CAN\$
5599 1 <input type="checkbox"/> yes, please report the value of sub-contracted work	5600
3 <input type="checkbox"/> no	

	number of weeks
24. Average duration of design projects completed by your business unit	5596

25. 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 partners and proprietors, <b>non-salaried</b> (if salaried, report at question 2 below)	6321

2. Paid employees	
a) average number of paid employees during the reporting period (see reporting guide)	6339

	%
b) percentage of paid employees (from question 2a) who worked <b>full time</b>	6328

	number
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320

4. Number of volunteers during the reporting period (estimates are acceptable)	6014
--	------

	number of hours
5. Number of hours worked by all 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

	8112	%
a) businesses		
b) individuals and households	8100	
c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)	8233	
	8140	
<b>2. Clients outside Canada</b>		
		<b>100%</b>

## I - Sales by client location

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

	8400	%
1. Newfoundland and Labrador		
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 (must equal question 2 in section H)	8401	
		<b>100%</b>

## J - International transactions

### Exports

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

0531 <sup>1</sup>  **yes**, complete **questions 2, 3 and 4**

<sup>3</sup>  **no**, go to **question 5**

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

0666

CAN\$

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

%

a) goods

0667

b) services

0668

c) royalties, rights, licensing and franchise fees

0669

100%

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

%

a) United States

0748

b) Mexico

0749

c) other countries (please specify):

0724

0750

0676

0672

0677

0673

0678

0674

0679

0675

100%

### Imports

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

0715 <sup>1</sup>  **yes**, complete **questions 6, 7 and 8**

<sup>3</sup>  **no**, go to **next section**

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

0717

CAN\$

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

%

a) goods

0736

b) services

0737

c) royalties, rights, licensing and franchise fees

0738

100%

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

%

a) United States

0751

b) Mexico

0752

c) other countries (please specify):

0743

0753

0744

0739

0745

0740

0746

0741

0747

0742

100%

FOR  
INFORMATION  
ONLY

**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		0017	Telephone number	
0013	First name		0027	Extension number	
0014	Title		0016	Fax number	
0018	E-mail address		0020	Website address	

Date completed:      0015

yyyy	mm	dd
<input type="text"/>	<input type="text"/>	<input type="text"/>

How long did you spend collecting the data and completing the questionnaire?

hour(s)	minutes
9910 <input type="text"/>	9909 <input type="text"/>

**M - Comments**

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

FOR  
INFORMATION  
ONLY

9920 \_\_\_\_\_

9913 \_\_\_\_\_

9914 \_\_\_\_\_

9915 \_\_\_\_\_

9916 \_\_\_\_\_

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

Visit our website at [www.statcan.ca](http://www.statcan.ca)