

## 2017 Annual Retail Trade Survey

**CONFIDENTIAL once completed.**

Selon nos dossiers votre langue de préférence est l'anglais, si vous préférez recevoir ce document en français, veuillez nous appeler au numéro sans frais suivant :  
1-800-858-7921 ou ATS 1-855-382-7745

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.**

### Introduction

#### Survey purpose

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. Your information may also be used by Statistics Canada for other statistical and research purposes. Please access [www.statcan.gc.ca/survey-enquete/index-eng.htm](http://www.statcan.gc.ca/survey-enquete/index-eng.htm) for more information on this survey.

#### Security of emails and faxes

Statistics Canada advises you that there could be a risk of disclosure during facsimile or email. However upon receipt, Statistics Canada will provide the guaranteed level of protection afforded all information collected under the authority of the *Statistics Act*.

**Note:** Our online questionnaires are secure, there is no risk of data interception when responding to Statistics Canada online surveys.

#### Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada.

#### Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies and other government organizations, which have agreed to keep the data confidential and use them only for statistical purposes.

Information on confidentiality, data-sharing agreements and record linkages can be found on the last page of this questionnaire.

**Please return the questionnaire within 21 days.**

**Please mail the completed questionnaire in the enclosed envelope or fax it to Statistics Canada at 1-888-883-7999.**

If you are unable to complete within 21 days **OR** if you need help, call us at **1-800-858-7921** or **TTY 1-855-382-7745**.

Statistics Canada  
Operations and Integration Division  
150 Tunney's Pasture Driveway  
Ottawa, Ontario K1A 0T6

**Visit our website, [www.statcan.gc.ca](http://www.statcan.gc.ca)**

## Reporting instructions

- Please print in ink.
- **Report** dollar amounts in **thousands of Canadian dollars** ('000).
- **Exclude** sales tax.
- Percentages should be rounded to whole numbers.
- When precise figures are not available, please provide your best estimates.
- Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further information.

## Business or organization and contact information

1. Please **provide** the business or organization's **legal and operating name**.

Legal name

Operating name (if applicable)

2. Please **provide the contact information** of the designated business or organization **contact person** for this questionnaire.

**Note:** The designated contact person is the person who should receive this questionnaire.

The designated contact person may not always be the one who actually completes the questionnaire.

First name

Last name

Title

Preferred language of communication

☐

English

☐

French

Mailing address (number and street)

City

Province, territory or state

Postal code or ZIP code

Example: A9A 9A9 or 12345-1234

Country

Email address

Example: user@example.gov.ca

Telephone number (including area code)

Example: 123-123-1234

Extension number  
(if applicable)

Fax number (including area code)

Example: 123-123-1234

3. Please **provide the current operational status** of the business or organization identified by the legal and operating name.

B00323

1 ☐ Operational → Go to question 4

2 ☐ Not currently operational

e.g., temporarily or permanently closed, change of ownership

Why is this business or organization not currently operational?

B00309

2 ☐ Seasonal operations → Go to question 3a.

3 ☐ Ceased operations → Go to question 3b.

4 ☐ Sold operations → Go to question 3c.

5 ☐ Amalgamated with other businesses or organizations → Go to question 3d.

6 ☐ Temporarily inactive but will re-open → Go to question 3e.

7 ☐ No longer operating due to other reasons → Go to question 3f.

### 3a. Seasonal operations

When did this business or organization close for the season?

Date B00217

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

When does this business or organization expect to resume operations?

Date B00218

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

 → Go to question 4

### 3b. Ceased operations

When did this business or organization cease operations?

Date B00211

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Why did this business or organization cease operations?

B00311

1 ☐ Bankruptcy

2 ☐ Liquidation

3 ☐ Dissolution

4 ☐ Other  
Specify the other reasons for ceased operations

B00312

→ Go to question 4

### 3c. Sold operations

When was this business or organization sold?

B00212  
Date YYYY MM DD

What is the legal name of the buyer?

B00406

→ Go to question 4

### 3d. Amalgamated with other businesses or organizations

When did this business or organization amalgamate?

B00213  
Date YYYY MM DD

What is the legal name of the resulting or continuing business or organization?

B00407

What are the legal names of the other amalgamated businesses or organizations?

B00408

→ Go to question 4

### 3e. Temporarily inactive but will re-open

When did this business or organization become temporarily inactive?

B00214  
Date YYYY MM DD

When does this business or organization expect to resume operations?

B00215  
Date YYYY MM DD

Why is this business or organization temporarily inactive?

B00313

→ Go to question 4

### 3f. No longer operating due to other reasons

When did this business or organization cease operations?

B00216  
Date YYYY MM DD

Why did this business or organization cease operations?

B00314

4. Please **verify or provide the current main activity** of the business or organization identified by the legal and operating name.

**Note:** The described activity was assigned using the North American Industry Classification System (NAICS).

B05002

1 ☐ This is the current main activity. → **Go to next section**

2 ☐ This **is not** the current main activity.

Please provide a **brief but precise description** of this business or organization's **main activity**.

e.g., breakfast cereal manufacturing, shoe store, software development

B05003



5. Was this business or organization's main activity ever classified as:

B05111

1 ☐ **Yes**

2 ☐ **No → Go to next section**

6. When did the main activity change?

Date

	YYYY	MM	DD
B00219	<input type="text"/>	<input type="text"/>	<input type="text"/>

INFORMATION COPY  
DO NOT USE TO REPORT

## Reporting period information

1. For this survey, please report information for this business or organization most recent **12 month fiscal period**.

**Note:** For this survey, the **End date** should fall between April 1, 2017 and March 31, 2018.

Start date B00205 YYYY MM DD B00206 YYYY MM DD End date

2. If the reporting period **does not cover a full year**, please check the reason(s) below (mark all that apply):

B00301\_r1

☐ seasonal operations

B00301\_r2

☐ new business

B00301\_r3

☐ change of ownership

B00301\_r4

☐ change of fiscal year

B00301\_r5

☐ ceased operations

B00301\_r6

☐ temporarily inactive

B00301\_r7

☐ other reason — please specify:

B00301\_r8

3. Please indicate below, any changes or events that may have affected the reported values for this business or organization compared to the last reporting period (mark all that apply):

B00302\_t1

☐ strike or lockout

B00302\_t2

☐ exchange rate impact

B00302\_t3

☐ price changes in goods or services sold

B00302\_t4

☐ contracting out

B00302\_t5

☐ organizational change

B00302\_t6

☐ price changes in labour or raw materials

B00302\_t7

☐ natural disaster

B00302\_t8

☐ recession

B00302\_t9

☐ change in product line

B00302\_t10

☐ sold business units

B00302\_t11

☐ expansion

B00302\_t12

☐ new/lost contract

B00302\_t13

☐ plant closures

B00302\_t14

☐ acquisition of business units

B00302\_t15

☐ other change or event — please specify:

B00302\_t16

B00302\_t17

☐ no change or event

## Revenue

- Notes:**
- A detailed breakdown may be requested in other sections.
  - These questions are asked of many different industries. Some questions may not apply to this business.
  - Refer to the reporting guide for detailed instructions.
  - Please report all amounts in **thousands of Canadian dollars**.

What was this business's revenue from each of the following sources?

**CAN\$ '000**

1. Sales of goods and services <b>Exclude:</b> GST/HST, PST and QST .....	F43008 \$ <input type="text"/> ,000
2. Rental and leasing .....	F45801 \$ <input type="text"/> ,000
3. Commissions .....	F45701 \$ <input type="text"/> ,000
4. Subsidies <b>Include:</b> grants, donations and fundraising .....	F47101 \$ <input type="text"/> ,000
5. Royalties, rights, licensing and franchise fees .....	F47201 \$ <input type="text"/> ,000
6. Dividends .....	F51101 \$ <input type="text"/> ,000
7. Interest .....	F51201 \$ <input type="text"/> ,000
8. Other revenue — please specify: <b>Include:</b> intracompany transfers F51302 <input type="text"/>	F51301 \$ <input type="text"/> ,000
9. <b>Total revenue</b> (sum of questions 1 to 8) .....	F40000 \$ <input type="text"/> ,000

INFORMATION COPY  
DO NOT USE TO REPORT

## Expenses

- Notes:**
- A detailed breakdown may be requested in other sections.
  - These questions are asked of many different industries. Some questions may not apply to this business.
  - Refer to the reporting guide for detailed instructions.
  - Please report all amounts in **thousands of Canadian dollars**.

What were this business's expenses for the following items?

### 1. Cost of goods sold

CAN\$ '000

- a. opening inventories ..... \$  ,000
- b. purchases  
**Include:** raw materials, goods purchased for resale and non-returnable containers  
**Exclude:** change in inventories ..... \$  ,000
- c. closing inventories ..... \$  ,000

CAN\$ '000

- d. cost of goods sold  
 (opening inventories **plus** purchases **minus** closing inventories) ..... \$  ,000

### 2. Employment costs and expenses

**Include:** all employees who were issued a T4

**Exclude:** commissions paid to non-employees (report at question 3)

- a. salaries, wages and commissions ..... \$  ,000
- b. employee benefits  
 (please refer to the reporting guide for the list of inclusions and exclusions) ..... \$  ,000

### 3. Subcontracts

**Include:** commissions paid to non-employees

**Exclude:** research and development

- ..... \$  ,000

### 4. Research and development fees

**Exclude:** in-house research and development

- ..... \$  ,000

### 5. Professional and business fees

(e.g., legal, accounting, consulting, scientific fees)

- ..... \$  ,000

### 6. Utilities

(e.g., electricity, water and gas)

- ..... \$  ,000

### 7. Office and computer related expenses

(e.g., office supplies, postage, computer upgrades)

- ..... \$  ,000

### 8. Telephone, Internet and other telecommunication

- ..... \$  ,000

### 9. Business taxes, licenses and permits

(e.g., beverage tax, business tax, license fees, property taxes)

- ..... \$  ,000

### 10. Royalties, franchise fees and memberships

**Exclude:** Crown royalties

- ..... \$  ,000



CAN\$ '000

11. Crown charges (for logging, mining and energy industries only) .....	F62506 \$ <input type="text"/> ,000
12. Rental and leasing <b>Include:</b> land, buildings, equipment and vehicles .....	F62101 \$ <input type="text"/> ,000
13. Repair and maintenance <b>Include:</b> buildings, equipment and vehicles .....	F62201 \$ <input type="text"/> ,000
14. Amortization and depreciation .....	F61601 \$ <input type="text"/> ,000
15. Insurance .....	F62301 \$ <input type="text"/> ,000
16. Advertising, marketing, promotion, meals and entertainment .....	F62507 \$ <input type="text"/> ,000
17. Travel, meetings and conventions .....	F62508 \$ <input type="text"/> ,000
18. Financial services (e.g., bank charges and transaction fees) .....	F62401 \$ <input type="text"/> ,000
19. Interest expense .....	F69101 \$ <input type="text"/> ,000
20. Other non-production-related costs and expenses <b>Include:</b> bad debt, loan losses, donations, political contributions and inventory write-down .....	F62509 \$ <input type="text"/> ,000
21. All other cost and expenses — please specify: <b>Include:</b> intracompany expenses F62512 <input type="text"/>	F62511 \$ <input type="text"/> ,000
22. <b>Total expenses</b> (sum of questions 1 to 21) .....	F60000 \$ <input type="text"/> ,000

## Industry characteristics

### Selected sales information

Please provide the sales for each of the following goods and services.  
Please report all amounts in **thousands of Canadian dollars**.

- |   |              | CAN\$ '000                |
|---|--------------|---------------------------|
| 1. Sales of all goods purchased for resale, net of returns and discounts<br><b>Include:</b> parts used in generating repair and maintenance revenue (report the labour portion of repair and maintenance at question 3 below)<br><b>Exclude:</b> sales and revenue from concessions ..... | F43003<br>\$ | <input type="text"/> ,000 |
| 2. Sales of goods manufactured as a secondary activity by this retailing business unit  | F43002<br>\$ | <input type="text"/> ,000 |
| 3. Labour revenue from repair and maintenance<br>(report parts at question 1 above) .....   | F45902<br>\$ | <input type="text"/> ,000 |
| 4. Revenue from rental and leasing of goods and equipment .....   | F45802<br>\$ | <input type="text"/> ,000 |
| 5. Revenue from rental of real estate .....   | F45804<br>\$ | <input type="text"/> ,000 |

INFORMATION COPY  
DO NOT USE TO REPORT

## Sales by type of client

What was this business's breakdown of sales by the following types of client?

### 1. Clients in Canada

#### Percentage

F43008\_c1

%

F43008\_c2

%

F43008\_c3

%

F43008\_c4

%

### 2. Clients outside of Canada .....

100%

INFORMATION COPY  
DO NOT USE TO REPORT

## Distribution of operating revenue by method of sale

Please provide a percentage breakdown of the operating revenue by method of sale.

### Percentage

1. In-store sales .....

F43166

%

2. E-commerce

**Include:** all revenue where the order is received and the commitment to purchase is made via the Internet, although payment can be made by other means; include orders made in web pages, extranet, mobile devices or Electronic Data Interchange (EDI).

**Exclude:** orders made by telephone calls, facsimile or e-mail. ....

F43167

%

F43168

%

3. Catalogue and mail-order or telephone .....

4. All other methods — please specify:

F43169

F43171

%

100%

INFORMATION COPY  
DO NOT USE TO REPORT

## E-Commerce

1. For this reporting period, what was this business's total revenue?

Please report all amounts in **thousands of Canadian dollars**.

**Include:** sales of goods and services; rental, leasing and property management; commissions; subsidies, grants, donations, fundraising and sponsorships; royalties; rights; licensing and franchise fees; dividends, interest and other revenue. ....

CAN\$ '000

F40000PF1

\$ \$ ,000

2. Did this business have any e-commerce revenue in this reporting period?

**E-commerce revenue:** sale of goods and services conducted over the Internet with or without online payment.

**Include:** all revenue for which an order is received and the commitment to purchase is made via the Internet, although payment can be made by other means, such as orders made on Web pages, an extranet, mobile devices or Electronic Data Interchange (EDI).

**Exclude:** orders made by telephone, facsimile or email.

B05163

1 ☐ Yes → Go to question 3

3 ☐ No → Go to question 6

CAN\$ '000

F43459

3. What was the total e-commerce revenue in this reporting period?

If precise figures are not available, please provide your best estimate. ....

\$ \$ ,000

4. During this reporting period, did this business make sales over the Internet through any of the following methods?

Select all that apply.

a. Via a mobile app .....

B05164\_m1

b. Via your company website .....

B05164\_m2

c. Via a third-party website .....

B05164\_m3

d. Via Electronic Data Interchange (EDI) .....

B05164\_m4

e. Other methods — please specify: .....

B05164\_m5

B05164\_m6

5. Does this business have any full-time staff dedicated solely to activities related to e-commerce?

B20052

1 ☐ Yes

3 ☐ No

6. If you answered No at question 2, please identify the reasons why this business did not make sales over the Internet:

Select all that apply.

a. Goods and services do not lend themselves to online sales .....

B05165\_r1

b. Prefer to maintain current business model .....

B05165\_r2

c. Lack of skilled workers to implement and maintain e-commerce infrastructure .....

B05165\_r3

d. Cost of development is too high .....

B05165\_r4

e. Security concerns .....

B05165\_r5

f. Other reasons — please specify: .....

B05165\_r6

B05165\_r7

## Details on this business's locations

1. Complete for all business locations operating during this reporting period.
2. If necessary, add all locations not listed on this questionnaire on the page "details on additional locations".

Please verify the location address and correct where needed.

Store ID / Outlet number

B00401\_I

Operating name

B00102\_I

Address (number and street)

B00119\_I

Province or territory

B00122\_I

City

B00121\_I

Postal code

B00123\_I

Total operating revenue

F47001\_I

\$  ,000

Was this business location operational for the full year?

B00305\_b\_I

☐ Yes ➔ **Go to next location**

☐ No

What was the reason(s) for part-year operation (mark all that apply)?

B00301\_r1\_I1

☐ seasonal operation

B00301\_r2\_I1

☐ new store

B00301\_r3\_I1

☐ change of fiscal year

B00301\_r4\_I1

☐ change of ownership

B00301\_r5\_I1

☐ ceased operations

B00301\_r6\_I1

☐ temporarily closed

B00301\_r7\_I1

☐ moved

B00301\_r8\_I1

☐ other reason — please specify:

B00301\_r9\_I1

What were this location's operational start and end dates?

YYYY

MM

DD

B00201\_I

Start date

End date

YYYY

MM

DD

B00202\_I

Statistics Canada reviews all feedback.

We invite your comments pertaining to this business location.

B00001\_I

## Details on this business's additional location

1. Complete for all business locations operating during this reporting period.
2. Add all locations not listed.

Please provide the business location address.

Store ID / Outlet number

B00405\_I

Operating name

B00129\_I

Address (number and street)

B00125\_I

Province or territory

B00127\_I

City

B00126\_I

Postal code

B00128\_I

Total operating revenue

F47004\_I

\$

,000

Was this business location operational for the full year?

B00306\_b\_I

☐ Yes ➔ Go to next location

☐ No

What was the reason(s) for part-year operation (mark all that apply)?

B00307\_r1\_I1

☐ seasonal operation

B00307\_r2\_I1

☐ new store

B00307\_r3\_I1

☐ change of fiscal year

B00307\_r4\_I1

☐ change of ownership

B00307\_r5\_I1

☐ ceased operations

B00307\_r6\_I1

☐ temporarily closed

B00307\_r7\_I1

☐ moved

B00307\_r8\_I1

☐ other reason — please specify:

B00307\_r9\_I1

What were this location's operational start and end dates?

YYYY

MM

DD

B00208\_I

Start date

YYYY

MM

DD

B00209\_I

End date

Statistics Canada reviews all feedback.

We invite your comments pertaining to this business location.

B00015\_I

## Contact person

1. Statistics Canada may need to contact the person who completed this questionnaire for further information.

If the contact person is the same as on cover page, please check ☐ → **Go to "Feedback"**

**Otherwise, who is the best person to contact about this questionnaire?**

First name

Last name

Title

Email address (example: user@example.gov.ca)

Y. PR.

Telephone number (including area code)

Example: 123-123-1234

Extension number

(if applicable)

Fax number (including area code)

Example: 123-123-1234

CONFIDENTIAL

## Feedback

2. How long did it take to complete this questionnaire?

**Include** the time spent gathering the necessary information. ....

Hours

Minutes

3. We invite your comments about this questionnaire.

B00002

INFO  
DO NOT



## General information

### Confidentiality

#### Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information it collects which could identify any person, business, or organization, unless consent has been given by the respondent or as permitted by the *Statistics Act*. Statistics Canada will use the information from this survey for statistical purposes.

### Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies and other government organizations, which have agreed to keep the data confidential and use them only for statistical purposes. Statistics Canada will only share data from this survey with those organizations that have demonstrated a requirement to use the data.

**Section 11** of the *Statistics Act* provides for the sharing of information with provincial and territorial statistical agencies that meet certain conditions. These agencies must have the legislative authority to collect the same information, on a mandatory basis, and the legislation must provide substantially the same provisions for confidentiality and penalties for disclosure of confidential information as the *Statistics Act*. Because these agencies have the legal authority to compel businesses to provide the same information, consent is not requested and businesses may not object to the sharing of the data.

For this survey, there are **Section 11** agreements with the provincial and territorial statistical agencies of Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta, British Columbia and the Yukon. The shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

**Section 12** of the *Statistics Act* provides for the sharing of information with federal, provincial or territorial government organizations. Under **Section 12**, you may refuse to share your information with any of these organizations by writing a letter of objection to the Chief Statistician and returning it with the completed questionnaire. Please specify the organizations with which you do not want to share your data.

For this survey, there are **Section 12** agreements with the statistical agencies of Prince Edward Island, the Northwest Territories and Nunavut.

For agreements with provincial and territorial government organizations, the shared data will be limited to information pertaining to business establishments located within the jurisdiction of the respective province or territory.

### Record linkages

To enhance the data from this survey and to minimize the reporting burden, Statistics Canada may combine it with information from other surveys or from administrative sources.

**Thank you for completing this questionnaire.**  
**Please retain a copy for your records.**  
**Visit our website, [www.statcan.gc.ca](http://www.statcan.gc.ca)**