

2012 Annual Retail Trade Survey

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français, veuillez nous appeler au numéro sans frais suivant : **1-800-858-7921.**

■ **If necessary**, please make address label corrections in the boxes below. ■

0001	Legal name		0004	Address (<i>number & street</i>)	
0002	Business name		0005	City	0006 Province/territory or state
0003	C/O		0053	Country	0007 Postal code/zip code
0028	Last name of contact		0008	First name of contact	
0052	Please report for		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

The purpose of this survey is to collect the financial and operating/production 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, in conformity with its mandate. Please access www.statcan.gc.ca/survey-enquete/index-eng.htm for further details.

Security of emails and faxes

Statistics Canada advises of the risk of interception by a third party when transmitting information by email or fax. Once we receive your questionnaire, however, Statistics Canada provides a guaranteed level of protection, which covers all information collected under the authority of the *Statistics Act*. **Note:** Our online questionnaires are secure, so there is no risk of interception when you respond to our surveys online.

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.

Coverage

Please report for your Canadian wholesale operations (see insert, List of Wholesale Operations, for the list of units to be covered by this questionnaire).

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 **1-800-858-7921** or mail to:
 Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at www.statcan.gc.ca

Reporting instructions

1. Please print in ink.
2. Report all dollar amounts in **Canadian dollars (CAN\$)**.
3. Dollar amounts and percentages should be rounded to whole numbers.
4. **When precise figures are not available, please provide your best estimates.**
5. Consult the reporting guide at www.statcan.gc.ca/guides-e for further information.

Main business activity

1. Is this business unit primarily a store retailer?

0840 1 yes, go to question 2.

- 3 no, provide a brief description of your main activity and call **1-800-858-7921** for further instructions.

0041

2. How many retail locations does this business unit cover?

0842

3. Is this business unit a franchise operation?

0841 1 yes

3 no

4. List the main lines of merchandise and services sold and the estimated percentages of total operating revenue:

		%
a) 0833	<input type="text"/>	0834 <input type="text"/>
b) 0835	<input type="text"/>	0836 <input type="text"/>
c) 0837	<input type="text"/>	0838 <input type="text"/>

Reporting period information

1. Please report for your **fiscal year** (normal business year) ending between **April 1, 2012** and **March 31, 2013**. Indicate the period covered by this questionnaire.

from 0011 to 0012

B - Revenue (exclude GST/HST, PST and TVQ)

CAN\$

1. Sales of all goods purchased for resale, net of returns and discounts. Include parts used in generating repair and maintenance revenue (report the labour portion of repair and maintenance at question 5 below). Exclude sales and revenue from concessions.	2020	<input type="text"/>
2. Commission revenue and fees earned from selling merchandise on behalf of others. Include commission revenue from concessions.	2060	<input type="text"/>
3. Commission revenue and fees earned from selling services on behalf of others (e.g., lottery and bus tickets, phone cards)	2038	<input type="text"/>
4. Sales of goods manufactured as a secondary activity by this retailing business unit	2299	<input type="text"/>
5. Labour revenue from repair and maintenance (report parts at question 1 above)	2041	<input type="text"/>
6. Revenue from rental and leasing of goods and equipment	2037	<input type="text"/>
7. Revenue from rental of real estate	1009	<input type="text"/>
8. All other operating revenue (e.g., extended warranties, shipping and handling charges not included in the price of merchandise, placement fees). Exclude interest and dividend income; report these amounts at question 10 below.	2077	<input type="text"/>
9. Total operating revenue (sum of questions 1 to 8 above)	2080	<input type="text"/>
10. Non-operating revenue (e.g., interest and dividend income)	2097	<input type="text"/>
11. Total revenue (sum of questions 9 and 10 above)	2098	<input type="text"/>

C - Cost of goods sold		CAN\$
1. Opening inventory	5560	
2. Purchases	4019	
3. Closing inventory	5565	
4. Cost of goods sold (sum of questions 1 and 2 minus 3 above)	5720	

D - Expenses		CAN\$	CAN\$
1. Salaries and wages of employees	3010		
2. Employer portion of employee benefits	3040		
3. Total labour remuneration (sum of questions 1 and 2 above)	3041		
4. Rental and leasing expenses. Include office space or other real estate, motor vehicles, computers and peripherals, other machinery and equipment, and other goods.	4115		
5. Advertising and promotion	4365		
6. Amortization and depreciation expenses (e.g., buildings, vehicles, machinery and equipment)	4520		
7. Management fees and other service fees charged by head office and other business support units	4555		
8. All other operating expenses (please refer to the reporting guide). Exclude interest expenses; report these amounts at question 10 below.	4569		
9. Total operating expenses (sum of questions 3 to 8 above)	4598		
10. Other expenses (e.g., interest expenses)	4630		
11. Total expenses (sum of questions 9 and 10 above)	4698		

E - Distribution of total operating revenue			
1. By type of customer			%
a) Individuals and households		8100	
b) All other customers (e.g., private businesses, public institutions, government)		8113	
Total			100%
2. By method of sale			%
a) In-store sales		1011	
b) E-commerce (e.g., sales generated through online Internet orders)		1012	
c) Catalogue and mail-order or telephone		2254	
d) All other methods (please specify):	2244	2245	
Total			100%

F - Events that may have affected your business unit

1. Compared to **last fiscal year**, what events have **significantly affected the reported values** for this business unit?
(please specify):

9965

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9969

H - Comments

1. How long did you spend collecting the data and completing this questionnaire? 9910 hour(s) 9909 minutes

2. We invite your comments below. Statistics Canada reviews all comments with the intent of improving the survey.

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J - Contact information

FOR
INFORMATION
ONLY

Person primarily responsible for completing 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

Signature: _____ 0015 yyyy mm dd

I certify that the information contained herein is complete and correct to the best of my knowledge.

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 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, 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 at www.statcan.gc.ca**