

# 2012 Survey of Service Industries: Food Services and Drinking Places

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

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
0028	Last name of contact	0010	Language preference	
			1 <input type="radio"/> English	2 <input type="radio"/> 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. 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](http://www.statcan.gc.ca/survey-enquete/index-eng.htm) for more information on this survey.

### 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.

**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 1-800-972-9692 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](http://www.statcan.gc.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.

- 0430  Full-service restaurant: patrons order while seated and pay **after** eating
- 0431  Limited-service restaurant: patrons order food and beverages at a counter, and/or order by phone and pay **before** eating
- 0432  Food service contractor: supplies food services under contract for a specific period of time
- 0433  Social caterer: provides food services for social or business events
- 0434  Mobile food service: serves food and beverages, from motorized vehicles or non-motorized carts
- 0435  Drinking places (e.g., bars, night-clubs, taverns)
- 0040  None of the above — Please call **1-800-972-9692** for further instructions.

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## C - Reporting period information

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

from <sup>0011</sup>  to <sup>0012</sup>

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

<sup>0031</sup> 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 reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further information.

## D and E - Not applicable

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## F - Industry characteristics

### 1. Franchise information

a) Does this establishment use a trade name authorised by a franchisor?

1001 1  yes 3  no, go to question 2

b) Please specify the trade name:

1002

c) Is this establishment owned or operated by the franchisor or the franchisee?

1007 1  franchisor 2  franchisee

### 2. Estimated average cheque per person (exclude taxes and tips). Please check one only.

1004 1  less than \$5 2  \$5 to \$9.99 3  \$10 to \$14.99 4  \$15 to \$19.99 5  \$20 to \$29.99 6  \$30 or more

### 3. Does this establishment have a licence to sell and serve alcohol? Please check one only.

1005 1  yes 3  no

4. Number of seats in this establishment (exclude patio or seasonal seating). If reporting for more than one establishment, please report average number of seats.

1006  seats

5. Please report the number of locations (physical place in which business activity is conducted) that you operated in Canada during the reporting period.

5025  locations

### 6. Sales and other revenue

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

9970 1  \$ or 2  %

a) Sales of alcoholic beverages for immediate consumption on the premises

1428

b) Sales of food and non-alcoholic beverages

1429

c) Sales of merchandise (e.g., toys, gifts, cigarettes, newspapers)

1431

d) Fees and Commissions from coin operated machines such as video gambling terminals, video games and vending machines

1433

e) Other sales (e.g., rentals, cover charge, coat check) (please specify):

2163  1434

f) Total sales (sum of questions 6a to 6e)

2305

g) Other revenue (e.g., grants, subsidies, license and franchise fees, investment income, etc.) (please specify):

1448  1449

h) Total revenue (sum of questions 6f and 6g)

1437

## F - Industry characteristics (continued)

### 7. Sales of **alcoholic beverages** for immediate consumption by type of service

Please provide a breakdown of sales and indicate if you are reporting in Canadian dollars **or** percentages.

9975 1  \$ or 2  %

a) Full-table service	1451	<input type="text"/>
b) Counter service ( <b>including</b> bar service)	1452	<input type="text"/>
c) Take-out	1453	<input type="text"/>
d) Drive-through	1454	<input type="text"/>
e) Home delivery	1497	<input type="text"/>
f) Mobile service (e.g., chip wagon, street vending)	1498	<input type="text"/>
g) Contract catering (e.g., contracts for a specified period of time, such as contracts with airlines, governments, institutions, etc.). <b>Excludes</b> the sale of alcoholic beverages paid for directly by the consumer.	1499	<input type="text"/>
h) Social catering (e.g., catering to weddings, business meetings or social events). <b>Excludes</b> the sale of alcoholic beverages paid for directly by the consumer.	1551	<input type="text"/>
i) Other services (please specify): <sup>1552</sup> <input type="text"/>	1553	<input type="text"/>
j) <b>Total sales of alcoholic beverages</b> (sum of questions 7a to 7i)	1554	<input type="text"/>

### 8. Sales of **food and non-alcoholic beverages** by type of service

Please provide a breakdown of sales and indicate if you are reporting in Canadian dollars **or** percentages.

9973 1  \$ or 2  %

a) Full-table service	1444	<input type="text"/>
b) Counter service ( <b>including</b> bar service)	1420	<input type="text"/>
c) Take-out	1425	<input type="text"/>
d) Drive-through	1430	<input type="text"/>
e) Home delivery	1432	<input type="text"/>
f) Mobile service (e.g., chip wagon, street vending)	1445	<input type="text"/>
g) Contract catering (e.g., contracts for a specified period of time, such as contracts with airlines, governments, institutions, etc.). <b>Excludes</b> the sale of food and non-alcoholic beverages paid for directly by the consumer.	1435	<input type="text"/>
h) Social catering (e.g., catering to weddings, business meetings or social events). <b>Excludes</b> the sale of food and non-alcoholic beverages paid for directly by the consumer.	1440	<input type="text"/>
i) Other services (please specify): <sup>1438</sup> <input type="text"/>	1439	<input type="text"/>
j) <b>Total sales of food and non-alcoholic beverages</b> (sum of questions 8a to 8i)	1447	<input type="text"/>

**F - Industry characteristics (continued)**

**9. Cost of goods sold**

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

9972 1  \$ **or** 2  %

**a) Alcoholic beverages**

5536

**b) Food and non-alcoholic beverages**

5538

**c) Merchandise (e.g., gifts, toys, cigarettes, newspapers)**

5539

**d) Total cost of goods sold (sum of questions 9a to 9c)**

5723

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## G - Personnel

1. Number of partners and proprietors, <b>non-salaried</b> (if salaried, report at question 2 below)	6321	<input type="text"/>	<b>number</b>
2. Paid employees			
a) average number of paid employees during the reporting period (see reporting guide)	6339	<input type="text"/>	
b) percentage of paid employees (from question 2a) who worked <b>full time</b>	6328	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<b>%</b>
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320	<input type="text"/>	<b>number</b>

H, I, J and K - Not applicable

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## 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](http://www.statcan.gc.ca)**