



2007 Survey of Service Industries: Food Services and Drinking Places

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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.

Table of contents

	Page
B - Main business activity	2
C - Reporting period information	3
F - Industry characteristics	3
G - Personnel	4
General information	5
Survey purpose	5
Data-sharing agreements	5



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.

Full service restaurant

Patrons order while seated and pay **after** eating. These establishments may sell alcoholic beverages, provide takeout services, operate a bar or present live entertainment, in addition to serving food and beverages. Waiter/waitresses service is available.

Include:

- fine-dining;
- family restaurants;
- buffet-style restaurants.

Exclude:

- establishments that produce and present live theatrical productions and provide food and beverages for consumption on the premises.

Limited-service restaurant

Patrons order or select food or beverages at a counter and/or order by phone. Food and beverages are picked up for consumption on the premises or for takeout, or delivered to the customer's location. A variety of food items such as specialty snacks or non-alcoholic beverages may be offered. Patrons pay **before** eating.

Include:

- fast food restaurants;
- coffee shops;
- doughnut shops;
- food court establishments;
- takeout and delivery establishments.

Food service contractor

Food services supplied under contract for a specific period of time, and for the convenience of the contracting organization.

Include:

- industrial caterers;
- school cafeterias;
- food services to airlines;

- food services to railways;
- food services to institutions;
- food concessions at sports and similar facilities.

Exclude:

- food vending machine operators.

Social caterer

Primarily provides single event-based food services for social events such as parties, wedding receptions and business events. These establishments generally have equipment and vehicles to transport meals and snacks to events and may prepare food at the event site.

Include:

- caterers who own or manage permanent facilities in which they provide event based food services.

Exclude:

- establishments engaged in preparing and/or delivering food for the needy.

Mobile food service

Prepares and serves food and beverages for immediate consumption from motorized vehicles or non-motorized carts.

Include:

- mobile canteens and lunch wagons;
- street vendors selling prepared food, such as french fries, from mobile equipment.

Exclude:

- street vendors selling non-prepared food items from mobile equipment;
- street vendors selling fruit and/or vegetables from mobile equipment.

Drinking places

Establishments that prepare and serve alcoholic beverages and offer **limited** food services for immediate consumption.

Include:

- bars;
- taverns;
- nightclubs;
- cocktail lounges;
- bar operating video gaming or other gambling machines.

Exclude:

- civic or social organizations that operate a bar for their members.

If none of the above activities describes the main activity of your business unit, please call **1-888-881-3666** for further information.

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

4. Number of seats in this establishment

This question attempts to define the size of the establishment. If you are reporting for more than a single location, please indicate the number of seats in a typical location or an average of all locations for which you are reporting.

Should this establishment have only delivery or catering services, please indicate that there are 0 seats.

Where the seating arrangements are in a shared food court, please provide the total number of seats divided by the number of food court establishments or your best estimate.

6. Sales and other revenue

Please provide a breakdown of total revenue, including sales and other revenue.

- a) Sales of alcoholic beverages for immediate consumption on the premises:** revenue generated from sales of alcoholic beverages (beer, wine and liquor) prepared and served or dispensed for immediate consumption, including drinks served with meals.

Exclude:

- retailing of alcoholic beverages sold in unopened cans, bottles, cartons or other containers (please **report under c)** Sales of merchandise).
- b) Sales of food and non-alcoholic beverages:** revenue generated from the sales of meals, snacks, other food items and non-alcoholic beverages prepared and served or dispensed for immediate consumption.
- c) Sales of merchandise:** revenue generated from the sale or disposition of goods sold in the same condition in which they were purchased (e.g., toys, gifts, cigarettes, newspapers).
- d) Fees and commissions from coin operated machines:** the fees or commissions received from the owners or lessors of the coin operated machines such as video

lottery terminals, slot machines, video games, vending machines, children's mechanical rides, etc.

- e) Other sales:** sales from other sources (e.g., rentals, cover charge, coat check, delivery service fees).

- g) Other revenue:** all revenue other than sales (e.g., grants, subsidies, licenses and franchise fees, investment income, etc.).

The following descriptions apply to questions 7 and 8.

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

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

Type of service:

- a) Full-table service:** a server takes orders for food and beverages which are served to customers while seated at a table. The server provides the customer with a cheque that is generally paid after eating. This service includes buffet-style dining.
- b) Counter service (including bar service):** food and beverages are dispensed to customers to be eaten on the premises and are generally paid for prior to consumption.
- c) Take-out:** customers pick up food and beverages to be consumed elsewhere.
- d) Drive-through:** customers drive up and place their order for food and beverages; purchases are consumed away from the premises.
- e) Home delivery:** food and beverages are ordered by phone and delivered to customers by vehicle.
- f) Mobile service:** food and beverages are prepared and sold from motorized vehicles and non-motorized carts.
- g) Contract catering:** food and beverages are prepared and served for immediate consumption, under contract for a specified period of time, to a business, government or institution, which pays the food preparer to provide the meals to a particular group of people.

Include:

- meals and beverages purchased by airlines, hospitals, prisons and schools to feed their passengers, patients, inmates, students, etc.

Exclude:

- all revenue that is not included in the catering contract, such as meals and beverages paid for directly by the consumer (**include** these sales in the appropriate type of service).
- h) Social catering:** food and beverages are prepared and served for immediate consumption at unique events (such as weddings, business meetings, parties, etc.), where one person or entity contracts with the catering establishment and directly pays for the food and beverages.

Exclude:

- all revenue that is not included in the catering contract, such as meals and beverages paid for directly by the consumer (**include** these sales in the appropriate type of service).

9. Cost of goods sold

The cost of goods sold is divided into three categories: alcoholic beverages, food and nonalcoholic beverages, and merchandise purchased for resale. The cost of goods sold is obtained by calculating opening inventory plus total purchases minus closing inventory. Please exclude salary costs.

a) Alcoholic beverages

Include:

- beer;
- wine;
- liquor;
- alcoholic drinks served with meals.

b) Food and non-alcoholic beverages: cost of materials required for meal preparation

c) Merchandise

Include:

- gifts;
- toys;
- newspapers;
- cigarettes;
- alcohol not sold with meals and for consumption away from the premises.

d) Total cost of goods sold: the sum of questions 9a to 9c

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.

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!