



Unified Enterprise Survey - Annual

1999 Annual Non-Store Retail Survey

Collected under the authority of the *Statistics Act*, Revised Statutes of Canada, 1985, Chapter S19.

Completion of this questionnaire is a legal requirement under this Act.

This document is confidential when completed.

Si vous préférez recevoir ce questionnaire en français, veuillez appeler au numéro de téléphone indiqué dans la boîte ombragée ci-dessous.

Correct pre-printed information if necessary using the corresponding boxes below:

0001	Legal name	0004	Number and street		
0002	Business name	0005	City	0006	Province or State
0003	C/o	0053	Country	0007	Postal code
0008	First name of contact	0028	Last name of contact		
0052	Please report for:	0010	Language preference 1 <input type="radio"/> English 2 <input type="radio"/> French		

A - Introduction

Survey Purpose

This survey collects the financial and operating data needed to produce statistics concerning your industry. These data will be aggregated with information from other sources to produce official estimates of national and provincial economic production in Canada, as well as official estimates of activity by industry. These estimates are used by government for national and regional programs and policy planning as well as by the private sector for industry performance measurement and market development.

Coverage

Please complete this questionnaire for the business unit described in the pre-printed area above. "Business unit" refers to the operation(s) described in the pre-printed area. Report only for those operations located in Canada.

Confidentiality

Statistics Canada is prohibited by law from publishing any statistics which would divulge information obtained from this survey that relates to any identifiable business. **The data reported on this questionnaire will be treated in strict confidence**, used for statistical purposes and published in aggregate form only. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation.

Please return the completed questionnaire(s) in the enclosed envelope **within 30 days** of receipt. However, if you wish to send the questionnaire(s) by facsimile, please consult the **Reporting Instructions** in this section. Thank you.

**If you need further information or help,
please call 1 888 881-3666.**

Name of the primary person completing this questionnaire:

0026	0013	0054
<input type="radio"/> Mr. <input type="radio"/> Mrs. <input type="radio"/> Miss <input type="radio"/> Ms.	First name	Last name

Title:
0014

Telephone number: 0017	Extension: 0027	Fax number: 0016	Date completed: YYYY MM DD
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Signature:	0015
I certify that the information contained herein is complete and correct to the best of my knowledge.	

Business Unit

A business unit is the smallest separate operating part of a business that can report inputs such as material and supplies; energy; goods purchased for resale; whichever purchased services are available at this level; employee earnings; and employment. In addition, it can report outputs such as sales, shipments or revenue (whichever is appropriate) broken down by goods and services.

Reporting Period Information

Reporting Period

Please report information for your most recent **12 month fiscal period**. Please indicate below the period covered by this questionnaire.

1. From ⁰⁰¹¹

YYYY	MM	DD

 To ⁰⁰¹²

YYYY	MM	DD

If the business unit covered by this questionnaire includes **more than one operation**, please go to the **Data-sharing Agreements** section.

2. Did you operate this business unit for the **full year**?

- ⁰⁰⁵⁰ Yes → If yes, please go to the **Data-sharing Agreements** section.
 No → If no, please check the appropriate box(es) below.

⁰⁰⁴² Seasonal operation (please provide the dates) From ⁰¹²⁰

YYYY	MM	DD

 To ⁰¹²¹

YYYY	MM	DD

⁰⁰³² New business (please provide the date) ⁰⁰⁴⁶

YYYY	MM	DD

⁰⁰³³ Change of fiscal year end (please provide the new end date) ⁰⁰⁵¹

YYYY	MM	DD

⁰⁰³⁴ Change of ownership (please provide the date) ⁰¹²⁵

YYYY	MM	DD

⁰⁰³⁵ Ceased operations (please provide the date) ⁰¹¹⁹

YYYY	MM	DD

⁰⁰³⁶ Temporarily closed (please specify the date and the reason) ⁰⁰⁴⁹

YYYY	MM	DD

⁰⁰³⁷

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⁰⁰³⁸ Other (please specify): ⁰⁰³⁹

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Data-sharing Agreements

To avoid duplicating survey activity, Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. This is done in accordance with the federal *Statistics Act* and corresponding provincial and territorial legislation. The data are to be kept confidential and used for statistical purposes only. **Your responses are not shared with Revenue Canada.** More details on data-sharing are included in this package.

Reporting Instructions

When precise figures are not available, your best estimates are acceptable.

1. Report all dollar amounts in CANADIAN DOLLARS (\$ CDN).
2. All dollar amounts reported should be rounded to whole dollars (e.g., \$55,417.40 should be reported as \$55,417).
3. Percentages should be rounded (e.g., 37.3% to 37%, 75.8% to 76%).
4. Please write clearly in ink.
5. This survey questionnaire can be faxed back to Statistics Canada at **1 888 883-7999**.

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

Main Business Activity

Please check the **main** activity, at this business unit, which most accurately describes the **principal** source of operating revenue. Please check **one** only.

1. **4541** **Electronic Shopping and/or Mail-Order House**
0894
Businesses primarily engaged in retailing all types of merchandise using the electronic and print media to induce direct response by the customer. These businesses employ methods, such as broadcasting infomercials, broadcasting and publishing direct-response advertising and publishing traditional or electronic catalogues, to display their merchandise and reach their customers. Transactions between these retailers and their customers typically require the use of information technology (telephone or computer network) and the delivery of merchandise is typically done by mail or courier. Establishments primarily engaged in retailing from catalogue showrooms, without stock, are also included.
2. **4542** **Vending Machine and/or Coffee Service Operator**
0895
Businesses primarily engaged in owning, stocking and servicing vending machines designed to retail merchandise (includes coffee service operators).
- 3.a. **4543** **Direct Selling Business**
0896
Businesses primarily engaged in non-store retailing, except direct response marketing and operating vending machines and coffee services. These businesses use methods, such as regular home delivery, door-to-door solicitation, in-home demonstration and temporary displaying of merchandise (stalls), to reach their customers and market their merchandise.
- 3.b. Are you an independent sales contractor, agent, distributor or sales representative of a company?
0897 No → **If no**, please go to **Section B - Revenue**.
 Yes → **If yes**, please report the company name(s).
0898

4. **None of the above**
0040
(please list the main activities of this business unit and indicate the estimated percentage of total operating revenue associated with each one):
0041

Note: If you responded “None of the above”, please call **1 888 881-3666** for further instructions.

B - Revenue

Please include: • all revenue (including revenue from electronic commerce) within or outside Canada, recorded by this business unit.

Please exclude: • federal or provincial sales taxes collected for remittance to a government agency.

Revenue from Sales of Goods

	\$ CDN
1. Total sales of goods purchased for resale (in the same condition as purchased) Please report gross sales of new and used goods less returns and discounts; do not deduct the value of trade-ins. Include parts used in generating repair and maintenance revenue.	2020
	2299
2. Total sales of goods manufactured on own account	
3. Commission revenue or fees earned from selling merchandise on account of others (e.g., pre-owned clothing, automobiles and gasoline sold on consignment)	2060

Revenue from Sales of Services

	\$ CDN
4. Repair and maintenance revenue Include labour receipts for installations, warranty and repair work. Exclude parts used in generating repair and maintenance revenue and report these in this section at question 1, "Total sales of goods purchased for resale".	2041
5. Revenue from rental or leasing of goods and equipment (e.g., videos and rug shampoo equipment)	2037
6. Revenue and commissions from other services (e.g., from selling lottery and bus tickets, phone cards, fax and/or photocopying services)	2038

Other Operating Revenue

	\$ CDN
7. Revenue from shipping and handling charges that are not included in the price of the merchandise	2043
8. Operating subsidies and grants (including public, private individual and corporate (business) donations and subsidies and grants from non-profit and charitable institutions and foundations, and governments agencies)	2068
9. All other operating revenue Include placement fees for displaying items in web sites, store windows, catalogues; rental or leasing of office space and other real estate; fees and commissions from concessions, etc. Exclude interest income and dividends; please report this amount in this section at question 11, "Non-operating revenue".	2077
Please list major items:	2071
	2072
	2073

Revenue Totals

	\$ CDN
10. Total operating revenue (add amounts reported at questions 1 to 9 above)	2080
11. Non-operating revenue (e.g., interest income and dividends, insurance and bad debts recovery)	2097
12. Total revenue (add amounts reported at questions 10 and 11 above)	2098

C - Inventories and Cost of Goods Sold (Goods Purchased for Resale only)

Inventories are to be reported at book value (i.e., the value maintained in the accounting records).

Please include:

- inventory **owned** by this business unit within or outside Canada (including inventory: at any warehouse, selling outlet, in transit, or out on consignment).

Please exclude:

- inventory held on consignment for others.

	Value of inventory \$ CDN
	5560
1. Opening inventory goods purchased for resale (in the same condition as purchased)	4019
2. Purchases of new and used goods for resale including parts used in generating repair and maintenance revenue Include freight-in and the value of goods taken in trade, less returns and discounts.	5565
3. Closing inventory goods purchased for resale (in the same condition as purchased)	5720
4. Cost of goods sold Value of opening inventory (reported in this section at question 1) plus purchases of goods for resale (reported in this section at question 2) minus the value of closing inventory (reported in this section at question 3)	

For information only

D - Expenses

- Please include:**
- all expenses (including expenses for electronic commerce) within or outside Canada recorded or received by this business unit.
- Please exclude:**
- purchases of goods for resale, income tax and the portion of federal or provincial sales taxes refunded by government.

Labour Compensation

	\$ CDN
<p>1. Wages and salaries of employees</p> <p>Please exclude employer portion of employee benefits from salaries and wages and report these benefits separately at question 2 below.</p> <div style="border: 1px solid black; padding: 5px;"> <ul style="list-style-type: none"> • Employees are defined as those workers for whom you completed a Revenue Canada T4 - Statement of Remuneration Paid form. • Please report all wages and salaries (including taxable allowances and employment commissions as defined on the T4 - Statement of Remuneration Paid form) before deductions. </div> <p>Include:</p> <ul style="list-style-type: none"> • those amounts deposited to accounts outside Canada. <p>Exclude:</p> <ul style="list-style-type: none"> • all payments and expenses associated with outside contract workers and employment agencies or personnel suppliers. Please report these payments on the appropriate line(s) in this section. <p>For example:</p> <ul style="list-style-type: none"> • the cost of a receptionist or filing clerk under direct contract to you. Please report these payments in this section at question 16, "Professional and business service fees"; • the cost of maintenance or cleaning staff under direct contract to you. Please report these payments in this section at question 14, "Purchased maintenance and repair service expenses including janitorial and cleaning services". • all payments to casual labour without a T4 - Statement of Remuneration Paid form. Please report these payments in this section at question 27, "All other operating expenses". 	3010
<p>2. Employer portion of employee benefits</p> <p>Include:</p> <ul style="list-style-type: none"> • contributions to health plans, insurance plans, employment insurance, pension contributions, workers' compensation, retiring allowances or lump sum payments to employees upon termination or retirement, etc. <p>Exclude:</p> <ul style="list-style-type: none"> • contributions to provincial health and education payroll taxes applicable to this business unit. Please report these payments in this section at question 27, "All other operating expenses". 	3040
<p>3. Total labour compensation (add amounts reported at questions 1 and 2 above)</p>	3041

Non-returnable Containers and Other Shipping and Packaging Materials and Expenses

	\$ CDN
	3402
4. <u>Cartons, boxes and cases of corrugated paper or paperboard</u>	3408
5. <u>Plastic packaging</u>	3403
6. <u>All other non-returnable containers and other shipping and packaging materials</u>	3499
7. Total expenses for non-returnable containers and other shipping and packaging materials (add amounts reported at questions 4 to 6 above)	

Materials, Components and Supplies Expenses

	\$ CDN
Exclude capital expenditures.	
8. <u>Office supplies</u>	3301
<p>Include:</p> <ul style="list-style-type: none"> • paper and supplies for photocopier, printer and fax machine; diskettes; writing instruments and other office supplies, etc. Also, if not capitalized, include computers, printers, photocopiers, computer software and office furniture, etc. <p>Exclude:</p> <ul style="list-style-type: none"> • postage and courier expenses; please report these payments in this section at question 27, "All other operating expenses"; • telephone and other telecommunications expenses; please report these payments in this section at question 12, "Telephone and other telecommunications expenses". 	
9. <u>Operating, maintenance and repair supplies</u>	3302
<p>Include:</p> <ul style="list-style-type: none"> • supplies for the operation, maintenance and repair of your equipment, vehicles and buildings <p>Exclude:</p> <ul style="list-style-type: none"> • purchases of goods for resale; please report this amount in Section C - Inventories and Cost of Goods Sold, at question 2, "Purchases of new and used goods for resale"; • parts used in generating revenue from repair and maintenance; please report this amount in Section C - Inventories and Cost of Goods Sold, at question 2, "Purchases of new and used goods for resale"; • expenses that are covered in your rental and leasing expenses; please report these payments in this section at question 13, "Rental and leasing expenses" • expenses that are covered in your purchased maintenance and repair service expenses; please report these payments in this section at question 14, "Purchased maintenance and repair service expenses including janitorial and cleaning services". 	
10. <u>Purchases of samples for demonstration only</u>	3306

Purchased Service Expenses

Please include: • expenses for services purchased from outside this business unit.

Please exclude: • services that you produce within this business unit;
• services that you purchased from your head office or business support units outside this business unit. Please report these amounts in this section at question 25, "Management fees and expenses paid to head office and business support units".

	\$ CDN
	4070
11. Goods transportation, warehousing and storage expenses	4101
12. Telephone and other telecommunication expenses Include: • telephone, fax, cellular phone, or pager services for transmission of voice, data or image; • Internet access charge; • purchased cable and satellite transmission of television, radio and music programs.	4115
13. Rental and leasing expenses Include office space or other real estate, motor vehicles, computers and peripherals, other machinery and equipment, and other goods.	4175
14. Purchased maintenance and repair service expenses including janitorial and cleaning services Include materials, parts and labour.	3080
15. Payments to employment agencies or personnel suppliers (e.g., pay for temporary workers paid through an agency and/or charges for personnel search services)	4225
16. Professional and business service fees (e.g., legal, accounting, architectural, engineering, consulting and other professional and business service fees)	4325
17. Financial service fees (e.g., bank charges, credit and debit card commissions) Exclude interest expenses; please report these amounts in this section at question 29, "Interest expenses".	4350
18. Insurance premiums (e.g., liability, auto, buildings, equipment)	4365
19. Advertising expenses	4366
20. Travel expenses Include passenger transportation, accommodation, meals while travelling, and other travel expenses.	4410
21. Property and business taxes, licences and permits For example: • property taxes (except those covered in your rental and leasing expenses); • property transfer taxes; • vehicle license fees; • lot levies; • provincial capital taxes; • import duties (except where these are included in the purchase of goods for resale).	4466
22. Fees (commissions) paid to agents and brokers in wholesale and retail trade	

Depreciation and Amortization

\$ CDN

23. Total depreciation and amortization

Include this business unit's assets and capital lease obligations, e.g., vehicles, buildings, machinery.

4520

Other Expenses

\$ CDN

24. Franchise fees

4441

25. Management fees and expenses paid to head office and business support units

4555

26. Bad debts expenses

4467

27. All other operating expenses (e.g., contributions to provincial health and education payroll taxes, donations)

Exclude interest expenses; please report these amounts in this section at question 29, "Interest expenses".

4569

Please list major items: 4561

4562

4563

Expense Totals

\$ CDN

28. Total operating expenses (add amounts reported in this section at questions 3,7 and 8 to 27 above)

4598

29. Interest expenses (i.e., interest expenses on capital lease obligations plus all other miscellaneous interest expenses such as interest on loans and the interest portion of mortgage payments)

4630

4698

30. Total expenses (add amounts reported at questions 28 and 29 above)

E - Distribution of Operating Revenue by Type of Customer

Data on revenue by type of customer will be used to improve information on origin of demand for goods and services. We recognize that this may be a difficult question to answer, especially for retail trade, and your best estimates will be acceptable. We welcome your suggestions on how to improve it in the **Comments** section at the end of the questionnaire.

Please indicate the approximate percentage of "Total operating revenue" reported in **Section B - Revenue**, at question 10, "Total operating revenue", by type of customer to whom the goods or services were delivered.

Customers in Canada	%
1. Individuals and households	8100
2. Private Businesses (e.g., retail businesses, wholesale businesses, manufacturers, construction contractors, farmers for farm operations, financial intermediaries including banks, trust companies and financial crown corporations)	8170
3. Public Institutions (e.g., hospitals, schools, universities)	8120
4. Governments (e.g., federal, provincial, territorial and municipal administration)	8130
5. All other customers in Canada	8115
Please specify:	
8172	
8173	
8174	
6. Customers outside Canada	8140
Total	100%

Name of **person** reporting **Type of Customer** information (if different from name on page 1)

8190

First name	Last name
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Telephone number (include area code) 8192

F - 1 Distribution of Operating Revenue by Method of Sale

Under normal circumstances, the method of sales is determined by the method(s) used by the business unit to reach its customers.

Please indicate the percentage of "Total operating revenue" reported in **Section B - Revenue**, at question 10, "Total operating revenue", according to the method(s) of sales which apply:

F - 1 Distribution of Operating Revenue by Method of Sale (continued)

	%
1. Vending Machines and/or a Coffee Service	
1.1 Through vending machines: sales through a device which automatically dispenses merchandise after a requisite amount of money is inserted into the device. Include vending of food products as well as non-food products and bulk items. Exclude vending of products such as gasoline and newspapers as well as services vended by juke boxes, amusements, automatic photography machines, photocopiers, etc.	2248
1.2 Through coffee service: sales from manual office coffee machines where the operator normally sells or leases the machines and supplies coffee on a regular basis.	2249
2. Personal Selling	
The vendor normally takes the initiative in approaching the prospective buyer.	
2.1 Door-to-door: sales made in person, through individual canvassing.	2250
2.2 Party plan: sales made in person, at group demonstrations such as house parties.	2251
3. Electronic Shopping and/or Mail-Order	
The vendor uses electronic and/or print media to induce direct response by the customer. Either the buyer or the seller may initiate the contact and the delivery of merchandise is usually done by mail or courier.	
3.1 Internet: sales generated through on-line internet orders regardless of method of delivery and payment.	2252
3.2 Telephone: sales made by telephone solicitation (telemarketing), or telephone orders in response to media advertising.	2253
3.3 Catalogue and mail-order: sales made from mail-order catalogues or flyers, including showrooms without stock.	2254
3.4 Subscriptions: sales made from subscriptions to magazines or newspapers (except subscriptions sold in person and regular home delivery).	2255
4. All Other Methods	
4.1 From manufacturing premises: sales made from the plant directly to household consumers (including to plant employees for personal use only) through factory showrooms, over-the-counter, etc.	2256
4.2 Home delivery: sales from regular delivery (usually daily) of newspapers, milk, bread, etc. to private households.	2257
4.3 Other <u>non-store</u> methods: sales from roadside stands, market stalls, exhibition booths, auctions, newspaper coin boxes, kiosks in shopping centres, etc. (please specify); 2267	2258
4.4 Any other methods: sales from your own retail store, sales to independent agents, etc. (please specify); 2259	2260
Total	100%

F - 2 Number of Vending and Coffee Machines by Type of Machine

If you reported a value at question 1.1 and/or 1.2 of **Section F - 1** above, please report the maximum number of machines in operation during the reporting period, according to the type of machine.

Include food as well as non-food (other merchandise) machines.

Exclude microwave ovens, money changers, jukeboxes, games and rides, automatic photographic machines, etc.

Number of machines

1. Full-size automatic vending machines (i.e. floor models)	2261
2. Mid-size automatic vending machines (i.e. countertop, cabinet, table-top models)	2262
3. Manual office coffee machines (i.e. pourover, plumbed-in, cup-by-cup)	2263
4. Wall mounted automatic vending machines	2264
5. Bulk automatic vending machines	2265
6. Total (add numbers reported at questions 1 to 5 above)	2266

G - Distribution of Operating Revenue by Customer Location

Data on your revenue by customer location will be used to improve information on the movement of goods and services between provinces and to other countries. We recognize that this may be a difficult question to answer, and welcome your suggestions on how to improve it in the **Comments** Section at the end of the questionnaire.

Please indicate the percentage of "Total operating revenue" reported in **Section B - Revenue**, at question 10, "Total operating revenue", by the location of the customer to whom the goods or services were delivered.

	%
Customers in Canada	
1. Newfoundland	8400
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
Northwest Territories	
12. Northwest Territories (excluding Nunavut)	8451
13. Nunavut	8452
14. Northwest Territories (old boundaries) (add percentages reported at questions 12 and 13 above)	8450
Customers outside Canada	
15. United States	8465
16. Mexico	8470
17. All other countries	8476
Total	100%

H - Events That May Have Affected Your Business Unit

1. Compared to **last fiscal year**, were there any events that may have significantly affected the reported values for this business unit?

- 9929 Yes → **If yes**, please go to question 2.
 No → **If no**, please go to the **Section I - Comments**.

2. Please check the box(es) that best reflect this change.

- | | |
|---|---|
| 9930 <input type="radio"/> Longer scheduled work week | 9931 <input type="radio"/> Shorter scheduled work week |
| 9932 <input type="radio"/> Increase in business | 9933 <input type="radio"/> Decrease in business |
| 9934 <input type="radio"/> More overtime | 9935 <input type="radio"/> Less overtime |
| 9936 <input type="radio"/> Foreign exchange | 9937 <input type="radio"/> Merger or acquisition |
| 9938 <input type="radio"/> Layoffs | 9939 <input type="radio"/> Increase in hiring |
| 9940 <input type="radio"/> Temporary shutdown | 9941 <input type="radio"/> Permanent shutdown |
| 9942 <input type="radio"/> Strike | 9943 <input type="radio"/> Weather |
| 9944 <input type="radio"/> Change in supplier | 9945 <input type="radio"/> Change in product line |
| 9946 <input type="radio"/> Price changes, goods or services sold (output) | 9947 <input type="radio"/> Price changes, labour or raw materials (input) |
| 9948 <input type="radio"/> Changes in industry regulation | 9949 <input type="radio"/> Changes in government taxes |
| | 9952 <input type="radio"/> Natural disaster |

3. 9950 Other (please specify):

I - Comments

1. How long did you spend collecting the data and completing this form? hours

2. Comments?

We invite your comments on the following topics or any others related to our business survey program. We appreciate your assistance.

- questionnaire content
- new questions of interest to your industry
- questionnaire language
- use of business terminology
- comprehension of questions (e.g., through definitions, examples of inclusions and exclusions, code sheets, instruction sheets, reporting guides)
- order and flow of questions
- timing of receipt of questionnaire and the period given for response
- other sources of data to further reduce response burden
- potential for electronic data reporting
- general (non-proprietary) business software packages in use

9920

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Please telephone 1 888 881-3666
or
fax 1 888 883-7999.



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