

# 2011 Annual Non-Store Retail Survey

**This document is confidential when completed.**

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

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

0001	Legal name		0004	Address	
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 consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further details.

### Fax or other electronic transmission disclosure

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

### 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 must 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 the business unit(s) identified above. Include only the operation(s) located in Canada.

**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)

Are you a non-store retailer?

0820 1  yes, complete this questionnaire

3  no, provide a brief description of your main activity and call 1-800-972-9692 for further instruction

0041 \_\_\_\_\_

### Reporting period information

1. Please report for your **fiscal year** (normal business year) ending between **April 1, 2011** and **March 31, 2012**.

Indicate the period covered by this questionnaire.

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

2. If you did not operate this business unit for a full year, please check the reason(s) below:

<sup>0031</sup> 1  seasonal operation    2  new business    3  change of fiscal year    4  change of ownership    5  ceased operations    6  temporarily inactive

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

Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e)

	CAN\$
1. Revenue from sales of goods (purchased for resale or manufactured), net of returns and discounts. <b>Include</b> parts used in generating repair and maintenance revenue (report the labour portion of repair and maintenance at question 4 in this section).	2048
2. Revenue from shipping and handling charges that is <b>not</b> embedded in the price of the merchandise.	2043
3. Commission revenue and fees earned from selling merchandise on behalf of others.	2060
4. All other operating revenue (e.g., extended warranties, rental and leasing, labour portion from repair and maintenance). <b>Exclude</b> interest and dividend income; report them at question 6 in this section.	2077
5. <b>Total operating revenue</b> (sum of questions 1 to 4 above)	2080
6. Non-operating revenue (e.g., interest and dividend income)	2097
7. <b>Total revenue</b> (sum of questions 5 and 6 above)	2098

### C - Cost of goods sold

	CAN\$
1. Opening inventory	5560
2. Purchases	4019
3. Closing inventory	5565
4. <b>Cost of goods sold</b> (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. <b>Total labour remuneration</b> (sum of questions 1 and 2 above)	3041	
4. Rental and leasing expenses	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). <b>Exclude</b> interest expenses; report these amounts in this section, at question 10.	4569	
9. <b>Total operating expenses</b> (sum of questions 3 to 8 above)	4598	
10. Other expenses (e.g., interest expenses)	4630	
11. <b>Total expenses</b> (sum of questions 9 and 10 above)	4698	

## E - Distribution of total operating revenue by method of sale

Please indicate the percentage of total operating revenue (reported in **Section B**, at question 5), according to the method of sale that applies.

### 1. Electronic shopping and mail-order

		%
a) Internet: sales generated through online Internet orders, regardless of method of delivery and payment	2252	
b) Electronic auctions	1013	
c) Telephone: sales of goods made by telephone solicitation or telephone orders in response to advertising	2253	
d) Catalogue and mail-order: sales made from mail-order catalogues or flyers, including showrooms without stock	2254	
e) Subscriptions: sales of subscriptions to magazines or newspapers <b>Exclude</b> home delivery of newspapers; report these amounts at question 3c below.	2255	

### 2. Vending machine and coffee service

		%
a) Vending machine <b>Exclude</b> juke boxes, arcade games, automatic photography machines; report these amounts at question 4 below.	2248	
b) 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	

### 3. Direct selling

If you are an independent sales contractor, agent, distributor or a sales representative of a company engaged in direct selling, please report the company name(s):

0898

		%
a) Door-to-door: sales made in person through individual canvassing	2250	
b) Party plan: sales made in person at group demonstrations such as house parties	2251	
c) Home delivery: sales from delivery of <b>fuel</b> (please refer to the reporting guide), newspapers, milk, bread, etc.	2257	
d) Other direct selling methods: sales from market stalls, exhibition booths, newspaper coin boxes, kiosks in shopping centres, etc.		%
(please specify):	2267	2258

### 4. All other methods

		%
(please specify):	2244	2245

**Total** **100%**

## F - Distribution of total operating revenue by type of customer

Please indicate the percentage of total operating revenue (reported in **Section B**, at question 5), by type of customer to whom the goods or services were delivered.

		%
1. Individuals and households	8100	
2. All other customers (e.g., private businesses, public institutions, government)	8113	
<b>Total</b>		<b>100%</b>

## G - Location of customer

Please indicate the percentage of total operating revenue (reported in **Section B**, at question 5), by the location of the customer to whom the goods or services were delivered.

Customers in Canada		%
1.	Newfoundland and Labrador	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
12.	Northwest Territories	8451
13.	Nunavut	8452
Customers outside Canada		%
14.	United States	8465
15.	All other countries	8476
<b>Total</b>		<b>100%</b>

## H - 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):

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9969 \_\_\_\_\_

## I - 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.

9920 \_\_\_\_\_

9913 \_\_\_\_\_

9914 \_\_\_\_\_

9915 \_\_\_\_\_

## J - Contact information

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*. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. Therefore, for example, the Canada Revenue Agency cannot access identifiable survey records from Statistics Canada.

Information from this survey will be used for statistical purposes only and will be published in aggregate form only.

### 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 must 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)