



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 <sup>0011</sup>

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To <sup>0012</sup>

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If the business unit covered by this questionnaire includes **more than one operation**, please go to the **Business Unit Organization and Joint Venture Activity Information** section.

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

<sup>0050</sup>  Yes → If yes, please go to the **Business Unit Organization and Joint Venture Activity Information** section.

No → If no, please check the appropriate box(es) below.

<sup>0042</sup>  Seasonal operation (please provide the dates) From <sup>0120</sup>

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 To <sup>0121</sup>

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<sup>0032</sup>  New business (please provide the date) <sup>0046</sup>

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<sup>0033</sup>  Change of fiscal year end (please provide the new end date) <sup>0051</sup>

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<sup>0034</sup>  Change of ownership (please provide the date) <sup>0125</sup>

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<sup>0035</sup>  Ceased operations (please provide the date) <sup>0119</sup>

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<sup>0036</sup>  Temporarily closed (please specify the date and the reason) <sup>0049</sup>

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<sup>0037</sup>

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<sup>0038</sup>  Other (please specify): <sup>0039</sup>

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## Business Unit Organization and Joint Venture Activity Information

1. Type of organization (please check **one** only):

- 0024 1  Sole proprietorship    2  Partnership    3  Incorporated company    4  Co-operative  
 5  Joint venture    6  Government business entity    7  Government    8  Non-profit organization

2. Did this business unit participate in any joint venture(s) during the reporting period?

A joint venture refers to a specific commercial undertaking entered into jointly by two or more parties or companies, who agree to contribute the necessary capital and share in profits or losses of the project in agreed proportions. The association terminates either upon completion of the undertaking or at a specific time.

- 0170  Yes → **If yes**, please go to question 3.     No → **If no**, please go to the **Data-sharing Agreements** section.

3. Are revenue and expenses for the business unit's share in the joint venture(s) included in this questionnaire?

- 0171  Yes     No

4. Please provide the name of the joint venture.

0180

5. Is this joint venture:

- 0190  Incorporated?    **If incorporated**, please go to question 6.  
 Unincorporated?    **If unincorporated**, please go to question 7.

6. Revenue Canada Business Number of joint venture (if incorporated)

0179

7. If it is an unincorporated joint venture, please provide the length of time of the joint venture.

From 0191 

YYYY	MM	DD

     To 0192 

YYYY	MM	DD

8. Venture partner(s) and their Revenue Canada Business Number(s) (if incorporated)

	Venture partners	Revenue Canada Business Number(s) (if incorporated)
9.	0181	0182
10.		
11.		

**Note:** If you participated in more than one joint venture or if more space is required, please enclose a separate page.

## 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**  0894 **Electronic Shopping and/or Mail-Order House**  
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**  0895 **Vending Machine and/or Coffee Service Operator**  
Businesses primarily engaged in owning, stocking and servicing vending machines designed to retail merchandise (includes coffee service operators).
- 3.a. **4543**  0896 **Direct Selling Business**  
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.  0897 **Are you an independent sales contractor, agent, distributor or sales representative of a company?**  
 0898 **No** → **If no**, please go to **Section B - Revenue**.  
 **Yes** → **If yes**, please report the company name(s).  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4.  0040 **None of the above**  
(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.

\$ CDN

2080

### 1. Total operating revenue

Please **include** for example:

- gross sales of all goods purchased for resale (in the same condition as purchased);
- gross sales of all goods manufactured on own account;
- commission revenue or fees earned from selling merchandise on account of other (e.g., pre-owned clothing, automobiles and gasoline sold on consignment);
- repair and maintenance revenue;
- revenue from rental or leasing office space, other real estate, and goods and equipment (e.g., videos and rug shampoo equipment);
- revenue and commissions from other services (e.g., from selling lottery and bus tickets, phone cards, fax and/or photocopying services);
- revenue from shipping and handling charges that are **not** included in the price of the merchandise;
- operating subsidies and grants;
- all other miscellaneous operating revenue.

Please **exclude** for example:

- interest income;
- dividends;
- insurance and bad debts recovery.

**(Please report these items in question 2)**

2097

### 2. Total non-operating revenue (e.g., interest income and dividends, insurance and bad debts recovery)

2098

### 3. Total revenue (add amounts reported at questions 1 and 2 above)

For information only

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

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.

\$ CDN

### 1. Total operating expenses

Please **include** for example:

- employee wages and salaries;
- employer portion of employee benefits;
- materials, components and supplies expenses;
- energy and water expenses;
- non-returnable containers and other shipping and packaging materials expenses;
- franchise fees;
- management fees and expenses paid to head office and business support units;
- purchased service expenses;
- bad debts expenses;
- depreciation and amortization;
- other miscellaneous operating expenses.

Please **exclude** all interest expenses and report them in question 2.

4598

### 2. Interest expenses (e.g., interest expenses on capital lease obligations, interest on loans and the interest portion of mortgage payments plus all other miscellaneous interest expenses)

4630

4698

### 3. Total expenses (add amounts reported at questions 1 and 2 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 1, "Total operating revenue", by type of customer to whom the goods or services were delivered.

<b>Customers in Canada</b>	<b>%</b>
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
<b>Total</b>	<b>100%</b>

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

8190

First name	Last name
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 1, "Total operating revenue", according to the method(s) of sales which apply:



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

	%
<b>1. Vending Machines and/or a Coffee Service</b>	
1.1 Through vending machines: sales through a device which automatically dispenses merchandise after a requisite amount of money is inserted into the device. <b>Include</b> vending of food products as well as non-food products and bulk items. <b>Exclude</b> 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
<b>2. Personal Selling</b>	
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
<b>3. Electronic Shopping and/or Mail-Order</b>	
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
<b>4. All Other Methods</b>	
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 non-store 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
<b>Total</b>	<b>100%</b>

## 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. <b>Total</b> (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 1, "Total operating revenue", by the location of the customer to whom the goods or services were delivered.

	%
<b>Customers in Canada</b>	
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
<b>Northwest Territories</b>	
12. Northwest Territories (excluding Nunavut)	8451
13. Nunavut	8452
14. Northwest Territories (old boundaries) (add percentages reported at questions 12 and 13 above)	8450
<b>Customers outside Canada</b>	
15. United States	8465
16. Mexico	8470
17. 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**, 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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**Lost the return envelope?**  
Please telephone 1 888 881-3666  
or  
fax 1 888 883-7999.



**Thank you for your co-operation.**

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