



# 2008 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 :  
**1-888-881-3666.**

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
					Postal code/zip code
0028	Last name of contact		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

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. For more information on this survey, please access [www.statcan.ca/english/survey/index.htm](http://www.statcan.ca/english/survey/index.htm).

### Data-sharing agreements

To reduce respondent burden, Statistics Canada has entered into agreements with provincial and territorial statistical agencies and other government departments for the sharing of data. The data will be kept confidential and used for statistical purposes only by these organizations. For further details on any data-sharing agreement for this survey, please consult the enclosed reporting guide.

### Confidentiality

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. Please see the enclosed reporting guide for more information.

### 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*.

**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 **1-888-881-3666** or mail to:  
Statistics Canada, Operations and Integration Division, 150 Tunney's Pasture Driveway, Ottawa, Ontario K1A 0T6

Visit our website at [www.statcan.ca](http://www.statcan.ca)

## B - Main business activity

1. Please describe the nature of your business.

0055

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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 **1-888-881-3666** for further instructions.

## C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2008 and March 31, 2009. Please indicate below the period covered by this questionnaire.

from <sup>0011</sup>  <sup>yyyy</sup>  <sup>mm</sup>  <sup>dd</sup>  to <sup>0012</sup>  <sup>yyyy</sup>  <sup>mm</sup>  <sup>dd</sup>

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

- 0031 <sup>1</sup>  seasonal operations    <sup>2</sup>  new business    <sup>3</sup>  change of fiscal year    <sup>4</sup>  change of ownership    <sup>5</sup>  ceased operations    <sup>6</sup>  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 enclosed reporting guide for further information.

## D - Revenue

A detailed breakdown may be requested in other sections.

		CAN\$
1. <b>Sales of goods and services</b> (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299	
2. Grants, subsidies, donations and fundraising	2068	
3. Royalties, rights, licensing and franchise fees	2022	
4. Investment income (dividends and interest)	2097	
5. Other revenue (please specify): <sup>2001</sup>	2077	
6. <b>Total revenue</b> (sum of questions 1 to 5)	2098	

## E - Expenses

		CAN\$
1.	Salaries and wages of employees who have been issued a T4 statement	3010
2.	Employer portion of employee benefits ( <b>include</b> employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040
3.	Commissions paid to non-employees	4466
4.	Professional and business services fees (e.g., legal, accounting)	4315
5.	Subcontract expenses ( <b>include</b> contract labour, contract work and custom work)	3060
6.	Charges for services provided by your head office	4555
7.	Cost of goods sold, <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory)	5721
8.	Office supplies	3301
9.	Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178
11.	Insurance ( <b>include</b> professional liability, motor vehicles, etc.)	4350
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365
13.	Travel, meals and entertainment	4370
14.	Utilities and telecommunications expenses ( <b>include</b> gas, heating, hydro, water, telephone and Internet expenses)	4084
15.	Property and business taxes, licences and permits	4410
16.	Royalties, rights, licensing and franchise fees	4440
17.	Delivery, warehousing, postage and courier	4179
18.	Financial services fees	4325
19.	Interest expenses	4630
20.	Amortization and depreciation of tangible and intangible assets	4520
21.	Bad debts	4542
22.	All other expenses <span style="float: right;">4531</span> (please specify):	4569
23.	<b>Total expenses</b> (sum of questions 1 to 22)	4699
24.	Corporate taxes, if applicable	4600
25.	Gains (losses) and other items (see reporting guide)	4601
26.	<b>Net profit/loss after tax and other items</b> (see reporting guide)	2304

## 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

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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  \$ or  %

a) Full-table service

1451

b) Counter service (including bar service)

1452

c) Take-out

1453

d) Drive-through

1454

e) Home delivery

1497

f) Mobile service (e.g., chip wagon, street vending)

1498

g) Contract catering (e.g., contracts for a specified period of time, such as contracts with airlines, governments, institutions, etc.). **Excludes** the sale of alcoholic beverages paid for directly by the consumer.

1499

h) Social catering (e.g., catering to weddings, business meetings or social events). **Excludes** the sale of alcoholic beverages paid for directly by the consumer.

1551

i) Other services  
(please specify):

1552

1553

j) **Total sales of alcoholic beverages** (sum of questions 7a to 7i)

1554

### 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  \$ or  %

a) Full-table service

1444

b) Counter service (including bar service)

1420

c) Take-out

1425

d) Drive-through

1430

e) Home delivery

1432

f) Mobile service (e.g., chip wagon, street vending)

1445

g) Contract catering (e.g., contracts for a specified period of time, such as contracts with airlines, governments, institutions, etc.). **Excludes** the sale of food and non-alcoholic beverages paid for directly by the consumer.

1435

h) Social catering (e.g., catering to weddings, business meetings or social events). **Excludes** the sale of food and non-alcoholic beverages paid for directly by the consumer.

1440

i) Other services  
(please specify):

1438

1439

j) **Total sales of food and non-alcoholic beverages** (sum of questions 8a to 8i)

1447

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## 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

### 10. Waste management

a) Do you pay a contractor or a municipality directly to collect some or all your solid or liquid waste and/or recyclable materials?

5800 1  yes 3  no, go to **section G**

CAN\$

b) How much do you pay for waste management and/or recycling?

5801

c) How are these services paid for?

5802 1  a weekly, monthly or annual flat fee contract

2  per unit (such as bin, cubic metre, tonne) contract based on the volume or weight of waste collected

## G - Personnel

number

1. Number of partners and proprietors, **non-salaried** (if salaried, report at question 2 below)

6321

2. Paid employees

a) average number of paid employees during the reporting period (see reporting guide)

6339

%

b) percentage of paid employees (from question 2a) who worked **full time**

6328

number

3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)

6320

4. Number of volunteers during the reporting period (estimates are acceptable)

6014

number  
of hours

5. Number of hours worked by all volunteers during the reporting period (estimates are acceptable)

6026

**H, I and J - Not applicable**

**K - Provincial/territorial distribution**

1. Please report the number of business units/locations operating in Canada during the reporting period. Business unit is defined as the lowest level of the firm for which accounting records are maintained for such details as revenue, expenses and employment.

5001

2. Do you have business units/locations in more than **one** province or territory?

<sup>9966</sup> <sup>1</sup>  **yes**, go to **question 3**

<sup>3</sup>  **no**, go to **section L**

3. Please report the following data for the provinces or territories in which you have business units, indicating if you are reporting in Canadian dollars **or** percentages.

<sup>9967</sup> <sup>1</sup>  **\$** **or** <sup>2</sup>  **%**

	Number of business units (locations)	Total revenue	Salaries, wages and employee benefits	Amortization and depreciation of tangible and intangible assets	Total expenses
1. Newfoundland and Labrador	5002	4824	4826	4827	4927
2. Prince Edward Island	5003	4829	4831	4832	4932
3. Nova Scotia	5004	4834	4836	4837	4937
4. New Brunswick	5005	4839	4841	4842	4942
5. Quebec	5006	4844	4846	4847	4947
6. Ontario	5007	4849	4851	4852	4952
7. Manitoba	5008	4854	4856	4857	4957
8. Saskatchewan	5009	4859	4861	4862	4962
9. Alberta	5010	4864	4866	4867	4967
10. British Columbia	5011	4869	4871	4872	4972
11. Yukon	5014	4874	4876	4877	4977
12. Northwest Territories	5013	4879	4881	4882	4982
13. Nunavut	5012	4884	4886	4887	4987
14. <b>Total</b>	5015	4889	4891	4892	4992

## L - Contact information

Name of person to contact about 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	

Date completed:      0015

yyyy	mm	dd
<input type="text"/>	<input type="text"/>	<input type="text"/>

How long did you spend collecting the data and completing the questionnaire?

hour(s)	minutes
9910 <input type="text"/>	9909 <input type="text"/>

## M - Comments

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

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***Thank you for completing this questionnaire. Please retain a copy for your records.***

Visit our website at [www.statcan.ca](http://www.statcan.ca)