



Unified Enterprise Survey

# 2007 Annual Non-Store Retail Survey

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.

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.

Please correct pre-printed information, if necessary, using the corresponding 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	

## 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. For further details, please consult the enclosed reporting guide.

### Data-sharing agreements

Statistics Canada has entered into agreements with provincial and territorial statistical agencies for the sharing of data. The data are kept confidential and used for statistical purposes only. **Your responses are not shared with the Canada Revenue Agency.** For further details, please consult the enclosed reporting guide for details of these agreements.

### Coverage

Please report for the business unit(s) identified above. Include only the operation(s) 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. For further details, please consult the enclosed reporting guide.

### Return of questionnaire

Please return the completed questionnaire to Statistics Canada **within 30 days** of receipt by mail, using the enclosed envelope. You can also fax it 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.

### Fax or other electronic transmission disclosure

Statistics Canada advises you that there could be a risk of disclosure during the 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*.

0026	Person primarily responsible for completing this questionnaire, if different from above:			0017	Telephone number	
	1 <input type="checkbox"/> Mr.    2 <input type="checkbox"/> Mrs.    3 <input type="checkbox"/> Miss    4 <input type="checkbox"/> Ms			0027	Extension number	
0054	Last name			0016	Fax number	
0013	First name			0020	Website address	
0014	Title			0018	E-mail address	



Are you a non-store retailer?

0820 1

yes, complete this questionnaire

3

no, provide a brief description of your main activity and call **1-888-881-3666** for further instructions

0041

### Reporting period information

1. Please report for your **fiscal year** (normal business year) **ending between April 1, 2007 and March 31, 2008**. Indicate the period covered by this questionnaire.

from 0011    to 0012

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

0031 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)

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 are <b>not</b> embedded in the price of the merchandise	2043	
3. Commission revenue and fees earned from selling merchandise on account of others	2060	
4. All other operating revenue (e.g., 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, auctions, newspaper coin boxes, kiosks in shopping centres, etc.	2258	
(please specify):	2267	

### 4. All other methods

		%
(please specify):	2244	
<b>Total</b>		<b>100%</b>

## 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	
<b>Customers outside Canada</b>		
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):

9965 \_\_\_\_\_

9968 \_\_\_\_\_

9969 \_\_\_\_\_

## I - Comments

1. How long did you spend collecting the data and completing this questionnaire? 9910  hour(s)  minutes 9909

2. We invite your comments below. Statistics Canada reviews all comments with the intent of improving the survey.

9920 \_\_\_\_\_

9913 \_\_\_\_\_

9914 \_\_\_\_\_

9915 \_\_\_\_\_

Signature: \_\_\_\_\_ 0015  yyyy  mm  dd

I certify that the information contained herein is complete and correct to the best of my knowledge.

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