



Unified Enterprise Survey - Annual

2000 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 nous appeler sans frais au numéro de téléphone suivant : 1 888 881-3666.

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/Zip 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. For more information on survey purpose, please consult the enclosed booklet entitled "Statistics Canada Business Surveys".

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. The questionnaire(s) can also be faxed back to Statistics Canada at **1 888 883-7999**. Thank you.

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

Name of the primary person completing this questionnaire:		0013											
0026		0054											
<input type="radio"/> Mr. <input type="radio"/> Mrs. <input type="radio"/> Miss <input type="radio"/> Ms.													
Title:	E-mail address:	Web site address:											
0014	0018	0020											
Telephone number:	Extension:	Fax number:	Date completed:										
0017 ()	0027	0016 ()	YYYY	MM	DD								
Signature:		0015											
I certify that the information contained herein is complete and correct to the best of my knowledge.													

Coverage

Please complete this questionnaire for the operation (business unit) described in the pre-printed area on the front page of this questionnaire. Report for Canadian operations only.

Reporting Instructions

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

1. Please report all dollar amounts in CANADIAN DOLLARS (\$ CDN).
2. All dollar amounts reported should be rounded to the nearest whole dollar (e.g., \$55,417.40 should be reported as \$55,417).
3. All percentages reported should be rounded to the nearest whole percent (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*.

Reporting Period Information

Reporting Period

Please report information for your **most recent fiscal period** ending on or before March 31, 2001. Please indicate below the period covered by this questionnaire.

1. From ⁰⁰¹¹

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 To ⁰⁰¹²

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2. Do the dates reported above represent a change in your fiscal period?

0059 Yes No

3. Were any of the operating units of this business unit temporarily or seasonally inactive during the reporting period?

0061 Yes No

4. Has this business unit acquired any operating units during the reporting period?

0064 Yes No

5. Has this business unit disposed of/sold any operating units during the reporting period?

0066 Yes No

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 kept confidential and used for statistical purposes only. **Your responses are not shared with Canada Customs and Revenue Agency (formerly Revenue Canada).** More details on data-sharing are included in this package.

Main Business Activity

Please check the description below that most accurately describes the **principal** source of operating revenue for this business unit. Please check **one** only.

1. 45411 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. 45421 0895 **Vending Machine and/or Coffee Service Operator**

Businesses primarily engaged in owning (or leasing/renting), stocking and servicing vending machines designed to retail merchandise (includes coffee service operators).

3. 45431 0942 **Fuel Dealers**

Businesses primarily engaged in retailing heating oil, liquefied petroleum (LP) gas and other fuels via direct selling. Heating oil dealers may also provide furnace repair and maintenance services in addition to retailing and delivering oil.

4.a. 45439 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.

4.b. Are you an independent sales contractor, agent, distributor or sales representative of one or more companies engaged in direct selling?

0897 No → If no, please go to **Section B - Revenue**.

0898 Yes → If yes, please report the company name(s).

5. 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 received from within or outside Canada and recorded by this business unit.

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

	\$ CDN
1. Revenue from sales of goods (e.g., sales of goods purchased for resale (in the same condition as purchased); sales of goods manufactured on own account)	2048
2. Commission revenue or fees earned from selling merchandise on account of others	2060
3. Revenue from sales of services Include repair and maintenance revenue; revenue from rental or leasing of 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)	2049
4. Revenue from shipping and handling charges that are <u>not</u> embedded in the price of the merchandise	2043
5. All other operating revenue Include placement fees for displaying items in web sites, catalogues; rental or leasing of office space and other real estate; fees and commissions from concessions; operating subsidies and grants, etc. Exclude interest income, dividends, insurance and bad debt recovery. Please report this amount in this section at question 7, "Non-operating revenue".	2077
6. Total operating revenue (add amounts reported at questions 1 to 5 above)	2080
7. Non-operating revenue (e.g., interest income, dividends, insurance and bad debt recovery)	2097
8. Total revenue (add amounts reported at questions 6 and 7 above)	2098

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 of goods purchased for resale (in the same condition as purchased)	5560
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.	4019
3. Closing inventory of goods purchased for resale (in the same condition as purchased)	5565
4. Cost of goods sold Value of opening inventory (reported at question 1) plus purchases of goods for resale (reported at question 2) minus the value of closing inventory (reported at question 3)	5720

D - Expenses

Please include: • all expenses incurred within or outside Canada and recorded 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: <ul style="list-style-type: none"> • employee wages and salaries; • employer portion of employee benefits; • materials, components and supply expenses; • purchased energy and water expenses; • non-returnable containers and other shipping and packaging materials expenses; • franchise fees; • management fees or any other service fees (e.g., legal, advertising, insurance) paid to head office and other business support units (e.g., warehouses, sales centres, trucking facilities); • purchased service expenses; • bad debt expenses; • depreciation and amortization; • other operating expenses. Exclude all interest expenses. Please report this amount at question 2 , "Other expenses".	4598
2. Other expenses (e.g., 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
3. Total expenses (add amounts reported at questions 1 and 2 above)	4698

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 6, "Total operating revenue") by type of customer to whom the goods or services were delivered.

	%						
Customers in Canada	8100						
1. Individuals and households							
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: <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; border: none;">8172</td> <td style="border: 1px solid black; width: 85%;"></td> </tr> <tr> <td style="border: none;">8173</td> <td style="border: 1px solid black;"></td> </tr> <tr> <td style="border: none;">8174</td> <td style="border: 1px solid black;"></td> </tr> </table>	8172		8173		8174		
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

Telephone number (include area code)	8192
---	------

F - 1 Distribution of Operating Revenue by Method of Sale

Under normal circumstances, the method of sale is determined by the method used by the business unit to reach its customers.

Please indicate the percentage of "Total operating revenue" (reported in **Section B - Revenue**, at question 6, "Total operating revenue") according to the method of sale that applies:

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.

2248

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, games and rides, automatic photo machines, photocopiers, coin operated laundry, etc.

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.

2250

2.1 Door-to-door: sales made in person, through individual canvassing.

2251

2.2 Party plan: sales made in person, at group demonstrations such as house parties.

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.

2252

3.1 Internet: sales generated through on-line Internet orders regardless of method of delivery and payment.

2253

3.2 Telephone: sales made by telephone solicitation (telemarketing), or telephone orders in response to media advertising.

2254

3.3 Catalogue and mail-order: sales made from mail-order catalogues or flyers, including showrooms without stock.

2255

3.4 Subscriptions: sales of subscriptions to magazines or newspapers

Exclude subscriptions sold in person and regular home delivery. Please report these sales in this section at questions 2.1 and 4.2 respectively.

4. All Other Methods

2256

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.

2257

4.2 Home delivery: sales from regular delivery (usually daily) of newspapers, milk, bread, etc. to private households.

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

		%
4.3 Other <u>non-store</u> methods such as: sales from roadside stands, market stalls, exhibition booths, auctions, newspaper coin boxes, kiosks in shopping centres, etc.	2258	
(please specify):	2267	
4.4 Sales from your own retail store(s)	2268	
4.5 Sales to independent agents	2269	
4.6 Any other method of sales	2260	
(please specify):	2259	
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 photo machines, etc.

		Number of machines
1. Full-size automatic vending machines (e.g., floor models)	2261	
2. Mid-size automatic vending machines (e.g., countertop, cabinet, table-top models)	2262	
3. Manual office coffee machines (e.g., pourover, plumbed-in, cup-by-cup)	2263	
4. Wall mounted automatic vending machines	2264	
5. Bulk automatic vending machines	2265	
6. Any other type of vending machines (please specify):	2247	
	2246	
7. Total (add numbers reported at questions 1 to 6 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 6, "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
12. Northwest Territories (excluding Nunavut)	8451
13. Nunavut	8452
Customers outside Canada (exports)	
14. United States	8465
15. Mexico	8470
16. 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 **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.

- | | |
|--|--|
| <ul style="list-style-type: none"> • questionnaire content • new questions of interest to your industry • questionnaire language • use of business terminology • clarity of questions (e.g., definitions, examples of inclusions and exclusions, code sheets, instruction sheets, reporting guides) | <ul style="list-style-type: none"> • 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

Lost the return envelope?

Please telephone 1 888 881-3666 OR fax the questionnaire back to us at 1 888 883-7999

OR

mail your questionnaire to Statistics Canada, Operations and Integration Division,
120 Parkdale Ave., Ottawa, Ontario K1A 0T6



Thank you for your co-operation

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in Statistics Canada's regional offices and all major libraries.
As well, please visit our Web site at www.statcan.ca