

## 2023 Annual Wholesale Trade Survey

**CONFIDENTIAL once completed.**

Selon nos dossiers votre langue de préférence est l'anglais, si vous préférez recevoir ce document en français, veuillez nous appeler au numéro sans frais suivant : 1-800-858-7921 ou ATS 1-800-363-7629

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.**

### Introduction

#### Survey purpose

The survey will collect information on the financial and operating data needed to develop national and regional economic policies and programs.

The information you provide may also be used by Statistics Canada for other statistical and research purposes.

#### Security of emails and faxes

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

**Note:** Our online questionnaires are secure, there is no risk of data interception when responding to Statistics Canada online surveys.

#### 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 have agreed to 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.

**Please return the questionnaire within 21 days.**

**Please mail the completed questionnaire in the enclosed envelope or fax it to Statistics Canada at 1-888-883-7999.**

If you are unable to complete within 21 days **OR** if you need help, call us at **1-800-858-7921** or **TTY 1-800-363-7629**.

Statistics Canada  
Operations and Integration Division  
150 Tunney's Pasture Driveway  
Ottawa, Ontario K1A 0T6

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

## Reporting instructions

- Please print in ink.
- Report dollar amounts **in thousands of Canadian dollars**.
- **Exclude** sales tax.
- Percentages should be rounded to whole numbers.
- When precise figures are not available, provide your best estimates.
- Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further information.

## Business or organization and contact information

1. **Verify or provide** the business or organization's **legal and operating name** and correct where needed.

**Note:** Legal name modifications should only be done to correct a spelling error or typo.

Legal name

Operating name (if applicable)

2. **Verify or provide the contact information** of the designated business or organization **contact person** for this questionnaire and correct where needed.

**Note:** The designated contact person is the person who should receive this questionnaire. The designated contact person may not always be the one who actually completes the questionnaire.

First name

Last name

Title

Preferred language of communication

☐

English

☐

French

Mailing address (number and street)

City

Province, territory or state

Postal code or ZIP code

Example: A9A 9A9 or 12345-1234

Country

Email address

Example: user@example.gov.ca

Telephone number (including area code)

Example: 123-123-1234

Extension number  
(if applicable)

Fax number (including area code)

Example: 123-123-1234

3. **Verify or provide the current operational status** of the business or organization identified by the legal and operating name above.

B00323

1 ☐ Operational → **Go to question 4**

2 ☐ Not currently operational

e.g., temporarily or permanently closed, change of ownership

Why is this business or organization not currently operational?

B00309

2 ☐ Seasonal operations → **Go to question 3a**

3 ☐ Ceased operations → **Go to question 3b**

4 ☐ Sold operations → **Go to question 3c**

5 ☐ Amalgamated with other businesses or organizations → **Go to question 3d**

6 ☐ Temporarily inactive but will re-open → **Go to question 3e**

7 ☐ No longer operating due to other reasons → **Go to question 3f**

3a. Seasonal operations

When did this business or organization close for the season?

Date B00217

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

When does this business or organization expect to resume operations?

Date B00218

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

 → **Go to question 4**

3b. Ceased operations

When did this business or organization cease operations?

Date B00211

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

Why did this business or organization cease operations?

B00311

1 ☐ Bankruptcy

2 ☐ Liquidation

3 ☐ Dissolution

4 ☐ Other  
Specify the other reasons why the operations ceased

B00312

→ **Go to question 4**

### 3c. Sold operations

When was this business or organization sold?

YYYY MM DD  
B00212

Date

What is the legal name of the buyer?

B00406

→ Go to question 4

### 3d. Amalgamated with other businesses or organizations

When did this business or organization amalgamate?

YYYY MM DD  
B00213

Date

What is the legal name of the resulting or continuing business or organization?

B00407

What are the legal names of the other amalgamated businesses or organizations?

B00408

→ Go to question 4

### 3e. Temporarily inactive but will re-open

When did this business or organization become temporarily inactive?

YYYY MM DD  
B00214

Date

When does this business or organization expect to resume operations?

YYYY MM DD  
B00215

Date

Why is this business or organization temporarily inactive?

B00313

→ Go to question 4

### 3f. No longer operating due to other reasons

When did this business or organization cease operations?

YYYY MM DD  
B00216

Date

Why did this business or organization cease operations?

B00314

4. **Verify or provide the current main activity** of the business or organization identified by the legal and operating name.

**Note:** The described activity was assigned using the North American Industry Classification System (NAICS).

B05002

1 ☐ This is the current main activity → **Go to question 7**

2 ☐ This **is not** the current main activity  
Provide a **brief but precise description** of this business or organization's **main activity**  
e.g., breakfast cereal manufacturing, shoe store, software development

B05003

5. Was this business or organization's main activity ever classified as:

B05111

1 ☐ Yes

2 ☐ No → **Go to question 7**

6. When did the main activity change?

Date B00219

YYYY	MM	DD
<input type="text"/>	<input type="text"/>	<input type="text"/>

7. Are there any **other activities that contribute significantly (at least 10%) to this business or organization's revenue?**

B05024

1 ☐ **Yes**, there are other activities

2 ☐ **No**, that is the only significant activity → **Go to next section**

8. Provide a **brief but precise description** of this business or organization's **secondary activity**.

e.g., breakfast cereal manufacturing, shoe store, software development

B05005

9. Approximately what **percentage of this business or organization's revenue** is generated by each of the following activities?

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

a. Main activity .....

b. Secondary activity .....

c. All other activities .....

**Total percentage** .....

**Percentage of revenue**

B05004

%

B05006

%

B05008

%

B05000

%

## Reporting period information

1. For this survey, please report information for this business or organization's most recent **12 month fiscal period**.

**Note:** For this survey, the **End date** should fall between April 1, 2023 and March 31, 2024.

Start date B00205 YYYY MM DD
 End date B00206 YYYY MM DD

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

B00301_r1	<input type="checkbox"/> seasonal operations	B00301_r5	<input type="checkbox"/> ceased operations
B00301_r2	<input type="checkbox"/> new business	B00301_r6	<input type="checkbox"/> temporarily inactive
B00301_r3	<input type="checkbox"/> change of ownership	B00301_r7	<input type="checkbox"/> other reason — please specify:
B00301_r4	<input type="checkbox"/> change of fiscal year	B00301_r8	<input type="text"/>

3. Please indicate below, any changes or events that may have affected the reported values for this business or organization compared to the last reporting period (mark all that apply):

B00302_t1	<input type="checkbox"/> strike or lockout	B00302_t10	<input type="checkbox"/> sold business units
B00302_t2	<input type="checkbox"/> exchange rate impact	B00302_t11	<input type="checkbox"/> expansion
B00302_t3	<input type="checkbox"/> price changes in goods or services sold	B00302_t12	<input type="checkbox"/> new/lost contract
B00302_t4	<input type="checkbox"/> contracting out	B00302_t13	<input type="checkbox"/> plant closures
B00302_t5	<input type="checkbox"/> organizational change	B00302_t14	<input type="checkbox"/> acquisition of business units
B00302_t6	<input type="checkbox"/> price changes in labour or raw materials	B00302_t15	<input type="checkbox"/> other change or event — please specify:
B00302_t7	<input type="checkbox"/> natural disaster	B00302_t16	<input type="text"/>
B00302_t8	<input type="checkbox"/> recession	B00302_t17	<input type="checkbox"/> no change or event
B00302_t9	<input type="checkbox"/> change in product line		

### Additional reporting instructions

1. Throughout this questionnaire, please report financial information **in thousands of Canadian dollars**.

For example, an amount of **\$763,880.25** should be reported as:

**CAN\$ '000**

\$ \_\_\_\_\_,000

☐ I will report in the format above

## Industry characteristics

### Selected sales information

1. What were this business's sales and revenue for each of the following products and services?  
Please report all amounts **in thousands of Canadian dollars**.

CAN\$ '000

- a. All products purchased for resale

Report sales **net** of returns, discounts and rebates.

**Include:** parts used in generating repair and maintenance revenue

**Exclude:** labour revenue from repair and maintenance (reported at question 1c.)

F43003

\$ ,000

F43002

\$ ,000

F45902

\$ ,000

F45804

\$ ,000

F45802

\$ ,000

- b. Products manufactured as a secondary activity by this wholesaling business unit

- c. Repair and maintenance services

**Exclude:** sales of parts as reported in question 1a.

- d. Rental and leasing of real estate

- e. Rental and leasing of products and equipment

**Exclude:** sales of parts as reported in question 1a.

### Other

2. What was the value of products where commissions and fees were earned by this business acting as an agent or broker?

Please report all amounts **in thousands of Canadian dollars**.

F43172

\$ ,000

3. Did this business **purchase goods** (raw materials, semi-finished, or finished goods) "**off the shelf**" **outside of Canada** and sell them "**as-is**" in foreign markets (including the U.S.) without altering the goods, and without the goods entering Canada before the sale?

B05192

1 ☐ Yes

2 ☐ No

3 ☐ Don't know

Provide comments if desired.

B05193


4. On the last day of the fiscal year, did this business **hold inventories abroad**, including **inventories in transit to Canada**?

**Include:** raw materials, work in process, and finished goods recorded in this business's accounting books, but physically located outside of Canada. Also include goods purchased abroad for resale "as-is" in foreign markets.

B05194

- 1 ☐ Yes  
2 ☐ No  
3 ☐ Don't know

Provide comments if desired.

B05195


CAN\$ '000

F61409

5. What was the approximate value of inventories **held abroad** at the end of the reporting period? ... \$  ,000

6. Is the value reported above **included** in the closing inventories previously reported in question 1c. from the expenses section?

B00517

- 1 ☐ Yes  
2 ☐ No



## Sales by type of client

What was this business's breakdown of sales by the following types of clients?

### 1. Clients in Canada

#### Percentage

F43008\_c1

%

F43008\_c2

%

F43008\_c3

%

F43008\_c4

%

### 2. Clients outside Canada .....

100%

INFORMATION COPY  
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## Province/country of origin and destination of products sold

The goal of this section is to understand the supply chain for your products. We will ask for the percentage breakdown for each product sold according to the origin of the products purchased and the destination of products sold (see the grids on the next page).

**Please note that your best estimates are acceptable.**

**Origin:** to the best of your knowledge, where the products were originally produced or manufactured (i.e., which province, territory or country outside Canada). If the origin of the products is unknown, an acceptable substitute is the location of this business's supplier.

**Note:** exclude intermediate shipping points from your supplier to you.

The total for the origin should be equal to 100%.

**Destination:** to the best of your knowledge, the location where the products will ultimately be used (i.e., which province, territory or country outside Canada).

Acceptable substitutes:

- shipping destinations
- location of your retail customers
- location of your warehouses.

The percentages should sum to 100%.

If you have additional information, please use the blank origin and destination tables located at the end of the section.

### **Cost of goods sold and Sales of goods**

Please report the cost of goods sold and the sales of goods in thousands of Canadian dollars. When precise figures are not available, please provide your best estimate.

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## Province/country of origin and destination of products sold

Product code B40013_list1				Product code B40013_list2			
Product description B40014_p1				Product description B40014_p2			
Was this product sold during this reporting period? <input type="radio"/> Yes <input type="radio"/> No → Go to next product				Was this product sold during this reporting period? <input type="radio"/> Yes <input type="radio"/> No → Go to next product			
Cost of goods sold CAN\$ '000 F61101_p1		Sales of goods CAN\$ '000 F43173_p1		Cost of goods sold CAN\$ '000 F61101_p2		Sales of goods CAN\$ '000 F43173_p2	
\$ ,000		\$ ,000		\$ ,000		\$ ,000	
Purchased from origin		Sold to destination		Purchased from origin		Sold to destination	
<b>Canada</b>							
N.L.	F61307_p1_g1		%	F43174_p1_g1		%	
P.E.I.	F61307_p1_g2		%	F43174_p1_g2		%	
N.S.	F61307_p1_g3		%	F43174_p1_g3		%	
N.B.	F61307_p1_g4		%	F43174_p1_g4		%	
Que.	F61307_p1_g5		%	F43174_p1_g5		%	
Ont.	F61307_p1_g6		%	F43174_p1_g6		%	
Man.	F61307_p1_g7		%	F43174_p1_g7		%	
Sask.	F61307_p1_g8		%	F43174_p1_g8		%	
Alta.	F61307_p1_g9		%	F43174_p1_g9		%	
B.C.	F61307_p1_g10		%	F43174_p1_g10		%	
Y.T.	F61307_p1_g11		%	F43174_p1_g11		%	
N.W.T.	F61307_p1_g12		%	F43174_p1_g12		%	
Nvt.	F61307_p1_g13		%	F43174_p1_g13		%	
<b>Outside Canada</b>							
USA	F61307_p1_g14		%	F43174_p1_g14		%	
China	F61307_p1_g15		%	F43174_p1_g15		%	
Other	F61307_p1_g16		%	F43174_p1_g16		%	
<b>Total</b>		<b>100%</b>		<b>100%</b>			
				<b>100%</b>			<b>100%</b>

## Province/country of origin and destination of products sold

Product code

B40013\_list3

Product description

B40014\_p3

Was this product sold  
during this reporting  
period?

B05028\_p3\_b

☐

Yes

☐

No → Go to next  
product

Cost of goods sold  
CAN\$ '000

F61101\_p3

\$  ,000

Sales of goods  
CAN\$ '000

F43173\_p3

\$  ,000

Purchased from origin

Sold to destination

### Canada

N.L.

F61307\_p3\_g1

%

F43174\_p3\_g1

%

P.E.I.

F61307\_p3\_g2

%

F43174\_p3\_g2

%

N.S.

F61307\_p3\_g3

%

F43174\_p3\_g3

%

N.B.

F61307\_p3\_g4

%

F43174\_p3\_g4

%

Que.

F61307\_p3\_g5

%

F43174\_p3\_g5

%

Ont.

F61307\_p3\_g6

%

F43174\_p3\_g6

%

Man.

F61307\_p3\_g7

%

F43174\_p3\_g7

%

Sask.

F61307\_p3\_g8

%

F43174\_p3\_g8

%

Alta.

F61307\_p3\_g9

%

F43174\_p3\_g9

%

B.C.

F61307\_p3\_g10

%

F43174\_p3\_g10

%

Y.T.

F61307\_p3\_g11

%

F43174\_p3\_g11

%

N.W.T.

F61307\_p3\_g12

%

F43174\_p3\_g12

%

Nvt.

F61307\_p3\_g13

%

F43174\_p3\_g13

%

### Outside Canada

USA

F61307\_p3\_g14

%

F43174\_p3\_g14

%

China

F61307\_p3\_g15

%

F43174\_p3\_g15

%

Other

F61307\_p3\_g16

%

F43174\_p3\_g16

%

Total

100%

100%

## Province/country of origin and destination of products sold

### Product description

B40024\_list4

Was this product sold during this reporting period?

B05028\_p4\_b

☐ Yes

☐ No → Go to next product

Cost of goods sold  
CAN\$ '000

F61101\_p4

000 \$

Sales of goods  
CAN\$ '000

F43173\_p4

000 \$

Purchased from origin

Sold to destination

### Canada

N.L.

F61307\_p4\_g1

%

F43174\_p4\_g1

%

P.E.I.

F61307\_p4\_g2

%

F43174\_p4\_g2

%

N.S.

F61307\_p4\_g3

%

F43174\_p4\_g3

%

N.B.

F61307\_p4\_g4

%

F43174\_p4\_g4

%

Que.

F61307\_p4\_g5

%

F43174\_p4\_g5

%

Ont.

F61307\_p4\_g6

%

F43174\_p4\_g6

%

Man.

F61307\_p4\_g7

%

F43174\_p4\_g7

%

Sask.

F61307\_p4\_g8

%

F43174\_p4\_g8

%

Alta.

F61307\_p4\_g9

%

F43174\_p4\_g9

%

B.C.

F61307\_p4\_g10

%

F43174\_p4\_g10

%

Y.T.

F61307\_p4\_g11

%

F43174\_p4\_g11

%

N.W.T.

F61307\_p4\_g12

%

F43174\_p4\_g12

%

Nvt.

F61307\_p4\_g13

%

F43174\_p4\_g13

%

### Outside Canada

USA

F61307\_p4\_g14

%

F43174\_p4\_g14

%

China

F61307\_p4\_g15

%

F43174\_p4\_g15

%

Other

F61307\_p4\_g16

%

F43174\_p4\_g16

%

Total

100%

100%

### Product description

B40024\_list5

Was this product sold during this reporting period?

B05028\_p5\_b

☐ Yes

☐ No → Go to next product

Cost of goods sold  
CAN\$ '000

F61101\_p5

000 \$

Sales of goods  
CAN\$ '000

F43173\_p5

000 \$

Purchased from origin

Sold to destination

F61307\_p5\_g1

%

F43174\_p5\_g1

%

F61307\_p5\_g2

%

F43174\_p5\_g2

%

F61307\_p5\_g3

%

F43174\_p5\_g3

%

F61307\_p5\_g4

%

F43174\_p5\_g4

%

F61307\_p5\_g5

%

F43174\_p5\_g5

%

F61307\_p5\_g6

%

F43174\_p5\_g6

%

F61307\_p5\_g7

%

F43174\_p5\_g7

%

F61307\_p5\_g8

%

F43174\_p5\_g8

%

F61307\_p5\_g9

%

F43174\_p5\_g9

%

F61307\_p5\_g10

%

F43174\_p5\_g10

%

F61307\_p5\_g11

%

F43174\_p5\_g11

%

F61307\_p5\_g12

%

F43174\_p5\_g12

%

F61307\_p5\_g13

%

F43174\_p5\_g13

%

F61307\_p5\_g14

%

F43174\_p5\_g14

%

F61307\_p5\_g15

%

F43174\_p5\_g15

%

F61307\_p5\_g16

%

F43174\_p5\_g16

%

100%

100%

## Notification of intent to extract web data

### 1. Does this business have a website?

B00024

1

☐

Yes



Specify the business website address 1

e.g., [www.example.ca](http://www.example.ca)

B00025

Specify the business website address 2

e.g., [www.example.ca](http://www.example.ca)

B00030

Specify the business website address 3

e.g., [www.example.ca](http://www.example.ca)

B00031

2

☐

No



Statistics Canada engages in web-data extraction, also known as web scraping, which is a process by which information is gathered and copied from the Web using automated scripts or robots, for retrieval and analysis. As a result, we may visit the website for this business to search for and compile additional information. The use of web scraping is part of a broader effort to reduce the response burden on businesses, as well as produce additional statistical indicators to ensure that our data remain accurate and relevant.

We will strive to ensure that the data collection does not interfere with the functionality of the website. Any data collected will be used by Statistics Canada for statistical and research purposes only, in accordance with the agency's privacy and confidentiality mandate. All information collected by Statistics Canada is strictly protected.

For more information regarding Statistics Canada's web scraping initiative, please visit <http://www.statcan.gc.ca/eng/our-data/where/web-scraping>.

To learn more about Statistics Canada's transparency and accountability, please visit <http://www.statcan.gc.ca/eng/transparency-accountability>.

If you have any questions or concerns, please contact **Statistics Canada Client Services**, toll-free at 1-877-949-9492 (TTY: 1-800-363-7629) or by email at [infostats@statcan.gc.ca](mailto:infostats@statcan.gc.ca). Additional information about this survey can be found at the following link: <http://www.statcan.gc.ca/eng/survey/business/2445>.

## Changes or events

1. Indicate any changes or events that affected the reported values for this business or organization compared with the last reporting period.

Mark all that apply.

B00302\_t1

☐ Strike or lock-out

B00302\_t2

☐ Exchange rate impact

B00302\_t3

☐ Price changes in goods or services sold

B00302\_t4

☐ Contracting out

B00302\_t5

☐ Organizational change

B00302\_t6

☐ Price changes in labour or raw materials

B00302\_t7

☐ Natural disaster

B00302\_t8

☐ Recession

B00302\_t9

☐ Change in product line

B00302\_t10

☐ Sold business or business units

B00302\_t11

☐ Expansion

B00302\_t12

☐ New or lost contract

B00302\_t13

☐ Plant closures

B00302\_t14

☐ Acquisition of business or business units

B00302\_t15

☐ Other changes or events — specify:

B00302\_t16

**OR**

B00302\_t17

☐ No changes or events

## Contact person

1. Statistics Canada may need to contact the person who completed this questionnaire for further information.

If the contact person is the same as on cover page, please check ☐ → **Go to "Feedback"**

Otherwise, who is the **best person to contact** about this questionnaire?

First name

Last name

Title


2

Email address (Example: user@example.gov.ca)

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Telephone number (including area code)  
Example: 123-123-1234

Extension number  
(if applicable)



Fax number (including area code)  
Example: 123-123-1234

## Feedback

2. How long did it take to complete this questionnaire?

**Include** the time spent gathering the necessary information.....

Hours

Minutes

3. We invite your comments about this questionnaire.

B00002

A sheet of white paper with horizontal grey lines. In the top left corner, there is a large, orange, semi-transparent stamp that reads "INFO DO NOT" in a bold, sans-serif font, oriented diagonally. The stamp is partially cut off by the top and left edges of the page.



## General information

### Confidentiality

#### Your answers are confidential.

By law, Statistics Canada is prohibited from releasing any information it collects that could identify any person, business, or organization, unless consent has been given by the respondent, or as permitted by the *Statistics Act*. Statistics Canada will use the information from this survey for statistical purposes 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 have agreed to 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, Québec, 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 and to reduce the reporting burden, Statistics Canada may combine the acquired data with information from other surveys or from administrative sources.

**Thank you for completing this questionnaire.**

**Please retain a copy for your records.**

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