



2005 Survey of Service Industries: Food Services and Drinking Places

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Reporting Guide

This guide is designed to assist you as you complete the 2005 Survey of Service Industries. If you need more information, please call the Statistics Canada help line at the number below.

Help Line: 1 888 881-3666

Your answers are confidential

The *Statistics Act* protects the confidentiality of information collected by Statistics Canada. All Statistics Canada employees take an oath of secrecy and face severe penalties for any breach of confidentiality. The collected information cannot be disclosed under the *Access to Information Act* or any other Act. **The Canada Customs and Revenue Agency cannot access any individual survey records from Statistics Canada.**

All survey results are carefully screened before publication to ensure they cannot be used to derive information about a particular business.

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B - Main Business Activity

To ensure that you have received the appropriate questionnaire, you are asked to describe the nature of your business. The description should briefly state the main activities of your business unit.

Full service restaurant

This industry comprises establishments/business units where patrons order while seated and pay **after** eating. These businesses may sell alcoholic beverages, provide take-out services, operate a bar or present live entertainment in addition to serving food and beverages. They have waiter/waitress service.

Includes fine-dining, family and buffet-style restaurants.

Excludes businesses producing and presenting live theatrical productions and providing food and beverages for consumption on the premises.

Limited-service restaurant

This industry comprises establishments/business units where patrons order or select food or beverages at a counter and/or order by phone. Food and beverages are picked up for consumption on the premises or for take-out, or delivered to the customer's location. A variety of food items such as specialty snacks, or non-alcoholic beverages may be offered. Patrons pay **before** eating.

Includes quick service restaurants, coffee shops, doughnut shops, food court and take-out and delivery establishments/business units.

Food service contractor

This industry comprises establishments/business units supplying food services under contract for a specific period of time. They provide food services for the convenience of the contracting organization.

Includes:

- industrial caterers;
- school cafeterias;
- food services to airlines;
- food services to railways;
- food services to institutions;
- food concessions at sports and similar facilities.

Excludes food vending machine operators.

Social caterer

This industry comprises establishments/business units primarily providing single event-based food services for social events such as parties, wedding receptions and business events. These businesses generally have equipment and vehicles to transport

meals and snacks to events and may prepare food at the event site.

Includes caterers who own or manage permanent facilities in which they provide event based food services.

Excludes establishments/business units engaged in preparing and/or delivering food for the needy.

Mobile food service

This industry comprises establishments/business units engaged in preparing and serving food and beverages for immediate consumption from motorized vehicles or non-motorized carts.

Includes:

- mobile canteens and lunch wagons;
- street vendors selling prepared food such as french fries from mobile equipment.

Excludes:

- street vendors selling non-prepared food items from mobile equipment;
- street vendors selling fruit and/or vegetables from mobile equipment.

Drinking places

This industry comprises establishments/business units engaged in preparing and serving alcoholic beverages and **limited** food services for immediate consumption.

Includes:

- bars, taverns, nightclubs and cocktail lounges;
- bars operating video gaming or other gambling machines.

Excludes civic or social organizations that operate a bar for their members.

F - Industry Characteristics

1. Menu theme

This section attempts to identify the changing tastes of the Canadian restaurant visitor. Please identify your restaurant's distinctive national or ethnic cuisine where applicable or featured menu item. For example, if you specialize in Szechwan cooking please select c) Chinese; if you feature steak only, please select o) Steak.

3. Average check per person

This question is aimed at the average amount spent per individual. Please indicate a reasonable average. Should you be reporting for multiple establishments/business units, please indicate a 'typical' amount.

5. Number of seats in this establishment/business unit

This question attempts to define the size of the establishment/business units. If you are reporting for more than a single location, please indicate the number of seats in a 'typical' location or an average of all locations for which you are reporting.

Should this establishment/business unit have only delivery or catering services, please indicate that there are 0 seats.

Where the seating arrangements are in a shared court, please provide the total number of seats divided by the number of food court establishments/business units or your best estimate.

7. Sales by type of service

Full table food service – A server will take the order for food and/or beverages which are served to customers while seated at a table. The server will provide the customer with a check which will be generally paid after eating. This includes buffet style dining.

Counter service – Food and beverages are dispensed to customers to be **eaten on the premises** and are paid for **prior** to consumption.

Take-out service – Customers pick up food and beverages to be eaten elsewhere.

Drive-through service – Customers drive up and place their order for food and non-alcoholic beverages; purchases are consumed away from the premises.

Delivery service – Food and beverages are ordered by phone and delivered to customers by vehicle.

Contract catering service – Food is prepared on a contract basis for a specific period of time for institutions, government and/or industry.

Social catering – Food is prepared for events such as parties, wedding receptions and business events for individuals, businesses and government.

Mobile food service – Food and beverages are prepared and sold from motorized vehicles and non-motorized carts.

8. Sales and commission revenue

This section is attempting to break down the revenue by type of sales.

Total alcoholic beverages – Revenue generated from sales of beer, wine and liquor.

Include drinks served with meals.

Exclude alcohol sales which are removed from the premises (include with merchandise sales).

Food and non-alcoholic beverages – Revenue generated from the sales of prepared food and non-alcoholic beverages.

Sales of merchandise – Revenue generated from the sale or disposition of goods sold in the same condition in which they were purchased (e.g., gifts, toys, newspapers, cigarettes).

Include alcohol sales which are not sold as part of a meal.

Commission revenue – The **net value** earned from video lottery terminals, slot machines, vending machines and the sale of lottery tickets, etc.

9. Cost of goods sold

The cost of goods sold is divided into three categories: alcoholic beverages, food and non-alcoholic beverages, and merchandise purchased for resale. The cost of goods sold is obtained by calculating opening inventory **plus** total purchases **minus** closing inventory.

Exclude salary costs.

Cost of alcoholic beverages – e.g., beer, wine and liquor, including drinks served with meals.

Cost of food and non-alcoholic beverages – cost of materials required for meal preparation.

Cost of merchandise (for resale) – e.g., gifts, toys, newspapers, cigarettes, alcohol not sold with meals and for consumption away from the premises.

G - Personnel

To fully measure the contribution of all human capital in this industry, we require information on the number of owners, partners and proprietors as well as the number and classification of workers.

1. Number of non-salaried partners and proprietors

For unincorporated businesses, please report the number of partners and owners for whom earnings will be the net income of the partnership or proprietorship.

2. Number of paid employees

Include all employees who were issued a T4 information slip for the period covered by this report.

Exclude non-salaried partners and proprietors reported above.

3. Percentage of paid employees who worked full-time

A full-time paid employee is defined as a paid employee who has worked the standard work week as observed by the business. Please specify the

percentage of paid employees who have been working full-time by rounding the percentage to the nearest whole number.

4. Number of contract workers

Contract workers are not employees, but workers contracted to perform a specific task or project in your organization for a specific duration, such as self-employed persons, freelancers and casual workers. These workers are not issued a T4 information slip. Please report the number of contract workers employed by your organization during the fiscal year.

5. Number of volunteers

Include unpaid interns and co-op students. Please report the number of unpaid workers employed by your organization during the fiscal year.

6. Number of hours worked by volunteers during the reporting period

Please report the number of hours recorded by your organization for the work performed by volunteers during the fiscal year.

General Information

Survey Purpose

Statistics Canada conducts this survey to obtain detailed and accurate data on this industry, which is recognised as being an important contributor to the Canadian economy. Your responses are critically important to produce reliable statistics used by businesses, non-profit organizations and all levels of government to make informed decisions in many areas.

The information from this survey can be used by your business to benchmark your performance against an industry standard, plan marketing strategies or prepare business plans for investors. Governments use the data to develop national and regional economic policies and to develop programs to promote domestic and international competitiveness. The data are also used by trade associations, business analysts and investors to study the economic performance and characteristics of your industry.

Data-sharing Agreements

To avoid duplicating surveys and to ensure more uniform statistics, Statistics Canada has entered into data-sharing agreements with provincial and territorial statistical agencies that also require your data.

The objective is to share data from some surveys for those business establishments operating within their respective jurisdictions. **These agreements require that the shared data be used for statistical purposes and be kept confidential.** Survey participants are always informed at the time of collection if a sharing agreement applies to a particular survey.

There are two types of data-sharing agreements that exist under the *Statistics Act*.

Agreements under Section 11 of the *Statistics Act* allow sharing of information from the Unified Enterprise Survey program with the statistical agencies of *Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia*. These statistical agencies have been established under provincial legislation authorizing them to collect this information on their own or jointly with Statistics Canada. Their legislation also provides the same confidentiality protection and outlines similar penalties for disclosure of confidential information as the federal *Statistics Act*.

Agreements under Section 12 of the *Statistics Act* allow sharing of information from the Unified Enterprise Survey program with the statistical agencies of *Prince Edward Island, the Yukon, the Northwest Territories and Nunavut*. All these Section 12 agreements require that the information be kept strictly confidential.

Under Section 12, you may refuse to share your information with any of these agencies by writing a letter of objection to the Chief Statistician of Canada and returning it with your completed questionnaire. Please specify those agencies from which data shall be withheld.

Please note that Statistics Canada does not share any individual survey information with Canada Customs and Revenue Agency.

For more information about these data-sharing agreements, please contact Statistics Canada at **1 888 881-3666**.

Thank you!