

■ If necessary, please make address label corrections in the 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		

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

The purpose of this survey is to collect the financial and operating/production data needed to develop national and regional economic policies and programs. Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further details.

### 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*.

### 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 must 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.

### Coverage

Please report for the business unit(s) identified above. Include only the operation(s) located in Canada.

**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 1-800-972-9692 or mail to:

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

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

## Reporting instructions

1. Please print in ink.
2. Report all dollar amounts in **Canadian dollars (CAN\$)**.
3. Dollar amounts and percentages should be rounded to whole numbers.
4. **When precise figures are not available, please provide your best estimates.**
5. Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e).

## Main business activity

1. Is this business unit primarily a store retailer?

0840 <sup>1</sup>  yes, go to question 2.

<sup>3</sup>  no, provide a brief description of your main activity and call **1-800-972-9692** for further instructions.

0041

2. How many retail locations does this business unit cover?

0842

3. Is this business unit a franchise operation?

0841

<sup>1</sup>  yes

<sup>3</sup>  no

4. List the main lines of merchandise and services sold and the estimated percentages of total operating revenue:

%

a)	0833		0834	
b)	0835		0836	
c)	0837		0838	

## Reporting period information

1. Please report for your **fiscal year** (normal business year) ending between **April 1, 2010** and **March 31, 2011**. Indicate 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>

## B - Revenue (exclude GST/HST, PST and TVQ)

CAN\$

1. Sales of all goods purchased for resale, 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 5 below). <b>Exclude</b> sales and revenue from concessions.	2020	
2. Commission revenue and fees earned from selling merchandise on behalf of others. <b>Include</b> commission revenue from concessions.	2060	
3. Commission revenue and fees earned from selling services on behalf of others (e.g., lottery and bus tickets, phone cards)	2038	
4. Sales of goods manufactured as a secondary activity by this retailing business unit	2299	
5. Labour revenue from repair and maintenance (report parts at question 1 above)	2041	
6. Revenue from rental and leasing of goods and equipment	2037	
7. Revenue from rental of real estate	1009	
8. All other operating revenue (e.g., extended warranties, shipping and handling charges not included in the price of merchandise, placement fees). <b>Exclude</b> interest and dividend income; report these amounts at question 10 below.	2077	
9. <b>Total operating revenue</b> (sum of questions 1 to 8 above)	2080	
10. Non-operating revenue (e.g., interest and dividend income)	2097	
11. <b>Total revenue</b> (sum of questions 9 and 10 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. <b>Include</b> office space or other real estate, motor vehicles, computers and peripherals, other machinery and equipment, and other goods.		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 at question 10 below.		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

<b>1. By type of customer</b>			%
a) Individuals and households		8100	
b) All other customers (e.g., private businesses, public institutions, government)		8113	
<b>Total</b>			<b>100%</b>
<b>2. By method of sale</b>			%
a) In-store sales		1011	
b) E-commerce (e.g., sales generated through online Internet orders)		1012	
c) Catalogue, mail-order or telephone		2254	
d) All other methods (please specify):	2244	2245	
<b>Total</b>			<b>100%</b>

## F - 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

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9969

## H - Comments

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

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

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## J - Contact information

Person primarily responsible for completing this questionnaire:

0026 1  Mr. 2  Mrs. 3  Miss 4  Ms

0054	Last name	<input type="text"/>	0017	Telephone number	<input type="text"/>
0013	First name	<input type="text"/>	0027	Extension number	<input type="text"/>
0014	Title	<input type="text"/>	0016	Fax number	<input type="text"/>
0018	Email address	<input type="text"/>	0020	Website address	<input type="text"/>

Signature :  0015

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

## General information

### Confidentiality

#### Your answers are confidential.

Statistics Canada is prohibited by law from releasing any information it collects which could identify any person, business, or organization, unless consent has been given by the respondent or as permitted by the *Statistics Act*. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. Therefore, for example, the Canada Revenue Agency cannot access identifiable survey records from Statistics Canada.

Information from this survey will be used for statistical purposes only and will be published in aggregate form 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 must 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, Quebec, 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, Statistics Canada may combine it with information from other surveys or from administrative sources.

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

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