



2005 Survey of Service Industries: Consumer Goods Rental

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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.

Consumer Electronics and Appliance Rental

This industry comprises business units primarily engaged in renting out consumer electronics and appliances.

Excludes:

- renting household furniture or party and banquet supplies (other consumer goods rental);
- leasing or renting computers (office machinery and equipment rental and leasing).

Formal Wear and Costume Rental

This industry comprises business units primarily engaged in renting out formal wear, costumes (including theatrical) and other clothing.

Excludes laundering and renting uniforms and other work apparel (linen and uniform supply).

Video Tape and Disc Rental

This industry comprises business units primarily engaged in renting out pre-recorded video tapes and discs to the general public.

Excludes:

- retailing pre-recorded video tapes and discs (pre-recorded tape, compact disc and record stores);
- distributing motion pictures and videos to movie theatres and other distributors (motion picture and video distribution);
- renting video recorders and players (consumer electronics and appliance rental).

Other Consumer Goods Rental

This industry comprises business units, not classified to any other industry, primarily engaged in renting out consumer goods.

Excludes:

- retailing and renting musical instruments (musical instrument and supplies stores);
- renting consumer electronics and appliances (consumer electronics and appliance rental);
- formal wear and costume rental (formal wear and costume rental);
- renting pre-recorded video tapes (video tape and disc rental);
- renting a general line of products such as lawn and garden equipment, home repair tools, and party and banquet equipment (general rental centres);

- renting commercial and industrial medical equipment (other commercial and industrial machinery and equipment rental and leasing).

General Rental Centres

This industry comprises business units primarily engaged in renting out a range of consumer, commercial and industrial equipment. These business units typically operate from conveniently located facilities in which they maintain an inventory of goods and equipment that are rented out for short periods of time.

Includes:

- contractors' and builders' tools and equipment;
- home repair tools;
- lawn and garden equipment;
- moving equipment and supplies;
- party and banquet equipment and supplies.

Excludes the following primary activities:

- renting personal and household goods (consumer goods rental);
- renting party and banquet supplies (other consumer goods rental);
- renting and leasing heavy construction equipment, without operator (construction, transportation, mining, and forestry machinery and equipment rental and leasing).

Note: Business units engaged in any **sales financing** activity are **excluded** from this survey.

Sales Financing

Sales financing business units lend money to consumers and businesses, for the purchase of goods and services, using a contractual instalment sales agreement, either directly from, or through arrangements with, dealers of the products.

Includes:

- acceptance companies of motor vehicle manufacturers and heavy equipment manufacturers;
- business units engaged in the purchase of instalment and credit card receivables.

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

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

Excludes 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

Includes 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.

H - Sales by Type of Client

This section is designed to measure which sector of the economy purchases your services.

Please ensure that the percentages reported in this section add to 100%.

1. Clients in Canada

a) Businesses

Percentage of sales sold to the business sector should be reported here. Include sales to crown corporations.

b) Individuals and households

Please report the percentage of sales to individuals and households who do not represent the business or government sector.

c) Governments and public institutions

The percentage of sales to federal, provincial/territorial and municipal governments should be reported here. Include sales to hospitals, schools, universities and public utilities.

2. Clients outside Canada

Report the share of total sales to customers or clients located outside Canada including foreign businesses, foreign individuals, foreign institutions and/or governments. Please also include sales to foreign subsidiaries and affiliates.

I - Sales by Client Location

Please provide a percentage estimate of your total sales (**first point of sale**) by client location. Please ensure that the percentages reported in this section add to 100%.

J - International Transactions in Services

This section is intended to measure the value of **imported services** purchased outside Canada as well as the value of **exported services** to clients/customers outside Canada. Such services cover a variety of industrial, professional, trade and business services, as well as royalties and licences.

Excludes imports and exports of **goods**.

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 many provincial and territorial statistical agencies. The objective of these data-sharing agreements 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 only 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 the sharing of information from the Unified Enterprise Survey program with the statistical agencies of *Newfoundland and Labrador, Nova Scotia, New Brunswick, Quebec, Ontario, Saskatchewan, Alberta, British Columbia and Yukon*. 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 the sharing of information from the Unified Enterprise Survey program with the statistical agencies of *Prince Edward Island, 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!