

# 2011 Survey of Service Industries: Consumer Goods Rental

**This document is confidential when completed.**

Si vous préférez recevoir ce questionnaire en français, veuillez nous appeler au numéro sans frais suivant : 1-800-972-9692.

If necessary, please make address label corrections in the boxes below.

0001	Legal name	0004	Address (number and street)	
0002	Business name	0005	City	
0021	Title of contact	0006	Province/territory or state	
0008	First name of contact	0053	Country	Postal code/zip code
0028	Last name of contact	0010	Language preference	
			1 <input type="radio"/> English	2 <input type="radio"/> 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

This survey collects the financial and operating data needed to develop national and regional economic policies and programs. Your information may also be used by Statistics Canada for other statistical and research purposes, in conformity with its mandate. Please access [www.statcan.gc.ca/survey-enquete/index-eng.htm](http://www.statcan.gc.ca/survey-enquete/index-eng.htm) for more information on this survey.

### 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.

**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)



## B - Main business activity

1. Please describe the nature of your business.

0055


2. Please check the **one main activity** which most accurately represents your **main** source of revenue.

- 0109 ☐ Consumer electronics and appliance rental (**exclude** computer rental or leasing)
- 0110 ☐ Formal wear and costume rental (**exclude** linen and uniform supply)
- 0111 ☐ Video tape and disc rental
- 0112 ☐ Other consumer goods rental (e.g., furniture rental centres, party supply centres, home health equipment rental centres, recreational goods rental centres)
- 0117 ☐ General rental centres (e.g., home repair tools, lawn/garden equipment; **exclude** heavy construction equipment rental and leasing)
- 0040 ☐ None of the above — Please call **1-800-972-9692** for further instructions.

3. Is the sole purpose of this business unit to provide services to your parent company, an affiliated company or a professional practice?

- 0029 1 ☐ yes, provide the name of the company or professional practice

0030

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- 3 ☐ no

4. Is this business unit engaged in sales financing?

- 0527 1 ☐ yes 3 ☐ no

## C - Reporting period information

1. Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2011 and March 31, 2012. Please indicate below the period covered by this questionnaire.

from <sup>0011</sup>  to <sup>0012</sup>

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

<sup>0031</sup> 1 ☐ seasonal operations    2 ☐ new business    3 ☐ change of fiscal year    4 ☐ change of ownership    5 ☐ ceased operations    6 ☐ temporarily inactive

## Reporting instructions

- Report for business unit(s) specified on the label on the front page.
- Complete only the questions that apply to your business.
- When precise figures are not available, please provide your best estimate.
- Report in Canadian dollars. Dollar amounts and percentages should be rounded to whole numbers.
- Consult the reporting guide at [www.statcan.gc.ca/guides-e](http://www.statcan.gc.ca/guides-e) for further information.

## D - Revenue

A detailed breakdown may be requested in other sections.

		CAN\$
1. <b>Sales of goods and services</b> (e.g., rental and leasing income, commissions, fees, admissions, services revenue) Report net of returns and allowances.	2299	<input type="text"/>
2. <u>Grants, subsidies, donations and fundraising</u>	2068	<input type="text"/>
3. <u>Royalties, rights, licensing and franchise fees</u>	2022	<input type="text"/>
4. <u>Investment income (dividends and interest)</u>	2097	<input type="text"/>
5. <u>Other revenue</u> <sup>2001</sup> <input type="text"/> (please specify):	2077	<input type="text"/>
6. <b>Total revenue</b> (sum of questions 1 to 5)	2098	<input type="text"/>

## E - Expenses

		CAN\$
1.	Salaries and wages of employees who have been issued a T4 statement	3010 <input type="text"/>
2.	Employer portion of employee benefits ( <b>include</b> employer contributions to pension, medical/life insurance plans, employment insurance, etc.)	3040 <input type="text"/>
3.	Commissions paid to non-employees	4466 <input type="text"/>
4.	Professional and business services fees (e.g., legal, accounting)	4315 <input type="text"/>
5.	Subcontract expenses ( <b>include</b> contract labour, contract work and custom work)	3060 <input type="text"/>
6.	Charges for services provided by your head office	4555 <input type="text"/>
7.	Cost of goods sold, <b>if applicable</b> (purchases <b>plus</b> opening inventory <b>minus</b> closing inventory)	5721 <input type="text"/>
8.	Office supplies	3301 <input type="text"/>
9.	Rental and leasing ( <b>include</b> rental of premises, equipment, motor vehicles, etc.)	4115 <input type="text"/>
10.	Repair and maintenance (e.g., property, equipment, vehicles)	4178 <input type="text"/>
11.	Insurance ( <b>include</b> professional liability, motor vehicles, etc.)	4350 <input type="text"/>
12.	Advertising, marketing and promotions (report charitable donations at question 22)	4365 <input type="text"/>
13.	Travel, meals and entertainment	4370 <input type="text"/>
14.	Utilities and telecommunications expenses ( <b>include</b> gas, heating, hydro, water, telephone and Internet expenses)	4084 <input type="text"/>
15.	Property and business taxes, licences and permits	4410 <input type="text"/>
16.	Royalties, rights, licensing and franchise fees	4440 <input type="text"/>
17.	Delivery, warehousing, postage and courier	4179 <input type="text"/>
18.	Financial services fees	4325 <input type="text"/>
19.	Interest expenses	4630 <input type="text"/>
20.	Amortization and depreciation of tangible and intangible assets ( <b>include</b> depreciation of leased assets)	4520 <input type="text"/>
21.	Bad debts	4542 <input type="text"/>
22.	All other expenses (please specify): <input type="text"/>	4569 <input type="text"/>
23.	<b>Total expenses</b> (sum of questions 1 to 22)	4699 <input type="text"/>
24.	Corporate taxes, if applicable	4600 <input type="text"/>
25.	Gains (losses) and other items (see reporting guide)	4601 <input type="text"/>
26.	<b>Net profit/loss after tax and other items</b> (see reporting guide)	2304 <input type="text"/>

## F - Industry characteristics

Please provide a breakdown of your sales.

### 1. Gross rental and/or operating lease revenue

#### a) Consumer goods rental

CAN\$

i. movies and games on DVDs, tapes and cassettes	2866	
ii. home audio-visual equipment components and accessories ( <b>exclude</b> computers)	2867	
iii. furniture and furnishings, including art ( <b>exclude</b> household appliances)	2868	
iv. household appliances	2869	
v. recreational goods and equipment (e.g., musical instruments, toys, canoes, sports equipment, off-road vehicles, motorcycles)	2870	
vi. homeowners and do-it-yourself tools and equipment (e.g., power washers, garden tools, floor sanding equipment)	2871	
vii. formal wear, costumes and accessories ( <b>exclude</b> uniforms)	2872	
viii. equipment for parties and other social events (e.g., tableware, linens, tables, booths)	2873	
ix. home healthcare equipment (e.g., walkers, wheelchairs, oxygen tanks, commodes)	2874	
x. other consumer goods not elsewhere classified	2875	

#### b) Other machinery and equipment rentals

CAN\$

i. automobiles, trucks and other road transportation vehicles, motor homes, travel trailers and campers (without operator)	2876	
ii. office machinery, furniture and equipment ( <b>include</b> computers)	7068	
iii. commercial and industrial machinery and equipment, other than office equipment (without operator)	2877	

2. Labour charged to customers for repair and maintenance services ( <b>exclude</b> parts and materials charged to customers and report them in question 3 below)	2041	
3. Sales of merchandise ( <b>include</b> materials and parts charged to customers in the performance of repairs). Sales of all other items (non-rental items, food, beverages) must be included here.	2048	
4. a) Net gains or losses from disposal of previously rented and/or leased equipment	2198	
b) Gross proceeds from disposal of previously rented and/or leased equipment	2199	
	2060	
5. Commissions revenue ( <b>include</b> commissions earned from the sale of insurance, etc.)		
6. Other sales ( <b>include</b> revenue from rental of real estate and miscellaneous service revenue)		
(please specify):	2559	2558
7. Total sales (sum of questions 1 to 6; <b>do not</b> include question 4b)	2305	

## G - Personnel

	number
1. Number of partners and proprietors, <b>non-salaried</b> (if salaried, report at question 2 below)	6321 <input type="text"/>
2. Paid employees	
a) average number of paid employees during the reporting period (see reporting guide)	6339 <input type="text"/>
b) percentage of paid employees (from question 2a) who worked <b>full time</b>	6328 <input type="text"/> <input type="text"/> <input type="text"/> %
3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)	6320 <input type="text"/>

## H - Sales by type of client

Please provide a percentage breakdown of your sales by type of client.

	%
1. <b>Clients in Canada</b>	
a) businesses	8112 <input type="text"/> <input type="text"/> <input type="text"/>
b) individuals and households	8100 <input type="text"/> <input type="text"/> <input type="text"/>
c) governments, not-for-profit organizations and public institutions (e.g., hospitals, schools)	8233 <input type="text"/> <input type="text"/> <input type="text"/>
2. <b>Clients outside Canada</b>	8140 <input type="text"/> <input type="text"/> <input type="text"/>
<b>100%</b>	

## I - Sales by client location

Please provide a percentage breakdown of your sales by client location (first point of sale).

	%
1. Newfoundland and Labrador	8400 <input type="text"/> <input type="text"/> <input type="text"/>
2. Prince Edward Island	8415 <input type="text"/> <input type="text"/> <input type="text"/>
3. Nova Scotia	8405 <input type="text"/> <input type="text"/> <input type="text"/>
4. New Brunswick	8410 <input type="text"/> <input type="text"/> <input type="text"/>
5. Quebec	8420 <input type="text"/> <input type="text"/> <input type="text"/>
6. Ontario	8425 <input type="text"/> <input type="text"/> <input type="text"/>
7. Manitoba	8430 <input type="text"/> <input type="text"/> <input type="text"/>
8. Saskatchewan	8435 <input type="text"/> <input type="text"/> <input type="text"/>
9. Alberta	8440 <input type="text"/> <input type="text"/> <input type="text"/>
10. British Columbia	8445 <input type="text"/> <input type="text"/> <input type="text"/>
11. Yukon	8455 <input type="text"/> <input type="text"/> <input type="text"/>
12. Northwest Territories	8451 <input type="text"/> <input type="text"/> <input type="text"/>
13. Nunavut	8452 <input type="text"/> <input type="text"/> <input type="text"/>
14. <b>Clients outside Canada</b> (must equal question 2 in <b>section H</b> )	8401 <input type="text"/> <input type="text"/> <input type="text"/>
<b>100%</b>	

**J - Not applicable****K - Provincial/territorial distribution**

1. Please report the number of business units/locations operating in Canada during the reporting period. Business unit is defined as the lowest level of the firm for which accounting records are maintained for such details as revenue, expenses and employment. 5001 **number**

2. Do you have business units/locations in more than **one** province or territory? 9966 1 ☐ **yes, go to question 3**  
3 ☐ **no, go to section L**

3. Please report the following data for the provinces or territories in which you have business units, indicating if you are reporting in Canadian dollars **or** percentages.

		9967 1 <input type="radio"/> \$ or 2 <input type="radio"/> %			
	Number of business units (locations)	Total revenue	Salaries, wages and employee benefits	Amortization and depreciation of tangible and intangible assets	Total expenses
	5002	4824	4826	4827	4927
1. Newfoundland and Labrador					
	5003	4829	4831	4832	4932
2. Prince Edward Island					
	5004	4834	4836	4837	4937
3. Nova Scotia					
	5005	4839	4841	4842	4942
4. New Brunswick					
	5006	4844	4846	4847	4947
5. Quebec					
	5007	4849	4851	4852	4952
6. Ontario					
	5008	4854	4856	4857	4957
7. Manitoba					
	5009	4859	4861	4862	4962
8. Saskatchewan					
	5010	4864	4866	4867	4967
9. Alberta					
	5011	4869	4871	4872	4972
10. British Columbia					
	5014	4874	4876	4877	4977
11. Yukon					
	5013	4879	4881	4882	4982
12. Northwest Territories					
	5012	4884	4886	4887	4987
13. Nunavut					
	5015	4889	4891	4892	4992
14. Total					

## L - Contact information

Name of person to contact about this questionnaire:

0026 1 ☐ Mr. 2 ☐ Mrs. 3 ☐ Miss 4 ☐ Ms

Last name

0054

First name

0013

Title

0014

E-mail address

0018

Telephone number

0017

Extension number

0027

Fax number

0016

Website address

0020

Date completed:

0015

hour(s)

9910

minutes

9909

How long did you spend collecting the data and completing the questionnaire?

## M - Comments

We invite your comments below. Please be assured that we review all comments with the intent of improving the survey.

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## 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)**