

2009 Survey of Service Industries: Consumer Goods Rental

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Reporting Guide

This guide is designed to assist you as you complete the 2009 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.

Statistics Canada is prohibited by law from releasing any information from this survey which would identify a person, business, or organization, without their prior consent. The confidentiality provisions of the *Statistics Act* are not affected by either the *Access to Information Act* or any other legislation. **The Canada Revenue Agency cannot access identifiable survey data from Statistics Canada.**

These survey data will only be used for statistical purposes and will be published in an aggregate form only.

Table of contents

	Page
B - Main business activity	2
C - Reporting period information	3
G - Personnel	3
H - Sales by type of client	3
I - Sales by client location	3
General information	4
Survey purpose	4
Data-sharing agreements	4
Record linkages	4



B - Main business activity

1. Please describe the nature of your business.

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.

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

Below is a description of each main activity.

Consumer electronics and appliance rental

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

Exclude:

- leasing or renting computers;
- renting household furniture or party and banquet supplies (please see Other consumer goods rental below).

Formal wear and costume rental

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

Exclude:

- laundering and renting uniforms and other work apparel.

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.

Exclude:

- retailing pre-recorded video tapes and discs;
- distributing motion pictures and videos to movie theatres and other distributors;
- renting video recorders and players (please see Consumer electronics and appliance rental above).

Other consumer goods rental

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

Exclude:

- retailing and renting musical instruments;
- renting consumer electronics and appliances (please see Consumer electronics and appliance rental above);

- formal wear and costume rental (please see Formal wear and costume rental above);
- renting pre-recorded video tapes (please see Video tape and disc rental above);
- renting a general line of products such as lawn and garden equipment, home repair tools, and party and banquet equipment (please see General rental centres below);
- renting commercial and industrial medical equipment.

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.

Include:

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

Exclude:

- renting and leasing heavy construction equipment, without operator;
- renting personal and household goods;
- renting party and banquet supplies (please see Other consumer goods rental above).

If none of the above activities describes your main source of revenue, please call **1-888-881-3666** for further instructions.

4. Is this business unit engaged in sales financing? (yes – no)

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.

Include:

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

C - Reporting period information

Please report information for your **fiscal year** (normal business year) **ending between** April 1, 2009 and March 31, 2010. Please indicate the reporting period covered by this questionnaire.

G - Personnel

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

1. Number of partners and proprietors, non-salaried (if salaried, report at question 2 below)

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

2. Paid employees

a) Average number of paid employees during the reporting period

To calculate the average number employed, add the number of employees in the last pay period of each month of the reporting period and divide this sum by the number of months (usually 12).

Exclude:

- partners and proprietors, non-salaried reported at question 1 above.

b) Percentage of paid employees (from question 2a) who worked full time

Full-time employment consists of persons who usually work 30 hours or more per week. Please specify the percentage of paid employees who have been working full time by rounding the percentage to the nearest whole number.

3. Number of contract workers for whom you did not issue a T4, such as freelancers and casual workers (estimates are acceptable)

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.

H - Sales by type of client

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

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

Please ensure that the sum of percentages reported in this section equals 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, not-for-profit organizations and public institutions (e.g., hospitals, schools)

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

Please report the share of total sales to customers or clients located outside Canada including foreign businesses, foreign individuals, foreign institutions and/or governments.

Include:

- sales to foreign subsidiaries and affiliates.

I - Sales by client location

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

Please ensure that the sum of percentages reported in this section equals 100%.

The percentage in question 14 must equal question 2 in section H.

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, to plan marketing strategies or to 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 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.

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

For more information about these data-sharing agreements, please contact Statistics Canada at **1-888-881-3666** or visit our website at www.statcan.gc.ca/survey-enquete/index-eng.htm.

Thank you!