

Service bulletin

Personal Services

2010



Highlights

- Total operating revenue for the personal and laundry services industry in Canada went up 2.4% in 2010 to reach \$9.6 billion.
- Total operating expenses reached \$8.6 billion in 2010, up 1.6% from the previous year.
- Operating profit margin increased slightly to 11.1% in 2010, up from 10.5% in 2009.
- Operating revenue increased in all provinces, with firms in Newfoundland and Labrador experiencing the highest growth (7.7%), followed by firms in Prince Edward Island (5.4%).
- The Personal Care Services industry group represented 47.7% of total operating revenue in 2010, followed by Dry Cleaning and Laundry Services (20.4%), Funeral Services (17.2%), and Other Personal Services (14.7%).
- The Funeral Services industry group showed the strongest growth in operating revenues (5.1%), followed by Other Personal Services (4.5%) and Personal Care Services (3.0%). Dry Cleaning and Laundry Service was the only group to post a decline (-2.6%).

Statistical tables

Table 1

Summary statistics for personal and laundry services, by province and territory, 2008 to 2010

	Operating revenue	Operating expenses ¹	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2010 p				
Newfoundland and Labrador	106.5	93.7	42.5	12.0
Prince Edward Island	29.2	25.6	10.2	12.3
Nova Scotia	200.7	169.6	71.2	15.5
New Brunswick	132.0	115.6	44.9	12.5
Quebec	1,927.9	1,691.5	615.8	12.3
Ontario	3,977.2	3,607.4	1,397.2	9.3
Manitoba	294.7	252.6	107.1	14.3
Saskatchewan	245.6	206.9	85.3	15.8
Alberta	1,345.4	1,183.2	477.0	12.1
British Columbia	1,372.6	1,213.7	471.2	11.6
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	9,643.6	8,569.9	3,326.1	11.1
2009 r				
Newfoundland and Labrador	98.9	89.9	40.4	9.1
Prince Edward Island	27.7	24.7	9.9	11.0
Nova Scotia	196.1	169.5	71.1	13.6
New Brunswick	129.5	113.9	43.5	12.0
Quebec	1,863.5	1,659.2	602.6	11.0
Ontario	3,937.0	3,592.5	1,351.6	8.8
Manitoba	292.1	247.8	104.7	15.2
Saskatchewan	234.4	199.2	84.0	15.0
Alberta	1,304.6	1,131.2	471.5	13.3
British Columbia	1,325.1	1,195.0	474.5	9.8
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	9,421.5	8,433.6	3,257.2	10.5
2008 r				
Newfoundland and Labrador	96.5	89.2	39.0	7.5
Prince Edward Island	26.2	22.4	9.4	14.4
Nova Scotia	191.3	167.8	68.5	12.3
New Brunswick	128.1	111.5	42.7	13.0
Quebec	1,813.3	1,634.2	619.1	9.9
Ontario	3,978.8	3,637.2	1,350.1	8.6
Manitoba	297.0	258.1	102.8	13.1
Saskatchewan	221.3	185.4	77.3	16.2
Alberta	1,318.0	1,132.4	475.5	14.1
British Columbia	1,287.0	1,136.5	459.9	11.7
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	9,369.4	8,385.2	3,247.8	10.5

1. Operating expenses include cost of goods.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 812. See "Data sources, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total.

Table 2
Summary statistics for personal care services, by province and territory, 2008 to 2010

	Operating revenue	Operating expenses ¹	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2010 p				
Newfoundland and Labrador	60.9	53.3	27.9	12.4
Prince Edward Island	16.6	14.2	6.3	14.7
Nova Scotia	112.3	95.1	44.3	15.3
New Brunswick	64.7	56.1	21.6	13.3
Quebec	866.3	720.5	280.8	16.8
Ontario	1,851.3	1,691.6	676.1	8.6
Manitoba	141.2	123.8	56.9	12.3
Saskatchewan	114.1	93.3	38.8	18.2
Alberta	680.9	616.9	262.9	9.4
British Columbia	688.1	618.1	254.2	10.2
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	4,603.2	4,088.6	1,672.6	11.2
2009 r				
Newfoundland and Labrador	57.1	51.7	26.9	9.5
Prince Edward Island	15.7	13.8	6.1	12.0
Nova Scotia	110.1	94.5	44.1	14.1
New Brunswick	64.6	55.4	21.3	14.3
Quebec	815.3	703.3	273.1	13.7
Ontario	1,825.6	1,669.7	648.3	8.5
Manitoba	139.9	120.6	56.0	13.8
Saskatchewan	106.7	88.6	38.2	17.0
Alberta	654.6	593.2	255.6	9.4
British Columbia	670.8	603.5	248.7	10.0
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	4,469.3	4,001.5	1,621.0	10.5
2008 r				
Newfoundland and Labrador	55.5	51.9	26.0	6.5
Prince Edward Island	15.4	12.7	6.0	17.7
Nova Scotia	105.8	92.5	42.9	12.6
New Brunswick	64.0	53.7	21.6	16.1
Quebec	794.6	693.3	291.6	12.8
Ontario	1,844.7	1,716.4	622.3	7.0
Manitoba	143.5	120.5	55.2	16.0
Saskatchewan	99.8	81.2	35.8	18.6
Alberta	677.9	601.7	267.3	11.2
British Columbia	674.8	601.0	266.9	10.9
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	4,483.9	4,031.9	1,638.2	10.1

1. Operating expenses include cost of goods.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 8121. See "Data sources, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total.

Table 3
Summary statistics for funeral services, by province and territory, 2008 to 2010

	Operating revenue	Operating expenses ¹	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2010 ^p				
Newfoundland and Labrador	32.4	29.0	10.6	10.5
Prince Edward Island	x	x	x	x
Nova Scotia	45.9	37.9	15.4	17.4
New Brunswick	41.8	36.6	13.3	12.5
Quebec	332.5	306.3	101.5	7.9
Ontario	769.5	667.4	258.7	13.3
Manitoba	61.1	50.9	19.4	16.7
Saskatchewan	63.3	57.4	22.1	9.2
Alberta	143.7	120.4	41.4	16.3
British Columbia	161.8	117.6	45.1	27.4
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,662.4	1,432.2	530.1	13.8
2009 ^r				
Newfoundland and Labrador	29.4	27.4	10.0	6.7
Prince Edward Island	x	x	x	x
Nova Scotia	43.9	37.5	14.7	14.6
New Brunswick	39.3	35.2	12.5	10.5
Quebec	317.8	293.6	99.4	7.6
Ontario	733.8	635.5	245.8	13.4
Manitoba	58.4	49.1	18.6	15.9
Saskatchewan	59.4	55.0	21.2	7.3
Alberta	136.4	112.0	39.4	17.9
British Columbia	154.0	111.9	43.1	27.4
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,581.8	1,365.5	507.2	13.7
2008 ^r				
Newfoundland and Labrador	29.9	27.3	9.8	8.7
Prince Edward Island	x	x	x	x
Nova Scotia	43.9	37.1	13.2	15.6
New Brunswick	39.1	34.7	11.9	11.1
Quebec	299.7	275.4	86.9	8.1
Ontario	692.2	601.8	224.8	13.1
Manitoba	56.6	50.9	16.1	10.2
Saskatchewan	55.1	51.1	19.7	7.4
Alberta	127.7	107.8	38.0	15.6
British Columbia	150.8	97.0	36.1	35.7
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,503.7	1,290.3	458.7	14.2

1. Operating expenses include cost of goods.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 8122. See "Data sources, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total.

Table 4
Summary statistics for dry cleaning and laundry services, 2008 to 2010

	Operating revenue	Operating expenses ¹	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2010 p	1,964.1	1,775.6	784.1	9.6
2009 r	2,016.9	1,823.0	802.0	9.6
2008 r	2,067.1	1,872.2	812.0	9.4

1. Operating expenses include cost of goods.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 8123. See "Data sources, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total.

Table 5
Summary statistics for other personal services, 2008 to 2010

	Operating revenue	Operating expenses ¹	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2010 p	1,413.9	1,273.5	339.3	9.9
2009 r	1,353.5	1,243.7	327.0	8.1
2008 r	1,314.7	1,190.7	338.8	9.4

1. Operating expenses include cost of goods.

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) category 8129. See "Data sources, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total.

Table 6
Operating expenses by selected expense statistics for personal and laundry services, Canada, 2010

	Total personal services	Personal care services	Funeral services	Dry cleaning and laundry services	Other personal services
	percent				
Canada					
Cost of goods sold	15.3	15.4	21.6	13.3	10.4
Labour remuneration	40.4	42.9	37.7	46.0	27.0
Repair and maintenance	3.9	2.6	6.9	4.6	3.7
Rental and leasing	10.2	12.8	2.4	5.4	17.3
Utilities and telecommunications	3.1	2.6	3.0	5.1	1.8
Advertising and promotion	2.7	2.9	3.7	x	3.9
Amortization and depreciation	4.5	3.7	5.2	6.1	3.8
Professional and business services fees	2.2	2.0	2.3	1.2	3.8
Office supplies	1.9	2.2	2.6	x	1.5

Note(s): The results in this table are for firms classified under the North American Industry Classification Systems (NAICS) category 812. See "Data sources, definitions and methodology" at the end of tables for definition of terms. Due to rounding, components may not add to total. Estimates are preliminary. Preliminary data are subject to revision.

Data sources, definitions and methodology

Description

This annual sample survey collects data required to produce economic statistics for the Personal Services industry in Canada.

Data collected from businesses are aggregated with information from other sources to produce official estimates of national and provincial economic production for this industry.

Survey estimates are made available to businesses, governments, investors, associations, and the public. The data are used to monitor industry growth, measure performance, and make comparisons to other data sources to better understand this industry.

Target population

The target population consists of all establishments classified to the Personal Services industry (NAICS 812) according to the North American Industry Classification System (NAICS) during the reference year. This industry comprises establishments primarily engaged in Personal Services.

Sampling

This is a sample survey with a cross-sectional design.

The frame is the list of establishments from which the portion eligible for sampling is determined and the sample is taken. The frame provides basic information about each firm including address, industry classification, and information from administrative data sources. The frame is maintained by Statistics Canada's Business Register Division and is updated using administrative data.

The basic objective of the survey is to produce estimates for the whole industry - incorporated and unincorporated businesses. The data come from two different sources: a sample of all businesses with revenue above or equal to a certain threshold (note: the threshold varies between surveys and sometimes between industries and provinces in the same survey) for which either survey or administrative data may be used; and administrative data only for businesses with revenue below the specified threshold. It should be noted that only financial information is available from businesses below the threshold; e.g., revenue, and expenses such as depreciation and salaries, wages and benefits. Detailed characteristics are collected only for surveyed establishments.

Prior to the selection of a random sample, establishments are classified into homogeneous groups (i.e., groups with the same NAICS codes and same geography). Quality requirements are targeted, and then each group is divided into sub-groups called strata: take-all, must-take, and take-some.

The take-all stratum represents the largest firms in terms of performance (based on revenue) in an industry. The must-take stratum is comprised of units selected based on complex structural characteristics (multi-establishment, multi-legal, multi-NAICS, or multi-province enterprises). All take-all and must-take firms are selected to the sample. Units in the take-some strata are subject to simple random sampling.

The effective sample size for reference year 2010 was 2,012 collection entities.

Definitions

Estimates for the most recent year are preliminary. Preliminary data are subject to revision.

Operating revenue excludes investment income, capital gains, extraordinary gains and other non-recurring items.

Operating expenses exclude write-offs, capital losses, extraordinary losses, interest on borrowing, and other non-recurring items.

Operating profit margin is derived as follows: operating revenue minus operating expenses, expressed as a percentage of operating revenue. The derived figure excludes corporation income tax paid by incorporated businesses and individual income tax paid by unincorporated businesses. For unincorporated businesses, operating profit margin includes unpaid remuneration to partners and proprietors, which is not recorded as salaries, wages and benefits. Therefore the profit estimate will be higher in industries where unincorporated proprietorships and partnerships are significant contributors.

Salaries, wages and benefits include vacation pay and commissions for all employees for whom a T4 slip was completed. This category also includes the employer portion of employee benefits for items such as Canada/Québec Pension Plan or Employment Insurance premiums. Salaries and wages do not include working owners' dividends nor do they include the remuneration of owners of unincorporated business. Therefore the relative level of salaries, wages and benefits will be lower in industries where unincorporated businesses are significant contributors.

Quality evaluation

Prior to dissemination, combined survey results are analyzed for comparability; in general, this includes a detailed review of individual responses (especially for the largest companies), general economic conditions, historic trends, and comparisons with other data sources.

Non-sampling error is not related to sampling and may occur for many reasons. For example, non-response is an important source of non-sampling error. Population coverage, differences in the interpretation of questions, incorrect information from respondents, and mistakes in recording, coding and processing data are other examples of non-sampling errors.

Sampling error occurs because population estimates are derived from a sample of the population rather than the entire population. Sampling error depends on factors such as sample size, sampling design, and the method of estimation. An important property of probability sampling is that sampling error can be computed from the sample itself by using a statistical measure called the coefficient of variation (CV). The assumption is that over repeated surveys, the relative difference between a sample estimate and the estimate that would have been obtained from an enumeration of all units in the universe would be less than twice the CV, 95 times out of 100. The range of acceptable data values yielded by a sample is called a confidence interval. Confidence intervals can be constructed around the estimate using the CV. First, we calculate the standard error by multiplying the sample estimate by the CV. The sample estimate plus or minus twice the standard error is then referred to as a 95% confidence interval.

Disclosure control

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Data accuracy

Of the units contributing to the estimate, the weighted response rate was 77.0%.

Related products

Selected CANSIM tables from Statistics Canada

359-0001	Personal services, summary statistics, by North American Industry Classification System (NAICS), annual (375 series)
359-0003	Personal services, operating expenses, by North American Industry Classification System (NAICS), annual (percent) (105 series)

Survey(s)

Definitions, data sources and methods: survey number 2424 - Annual Survey of Service Industries: Personal Services

Publications

Service Industries Newsletter, catalogue no. 63-018-X.

Analytical paper series - Service Industries Division, catalogue no. 63F0002X.

Release date: February 2012

Symbols

The following standard symbols are used in Statistics Canada publications:

.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0 ^s	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
p	preliminary
r	revised
x	suppressed to meet the confidentiality requirements of the <i>Statistics Act</i>
E	use with caution
F	too unreliable to be published
*	significantly different from reference category ($p < 0.05$)

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