

Service bulletin

Personal Services

2008



Highlights

- Total operating revenue for the personal services industry in Canada went up 3.8% in 2008 to reach \$9.5 billion. The pace of the increase was more moderate than the 6.2% observed in 2007.
- Total operating expenses reached \$8.5 billion in 2008, up 4.0%. Operating profit margin went down slightly, going from 10.3% in 2007 to 10.1% in 2008.
- Operating revenue increased in all provinces, with firms in Saskatchewan expanding the most rapidly (8.7%). The Atlantic Provinces posted a combined growth rate of 4.8% in 2008. Québec, Ontario and British-Columbia showed more moderate increases compared to last year, up 4.6%, 3.1% and 3.2%, respectively.
- The Personal Care Services industry group represented 46.7% of total operating revenue in 2008, followed by Dry-cleaning and Laundry Services (21.8%), Funeral Services (16.4%), and Other Personal Services (15.0%).
- The industry group Other Personal Services showed the strongest growth (5.1%), followed by the Personal Care Services (4.7%). Dry Cleaning and Laundry Services and Funeral Services were up 2.5% and 1.9%, respectively.

Statistical tables

Table 1

Summary statistics for personal services industry – Total personal services

	Operating revenue	Operating ¹ expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 p				
Newfoundland and Labrador	94.8	87.9	39.4	7.3
Prince Edward Island	26.2	22.5	9.5	14.2
Nova Scotia	191.5	166.2	70.3	13.2
New Brunswick	127.4	114.4	44.3	10.2
Quebec	1,860.0	1,680.3	663.2	9.7
Ontario	3,999.7	3,601.0	1,393.9	10.0
Manitoba	312.3	287.9	121.1	7.8
Saskatchewan	222.8	188.0	79.8	15.6
Alberta	1,293.5	1,124.9	479.1	13.0
British Columbia	1,322.5	1,220.3	515.3	7.7
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	9,462.5	8,503.7	3,419.5	10.1
2007 r				
Newfoundland and Labrador	89.0	82.9	36.9	6.9
Prince Edward Island	25.4	21.9	9.2	13.8
Nova Scotia	182.8	160.3	69.8	12.3
New Brunswick	122.4	111.6	42.8	8.8
Quebec	1,778.1	1,598.5	622.8	10.1
Ontario	3,881.1	3,473.1	1,370.3	10.5
Manitoba	305.0	281.9	115.6	7.6
Saskatchewan	204.9	175.5	75.1	14.3
Alberta	1,236.1	1,089.6	450.0	11.8
British Columbia	1,280.9	1,170.6	500.5	8.6
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	9,117.0	8,175.8	3,296.2	10.3
2006 r				
Newfoundland and Labrador	84.2	79.1	34.5	6.1
Prince Edward Island	23.6	20.6	8.5	12.8
Nova Scotia	170.7	151.3	65.9	11.4
New Brunswick	112.6	103.5	40.9	8.1
Quebec	1,686.9	1,513.8	593.8	10.3
Ontario	3,679.3	3,319.7	1,304.4	9.8
Manitoba	297.6	273.2	115.5	8.2
Saskatchewan	193.3	166.2	72.3	14.0
Alberta	1,146.1	1,005.8	406.4	12.2
British Columbia	1,181.1	1,074.7	468.8	9.0
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	8,587.4	7,718.7	3,114.7	10.1

1. Operating expenses include cost of goods.

Note(s): According to the North American Industry Classification System (NAICS 812). See "Data source, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total.

Table 2
Summary statistics for personal services industry – Personal care services

	Operating revenue	Operating ¹ expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 p				
Newfoundland and Labrador	54.4	51.1	26.4	6.1
Prince Edward Island	15.3	12.7	6.1	16.8
Nova Scotia	102.5	88.6	42.9	13.6
New Brunswick	61.0	53.1	22.4	12.9
Quebec	790.9	691.7	296.6	12.5
Ontario	1,809.8	1,619.4	644.6	10.5
Manitoba	142.4	121.0	56.8	15.0
Saskatchewan	99.2	82.5	37.4	16.8
Alberta	660.2	597.7	271.7	9.5
British Columbia	678.5	608.0	275.9	10.4
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	4,422.1	3,932.7	1,683.4	11.1
2007 r				
Newfoundland and Labrador	49.2	46.9	23.5	4.7
Prince Edward Island	14.8	12.3	5.8	16.6
Nova Scotia	96.9	85.9	42.6	11.4
New Brunswick	57.9	50.9	21.4	11.9
Quebec	748.1	672.9	283.4	10.0
Ontario	1,724.6	1,526.8	641.2	11.5
Manitoba	141.0	121.3	52.2	14.0
Saskatchewan	89.6	76.0	34.4	15.2
Alberta	642.0	576.2	258.9	10.2
British Columbia	653.7	569.8	270.4	12.8
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	4,225.3	3,745.5	1,636.5	11.4
2006 r				
Newfoundland and Labrador	45.7	43.8	21.7	4.0
Prince Edward Island	13.6	11.7	5.3	13.9
Nova Scotia	89.0	79.0	39.4	11.3
New Brunswick	53.1	47.5	21.2	10.6
Quebec	713.2	641.1	267.9	10.1
Ontario	1,586.1	1,406.9	599.8	11.3
Manitoba	137.2	118.3	52.3	13.7
Saskatchewan	83.5	71.6	32.7	14.3
Alberta	594.6	520.6	235.0	12.4
British Columbia	589.5	521.8	248.6	11.5
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	3,912.7	3,468.8	1,526.6	11.3

1. Operating expenses include cost of goods.

Note(s): According to the North American Industry Classification System (NAICS 8121). See "Data source, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total.

Table 3
Summary statistics for personal services industry – Funeral services

	Operating revenue	Operating ¹ expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 p				
Newfoundland and Labrador	29.4	26.6	9.7	9.4
Prince Edward Island	x	x	x	x
Nova Scotia	42.9	36.7	13.8	14.4
New Brunswick	38.8	35.8	11.8	7.7
Quebec	309.8	286.6	88.3	7.5
Ontario	706.3	628.8	240.7	11.0
Manitoba	58.7	51.7	17.1	12.0
Saskatchewan	52.0	48.0	19.2	7.6
Alberta	129.7	111.6	39.4	14.0
British Columbia	178.4	170.2	78.1	4.6
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,554.6	1,403.3	520.2	9.7
2007 r				
Newfoundland and Labrador	28.4	26.0	9.9	8.6
Prince Edward Island	x	x	x	x
Nova Scotia	41.4	34.8	14.5	16.0
New Brunswick	37.6	36.1	12.0	4.1
Quebec	310.4	270.4	86.2	12.9
Ontario	695.5	614.2	233.4	11.7
Manitoba	55.7	49.2	16.2	11.6
Saskatchewan	49.1	44.9	18.3	8.6
Alberta	123.1	109.4	37.9	11.1
British Columbia	177.4	173.9	81.5	2.0
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,526.3	1,365.5	511.9	10.5
2006 r				
Newfoundland and Labrador	27.5	25.5	9.5	7.1
Prince Edward Island	x	x	x	x
Nova Scotia	38.9	33.2	13.5	14.8
New Brunswick	35.4	34.0	11.1	4.0
Quebec	297.5	259.6	85.3	12.7
Ontario	687.6	608.3	223.5	11.5
Manitoba	55.1	49.7	17.6	9.7
Saskatchewan	47.5	42.2	18.0	11.1
Alberta	115.0	101.5	33.8	11.7
British Columbia	164.2	162.7	83.4	0.9
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,476.0	1,322.9	497.6	10.4

1. Operating expenses include cost of goods.

Note(s): According to the North American Industry Classification System (NAICS 8122). See "Data source, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total.

Table 4
Summary statistics for personal services industry – Dry cleaning and laundry services

	Operating revenue	Operating ¹ expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 p				
Newfoundland and Labrador	5.6	5.3	2.2	5.2
Prince Edward Island	3.2	3.1	1.3	2.5
Nova Scotia	28.9	25.3	9.8	12.5
New Brunswick	20.7	19.2	8.3	7.3
Quebec	361.2	339.3	157.2	6.1
Ontario	991.7	900.6	365.6	9.2
Manitoba	65.8	62.4	25.5	5.1
Saskatchewan	51.6	42.0	19.2	18.4
Alberta	286.4	253.7	121.4	11.4
British Columbia	248.7	222.3	103.4	10.6
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,066.1	1,875.6	814.5	9.2
2007 r				
Newfoundland and Labrador	6.0	5.4	2.3	9.7
Prince Edward Island	3.3	3.2	1.4	4.1
Nova Scotia	27.5	24.2	9.1	12.0
New Brunswick	20.4	18.7	7.8	8.5
Quebec	349.9	324.9	146.2	7.1
Ontario	968.4	892.1	356.0	7.9
Manitoba	66.9	63.7	27.0	4.8
Saskatchewan	48.6	41.5	18.9	14.6
Alberta	275.1	250.6	112.1	8.9
British Columbia	246.9	218.5	99.7	11.5
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,015.0	1,844.9	781.0	8.4
2006 r				
Newfoundland and Labrador	5.9	5.5	2.3	7.4
Prince Edward Island	3.2	3.1	1.3	3.9
Nova Scotia	27.8	25.4	9.6	8.7
New Brunswick	18.6	17.1	7.4	8.1
Quebec	343.9	320.5	139.0	6.8
Ontario	946.0	882.8	348.9	6.7
Manitoba	64.6	61.0	27.3	5.7
Saskatchewan	46.4	40.9	18.2	11.9
Alberta	254.9	232.1	98.5	8.9
British Columbia	243.5	215.9	97.3	11.3
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,956.9	1,806.3	750.3	7.7

1. Operating expenses include cost of goods.

Note(s): According to the North American Industry Classification System (NAICS 8123). See "Data source, definitions and methodology" for the definition of terms. Due to rounding, components may not add to total.

Table 5
Summary statistics for personal services industry – Other personal services

	Operating revenue	Operating ¹ expenses	Salaries, wages and benefits	Operating profit margin
	millions of dollars			percent
2008 p				
Newfoundland and Labrador	5.5	4.9	1.1	10.4
Prince Edward Island	x	x	x	x
Nova Scotia	17.2	15.6	3.9	9.3
New Brunswick	6.8	6.3	1.9	8.6
Quebec	398.1	362.7	121.1	8.9
Ontario	491.9	452.2	143.0	8.1
Manitoba	45.4	52.8	21.7	-16.2
Saskatchewan	20.0	15.3	4.0	23.5
Alberta	217.1	161.9	46.6	25.4
British Columbia	216.9	219.8	57.8	-1.3
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,419.7	1,292.2	401.4	9.0
2007 r				
Newfoundland and Labrador	5.4	4.6	1.1	15.1
Prince Edward Island	x	x	x	x
Nova Scotia	16.9	15.4	3.6	9.1
New Brunswick	6.5	6.0	1.6	8.6
Quebec	369.8	330.2	106.9	10.7
Ontario	492.6	439.9	139.7	10.7
Manitoba	41.5	47.7	20.2	-15.0
Saskatchewan	17.6	13.1	3.5	25.4
Alberta	195.8	153.4	41.1	21.7
British Columbia	202.9	208.4	48.9	-2.7
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,350.4	1,219.9	366.8	9.7
2006 r				
Newfoundland and Labrador	5.1	4.2	1.1	17.8
Prince Edward Island	x	x	x	x
Nova Scotia	15.0	13.8	3.4	8.1
New Brunswick	5.5	5.0	1.3	9.2
Quebec	332.4	292.5	101.5	12.0
Ontario	459.6	421.7	132.1	8.2
Manitoba	40.7	44.2	18.3	-8.5
Saskatchewan	15.9	11.5	3.4	27.7
Alberta	181.7	151.7	39.0	16.5
British Columbia	183.8	174.3	39.6	5.2
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,241.7	1,120.7	340.2	9.7

1. Operating expenses include cost of goods.

Note(s): According to the North American Industry Classification System (NAICS 8129). See "Data source, 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 the personal services industry, Canada, 2008

	Total personal services	Personal care services	Funeral services	Dry cleaning and laundry services	Other personal services
	percent				
Canada					
Cost of goods sold	16.8	15.7	21.7	13.6	19.8
Labour remuneration	41.1	44.0	38.2	45.7	28.6
Repair and maintenance	3.7	2.4	7.0	4.2	3.1
Rental and leasing	9.8	12.0	2.5	5.2	17.7
Utilities and telecommunications	3.3	2.6	3.1	5.9	1.7
Advertising and promotion	2.4	2.9	3.2	F	2.5
Amortization and depreciation	4.1	3.3	5.2	5.3	3.4
Professional and business services fees	2.3	2.4	2.1	1.6	3.1
Office supplies	2.0	2.4	2.7	F	1.4

Note(s): According to the North American Industry Classification System (NAICS 812). See "Data source, 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 2008 was 2,001 collection entities.

Definition

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/Quebec 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.

An active **statistical establishment** is one production entity or the smallest grouping of production entities which produces as homogeneous a set of goods and/or services as possible; which does not cross provincial boundaries; and for which records provide data on the value of output together with the cost of principal intermediate inputs used and cost and quantity of labour resources used to produce the output.

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.

Disclosure control

Statistics Canada is prohibited by law from releasing any data which would divulge information obtained under the Statistics Act that relates to any identifiable person, business or organization without the prior knowledge or the consent in writing of that person, business or organization. Various confidentiality rules are applied to all data that are released or published to prevent the publication or disclosure of any information deemed confidential. If necessary, data are suppressed to prevent direct or residual disclosure of identifiable data.

Data accuracy

Of the units contributing to the estimate, the weighted response rate was 66.5%. CVs were calculated for each estimate and are available upon request.

Related products**CANSIM**

Available on CANSIM: table 359-0001 - Personal services, summary statistics, by North American Industry Classification System (NAICS), annual

Available on CANSIM: table 359-0003 - Personal services, operating expenses, by North American Industry Classification System (NAICS), annual

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: April 2010

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

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