

Service bulletin

Personal Services

2009



Highlights

- Total operating revenue for the personal services industry in Canada went up 1.1% in 2009 to reach \$9.5 billion. The pace of the increase was more modest than the 4.0% observed in 2008.
- Total operating expenses reached \$8.5 billion in 2009, up 1.1%. Operating profit margin was unchanged at 10.5% in 2009, the same as observed in 2008.
- Operating revenue increased in most provinces, with firms in Saskatchewan expanding the most rapidly (6.2%).
- Two provinces recorded negative growth in the personal services industries in 2009; Manitoba (-2.5%) and Alberta (-1.8%).
- Ontario (-0.0%) was unchanged while Québec and British Columbia showed moderate increases, up 3.9% and 3.4%, respectively.
- The Personal Care Services industry group represented 48.0% of total operating revenue in 2009, followed by Dry Cleaning and Laundry Services (21.4%), Funeral Services (16.4%), and Other Personal Services (14.2%).
- The industry group Funeral Services showed the strongest growth (3.2%), followed by Other Personal Services (2.2%) and Personal Care Services (1.4%).
- Dry Cleaning and Laundry Service was the only group to post negative growth (-1.9%).

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
2009 p				
Newfoundland and Labrador	97.6	88.6	40.4	9.2
Prince Edward Island	27.8	24.8	10.0	10.9
Nova Scotia	194.7	168.9	68.5	13.3
New Brunswick	128.5	113.3	44.1	11.8
Quebec	1,883.9	1,671.5	596.5	11.3
Ontario	3,978.3	3,629.3	1,360.3	8.8
Manitoba	289.6	246.5	101.6	14.9
Saskatchewan	235.1	194.4	80.5	17.3
Alberta	1,294.7	1,121.6	461.7	13.4
British Columbia	1,330.7	1,205.2	478.8	9.4
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	9,473.5	8,474.7	3,245.6	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	40.7	13.0
Quebec	1,813.3	1,634.5	619.1	9.9
Ontario	3,978.8	3,637.3	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	8,385.5	3,245.8	10.5
2007 r				
Newfoundland and Labrador	89.0	82.8	36.9	7.0
Prince Edward Island	25.3	21.8	9.2	13.6
Nova Scotia	181.7	159.1	69.1	12.4
New Brunswick	120.1	109.3	42.7	9.0
Quebec	1,759.0	1,573.5	619.3	10.5
Ontario	3,846.3	3,425.6	1,347.2	10.9
Manitoba	289.9	255.5	100.4	11.9
Saskatchewan	203.7	175.1	74.9	14.0
Alberta	1,217.8	1,073.0	443.3	11.9
British Columbia	1,265.9	1,105.5	455.4	12.7
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	9,010.1	7,991.1	3,201.6	11.3

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 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
2009 ^p				
Newfoundland and Labrador	56.0	50.4	26.8	9.8
Prince Edward Island	16.0	14.1	6.2	11.8
Nova Scotia	111.7	96.3	42.6	13.7
New Brunswick	63.9	55.1	23.2	13.8
Quebec	820.3	712.6	277.6	13.1
Ontario	1,893.7	1,733.5	675.0	8.5
Manitoba	138.9	120.0	55.8	13.6
Saskatchewan	107.8	89.7	38.6	16.7
Alberta	656.8	595.5	255.4	9.3
British Columbia	674.9	606.8	248.2	10.1
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	4,548.6	4,081.2	1,652.1	10.3
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	19.6	16.1
Quebec	794.6	693.3	291.6	12.8
Ontario	1,844.7	1,716.5	622.3	6.9
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	4,032.0	1,636.2	10.1
2007 ^r				
Newfoundland and Labrador	49.4	46.9	23.6	5.1
Prince Edward Island	14.8	12.4	5.8	16.6
Nova Scotia	97.2	85.9	42.8	11.7
New Brunswick	58.6	51.7	21.7	11.8
Quebec	748.7	672.9	283.7	10.1
Ontario	1,731.3	1,533.2	644.2	11.4
Manitoba	141.3	121.6	52.4	13.9
Saskatchewan	89.9	76.3	34.6	15.2
Alberta	643.6	577.8	259.5	10.2
British Columbia	654.8	571.0	270.8	12.8
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	4,237.3	3,756.0	1,641.6	11.4

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 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
2009 p				
Newfoundland and Labrador	29.1	27.1	9.9	6.7
Prince Edward Island	x	x	x	x
Nova Scotia	43.5	37.1	14.6	14.6
New Brunswick	38.8	34.8	12.3	10.5
Quebec	318.8	294.3	98.4	7.7
Ontario	698.2	607.8	239.3	12.9
Manitoba	61.0	51.5	18.5	15.6
Saskatchewan	58.9	49.0	17.9	16.8
Alberta	141.8	116.6	40.8	17.7
British Columbia	153.3	111.2	43.0	27.4
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,552.5	1,337.5	497.2	13.8
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
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	36.1	34.0	12.0	5.8
Quebec	293.6	247.8	83.6	15.6
Ontario	681.9	580.7	215.3	14.8
Manitoba	53.3	46.1	15.1	13.5
Saskatchewan	51.1	46.7	19.0	8.6
Alberta	118.7	102.0	35.7	14.0
British Columbia	165.3	110.9	38.2	32.9
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,477.6	1,235.8	445.2	16.4

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 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
2009 ^p				
Newfoundland and Labrador	6.4	5.4	2.4	15.2
Prince Edward Island	3.3	3.1	1.4	3.9
Nova Scotia	25.3	22.8	9.1	9.9
New Brunswick	21.5	19.5	7.6	9.5
Quebec	346.1	298.3	140.1	13.8
Ontario	945.6	875.8	342.0	7.4
Manitoba	59.7	52.5	21.6	12.2
Saskatchewan	52.4	43.3	20.7	17.5
Alberta	319.0	265.9	124.8	16.6
British Columbia	246.9	225.4	108.5	8.7
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,028.7	1,814.3	778.6	10.6
2008 ^r				
Newfoundland and Labrador	5.8	5.2	2.1	10.5
Prince Edward Island	3.2	3.2	1.3	2.5
Nova Scotia	25.8	23.9	9.3	7.4
New Brunswick	21.2	19.3	8.4	8.6
Quebec	349.3	325.3	150.7	6.9
Ontario	990.2	899.2	366.3	9.2
Manitoba	65.9	62.6	25.6	5.1
Saskatchewan	51.7	42.1	19.3	18.5
Alberta	302.1	266.4	127.6	11.8
British Columbia	249.7	222.9	101.0	10.8
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	2,067.1	1,872.2	812.0	9.4
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

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
2009 p				
Newfoundland and Labrador	6.2	5.6	1.3	9.2
Prince Edward Island	x	x	x	x
Nova Scotia	14.3	12.6	2.2	11.5
New Brunswick	4.3	4.0	1.0	6.0
Quebec	398.7	366.4	80.3	8.1
Ontario	440.8	412.2	104.1	6.5
Manitoba	29.9	22.5	5.7	24.7
Saskatchewan	16.0	12.4	3.4	22.5
Alberta	177.1	143.5	40.7	19.0
British Columbia	255.7	261.8	79.1	-2.4
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,343.7	1,241.8	317.8	7.6
2008 r				
Newfoundland and Labrador	5.3	4.8	1.1	9.0
Prince Edward Island	x	x	x	x
Nova Scotia	15.8	14.4	3.1	9.3
New Brunswick	3.8	3.7	0.9	3.6
Quebec	369.6	340.5	89.9	7.9
Ontario	451.8	419.7	136.7	7.1
Manitoba	31.0	24.1	5.9	22.2
Saskatchewan	14.7	11.0	2.5	25.3
Alberta	210.3	156.6	42.6	25.5
British Columbia	211.7	215.6	55.9	-1.9
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,314.7	1,191.0	338.8	9.4
2007 r				
Newfoundland and Labrador	5.2	4.4	1.1	13.8
Prince Edward Island	x	x	x	x
Nova Scotia	15.5	14.2	2.8	8.8
New Brunswick	4.9	4.9	1.2	1.7
Quebec	366.9	327.9	105.8	10.6
Ontario	464.7	419.5	131.8	9.7
Manitoba	28.4	24.0	5.9	15.4
Saskatchewan	14.1	10.6	2.5	24.6
Alberta	180.4	142.5	36.0	21.0
British Columbia	199.0	205.1	46.6	-3.1
Yukon	x	x	x	x
Northwest Territories	x	x	x	x
Nunavut	x	x	x	x
Canada	1,280.2	1,154.3	333.9	9.8

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 6
Operating expenses by selected expense statistics for the personal services industry, Canada, 2009

	Total personal services	Personal care services	Funeral services	Dry cleaning and laundry services	Other personal services
	percent				
Canada					
Cost of goods sold	16.7	15.6	23.0	14.5	16.4
Labour remuneration	39.7	42.2	37.9	44.5	26.0
Repair and maintenance	3.7	2.5	6.6	4.5	3.5
Rental and leasing	10.2	12.4	2.6	5.6	17.9
Utilities and telecommunications	3.3	2.6	3.3	6.0	1.8
Advertising and promotion	2.5	2.6	3.2	0.7	3.8
Amortization and depreciation	4.2	3.2	5.3	5.8	3.9
Professional and business services fees	2.1	2.2	2.3	1.2	3.1
Office supplies	2.0	2.5	2.0	1.3	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 2009 was 2,136 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

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 72.1%.

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: January 2011

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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