

Service bulletin

Consumer Goods Rental

2011



Highlights

- Total operating revenue for the consumer goods rental industry was \$2.7 billion in 2011, down 3.3% compared with 2010. This decline was due to lower operating revenue in the video tape and disc rental industry.
- For the first time in 2011, the major component of the consumer goods rental industry was consumer electronics and appliance rental. This component replaced video tape and disc rental, which accounted for most of the industry's revenues until 2010.
- Total operating expenses decreased to \$2.4 billion, down 7.9% from the previous year. The biggest proportion of operating expenses was salaries and wages (27.6%), followed by cost of goods sold (23.0%) and amortization and depreciation of tangible and intangible assets (18.9%).
- The operating profit margin for the industry was 12.7%, up from 8.4% in 2010.
- Sales to individuals and households represented 75.7% of total sales, while sales to businesses corresponded to 21.1%. The remaining 3.2% of sales were to governments and clients outside Canada.

Statistical tables

Table 1

Summary statistics for the consumer goods rental industry, Canada, 2009 to 2011

	Operating revenue	Salaries, wages and benefits	Operating expenses	Operating profit margin
	millions			percent
Consumer goods rental (5322)				
2009 r	2,490.8	606.1	2,284.4	8.3
2010 r	2,394.3	595.4	2,202.5	8.0
2011 p	2,287.0	524.2	1,989.1	13.0
General rental centres (5323)				
2009	416.5	105.3	391.6	6.0
2010 r	433.0	110.1	387.9	10.4
2011 p	447.5	117.3	397.1	11.3
Total				
2009 r	2,907.3	711.5	2,675.9	8.0
2010 r	2,827.3	705.5	2,590.4	8.4
2011 p	2,734.5	641.4	2,386.2	12.7

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 5322 and 5323. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total.

Table 2

Operating expenses for the consumer goods rental industry, Canada, 2011

	Operating expenses
	percent
Salaries and wages of employees who have been issued a T4 statement	27.6
Commissions paid to non-employees	F
Professional and business services fees	1.1
Sub-contract expenses	2.4
Charges for services provided by head offices	F
Cost of goods sold	23.0
Office supplies	1.1
Rental and leasing	7.0
Repair and maintenance	3.1
Insurance	F
Advertising, marketing and promotions	2.3
Travel, meals and entertainment	F
Utilities and telecommunications	1.8
Property and business taxes, licenses and permits	F
Royalties, rights, licensing and franchise fees	1.4
Delivery, warehousing, postage and courier	F
Financial services fees	F
Amortization and depreciation of tangible and intangible assets	18.9
Bad debts	F
All other expenses	4.4
Total operating expenses	100.0

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 5322 and 5323. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Table 3
Distribution of sales by type of client for the consumer goods rental industry, Canada, 2011

	Sales
	percent
Sales to businesses	21.1
Sales to individuals and households	75.7
Sales to government, not-for-profit organizations and public institutions	F
Sales outside Canada	F
Total sales to all clients	100.0

Note(s): The results in this table are for firms classified under the North American Industry Classification System (NAICS) categories 5322 and 5323. See "Data sources, definitions and methodology" at the end of tables for definitions of terms. Due to rounding, components may not add to total. Data presented in this table are from the surveyed portion only. The survey portion excludes the smallest firms in terms of revenues earned. These firms account for a relatively small portion of total industry revenues and are not included in the estimates of this table.

Data sources, definitions and methodology

Description

This annual sample survey collects data required to produce economic statistics for the Consumer Goods Rental 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 statistical establishments (sometimes referred to as firms or units) classified as Consumer Goods Rental (NAICS 5322) or General Rental Centres (NAICS 5323) according to the North American Industry Classification System 2007 (NAICS 2007) during the reference year. The Consumer Goods Rental sector covers four NAICS 2007: Consumer Electronics and Appliance Rental (NAICS 53221), Formal Wear and Costume Rental (NAICS 53222), Video Tape and Disc Rental (NAICS 53223), Other Consumer Goods Rental (NAICS 53229). The General Rental Centres (NAICS 5323) covers just one class.

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 2011 was 475 collection entities.

Definitions

- **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.

Quality evaluation

Prior to dissemination, combined survey results are analyzed for overall quality; in general, this includes a detailed review of individual responses (especially for the largest companies), an assessment of the general economic conditions portrayed by the data, 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 sampled units contributing to the estimate the weighted response rate was 76.5%. CVs were calculated for each estimate and are available upon request.

Related products

Selected CANSIM tables from Statistics Canada

352-0010	Consumer goods rental, summary statistics, by North American Industry Classification System (NAICS), annual (15 series)
352-0013	Consumer goods rental, operating expenses, by North American Industry Classification System (NAICS), annual (percent) (63 series)
352-0014	Consumer goods rental, sales by type of client based on the North American Industry Classification System (NAICS), annual (percent) (15 series)

Survey(s)

Definitions, data sources and methods: survey number 2434 - Annual Survey of Service Industries: Consumer Goods Rental

Release date: December 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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