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Dear Colleague,

I enclose a copy of a paper "Outline of the 1989 Survey on Service Industries" for the meeting of the Voorburg Group in Helsinki on 7-11 October.

My apologies for the late delivery of this paper.

Yours sincerely,

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SIXTH MEETING OF THE VOORBURG GROUP

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Outline of the 1989 Survey on Service Industries

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## Outline of the 1989 Survey on Service Industries

The 1989 Survey on Service Industries of Japan was conducted in July 1989. This survey was the first survey covering service industries in Japan. The survey was newly designated statistical survey (designated statistics no.117) based on the Statistics Law.

This paper shows the outline of the 1989 Survey on Service Industries.

### 1 Purpose of the Survey

The survey aimed at obtaining data on the distribution of the establishments engaged in service industries by kind of business, the number of persons employed, etc. in order to provide basic data for planning national and local policies and informations to private sector users, covering the legal organization, the number of persons employed, gross value of all sales and payments, etc.

### 2 Date of the Survey

The survey was taken as of 1 July 1989. The information collected from the establishments referred to the same date, except for the figures referring to a period, such as gross value of all sales and payments, etc., which referred to the one-year period preceding the survey date (or preceding account year nearest to the survey date). In the case of new establishments whose business activity had not passed one year by the time of survey date, the reference period was from the start of their business activity to June 1989.

### 3 Coverage of the Survey

The survey covered all the establishments in the private sector classified as service industries under the Standard Industrial Classification for Japan (JSIC - the Administration and Management Agency Notice No.2, 10 January 1984), excluding domestic services, hospitals and clinics, schools and kindergartens.

### 4 Establishments enumerated in the survey

The sample size of the survey was about 500,000 establishments chosen from those under the coverage of the survey in the following manner.

- (1) All the establishments with 10 employees or more registered on the Establishment Directory based on the 1986 Establishment Census.
- (2) For the establishments with less than 10 employees at the time of 1986 Establishment Census and the newly-formed establishments since the census, an area sampling was drawn: Out of 207,000 enumeration districts, about 35,000 sample enumeration districts were selected. Within each enumeration district all the establishments were enumerated.
- (3) The establishments which were scheduled to be investigated in the 1989 Survey of Selected Service Industries (taken yearly in November by the Ministry of International Trade and Industry) were excluded from the sample. In the tabulation of the 1989 Survey on Service Industries, however, the results of the 1989 Survey of the Selected Service Industries were merged.

## 5 Survey items

- (1) Name of establishment
- (2) Location of establishment
- (3) Legal organization
- (4) Amount of capital or funds
- (5) Whether head or branch office
- (6) Year of opening business at the location
- (7) Forms of the opening
- (8) Number of persons engaged
- (9) Gross value of all sales and payments
  - a Gross value of all sales
  - b Kind of business activities and share of sales value by kind of business activities
  - c Share of services rendered by type of clients
  - d Total salaries paid
  - e Amount of capital investment
- (10) Business hours
- (11) Regular holidays
- (12) Busiest day of a week and busiest month of a year

## 6 Method of the Survey

The survey was conducted through the following channel;  
Management and Coordination Agency - Prefectural governments -  
Municipalities - Enumerators - Establishments.

Enumeration was completed in the following method.

- (1) The enumerators delivered questionnaires to the establishments;
- (2) The establishments filled up the questionnaires;
- (3) The enumerators collected the filled-in questionnaires.

## 7 Tabulation

The tabulation was carried out at the Statistics Center, Management and Coordination Agency with the use of electronic computers.

## 8 Summary Results

The basic results of the survey were released in July 1991. Summarized results of the survey are as follows.

### (1) Number of establishments and persons involved

The total number of service industry establishments was 1,336,000. Among those, profit service industries were 1,091,000 and non-profit service industries were 245,000. Beauty parlors had the largest number of establishments (158,000). After that came barbershops (125,000), ordinary laundries (93,000), hotels (69,000), and religious establishments of buddhism (63,000).

The total number of persons engaged in service industry establishments was 8,496,000, 4,694,000 males and 3,799,000 females. Among those, profit service industries had 6,825,000 and non-profit service industries had 1,671,000. The largest numbers of persons were employed by hotels (731,000). After that came building maintenance services (506,000), agriculture, forestry and marine cooperative associations (425,000), and beauty parlors (389,000).

The number of persons engaged per establishment averaged 6.4. The largest averages were found in bicycle, horse, motorcar and motorboat race truck operations (583.9). After that came public radio and television broadcasting (156.2), research institutes of natural sciences (78.7), golf courses (73.9), and private radio and television broadcasting (63.0).

## (2) Sales and Current expenses

Total sales per year of service industries were 119,312 billion yen; sales of profit service industries were 80,749 billion yen and non-profit service industries were 38,563 billion yen. Among profit service industries, "pachinko" parlors had the largest sales (15,271 billion yen). After that came advertising (7,175 billion yen), hotels (5,817 billion yen), industrial equipment and machinery rental (3,854 billion yen), and engineering and architectural services (3,614 billion yen). Among non-profit service industries, the largest sales were by agriculture, forestry and marine cooperative associations (19,362 billion yen), and social insurance organizations (7,299 billion yen).

Sales per establishment averaged 74 million yen in profit service industries, and 157 million yen in non-profit service industries. Among profit service industries, bicycle, horse, motorcar and motorboat race truck operations had the largest sales averaging 28.018 million yen per establishment. After that came office machinery rental (7.223 million yen), public radio and television broadcasting (3.524 million yen), and private radio and television broadcasting (3.263 million yen). Among non-profit service industries, social insurance organization had the largest sales averaging 4.640 million yen per establishment.

Sales per person engaged were 12 million yen in profit service industries, and 23 million yen in non-profit service industries. Among profit service industries, office machinery rental had the largest figure of 168 million yen per person engaged. After that came general goods rental and leasing (115 million yen), "pachinko" parlors (69 million yen), private radio and television broadcasting (52 million yen), and advertising (50 million yen). Among non-profit service industries, social insurance organization had the largest sales of 240 million yen per person engaged.



The difference between sales and current expenses was 18,157 billion yen in profit service industries, or 22.5% of total sales.

The difference per establishment averaged 17 million yen in profit service industries. Office machinery rental had the largest difference of 2,340 million yen per establishment. After that came bicycle, horse, motorcar and motorboat race truck operations (792 million yen), general goods rental and leasing (422 million yen), and private radio and television broadcasting (406 million yen).

### (3) Wages and salaries

Annual salaries per employee averaged 2.58 million yen in profit service industries, and 3.09 million yen in non-profit service industries. Among profit service industries, the highest average salaries were in private radio and television broadcasting (8.62 million yen) and public radio and television broadcasting (8.11 million yen). After those came office machinery rental (6.16 million yen), news syndicates (5.85 million yen), and advertising (4.42 million yen). Among non-profit service industries, research institutes of natural sciences (5.24 million yen) and social insurance organizations (4.65 million yen) had the highest average salaries.

(4) Business hours and regular holidays

The survey asked about business hours and regular holidays of establishments whose sales ratio of personal service was 30% or more.

It was found that 84.6% of the establishments surveyed had fixed business hours, and the most common business day length was 10-12 hours (33.5%).

The percentage of the establishments having regular holidays was 73.5%, and 69.6% had regular holidays every week, 39.8% on Sunday, 25.1% on Monday, 15.1% on Tuesday, 6.1% on Saturday, etc. (multiple answers)