# Measuring the Contribution of Small Businesses to the Canadian Economy

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Delivering insight through data for a better Canada



- 1. Varied products and definitions
  - Mostly based on employment size, but others are used
  - Mostly at the enterprise level, but other definitions are used at finer levels of geography and industry

## 2. Data sources

 Access to microdata from survey and administrative sources facilitates the production of a wide range of products

## Users and uses

Greater timeliness and granularity being demanded

# Varied products and varied definitions (1)

#### **Canadian Business Counts (semi-annual)**

- count of businesses (locations)
- detailed employment size (0 employees, 1-4, 5-9, 10-19, 20-49, 50-99, 100-199, 200-499, 500+)
- 3-digit NAICS
- Canada, province and territory, census metropolitan area, census subdivision

#### Labour Force Survey (monthly) – Employment by enterprise size

- Employment size (0-4, 5-19, 20-49, 50-99, 100-299, 300-499, 500+)
- 2-digit NAICS
- Canada, province and territory

### Survey of Employment Payroll and Hours (monthly) – employment, average weekly earnings, average weekly hours of enterprise

- Employment size (0-4, 5-19, 20-49, 50-99, 100-299, 300-499, 500+)
- 2-digit NAICS
- Canada, province and territory



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# Varied products and varied definitions (2)

#### Trade by Exporter and Importer Characteristics (annual) – value of exports and imports, number of exporters and importers

- Employment size (0-499, 500+) of enterprise or establishment
- 2-digit NAICS
- Canada (enterprise and establishment), province and census metropolitan area (establishment)
- Other dimensions: partner country, export size, etc

#### Business Dynamics (monthly, annual) – entry, exit, openings, closings, job creation and destruction of enterprises

- Employment size (1-4, 5-19, 20-49, 50-99, 100-499, 500+) of enterprise
- 2-digit NAICS
- Canada, province and territory, census metropolitan area

#### Entrepreneurship Indicators Database (annual) – business survival, number of high growth firms, number of gazelles

- Growth based on revenue or employment
- 2-digit NAICS
- Canada





# Varied products and varied definitions (3)

## **Financial Performance Data (annual)**

- Income statement variables, balance sheet variables, financial ratios,
- Detailed industry (up to 6-digit NAICS)
- Revenue size (\$30,000 to \$5,000,000 and \$5,000,000 to \$20,000,000) and quartiles with size groupings
- Incorporated and unincorporated businesses
- Canada, province and territory

#### **GDP** by Firm Size (irregular)

- Employment size (0, 1-99, 100-499, 500+) of enterprise
- 2-digit NAICS
- · Canada, province

## Business ownership statistics (irregular) – Number of businesses, employment, trade by type of owner

- Gender, immigrant status, visible minority status
- 2-digit NAICS
- Canada, province and territory







# Survey

- Labour Force Survey
- Survey of Employment, Payroll and Hours
- Survey of Financing and Growth of Small and Medium Sized Enterprises

## Administrative data

- Canada Revenue Agency
  - Corporate and personal income tax
  - Payroll deduction remittances
- Canada Border Services Agency





#### Users

Government

Regional development agencies

Chamber of commerce

Boards of trade

Business groups

**Businesses** 

Researchers

#### Uses

Program and policy effectiveness

- Small business financing
- Innovation and growth supports
- Regional development
- · Simulation and modelling

Monitoring economic performance

- Business dynamism
- Entrepreneurship

Advocacy

Benchmarking

comparison against peers

Research





# Thank you

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