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THE COMPOSITION OF BUSINESS ESTABLISHMENT IN SMALLER AND LARGER COMMUNITIES IN CANADA

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The composition of business establishments in smaller and larger communities in Canada

Robert Mendelson, Statistics Canada

Between 1993 and 1996 there was a large number of business establishment starts in smaller and larger communities in Canada, indicating significant business establishment development in the post recessionary period of the 1990s. Between 1993 and 1996 smaller communities had a larger ratio of smaller establishments (under 10 employees) to population than larger communities. In today's economy, new establishments tend to have fewer employees (under 10 employees) and are located in the service and construction sectors of the economy.

Introduction

The structure of rural and small town business enterprise and employment in Canada is being shaped by two important trends. The first trend involves the changing structure of rural areas and small urban communities in Canada and the second trend involves the changing nature of the markets for business establishments setting up in these areas.

In a study undertaken by Bollman, Fuller and Ehrensaft (1992), the authors concluded that the rural population in Canada is becoming more *sub-suburbanized*. According to the study, 32 percent of the rural population in 1991 lived within the fringes of Census Metropolitan Areas (CMAs), centres of 100,000 people or more and Census Agglomerations (CAs), centres of 10,000 to 99,999 people and most of the growth took place within the fringes of these metropolitan centres. Similarly, in a study undertaken by Mendelson and Bollman (1997), the authors showed that growth in rural and small town Canada has taken place in small towns. Their study showed that while the share of the rural population within CMAs and CAs remained at 32 percent in 1996, most of the non-metropolitan growth took place in small towns (with a population of 1,000 to 9,999 persons).

At the same time, advancing technology, resulting in the substitution of capital for labour and the increasing size of farms has resulted in a decrease of farm employment in rural and small town Canada. While agriculture remains a vital part of the economy in many of these areas, more and more farmers are increasingly looking to off-farm employment to supplement their incomes (Fuller and Bollman). The changing structure of smaller communities in Canada has the potential to change the type of business establishments that locate in smaller communities as well as the jobs that these establishments provide. Similarly, the type of business establishments that locate in smaller communities have the potential to continue to change the structure of these communities. Increasingly, *sub-suburbanized* rural and small town communities are more likely to attract business establishments that serve a new *sub-suburbanized* population as well as populations in nearby urban centres. These establishments tend to be in the service sectors, the construction sector, and to a smaller extent, in the manufacturing sector of the economy.

For a number of reasons, establishments that start up in smaller municipalities, tend to be small (under 10 employees). These hypothesized reasons include: the decline in manufacturing industries; the competitive nature of smaller establishments; the intrasectoral restructuring of manufacturing industries favouring industries characterized by small-scale production; and long-term sectoral shifts favouring sectors characterized by low average establishment size (e.g., service industries) and the hypothesis that increasing competition leads to faster turnover and shorter duration of establishments, increasing the share of young establishments in the economy that tend to be small (1) (Olaf Foss).

While it is not the intent of this working paper to prove or disprove these hypotheses directly, the working paper will look at the formation and structure of business establishments in smaller communities in Canada, using the 1996 year-end edition of the Business Register (BR) as the database to analyze the potential impact of establishment formation and structure on employment opportunities in Canada.

Methodology

The Business Register File

For the purpose of this working paper, the number of businesses is calculated using Statistics Canada's Business Register (BR) File. The data included in the BR is derived from Revenue Canada's "Remitting Payroll Deduction Accounts" and covers all businesses with one or more employees. (Thus, any self-employed person, with no employees, i.e., any farmer or consultant who works only on his/her own account, is not included.)

The number of businesses in this working paper is not based on the number of companies, but more specifically on the concept of the "statistical establishment". A statistical establishment is the smallest operating entity capable of reporting all elements of basic industrial statistics. Thus a business such as a bank could be considered as a single-establishment company, counted only once in the province in which the head office is located, with no indication of the number of bank branches (locations) across the country. As a result, the number of business establishments tend to be understated, especially in smaller communities that have a relatively larger number of branch locations.

The BR contains data on businesses by employment size, based on full and part-time employees who are defined as any person drawing pay for services rendered, and for whom their employers are required to remit payroll deductions to Revenue Canada.

This working paper is based on tabulated data from the December 1996 edition of the BR, containing 973,563 business establishments, 991 of which are not in the tabulation in order to protect confidentiality. Using Statistics Canada's Postal Code Conversion File, business establishments have been assigned to census subdivisions (CSD) (2) with less than 20,000 population (smaller communities) and greater than 20,000 population (larger communities). A census subdivision is (generally) an incorporated town or municipality.

For the purpose of this working paper, 3,845 establishments in the Yukon and Northwest Territories are not considered. The working paper is based on 968,727 establishments in ten provinces.

The working paper first looks at business establishment starts in smaller communities. Business establishments are classified into "smaller communities" (census subdivisions (2) with less than 20,000 population) and "larger communities" (census subdivisions with a population of 20,000 or more).

The number of establishments in the study are organized according to the year in which establishments entered the BR. Thus, it is possible to determine whether the number of establishment starts is similar to or different in smaller and larger communities. The working paper then calculates the ratio of the number of establishments to the number of people in the community in order to determine whether or not establishments in each class size are over represented in smaller or larger communities. Given that the BR only

includes establishments with at least one employee and does not include many actual business locations, the number of establishments is most likely underrepresented to a greater extent in smaller communities and to a lesser extent in larger communities. Finally, the working paper analyzes establishments by industry type to determine whether or not leading or declining industries have located in smaller and larger communities To determine if the national results are consistent across Canada, the data are analyzed by province.

There has been a large number of business establishment starts in both smaller and larger communities

Between the beginning of 1993 and the end of 1996, there were more business establishment starts in Canada in larger communities than in smaller communities. There were almost 400,000 new starts during this period (140,000 in smaller communities and 255,000 in larger communities), indicating a strong demand for business start-ups during this period in both smaller and larger communities. The share of starts in smaller communities as a percent of total starts ranged from 34 percent in 1993 to 40 percent in 1992 or earlier (Table 1). Conversely, the share of starts in larger communities as a percent of total starts, ranged from 60 percent in 1992 or earlier to 66 percent in 1993 (Table 1).

The regions of Canada differed in the share of establishments started in smaller communities. For example, 60 percent or more of total starts were located in smaller communities in the less populated provinces of Newfoundland, Nova Scotia, New Brunswick and Saskatchewan, while 30 percent or less of total starts were located in smaller communities in the more populated provinces of Ontario and British Columbia (Table 2).

Table 1 Counts of establishments (with one or more employees) by age of business and population size of community (CSD), Canada, 1996 (1)

Year started in business	Smaller communities (2)			Larger communities (3)			Total		
	Still in business at the end of 1996			Still in business at the end of 1996			Still in business at the end of 1996		
	#	% Distribution	% total	#	% Distribution	% total	#	% Distribution	% total
1996	40,668	11.1	36.4	71,031	11.8	63.6	111,699	11.5	100.0
1995	37,204	10.2	35.9	66,412	11.0	64.1	103,616	10.7	100.0
1994	30,969	8.5	34.1	59,954	9.9	65.9	90,923	9.4	100.0
1993	29,742	8.1	33.7	58,487	9.7	66.3	88,229	9.1	100.0
1992 or earlier	226,832	62.1	39.5	347,428	57.6	60.5	574,260	59.3	100.0
Total	365,415	100.0	37.7	603,312	100.0	62.3	968,727	100.0	100.0

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Does not include the Yukon and Northwest Territories.

(2) Includes census subdivisions with a population of less than 20,000.

(3) Includes census subdivisions with a population of more than 20,000.

Table 2 New establishments (with one or more employees) by province that started between 1993 and 1996 and were still operating at the end of 1996 (1) (2)

Province	Smaller communities	Larger communities	Province	Smaller Communities	Larger communities
Newfoundland	% total	% total	P.E.I.	% total	% total
1996	69.8	30.2	1996	-	-
1995	68.7	31.3	1995	-	-
1994	60.6	39.4	1994	-	-
1993	65.2	34.8	1993	-	-
1992 or earlier	69.6	30.4	1992 or earlier	-	-
Total	68.2	31.8	Total	-	-
N.S.	% total	% total	N.B.	% total	% total
1996	57.0	43.0	1996	67.5	32.5
1995	55.3	44.7	1995	71.9	28.1
1994	54.9	45.1	1994	68.9	31.1
1993	52.9	47.1	1993	63.7	36.3
1992 or earlier	63.4	36.6	1992 or earlier	73.9	26.1
Total	60.0	40.0	Total	71.6	28.4
Québec	% total	% total	Ontario	% total	% total
1996	44.0	56.0	1996	21.5	78.5
1995	43.4	56.6	1995	21.4	78.6
1994	42.1	57.9	1994	20.7	79.3
1993	42.1	57.9	1993	21.2	78.8
1992 or earlier	46.2	53.8	1992 or earlier	26.8	73.2
Total	44.9	55.1	Total	24.7	75.3
Manitoba	% total	% total	Saskatchewan	% total	% total
1996	43.4	56.6	1996	62.3	37.7
1995	40.7	59.3	1995	57.2	42.8
1994	36.7	63.3	1994	57.2	42.8
1993	36.4	63.6	1993	54.0	46.0
1992 or earlier	45.6	54.4	1992 or earlier	65.3	34.7
Total	43.3	56.7	Total	62.5	37.5
Alberta	% total	% total	B.C.	% total	% total
1996	34.4	65.6	1996	30.1	69.9
1995	33.9	66.1	1995	30.0	70.0
1994	32.1	67.9	1994	28.9	71.1
1993	29.1	70.9	1993	28.3	71.7
1992 or earlier	36.8	63.2	1992 or earlier	31.4	68.6
Total	35.0	65.0	Total	30.5	69.5

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Does not include the Yukon and Northwest Territories.

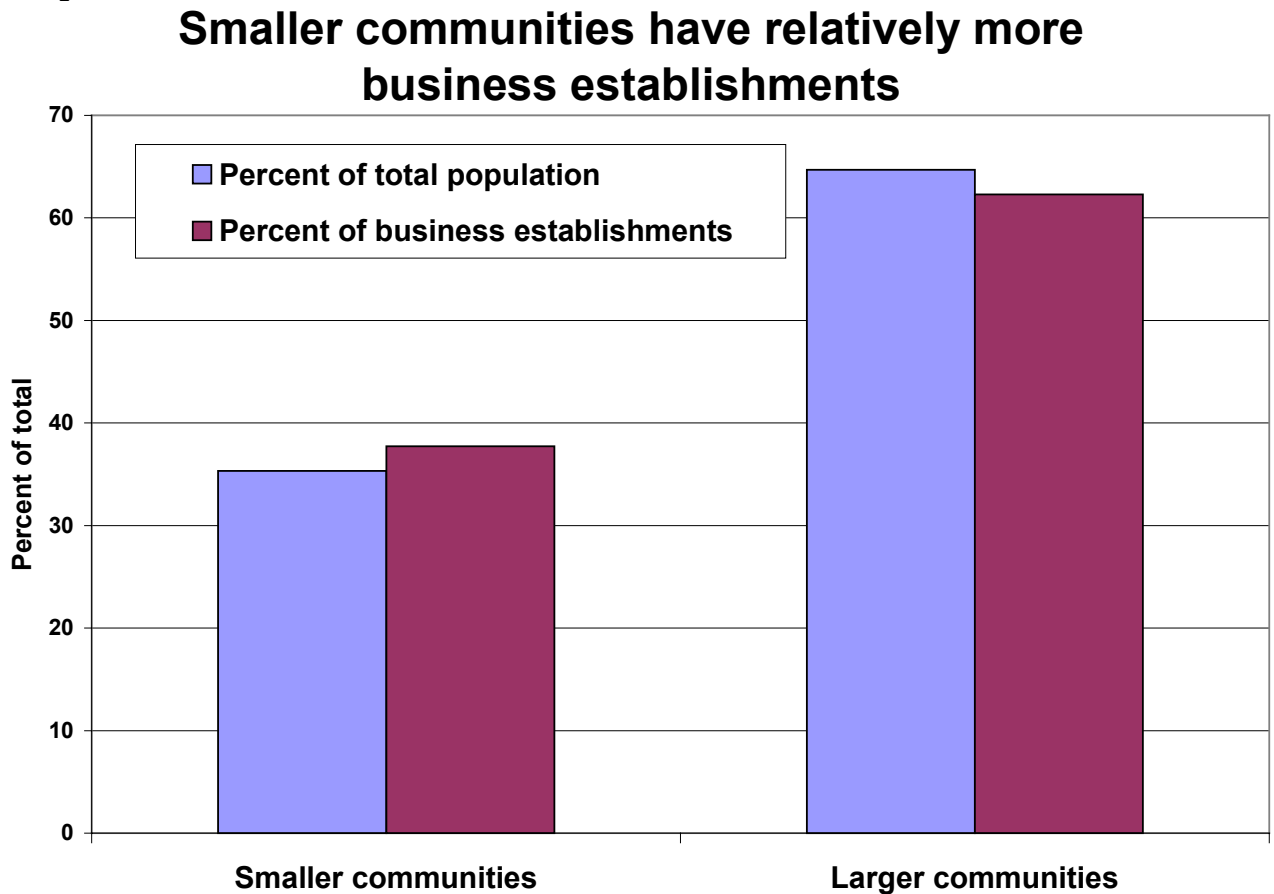
(2) Smaller communities are census subdivisions (incorporated towns and municipalities) that have less than 20,000 persons. Larger communities are census subdivisions that have 20,000 or more persons.

- Data is not available to protect confidentiality.

Small communities have relatively more business establishments

If the raw number of establishments is looked at, without considering total population, there were more establishments in larger communities (62%) than in smaller communities (38%), at the end of 1996 (Table 3). If we compare this distribution to the distribution of the population, we see that smaller communities had 35 percent of the population and 38 percent of establishments in 1996. On the other hand, larger communities had 65 percent of the population and only 62 percent of the establishments at the end of 1996 (Figure 1). This pattern was followed in every province except Newfoundland and New Brunswick, where there was a smaller number of establishments in proportion to population in smaller communities (Table 4 and Figure 2).

Figure 1



Source: Statistics Canada. Business Registre Division, Custom Tabulation, 1996 and Census of Population, 1996.
Smaller communities are census subdivisions (incorporated towns and municipalities) that have less than 20,000 persons.
Larger communities are census subdivisions that have 20,000 or more persons.

Small business establishments predominate in smaller communities

Specifically, small establishments made up the overwhelming majority of total establishments in both smaller and larger communities in 1996. However, small business establishments were relatively more intense in smaller communities. Almost 65 percent of establishments in smaller communities had less than 5 employees and 82 percent had less than 10 employees. This compares to larger communities where 56 percent of establishments had less than 5 employees and 74 percent had less than 10 employees (Figure 3).

The proportion of small establishments to total establishments in smaller communities varied significantly by province. Fast growing, urban-dominant provinces such as Ontario, British Columbia and Alberta had a smaller percentage of establishments with 1 to 4 employees in smaller communities than the Canada average (see the first column of Table 6b).

Table 3. Proportion of establishments (with one or more employees) by size of community, Canada(1), 1996

	Number of communities	Population (,000)	Percent of total	Number of establishments	Percent of total
Smaller communities(2)	5,683	10,155	35.3	365415	37.7
Larger communities(2)	198	18,596	64.7	603312	62.3
All communities	5,881	28,751	100.0	968,727	100.0

(1) Canada does not include Yukon and Northwest Territories.

(2) Smaller communities are census sub-divisions (incorporated towns and municipalities) that have less than 20,000 persons. Larger communities are census sub-divisions with more than 20,000 persons. The Business Register is based on 1991 Census boundaries while the population is based on the 1996 Census boundaries.

(3) Establishments are statistical establishments from the Business Register.

Sources: Statistics Canada. Business Register Division. Custom Tabulation, 1996.
Statistics Canada. Census of Population, 1996.

Table 4 Different regions of Canada have a different share of business establishments (with one or more employees) in smaller communities (2), Canada, 1996

Province (1)	Population					
	Smaller communities		#	Larger communities		Total
	(,000)	%	(,000)	%	(,000)	%
Newfoundland	402	73.0	149	27.0	551	100.0
P.E.I.	102	76.1	32	23.9	134	100.0
N.S.	455	50.0	454	50.0	909	100.0
N.B.	560	75.9	178	24.1	738	100.0
Québec	3,034	42.5	4,105	57.5	7,139	100.0
Ontario	2,609	24.3	8,145	75.7	10,754	100.0
Manitoba	456	40.9	658	59.1	1,114	100.0
Saskatchewan	548	55.4	442	44.6	990	100.0
Alberta	917	34.0	1,780	66.0	2,697	100.0
B.C.	1,071	28.8	2,653	71.2	3,724	100.0

Province (1)	Number of business establishments					
	Smaller communities		Larger communities		Total	
	#	%	#	%	#	%
Newfoundland	12,200	68.2	5,678	31.8	17,878	100.0
P.E.I.	6,768	(3)	(3)	(3)	6,768	(3)
N.S.	18,104	60.0	12,063	40.0	30,167	100.0
N.B.	19,118	71.6	7,590	28.4	26,708	100.0
Québec	106,911	44.9	131,206	55.1	238,117	100.0
Ontario	76,915	24.7	234,867	75.3	311,782	100.0
Manitoba	15,210	43.3	19,921	56.7	35,131	100.0
Saskatchewan	25,343	62.5	15,217	37.5	40,560	100.0
Alberta	39,338	35.0	73,166	65.0	112,504	100.0
B.C.	45,508	30.5	103,604	69.5	149,112	100.0

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996 Census of Population

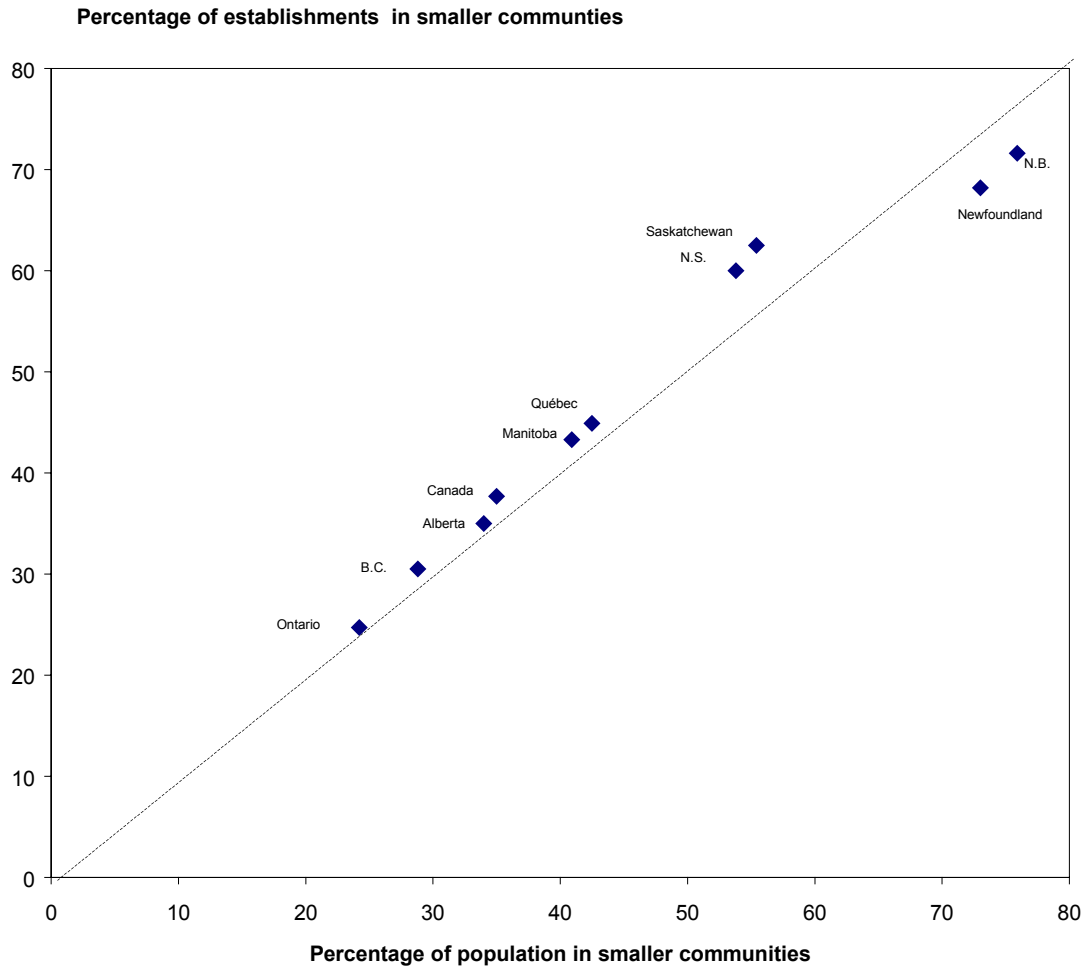
(1) Does not include the Yukon and Northwest Territories

(2) Smaller communities are census subdivisions (incorporated towns and municipalities) that have less than 20,000 persons. Larger communities are census subdivisions that have 20,000 or more persons.

(3) The number of establishments in larger communities in P.E.I. has been suppressed to protect confidentiality.

Figure 2

Smaller communities in Canada have a disproportionate share of establishments - the proportion of establishments to population varies by province, 1996 (1)

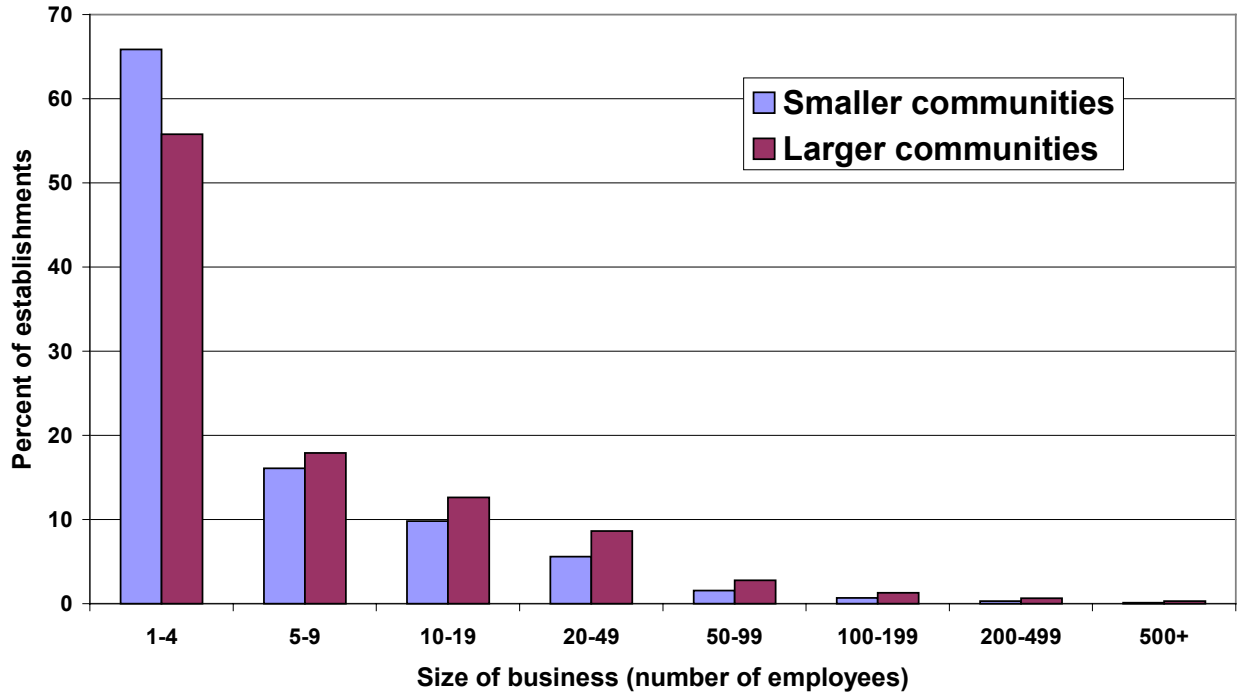


Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

- (1) Does not include the Yukon and Northwest Territories. Prince Edward Island is excluded to protect confidentiality. Smaller communities are census subdivisions (incorporated towns and municipalities) with less than 20,000 persons. Larger communities are census subdivisions with more than 20,000 persons. The BR is based on 1991 Census boundaries while population is based on 1996 Census boundaries.
- (1) The number of establishments in larger communities in P. E. I. have been suppressed to protect confidentiality.

Figure 3

Small establishments (1-4 employees) are the most common establishments in smaller communities, Canada, 1996



Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996.
 Smaller communities are census subdivisions (incorporated towns and municipalities) with less than 20,000 persons.
 Larger communities are census subdivisions with 20,000 or more persons.

Smaller business establishments were distributed in smaller communities disproportionately to population

While smaller communities in Canada made up 35 percent of the population in 1996, they had 42 percent of the establishments employing 1 to 4 persons and just over 35 percent of the establishments employing 5 to 9 employees (compare the first column and the last column in Table 6b). The distribution varied by province. The provinces with a disproportionate share of small establishments in smaller communities were less populated and had fewer, faster growing urban areas. For example the difference between share of population and share of establishments with 1 to 4 employees in smaller communities was greatest in Saskatchewan, Nova Scotia and Manitoba and much less noticeable in British Columbia and Ontario. Also, British Columbia, Saskatchewan and Nova Scotia had a higher share of businesses with 5 to 9 employees in smaller communities compared to the share of total population in smaller communities in those provinces (compare the second column and the last column in Table 6b).

**Table 5 In Newfoundland, 71 percent of all business establishments in smaller communities have 1 to 4 employees, 1996 (1)
(2)**

Employment size (persons)							
	1-4		5-9		10-19		20-49
	% of total		% of total		% of total		% of total
Newfoundland	71.4	B. C.	17.9	B. C.	11.7	Ontario	6.4
Saskatchewan	69.9	P.E.I.	17.5	Ontario	11.2	N. S.	6.3
Québec	68.3	Alberta	16.6	P.E.I.	10.2	B. C.	6.3
N.B.	67.1	Ontario	16.5	Manitoba	10.0	Manitoba	5.9
N. S.	66.7	Canada	16.1	Alberta	10.0	P.E.I.	5.6
Manitoba	66.3	Saskatchewan	15.9	Canada	9.8	Canada	5.6
Canada	65.9	Newfoundland	15.6	N.B.	9.7	Alberta	5.5
Alberta	65.3	N.B.	15.4	N. S.	9.3	N.B.	5.3
P.E.I.	64.1	Manitoba	15.3	Québec	8.6	Québec	5.2
Ontario	62.7	Québec	15.2	Saskatchewan	8.4	Saskatchewan	4.1
B. C.	61.5	N. S.	15.0	Newfoundland	7.4	Newfoundland	3.7

Employment size (persons)							
	50-99		100-199		200-499		500+
	% of total		% of total		% of total		% of total
Ontario	1.8	Ontario	0.9	Québec	0.4	Québec	0.1
N.S.	1.6	P.E.I.	0.7	Ontario	0.4	P.E.I.	0.1
Québec	1.6	N. S.	0.7	Newfoundland	0.3	Ontario	0.1
Alberta	1.6	Québec	0.7	P.E.I.	0.3	Newfoundland	0.1
Canada	1.6	B. C.	0.7	N. S.	0.3	N. S.	0.1
P.E.I.	1.5	Canada	0.7	N.B.	0.3	N.B.	0.1
Manitoba	1.5	N.B.	0.6	Manitoba	0.3	Manitoba	0.1
B. C.	1.5	Alberta	0.6	Alberta	0.3	B. C.	0.1
N.B.	1.4	Manitoba	0.5	B. C.	0.3	Alberta	0.1
Newfoundland	1.1	Saskatchewan	0.5	Canada	0.3	Canada	0.1
Saskatchewan	1.0	Newfoundland	0.4	Saskatchewan	0.2	Saskatchewan	0.0

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Does not include the Yukon or Northwest Territories.

(2) Smaller communities are census subdivisions (incorporated towns and municipalities) that have less than 20,000 persons.

Table 6. Number of businesses by community size and size of business, Canada, 1996

	Size of business (number of employees)								All businesses
	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 199	200 to 499	500 and over	
	Number of businesses								
Newfoundland									
Smaller communities	8,707	1,900	901	455	137	54	36	10	12,200
Larger communities	3,077	1,104	702	478	160	77	48	32	5,678
All communities	11,784	3,004	1,603	933	297	131	84	42	17,878
Prince Edward Island									
Smaller communities	4,340	1,182	688	377	102	49	23	7	6,768
Larger communities	x	x	x	x	x	x	x	x	x
All communities	4,340	1,182	688	377	102	49	23	7	6,768
Nova Scotia									
Smaller communities	12,077	2,708	1,685	1,133	297	123	59	22	18,104
Larger communities	6,640	2,210	1,543	1,027	361	142	92	48	12,063
All communities	18,717	4,918	3,228	2,160	658	265	151	70	30,167
New Brunswick									
Smaller communities	12,834	2,949	1,863	1,011	269	122	57	13	19,118
Larger communities	3,751	1,471	1,103	796	244	127	64	34	7,590
All communities	16,585	4,420	2,966	1,807	513	249	121	47	26,708
Quebec									
Smaller communities	72,981	16,272	9,204	5,509	1,733	704	376	132	106,911
Larger communities	76,342	22,263	15,301	10,983	3,531	1,545	769	472	131,206
All communities	149,323	38,535	24,505	16,492	5,264	2,249	1,145	604	238,117
Ontario									
Smaller communities	48,202	12,725	8,617	4,929	1,380	679	296	87	76,915
Larger communities	128,148	41,801	30,007	21,466	7,308	3,619	1,665	853	234,867
All communities	176,350	54,526	38,624	26,395	8,688	4,298	1,961	940	311,782
Manitoba									
Smaller communities	10,077	2,333	1,528	898	230	82	49	13	15,210
Larger communities	10,133	3,696	2,868	1,980	698	300	160	86	19,921
All communities	20,210	6,029	4,396	2,878	928	382	209	99	35,131
Saskatchewan									
Smaller communities	17,709	4,025	2,137	1,037	244	139	43	9	25,343
Larger communities	7,833	3,220	2,175	1,270	366	194	101	58	15,217
All communities	25,542	7,245	4,312	2,307	610	333	144	67	40,560
Alberta									
Smaller communities	25,699	6,549	3,915	2,153	626	249	106	41	39,338
Larger communities	40,816	13,531	9,375	6,145	1,856	845	415	183	73,166
All communities	66,515	20,080	13,290	8,298	2,482	1,094	521	224	112,504
British Columbia									
Smaller communities	28,002	8,149	5,325	2,846	696	296	147	47	45,508
Larger communities	59,677	18,848	13,153	7,994	2,296	1,026	425	185	103,604
All communities	87,679	26,997	18,478	10,840	2,992	1,322	572	232	149,112
Canada									
Smaller communities	240,628	58,792	35,863	20,348	5,714	2,497	1,192	381	365,415
Larger communities	336,417	108,144	76,227	52,139	16,820	7,875	3,739	1,951	603,312
All communities	577,045	166,936	112,090	72,487	22,534	10,372	4,931	2,332	968,727

Note: "Businesses" are establishments with more than one employee on Statistics Canada's Business Register (BR).

Some businesses, for statistics purposes, have only one reporting unit for province, even if the business operates from more than one location (e.g. banks). Since the reporting unit tends to be a larger community, the number of businesses in smaller communities will be understated.

Note: "Communities" are census sub-divisions which are generally incorporated towns and municipalities

"Smaller communities" have a population under 20,000 persons.

"Larger communities" have a population of 20,000 or more persons.

Note: Canada excludes Yukon and Northwest Territories.

Table 6b. Number of businesses by community size and size of business, Canada, 1996

	Size of business (number of employees)									Percent distribution of total population
	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 199	200 to 499	500 and over	All businesses	
Number of businesses as percent of business in each size class in each province										
Newfoundland										
Smaller communities	74	63	56	49	46	41	43	24	68	73
Larger communities	26	37	44	51	54	59	57	76	32	27
All communities	100	100	100	100	100	100	100	100	100	100
Prince Edward Island										
Smaller communities	100	100	100	100	100	100	100	100	100	76
Larger communities	x	x	x	x	x	x	x	x	x	24
All communities	100	100	100	100	100	100	100	100	100	100
Nova Scotia										
Smaller communities	65	55	52	52	45	46	39	31	60	50
Larger communities	35	45	48	48	55	54	61	69	40	50
All communities	100	100	100	100	100	100	100	100	100	100
New Brunswick										
Smaller communities	77	67	63	56	52	49	47	28	72	76
Larger communities	23	33	37	44	48	51	53	72	28	24
All communities	100	100	100	100	100	100	100	100	100	100
Quebec										
Smaller communities	49	42	38	33	33	31	33	22	45	42
Larger communities	51	58	62	67	67	69	67	78	55	58
All communities	100	100	100	100	100	100	100	100	100	100
Ontario										
Smaller communities	27	23	22	19	16	16	15	9	25	24
Larger communities	73	77	78	81	84	84	85	91	75	76
All communities	100	100	100	100	100	100	100	100	100	100
Manitoba										
Smaller communities	50	39	35	31	25	21	23	13	43	41
Larger communities	50	61	65	69	75	79	77	87	57	59
All communities	100	100	100	100	100	100	100	100	100	100
Saskatchewan										
Smaller communities	69	56	50	45	40	42	30	13	62	55
Larger communities	31	44	50	55	60	58	70	87	38	45
All communities	100	100	100	100	100	100	100	100	100	100
Alberta										
Smaller communities	39	33	29	26	25	23	20	18	35	34
Larger communities	61	67	71	74	75	77	80	82	65	66
All communities	100	100	100	100	100	100	100	100	100	100
British Columbia										
Smaller communities	32	30	29	26	23	22	26	20	31	29
Larger communities	68	70	71	74	77	78	74	80	69	71
All communities	100	100	100	100	100	100	100	100	100	100
Canada										
Smaller communities	42	35	32	28	25	24	24	16	38	35
Larger communities	58	65	68	72	75	76	76	84	62	65
All communities	100	100	100	100	100	100	100	100	100	100

Note: "Businesses" are establishments with more than one employee on Statistics Canada's Business Register (BR).

Some businesses, for statistics purposes, have only one reporting unit for province, even if the business operates from more than one location (e.g. banks). Since the reporting unit tends to be a larger community, the number of businesses in smaller communities will be understated.

Note: "Communities" are census sub-divisions which are generally incorporated towns and municipalities

"Smaller communities" have a population under 20,000 persons.

"Larger communities" have a population of 20,000 or more persons.

Note: Canada excludes Yukon and Northwest Territories.

Table 6c. Number of businesses by community size and size of business, Canada, 1996

	Size of business (number of employees)								All businesses
	1 to 4	5 to 9	10 to 19	20 to 49	50 to 99	100 to 199	200 to 499	500 and over	
Number of businesses as percent of all business in each community size in each province									
Newfoundland									
Smaller communities	71	16	7	4	1	0	0	0	100
Larger communities	54	19	12	8	3	1	1	1	100
All communities	66	17	9	5	2	1	0	0	100
Prince Edward Island									
Smaller communities	64	17	10	6	2	1	0	0	100
Larger communities	x	x	x	x	x	x	x	x	x
All communities	64	17	10	6	2	1	0	0	100
Nova Scotia									
Smaller communities	67	15	9	6	2	1	0	0	100
Larger communities	55	18	13	9	3	1	1	0	100
All communities	62	16	11	7	2	1	1	0	100
New Brunswick									
Smaller communities	67	15	10	5	1	1	0	0	100
Larger communities	49	19	15	10	3	2	1	0	100
All communities	62	17	11	7	2	1	0	0	100
Quebec									
Smaller communities	68	15	9	5	2	1	0	0	100
Larger communities	58	17	12	8	3	1	1	0	100
All communities	63	16	10	7	2	1	0	0	100
Ontario									
Smaller communities	63	17	11	6	2	1	0	0	100
Larger communities	55	18	13	9	3	2	1	0	100
All communities	57	17	12	8	3	1	1	0	100
Manitoba									
Smaller communities	66	15	10	6	2	1	0	0	100
Larger communities	51	19	14	10	4	2	1	0	100
All communities	58	17	13	8	3	1	1	0	100
Saskatchewan									
Smaller communities	70	16	8	4	1	1	0	0	100
Larger communities	51	21	14	8	2	1	1	0	100
All communities	63	18	11	6	2	1	0	0	100
Alberta									
Smaller communities	65	17	10	5	2	1	0	0	100
Larger communities	56	18	13	8	3	1	1	0	100
All communities	59	18	12	7	2	1	0	0	100
British Columbia									
Smaller communities	62	18	12	6	2	1	0	0	100
Larger communities	58	18	13	8	2	1	0	0	100
All communities	59	18	12	7	2	1	0	0	100
Canada									
Smaller communities	66	16	10	6	2	1	0	0	100
Larger communities	56	18	13	9	3	1	1	0	100
All communities	60	17	12	7	2	1	1	0	100

Note: "Businesses" are establishments with more than one employee on Statistics Canada's Business Register (BR).

Some businesses, for statistics purposes, have only one reporting unit for province, even if the business operates from more than one location (e.g. banks). Since the reporting unit tends to be a larger community, the number of businesses in smaller communities will be understated.

Note: "Communities" are census sub-divisions which are generally incorporated towns and municipalities

"Smaller communities" have a population under 20,000 persons.

"Larger communities" have a population of 20,000 or more persons.

Note: Canada excludes Yukon and Northwest Territories.

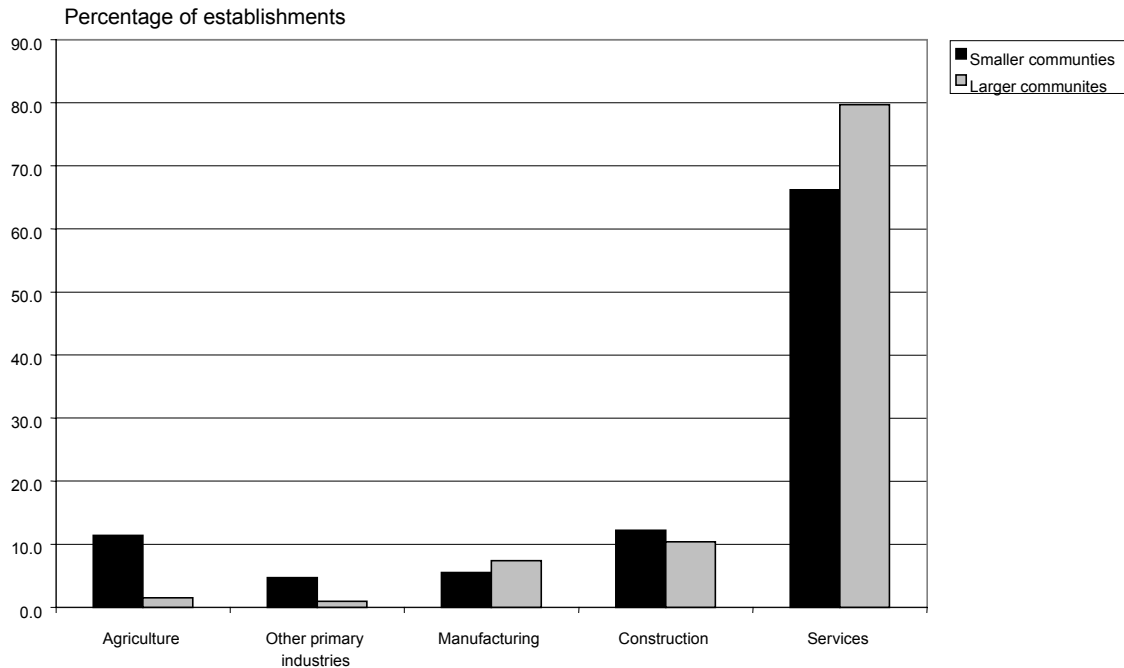
Service industries in Canada dominate in smaller and larger communities

In a recent study on employment in agriculture and closely related industries in rural areas, it was found that apart from the agriculture sector and industry sectors closely related to agriculture, the retail trade and community service sectors of the economy (schools, restaurants, hotels and motels) accounted for the largest employment gains in rural Canada between 1981 and 1991 (Cloutier, 1997). A similar conclusion is arrived at when the composition of business establishments in smaller communities is analyzed using the BR. In 1996, smaller communities in Canada clearly had more establishments in agriculture and other primary industries (4) than larger communities. This was due to the fact that smaller communities, as defined in this study, contain all rural areas.

What is striking however, is the importance of the service industry sectors in Canada. The service industries (5) in Canada combined, accounted for 66 percent of all establishments in smaller communities and 80 percent of all establishments in larger communities in 1996 (Figure 4). Within the overall service industry category, distributive services, which include retail trade, accounted for 29 percent of all establishments in smaller communities and 28 percent of all establishments in larger communities in 1996. Personal services, which include community services, accounted for 19 percent of all establishments in both smaller and larger communities during the same year. Producer services, which are services exported within and outside Canada, e.g., business services such as computer services, made up 22 percent of all establishments in larger communities but only 10 percent of all establishments in smaller communities in 1996 (Table 7). The smaller incidence of producer services in smaller communities is an important consideration in employment creation, given the fact that producer services are leading industries that are growing in Canada and tend to employ highly trained workers. Social services made up the remaining 9 percent of establishments in smaller communities and the remaining 10 percent of establishments in larger communities. A more detailed listing of business establishments for smaller communities in Canada, ranked by share of total establishments, is found in Appendix A.

Figure 4

Services account for 66 percent of establishments in smaller communities and 80 percent of establishments in larger communities (1), Canada, 1996 (2)



Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

- (1) Smaller communities are census subdivisions (incorporated towns and municipalities) with less than 20,000 persons. Larger communities are census subdivisions with 20,000 persons or more.
- (2) Does not include the Yukon and Northwest Territories.

The composition of the service industries was different in different regions of Canada

As can be expected, within smaller communities, agriculture represented a higher share of establishments than larger communities in 1996 and the Prairie provinces (Saskatchewan, Manitoba and Alberta), as well as Prince Edward Island, had the highest share of agriculture establishments in smaller communities. Not surprisingly, within smaller communities, other primary industries also represented a higher share of establishments than larger communities in 1996. The provinces that had the highest shares of other primary establishments in smaller communities, in such industry groups as fishing, forestry and mining, were New Brunswick, Prince Edward Island, Nova Scotia, British Columbia and Alberta. While in larger communities, manufacturing generally represented a higher share of establishments than in smaller communities, this was not the case in all four Maritime provinces (Newfoundland, Nova Scotia, Prince Edward Island and New Brunswick), where in smaller communities, manufacturing represented a higher share of establishments than in larger communities, partly due to the fact that fish processing plants tend to be located in smaller communities. The provinces

that had the highest share of manufacturing establishments in smaller communities were Québec, Ontario and Nova Scotia (Table 7).

When looked at in total, services represented a greater share of establishments in larger communities than smaller communities in 1996.

Within smaller communities, distributive services represented a greater share of establishments than in larger communities for Canada as a whole in 1996, most likely the result of the characteristics of distributive services - they are common everywhere, and the greater number of smaller communities in Canada. Specifically, within smaller communities in Newfoundland, Québec, Ontario and Alberta, distributive services represented a higher share of establishments than in larger communities. Newfoundland, Québec and Ontario had the highest percentage of distributive service establishments in smaller communities in 1996.

Within larger communities, producer services represented a greater share of establishments than in smaller communities. However, within smaller communities in the heavily industrialized provinces of British Columbia, Alberta, Québec and Ontario, producer services represented a higher share of establishments than the Canadian average for smaller communities, suggesting that smaller communities in the wealthier provinces are somewhat benefiting from the development of these service industries.

Within larger communities, personal services represented a higher share of establishments than in smaller communities in all provinces except for Newfoundland and British Columbia. Except for the Prairie provinces of Manitoba, Saskatchewan and Alberta, all provinces had a higher share of personal service establishments within smaller communities than the Canada average of 19 percent (Table 7). It is fair to say that both distributive and personal services had essentially an equal presence in smaller and larger communities in 1996.

Within larger communities, social services represented a higher share of establishments than in smaller communities in every province except Newfoundland. Except for New Brunswick, Québec, Ontario and Alberta, the other six provinces had a higher share of social service establishments within smaller communities than the Canada average of 8 percent (Table 7).

Table 7. Smaller and larger communities have different shares of business establishments within each industry category, Canada and provinces, 1996

Percent distribution of businesses (with one or more employees) across industry categories									
	Agriculture	Other primary industries(1)	Manu- facturing	Con- struction	Service sector businesses				
					Distributive services(2)	Producer services(3)	Personal services(4)	Social services(5)	All services
Smaller communities(6)									
Newfoundland	2.5	4.5	4.2	12.1	32.0	6.0	22.8	15.9	76.7
Prince Edward Island	13.3	12.0	4.4	9.8	23.2	9.4	18.7	9.2	60.5
Nova Scotia	5.9	11.0	5.6	12.6	27.8	8.9	19.5	8.7	64.9
New Brunswick	5.5	12.7	4.8	13.2	27.9	7.6	19.9	8.4	63.8
Quebec	9.0	2.8	7.3	11.9	31.5	10.8	18.8	7.9	69.0
Ontario	11.0	1.8	6.3	14.2	28.9	10.5	19.5	7.8	66.7
Manitoba	22.6	2.0	3.8	9.9	26.6	8.0	17.8	9.3	61.7
Saskatchewan	33.6	2.9	2.5	6.6	23.2	8.0	14.2	9.0	54.4
Alberta	15.0	5.5	3.4	11.8	28.0	11.2	17.3	7.8	64.3
British Columbia	5.3	8.3	4.8	14.0	26.5	13.1	18.9	9.1	67.6
Canada(7)	11.4	4.7	5.5	12.2	28.7	10.3	18.7	8.5	66.2
Larger communities(6)									
Newfoundland	0.8	1.1	3.9	10.5	28.8	18.1	21.7	15.1	83.7
Prince Edward Island	x	x	x	x	x	x	x	x	x
Nova Scotia	1.7	1.9	4.4	12.2	29.7	17.6	21.6	10.9	79.8
New Brunswick	0.9	1.0	4.4	10.1	29.9	18.2	21.3	14.2	83.6
Quebec	0.9	0.5	8.6	9.2	30.8	19.3	21.1	9.6	80.8
Ontario	1.2	0.3	8.4	10.1	27.7	22.7	19.4	10.2	80.0
Manitoba	1.6	0.2	6.9	8.9	29.7	21.5	20.7	10.5	82.4
Saskatchewan	4.4	0.6	5.1	9.9	30.4	18.3	20.8	10.5	80.0
Alberta	1.8	2.5	5.2	11.1	25.1	26.8	17.6	9.9	79.4
British Columbia	2.4	2.0	6.3	12.2	27.0	22.7	17.4	10.0	77.1
Canada(7)	1.5	1.0	7.4	10.4	28.2	22.2	19.3	10.0	79.7

(1) Other primary industries include fishing, logging and mining and oil extraction businesses.

(2) Distributive services include transportation, communication, utility, wholesale and retail trade businesses.

(3) Producer services include finance, insurance, real estate and business services.

(4) Personal services include accommodation, food, entertainment and recreation businesses.

(5) Social services include public administration, education, professional services, health, welfare and defence businesses.

(6) Smaller communities are census subdivisions (incorporated towns and municipalities) that have fewer than 20,000 persons.

Larger communities are census subdivisions with 20,000 or more persons.

(7) The Canada total does not include the Yukon and Northwest Territories.

Note: "x" denotes that the data are suppressed to maintain confidentiality.

Note: The rows do not add to 100 percent because some industry groups (e.g. construction) are not included in this table.

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

Conclusion

Although it is impossible to thoroughly analyze business establishments in smaller and larger communities in a short working paper (a more thorough investigation might cross-tabulate such variables as size and industry), a number of significant observations, that might affect the type of establishments initiated, their location and employment potential, are indicated from this investigation.

The data indicates that there has been significant business establishment development in the post 1990-1992 recessionary period. Between the beginning of 1993 and the end of 1996, the number of establishment starts in Canada was significant, indicating a strong demand for business start-ups during this period in both smaller and larger communities.

The data also indicates that small business establishments (with 1 to 4 employees) are the dominant type of establishment in smaller communities. In Canada as a whole, 66 percent of establishments in smaller communities had between 1 and 5 employees in 1996. While larger communities had more business establishments than smaller communities (62 percent compared to 38 percent of the total), smaller communities had a bigger share of establishments than larger communities in proportion to their population (35 percent compared to 65 percent of the total). This pattern occurred in most provinces. Not only did smaller communities have more business establishments in proportion to their population, they also had more smaller establishments (65 percent had less than 5 employees), than larger communities (56 percent had less than 5 employees). The provinces with a disproportionate share of small establishments in smaller communities were less populated and had fewer faster growing urban areas.

The importance of service industries in Canada is one of the more striking observations from the data analysis. The data shows that in Canada as a whole, the service sector accounted for 66 percent of all establishments in smaller communities and 80 percent of all establishments in larger communities in 1996. Within the service sector, the most important finding that distinguished smaller communities from larger communities in Canada was the much smaller percentage of producer services found in smaller communities. When a regional perspective is taken into account, the more heavily industrialized provinces of British Columbia, Alberta, Québec and Ontario had the highest percentage of producer service establishments in smaller communities. This is a concern, given that producer services are a knowledge-intensive component of the services sector with great potential for further development and employment growth.

Notes

- (1) Foss basis his conclusions on analysis of data in Norway, Finland, Switzerland and the United States. He puts forward hypotheses on why establishments start up in smaller communities and points out that these hypotheses require further research before they can be proved or disproved.
- (2) Census subdivision is the general term applying to incorporated towns and municipalities (as determined by provincial legislation) or their equivalent, for example, Indian reserves.
- (3) The December 1996 BR documents the number of establishments that were in existence at the end of 1996 and the year that the establishments entered the database. From this information, it is possible to calculate the approximate age of establishments that were still in existence at the end of 1996. While the BR documents establishment deaths (establishments that entered the database and are no longer in existence at the end of a specific year), they were not used in this study. It is therefore not possible to use the BR to calculate the longevity of establishments for this working paper.
- (4) Other primary industries include: fishing & trapping, logging & forestry and mining and oil exploration.
- (5) Services are organized into type for this working paper. *Distributive services* include transportation, communications, utilities, wholesale and retail trade. *Producer services* include finance, insurance, real estate and business services. *Personal services* include services associated with accommodation, food, entertainment and recreation. *Social services* include public administration, education, professional services, health and welfare and defense.

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**Appendix A Business establishments in smaller communities (1) ranked by industry major group,
Canada, December, 1996 (2)**

SIC	Industry	Number in smaller communities	Total	Percent in smaller communities
03	Fishing and Trapping Industries	4,971	5,675	87.6
83	Local Government Services Industries	5,227	5,973	87.5
01	Agricultural Industries	38,947	45,588	85.4
04	Logging Industry	7,743	9,530	81.2
05	Forest Services Industries	1,059	1,444	73.3
08	Quarry and Sand Pit Industries	642	989	64.9
91	Accommodation Service Industries	8,089	12,495	64.7
51	Petroleum Products Industries,Wholesale	1,972	3,190	61.8
09	Service Industries Incidental to Mineral Extraction	2,168	3,528	61.5
25	Wood Industries	3,323	5,577	59.6
64	General Retail Merchandising Industries	3,955	7,181	55.1
45	Transportation Industries	20,652	37,602	54.9
02	Service Industries Incidental to Agriculture	2,799	5,135	54.5
06	Mining Industries	320	597	53.6
41	Industrial and Heavy Construction Industries	2,629	5,011	52.5
49	Other Utility Industries	1,356	2,624	51.7
70	Deposit Accepting Intermediary Industries	1,826	3,578	51.0
50	Farm Products Industries,Wholesale	637	1,324	48.1
10	Food Industries	2,485	5,301	46.9
35	Non-Metallic Mineral Products	1,123	2,505	44.8
63	Automotive Vehicles,Parts and Accessories Industries,Sales and Service	20,421	45,678	44.7
47	Storage and Warehousing Industries	666	1,493	44.6
40	Building,Developing and General Contracting Industries	13,238	30,073	44.0
98	Membership Organization Industries	13,155	31,136	42.3
60	Food,Beverage and Drug Industries,Retail	15,176	36,917	41.1
42	Trade Contracting Industries	27,392	67,454	40.6
85	Educational Service Industries	3,766	9,415	40.0
32	Transportation Equipment Industries	1,019	2,559	39.8
36	Refined Petroleum and Coal Products Industries	112	300	37.3
17	Leather and Allied Products Industries	208	575	36.2
96	Amusement and Recreational Service Industries	6,777	19,131	35.4
92	Food and Beverage Service Industry	20,348	60,171	33.8
99	Other Service Industries	12,239	36,900	33.2
65	Other Retail Store Industries	11,863	35,888	33.1
11	Beverage Industries	203	616	33.0
55	Motor Vehicle,Parts and Accessories Industries,Wholesale	1,953	5,937	32.9
26	Furniture and Fixture Industries	934	2,850	32.8
62	Household Furniture,Appliances and Furnishings Industries,Wholesale	4,179	12,889	32.4
31	Machinery Industries	1,151	3,588	32.1
69	Non-Store Retail Industries	803	2,502	32.1
46	Pipeline Transport Industries	33	104	31.7
56	Metals,Hardware,Plumbing,Heating and Building Materials Industries,Wholesale	2,992	9,698	30.9
15	Rubber Products Industries	133	433	30.7
48	Communication Industries	1,227	4,008	30.6
29	Primary Metal Industries	232	765	30.3
97	Personal and Household Service Industries	7,640	25,289	30.2
18	Primary Textile Industries	85	290	29.3
76	Insurance and Real Estate Agent Industries	5,206	17,758	29.3
86	Health and Social Services Industries	22,004	75,324	29.2
27	Paper and Allied Products Industries	341	1,203	28.3

SIC	Industry	Number in smaller communities	Total	Percent in smaller communities
37	Chemical and Chemical Products Industries	647	2,311	28.0
52	Food,Beverage,Drug and Tobacco Industries,Wholesale	2,180	7,868	27.7
61	Shoe,Apparel,Fabric and Yarn Industries,Retail	4,641	16,756	27.7
30	Fabricated Metal Products Industries	2,514	9,370	26.8
16	Plastic Products Industries	551	2,088	26.4
44	Service Industries Incidental to Construction	1,311	4,979	26.3
59	Other Products Industries	4,012	15,482	25.9
19	Textile Products Industries	384	1,508	25.5
12	Tobacco Products Industries	16	63	25.4
57	Machinery,Equipment and Supplies Industries,Wholesale	5,468	22,226	24.6
73	Insurance Industries	385	1,630	23.6
07	Crude Petroleum and Natural Gas Industries	294	1,286	22.9
75	Real Estate Operator Industries	4,371	19,458	22.5
28	Printing,Publishing and Allied Industries	2,010	9,199	21.9
39	Other Manufacturing Industries	1,347	6,351	21.2
72	Investment Intermediary Industries	4,978	24,075	20.7
77	Business Service Industries	20,356	101,029	20.1
71	Consumer and Business Financing Intermediary Industries	227	1,154	19.7
24	Clothing Industries	807	4,170	19.4
33	Electrical and Electronic Products Industries	522	2,995	17.4
54	Household Goods Industries,Wholesale	301	2,301	13.1
74	Other Financial Intermediary Industries	298	2,324	12.8
81	Federal Government Service Industries	44	473	9.3
53	Apparel and Dry Goods Industries,Wholesale	282	3,053	9.2
82	Provincial and Territorial Government Service Industries	47	667	7.0
84	International and Other Extra-Territorial Government Service Industries	3	120	2.5

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

- (1) Includes CSDs with a population of less than 20,000.
(2) Does not include the Yukon and Northwest Territories.

**Business establishments in smaller communities(1) ranked by industry major group,
Newfoundland, December, 1996**

SIC	Number in Smaller Communities	Total	Percent in Smaller Communities
18 Primary Textile Industries	1	1	100.0
36 Refined Petroleum and Coal Products Industries	2	2	100.0
50 Farm Products Industries, Wholesale	3	3	100.0
04 Logging Industries	199	207	96.1
83 Local Government Service Industries	319	337	94.7
16 Plastic Products Industries	13	14	92.9
03 Fishing and Trapping Industries	305	331	92.1
64 General Retail Merchandising Industries	376	413	91.0
01 Agricultural Industries	284	316	89.9
25 Wood Industries	126	141	89.4
06 Mining Industries	14	16	87.5
32 Transportation Equipment Industries	37	43	86.0
41 Industrial and Heavy Construction Industries	119	140	85.0
51 Petroleum Products Industries, Wholesale	85	102	83.3
91 Accomodation Service Industries	307	372	82.5
10 Food Industries	129	156	82.3
60 Food, Beverage and Drug Industries, Retail	1,085	1,329	81.6
24 Clothing Industries	16	20	80.0
45 Transportation Industries	610	780	78.2
98 Membership Organization Industries	791	1,042	75.9
63 Automotive Vehicles, Parts and Accessories Industries, Sales and Service	630	838	75.2
05 Forest Services Industries	12	16	75.0
17 Leather and Allied Products Industries	3	4	75.0
08 Quarry and Sand Pit Industries	14	19	73.7
31 Machinery Industries	8	11	72.7
35 Non-Metallic Mineral Products	29	40	72.5
40 Building, Developing and General Contracting Industries	599	832	72.0
19 Textile Products Industries	9	13	69.2
42 Trade Contracting Industries	746	1,078	69.2
86 Health and Social Service Industries	1,470	2,151	68.3
49 Other Utility Industries	37	56	66.1
85 Educational Service Industries	153	233	65.7
69 Non-Store Retail Industries	38	58	65.5
99 Other Service Industries	424	651	65.1
02 Service Industries Incidental to Agriculture	26	40	65.0
26 Furniture and Fixture Industries	13	20	65.0
97 Personal and Household Service Industries	356	548	65.0
92 Food and Beverage Service Industries	672	1,036	64.9
96 Amusement and Recreational Service Industries	233	363	64.2
52 Food, Beverage, Drug and Tobacco Industries, Wholesale	163	261	62.5
56 Metals, Hardware, Plumbing, Heating and Building Materials Industries, Wholesale	104	172	60.5
65 Other Retail Store Industries	315	524	60.1
62 Household Furniture, Appliances and Furnishings Industries, Wholesale	95	162	58.6
55 Motor Vehicle, Parts and Accessories Industries, Wholesale	54	93	58.1
30 Fabricated Metal Products Industries	39	70	55.7
48 Communication Industries	48	89	53.9
09 Service Industries Incidental to Mineral Extraction	14	26	53.8
75 Real Estate Operator Industries	121	229	52.8
11 Beverage Industries	5	10	50.0
15 Rubber Products Industries	1	2	50.0
29 Primary Metal Industries	2	4	50.0
37 Chemical and Chemical Products Industries	7	14	50.0
71 Consumer and Business Financing Intermediary Industries	19	38	50.0
39 Other Manufacturing Industries	31	66	47.0

**Business establishments in smaller communities(1) ranked by industry major group,
Newfoundland, December, 1996**

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
76	Insurance and Real Estate Agent Industries	93	199	46.7
59	Other Products Industries	79	170	46.5
28	Printing, Publishing and Allied Industries	32	70	45.7
70	Deposit Accepting Intermediary Industries	14	33	42.4
47	Storage and Warehousing Industries	4	10	40.0
77	Business Service Industries	397	992	40.0
61	Shoe, Apparel, Fabric and Yarn Industries, Retail	80	201	39.8
44	Service Industries Incidental to Construction	16	41	39.0
27	Paper and Allied Products Industries	5	13	38.5
53	Apparel and Dry Goods Industries, Wholesale	3	8	37.5
57	Machinery, Equipment and Supplies Industries, Wholesale	85	248	34.3
54	Household Goods Industries, Wholesale	5	15	33.3
72	Investment Intermediary Industries	68	214	31.8
33	Electrical and Electronic Products Industries	4	17	23.5
73	Insurance Industries	2	24	8.3
74	Other Financial Intermediary Industries	1	12	8.3
81	Federal Government Service Industries	1	31	3.2
07	Crude Petroleum and Natural Gas Industries	0	2	0
82	Provincial and Territorial Government Service Industries	0	46	0

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Includes CSDs with a population of less than 20,000.

**Business establishments in smaller communities(1) ranked by industry major group
Nova Scotia, December, 1996**

SIC	Industry	Number in		Percent in
		Smaller Communities	Total	Smaller Communities
03	Fishing and Trapping Industries	1,386	1,489	93.1
01	Agricultural Industries	979	1,147	85.4
04	Logging Industries	457	538	84.9
05	Forest Services Industries	97	116	83.6
10	Food Industries	231	283	81.6
25	Wood Industries	198	244	81.1
83	Local Government Service Industries	100	129	77.5
35	Non-Metallic Mineral Products	53	69	76.8
91	Accommodation Service Industries	353	464	76.1
17	Leather and Allied Products Industries	6	8	75.0
24	Clothing Industries	21	28	75.0
50	Farm Products Industries, Wholesale	15	20	75.0
27	Paper and Allied Products Industries	20	27	74.1
32	Transportation Equipment Industries	94	129	72.9
08	Quarry and Sand Pit Industries	16	22	72.7
64	General Retail Merchandising Industries	258	356	72.5
29	Primary Metal Industries	5	7	71.4
45	Transportation Industries	775	1,112	69.7
02	Service Industries Incidental to Agriculture	87	126	69.0
31	Machinery Industries	37	57	64.9
49	Other Utility Industries	61	94	64.9
98	Membership Organization Industries	1,015	1,571	64.6
63	Automotive Vehicles, Parts and Accessories Industries, Sales and Service	986	1,538	64.1
60	Food, Beverage and Drug Industries, Retail	779	1,226	63.5
52	Food, Beverage, Drug and Tobacco Industries, Wholesale	194	308	62.0
40	Building, Developing and General Contracting Industries	670	1,083	61.9
30	Fabricated Metal Products Industries	96	156	61.5
51	Petroleum Products Industries, Wholesale	95	155	61.3
42	Trade Contracting Industries	1,483	2,441	60.8
19	Textile Products Industries	29	48	60.4
41	Industrial and Heavy Construction Industries	73	121	60.3
70	Deposit Accepting Intermediary Industries	54	94	57.4
06	Mining Industries	12	21	57.1
65	Other Retail Store Industries	649	1,140	56.9
85	Educational Service Industries	202	357	56.6
62	Household Furniture, Appliances and Furnishings Industries, Wholesale	196	347	56.5
96	Amusement and Recreational Service Industries	333	592	56.3
86	Health and Social Service Industries	1,268	2,306	55.0
26	Furniture and Fixture Industries	24	44	54.5
55	Motor Vehicle, Parts and Accessories Industries, Wholesale	91	171	53.2
92	Food and Beverage Service Industries	861	1,628	52.9
97	Personal and Household Service Industries	410	778	52.7
44	Service Industries Incidental to Construction	63	120	52.5
37	Chemical and Chemical Products Industries	24	46	52.2
76	Insurance and Real Estate Agent Industries	266	512	52.0
99	Other Service Industries	563	1,109	50.8
69	Non-Store Retail Industries	52	103	50.5
18	Primary Textile Industries	1	2	50.0
56	Metals, Hardware, Plumbing, Heating and Building Materials Industries, Wholesale	144	290	49.7
39	Other Manufacturing Industries	55	114	48.2
59	Other Products Industries	199	415	48.0
28	Printing, Publishing and Allied Industries	80	169	47.3
48	Communication Industries	80	169	47.3
75	Real Estate Operator Industries	212	469	45.2

**Business establishments in smaller communities(1) ranked by industry major group
Nova Scotia, December, 1996**

SIC	Industry	Number in		Percent in
		Smaller Communities	Total	Smaller Communities
11	Beverage Industries	6	14	42.9
16	Plastic Products Industries	12	28	42.9
36	Refined Petroleum and Coal Products Industries	3	7	42.9
77	Business Service Industries	880	2,105	41.8
72	Investment Intermediary Industries	152	386	39.4
33	Electrical and Electronic Products Industries	24	61	39.3
09	Service Industries Incidental to Mineral Extraction	8	21	38.1
15	Rubber Products Industries	3	8	37.5
57	Machinery, Equipment and Supplies Industries, Wholesale	214	595	36.0
47	Storage and Warehousing Industries	6	17	35.3
54	Household Goods Industries, Wholesale	17	51	33.3
74	Other Financial Intermediary Industries	15	46	32.6
71	Consumer and Business Financing Intermediary Industries	18	59	30.5
53	Apparel and Dry Goods Industries, Wholesale	11	37	29.7
73	Insurance Industries	17	63	27.0
81	Federal Government Service Industries	2	42	4.8
82	Provincial and Territorial Government Service Industries	2	48	4.2
07	Crude Petroleum and Natural Gas Industries	0	2	0.0
46	Pipeline Transport Industries	0	1	0.0

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Includes CSDs with a population of less than 20,000.

**Business establishments in smaller communities(1) ranked by industry major group,
New Brunswick, December, 1996**

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
06	Mining Industries	32	32	100.0
46	Pipeline Transport Industries	1	1	100.0
03	Fishing and Trapping Industries	1577	1,597	98.7
04	Logging Industries	712	734	97.0
01	Agricultural Industries	977	1,020	95.8
83	Local Government Service Industries	133	141	94.3
10	Food Industries	165	184	89.7
05	Forest Services Industries	90	104	86.5
25	Wood Industries	216	251	86.1
45	Transportation Industries	1,279	1,528	83.7
26	Furniture and Fixture Industries	28	34	82.4
91	Accommodation Service Industries	347	425	81.6
31	Machinery Industries	43	53	81.1
16	Plastic Products Industries	20	25	80.0
49	Other Utility Industries	65	82	79.3
32	Transportation Equipment Industries	38	48	79.2
24	Clothing Industries	30	38	78.9
40	Building, Developing and General Contracting Industries	796	1,025	77.7
64	General Retail Merchandising Industries	252	325	77.5
02	Service Industries Incidental to Agriculture	83	108	76.9
42	Trade Contracting Industries	1,529	1,988	76.9
35	Non-Metallic Mineral Products	54	71	76.1
60	Food, Beverage and Drug Industries, Retail	850	1,121	75.8
09	Service Industries Incidental to Mineral Extraction	15	20	75.0
70	Deposit Accepting Intermediary Industries	99	132	75.0
63	Automotive Vehicles, Parts and Accessories Industries, Sales and Service	985	1,327	74.2
37	Chemical and Chemical Products Industries	23	32	71.9
92	Food and Beverage Service Industries	1,082	1,512	71.6
50	Farm Products Industries, Wholesale	15	21	71.4
30	Fabricated Metal Products Industries	85	120	70.8
98	Membership Organization Industries	941	1,349	69.8
52	Food, Beverage, Drug and Tobacco Industries, Wholesale	138	202	68.3
85	Educational Service Industries	207	303	68.3
96	Amusement and Recreational Service Industries	397	582	68.2
99	Other Service Industries	628	933	67.3
51	Petroleum Products Industries, Wholesale	55	82	67.1
15	Rubber Products Industries	4	6	66.7
18	Primary Textile Industries	4	6	66.7
19	Textile Products Industries	12	18	66.7
29	Primary Metal Industries	2	5	66.7
69	Non-Store Retail Industries	52	78	66.7
41	Industrial and Heavy Construction Industries	107	161	66.5
97	Personal and Household Service Industries	409	620	66.0
65	Other Retail Store Industries	533	825	64.6
08	Quarry and Sand Pit Industries	18	28	64.3
86	Health and Social Service Industries	1,261	2,036	61.9
61	Shoe, Apparel, Fabric and Yarn Industries, Retail	255	413	61.7
59	Other Products Industries	193	317	60.9
62	Household Furniture, Appliances and Furnishings Industries, Wholesale	173	285	60.7
27	Paper and Allied Products Industries	20	33	60.6
44	Service Industries Incidental to Construction	49	82	59.8
56	Metals, Hardware, Plumbing, Heating and Building Materials Industries, Wholesale	150	254	59.1
55	Motor Vehicle, Parts and Accessories Industries, Wholesale	83	148	56.1
48	Communication Industries	62	111	55.9

**Business establishments in smaller communities(1) ranked by industry major group,
New Brunswick, December, 1996**

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
39	Other Manufacturing Industries	72	132	54.5
76	Insurance and Real Estate Agent Industries	226	416	54.3
11	Beverage Industries	8	15	53.3
28	Printing, Publishing and Allied Industries	72	137	52.6
77	Business Service Industries	807	1,580	51.1
17	Leather and Allied Products Industries	5	10	50.0
84	International and Other Extra-Territorial Government Service Industries	1	2	50.0
72	Investment Intermediary Industries	127	255	49.8
75	Real Estate Operator Industries	165	340	48.5
33	Electrical and Electronic Products Industries	11	23	47.8
47	Storage and Warehousing Industries	7	16	43.8
57	Machinery, Equipment and Supplies Industries, Wholesale	177	426	41.5
54	Household Goods Industries, Wholesale	11	28	39.3
71	Consumer and Business Financing Intermediary Industries	16	41	39.0
53	Apparel and Dry Goods Industries, Wholesale	6	16	37.5
74	Other Financial Intermediary Industries	12	33	36.4
73	Insurance Industries	19	57	33.3
36	Refined Petroleum and Coal Products Industries	1	6	16.7
81	Federal Government Service Industries	1	37	2.7
07	Crude Petroleum and Natural Gas Industries	0	1	0.0
12	Tobacco Products Industries	0	1	0.0
82	Provincial and Territorial Government Service Industries	0	160	0.0

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Includes CSDs with a population of less than 20,000.

**Business establishments in smaller communities(1) ranked by industry major group,
Québec, December, 1996**

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
01	Agricultural Industries	9,104	9,915	91.8
83	Local Government Service Industries	1,582	1,768	89.5
04	Logging Industries	2,029	2,339	86.7
03	Fishing and Trapping Industries	334	386	86.5
05	Forest Services Industries	309	376	82.2
46	Pipeline Transport Industries	3	7	75.0
25	Wood Industries	1,269	1,696	74.8
08	Quarry and Sand Pit Industries	185	251	73.7
91	Accommodation Service Industries	1,954	2,799	69.8
06	Mining Industries	98	145	67.6
07	Crude Petroleum and Natural Gas Industries	8	12	66.6
70	Deposit Accepting Intermediary Industries	1,037	1,587	65.3
51	Petroleum Products Industries, Wholesale	416	655	63.5
45	Transportation Industries	7,010	11,060	63.4
02	Service Industries Incidental to Agriculture	568	928	61.2
64	General Retail Merchandising Industries	736	1,249	58.9
35	Non-Metallic Mineral Products	345	616	56.0
32	Transportation Equipment Industries	269	495	54.3
63	Automotive Vehicles, Parts and Accessories Industries, Sales and Service	6,896	12,870	53.6
10	Food Industries	802	1,511	53.1
41	Industrial and Heavy Construction Industries	362	690	52.5
40	Building, Developing and General Contracting Industries	4,052	7,740	52.4
26	Furniture and Fixture Industries	547	1,066	51.3
42	Trade Contracting Industries	7,838	15,708	49.9
50	Farm Products Industries, Wholesale	159	325	48.9
29	Primary Metal Industries	104	217	47.9
49	Other Utility Industries	343	720	47.6
31	Machinery Industries	398	848	46.9
11	Beverage Industries	76	163	46.6
60	Food, Beverage and Drug Industries, Retail	5,190	11,354	45.7
17	Leather and Allied Products Industries	138	305	45.2
36	Refined Petroleum and Coal Products Industries	23	52	44.2
69	Non-Store Retail Industries	291	662	44.0
15	Rubber Products Industries	66	153	43.1
92	Food and Beverage Service Industries	7,256	16,926	42.9
98	Membership Organization Industries	2,883	6,764	42.6
55	Motor Vehicle, Parts and Accessories Industries, Wholesale	539	1,280	42.1
56	Metals, Hardware, Plumbing, Heating and Building Materials Industries, Wholesale	940	2,232	42.1
62	Household Furniture, Appliances and Furnishings Industries, Wholesale	1,469	3,508	41.9
30	Fabricated Metal Products Industries	948	2,268	41.8
27	Paper and Allied Products Industries	145	351	41.3
96	Amusement and Recreational Service Industries	2,157	5,307	40.6
48	Communication Industries	448	1,106	40.5
16	Plastic Products Industries	245	608	40.3
37	Chemical and Chemical Products Industries	264	665	39.7
09	Service Industries Incidental to Mineral Extraction	54	137	39.4
99	Other Service Industries	3,442	8,802	39.1
65	Other Retail Store Industries	3,402	8,750	38.9
75	Real Estate Operator Industries	1,467	3,926	37.4
47	Storage and Warehousing Industries	67	182	36.8
52	Food, Beverage, Drug and Tobacco Industries, Wholesale	829	2,289	36.2
86	Health and Social Service Industries	6,141	16,966	36.2
44	Service Industries Incidental to Construction	241	668	36.1
59	Other Products Industries	1,343	3,879	34.6

**Business establishments in smaller communities(1) ranked by industry major group,
Québec, December, 1996**

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
85	Educational Service Industries	706	2,042	34.6
97	Personal and Household Service Industries	2,468	7,257	34.0
61	Shoe, Apparel, Fabric and Yarn Industries, Retail	1,664	5,006	33.2
73	Insurance Industries	181	545	33.2
76	Insurance and Real Estate Agent Industries	1,208	3,648	33.1
57	Machinery, Equipment and Supplies Industries, Wholesale	1,686	5,114	33.0
18	Primary Textile Industries	48	150	32.0
39	Other Manufacturing Industries	490	1,605	30.5
19	Textile Products Industries	148	504	29.4
77	Business Service Industries	6,570	22,920	28.7
33	Electrical and Electronic Products Industries	237	842	28.1
72	Investment Intermediary Industries	962	3,561	27.0
28	Printing, Publishing and Allied Industries	652	2,453	26.6
54	Household Goods Industries, Wholesale	144	595	24.2
24	Clothing Industries	584	2,447	23.9
74	Other Financial Intermediary Industries	89	414	21.5
12	Tobacco Products Industries	8	39	20.5
71	Consumer and Business Financing Intermediary Industries	48	238	20.2
53	Apparel and Dry Goods Industries, Wholesale	194	1,295	15.0
81	Federal Government Service Industries	2	67	3.0
82	Provincial and Territorial Government Service Industries	1	74	1.4
84	International and Other Extra-Territorial Government Service Industries	0	19	0.0

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Includes CSDs with a population of less than 20,000.

**Business establishments in smaller communities(1) ranked by industry major group,
Ontario, December, 1996**

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
01	Agricultural Industries	7,838	9,719	80.6
83	Local Government Service Industries	887	1,114	79.6
03	Fishing and Trapping Industries	137	181	75.7
04	Logging Industries	895	1,203	74.4
05	Forest Services Industries	65	95	68.4
08	Quarry and Sand Pit Industries	213	356	59.8
91	Accommodation Service Industries	1,862	3,353	55.5
49	Other Utility Industries	466	935	49.8
07	Crude Petroleum and Natural Gas Industries	21	43	48.9
50	Farm Products Industries, Wholesale	192	394	48.7
51	Petroleum Products Industries, Wholesale	329	714	46.1
25	Wood Industries	578	1,296	44.6
02	Service Industries Incidental to Agriculture	646	1,507	42.9
45	Transportation Industries	3,398	8,213	41.4
06	Mining Industries	45	112	40.2
64	General Retail Merchandising Industries	1,152	2,909	39.6
41	Industrial and Heavy Construction Industries	484	1,369	35.4
40	Building, Developing and General Contracting Industries	3,169	9,181	34.5
10	Food Industries	541	1,611	33.6
12	Tobacco Products Industries	7	21	33.3
35	Non-Metallic Mineral Products	287	886	32.4
63	Automotive Vehicles, Parts and Accessories Industries, Sales and Service	4,684	14,940	31.4
42	Trade Contracting Industries	7,035	22,595	31.1
98	Membership Organization Industries	3,165	10,323	30.7
32	Transportation Equipment Industries	329	1,131	29.1
85	Educational Service Industries	783	2,824	27.7
09	Service Industries Incidental to Mineral Extraction	60	227	26.4
11	Beverage Industries	56	217	25.8
60	Food, Beverage and Drug Industries, Retail	2,760	10,948	25.2
46	Pipeline Transport Industries	3	12	25.0
18	Primary Textile Industries	26	109	23.9
65	Other Retail Store Industries	2,938	12,330	23.8
96	Amusement and Recreational Service Industries	1,436	6,063	23.7
56	Metals, Hardware, Plumbing, Heating and Building Materials Industries, Wholesale	756	3,285	23.0
55	Motor Vehicle, Parts and Accessories Industries, Wholesale	454	1,982	22.9
62	Household Furniture, Appliances and Furnishings Industries, Wholesale	1,031	4,523	22.8
76	Insurance and Real Estate Agent Industries	1,477	6,489	22.8
31	Machinery Industries	338	1,561	21.7
17	Leather and Allied Products Industries	35	164	21.3
92	Food and Beverage Service Industries	4,397	20,660	21.3
99	Other Service Industries	2,526	11,866	21.3
29	Primary Metal Industries	73	344	21.2
47	Storage and Warehousing Industries	101	479	21.1
36	Refined Petroleum and Coal Products Industries	18	90	20.0
97	Personal and Household Service Industries	1,603	8,301	19.3
15	Rubber Products Industries	35	183	19.1
70	Deposit Accepting Intermediary Industries	166	871	19.1
26	Furniture and Fixture Industries	193	1,033	18.7
69	Non-Store Retail Industries	134	760	17.6
19	Textile Products Industries	90	517	17.4
16	Plastic Products Industries	163	943	17.3
30	Fabricated Metal Products Industries	758	4,404	17.2
61	Shoe, Apparel, Fabric and Yarn Industries, Retail	951	5,553	17.1
44	Service Industries Incidental to Construction	252	1,484	17.0

**Business establishments in smaller communities(1) ranked by industry major group,
Ontario, December, 1996**

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
59	Other Products Industries	923	5,544	16.6
86	Health and Social Service Industries	4,272	25,660	16.6
48	Communication Industries	202	1,251	16.1
37	Chemical and Chemical Products Industries	152	959	15.8
57	Machinery, Equipment and Supplies Industries, Wholesale	1,269	8,151	15.6
27	Paper and Allied Products Industries	78	515	15.1
73	Insurance Industries	77	516	14.9
28	Printing, Publishing and Allied Industries	544	3,769	14.4
52	Food, Beverage, Drug and Tobacco Industries, Wholesale	365	2,570	14.2
39	Other Manufacturing Industries	331	2,434	13.6
72	Investment Intermediary Industries	1,152	8,662	13.3
71	Consumer and Business Financing Intermediary Industries	44	366	12.0
33	Electrical and Electronic Products Industries	163	1,381	11.8
77	Business Service Industries	4,286	36,241	11.8
75	Real Estate Operator Industries	761	7,165	10.6
24	Clothing Industries	80	1,022	7.8
81	Federal Government Service Industries	7	95	7.4
54	Household Goods Industries, Wholesale	66	935	7.1
74	Other Financial Intermediary Industries	65	969	6.7
53	Apparel and Dry Goods Industries, Wholesale	37	1,029	3.6
84	International and Other Extra-Territorial Government Service Industries	2	79	2.5
82	Provincial and Territorial Government Service Industries	1	46	2.2

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Includes CSDs with a population of less than 20,000.

**Business establishments in smaller communities(1) ranked by industry major group,
Manitoba, December, 1996**

SIC	Industry	Number in		Percent in
		Smaller Communities	Total	Smaller Communities
06	Mining Industries	10	10	100.0
83	Local Government Service Industries	306	319	95.9
03	Fishing and Trapping Industries	100	106	94.3
04	Logging Industries	117	125	93.6
01	Agricultural Industries	3,166	3,399	93.1
09	Service Industries Incidental to Mineral Extraction	29	36	80.6
51	Petroleum Products Industries, Wholesale	116	145	80.0
02	Service Industries Incidental to Agriculture	270	359	75.2
07	Crude Petroleum and Natural Gas Industries	9	12	75.0
64	General Retail Merchandising Industries	236	324	72.8
08	Quarry and Sand Pit Industries	24	36	66.7
91	Accommodation Service Industries	400	636	62.9
70	Deposit Accepting Intermediary Industries	98	159	61.6
05	Forest Services Industries	6	10	60.0
41	Industrial and Heavy Construction Industries	86	155	55.5
49	Other Utility Industries	25	46	54.3
45	Transportation Industries	875	1,623	53.9
25	Wood Industries	64	120	53.3
85	Educational Service Industries	245	460	53.3
29	Primary Metal Industries	16	31	51.6
10	Food Industries	115	227	50.7
46	Pipeline Transport Industries	2	4	50.0
40	Building, Developing and General Contracting Industries	419	847	49.5
63	Automotive Vehicles, Parts and Accessories Industries, Sales and Service	774	1,564	49.5
35	Non-Metallic Mineral Products	41	84	48.8
60	Food, Beverage and Drug Industries, Retail	580	1,259	46.1
42	Trade Contracting Industries	978	2,188	44.7
98	Membership Organization Industries	695	1600	43.4
96	Amusement and Recreational Service Industries	289	677	42.7
32	Transportation Equipment Industries	38	90	42.2
50	Farm Products Industries, Wholesale	46	109	42.2
31	Machinery Industries	48	119	40.3
92	Food and Beverage Service Industries	720	1,926	37.4
55	Motor Vehicle, Parts and Accessories Industries, Wholesale	89	257	34.6
44	Service Industries Incidental to Construction	42	125	33.6
56	Metals, Hardware, Plumbing, Heating and Building Materials Industries, Wholesale	119	358	33.2
86	Health and Social Service Industries	872	2,647	32.9
48	Communication Industries	46	142	32.4
62	Household Furniture, Appliances and Furnishings Industries, Wholesale	138	431	32.0
59	Other Products Industries	168	542	31.0
76	Insurance and Real Estate Agent Industries	216	697	31.0
99	Other Service Industries	377	1,221	30.9
65	Other Retail Store Industries	367	1,193	30.8
27	Paper and Allied Products Industries	13	44	29.5
97	Personal and Household Service Industries	224	773	29.0
47	Storage and Warehousing Industries	15	52	28.8
57	Machinery, Equipment and Supplies Industries, Wholesale	211	804	26.2

**Business establishments in smaller communities(1) ranked by industry major group,
Manitoba, December, 1996**

SIC	Industry	Number in		Percent in
		Smaller Communities	Total	Smaller Communities
61	Shoe, Apparel, Fabric and Yarn Industries, Retail	137	525	26.1
30	Fabricated Metal Products Industries	58	229	25.3
28	Printing, Publishing and Allied Industries	81	323	25.1
18	Primary Textile Industries	1	4	25.0
52	Food, Beverage, Drug and Tobacco Industries, Wholesale	61	268	22.8
16	Plastic Products Industries	12	53	22.6
37	Chemical and Chemical Products Industries	14	66	21.2
73	Insurance Industries	15	72	20.8
15	Rubber Products Industries	3	15	20.0
19	Textile Products Industries	10	50	20.0
75	Real Estate Operator Industries	136	688	19.8
26	Furniture and Fixture Industries	18	93	19.4
72	Investment Intermediary Industries	260	1,337	19.4
77	Business Service Industries	470	2,431	19.3
71	Consumer and Business Financing Intermediary Industries	9	48	18.8
69	Non-Store Retail Industries	17	94	18.1
11	Beverage Industries	5	29	17.2
36	Refined Petroleum and Coal Products Industries	1	6	16.7
39	Other Manufacturing Industries	31	197	15.7
33	Electrical and Electronic Products Industries	8	79	10.1
74	Other Financial Intermediary Industries	6	66	9.1
54	Household Goods Industries, Wholesale	7	85	8.2
24	Clothing Industries	6	92	6.5
82	Provincial and Territorial Government Service Industries	2	43	4.7
53	Apparel and Dry Goods Industries, Wholesale	2	94	2.1
17	Leather and Allied Products Industries	0	10	0.0
81	Federal Government Service Industries	0	42	0.0
84	International and Other Extra-Territorial Government Service Industries	0	1	0.0

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Includes CSDs with a population of less than 20,000.

**Business establishments in smaller communities(1) ranked by industry major group,
Saskatchewan, December, 1996**

SIC	Industry	Number in		Percent in
		Smaller Communities	Total	Smaller Communities
83	Local Government Service Industries	907	931	97.4
09	Service Industries Incidental to Mineral Extraction	368	389	94.6
01	Agricultural Industries	8,212	8,783	93.5
03	Fishing and Trapping Industries	7	8	87.5
04	Logging Industries	181	207	87.4
51	Petroleum Products Industries, Wholesale	328	386	85.0
47	Storage and Warehousing Industries	139	166	83.7
07	Crude Petroleum and Natural Gas Industries	91	111	82.0
70	Deposit Accepting Intermediary Industries	201	250	80.4
91	Accommodation Service Industries	597	754	79.2
06	Mining Industries	30	39	76.9
02	Service Industries Incidental to Agriculture	301	393	76.6
08	Quarry and Sand Pit Industries	32	43	74.4
64	General Retail Merchandising Industries	265	363	73.0
41	Industrial and Heavy Construction Industries	187	259	72.2
11	Beverage Industries	5	12	71.4
50	Farm Products Industries, Wholesale	65	99	65.7
05	Forest Services Industries	15	23	65.2
60	Food, Beverage and Drug Industries, Retail	933	1,455	64.1
31	Machinery Industries	78	123	63.4
49	Other Utility Industries	43	68	63.2
85	Educational Service Industries	256	412	62.1
45	Transportation Industries	946	1,543	61.3
63	Automotive Vehicles, Parts and Accessories Industries, Sales and Service	1,133	1,870	60.6
35	Non-Metallic Mineral Products	54	91	59.3
98	Membership Organization Industries	903	1,569	57.6
25	Wood Industries	56	98	57.1
59	Other Products Industries	278	494	56.3
76	Insurance and Real Estate Agent Industries	355	635	55.9
32	Transportation Equipment Industries	23	42	54.8
17	Leather and Allied Products Industries	7	13	53.8
46	Pipeline Transport Industries	8	15	53.3
96	Amusement and Recreational Service Industries	356	671	53.1
10	Food Industries	105	198	53.0
42	Trade Contracting Industries	1,050	2,022	51.9
37	Chemical and Chemical Products Industries	29	56	51.8
57	Machinery, Equipment and Supplies Industries, Wholesale	438	853	51.3
40	Building, Developing and General Contracting Industries	386	762	50.7
36	Refined Petroleum and Coal Products Industries	6	12	50.0
92	Food and Beverage Service Industries	860	1,797	47.9
86	Health and Social Service Industries	1,115	2,428	45.9
99	Other Service Industries	550	1,199	45.9
28	Printing, Publishing and Allied Industries	109	240	45.4
65	Other Retail Store Industries	530	1,200	44.2
97	Personal and Household Service Industries	350	792	44.2
62	Household Furniture, Appliances and Furnishings Industries, Wholesale	171	388	44.1
56	Metals, Hardware, Plumbing, Heating and Building Materials Industries, Wholesale	156	361	43.2
19	Textile Products Industries	12	28	42.9
55	Motor Vehicle, Parts and Accessories Industries, Wholesale	99	235	42.1
44	Service Industries Incidental to Construction	53	128	41.4
48	Communication Industries	62	152	40.8
72	Investment Intermediary Industries	403	1,000	40.3
30	Fabricated Metal Products Industries	76	189	40.2
74	Other Financial Intermediary Industries	22	55	40.0

**Business establishments in smaller communities(1) ranked by industry major group,
Saskatchewan, December, 1996**

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
61	Shoe, Apparel, Fabric and Yarn Industries, Retail	223	560	39.8
26	Furniture and Fixture Industries	15	39	38.5
24	Clothing Industries	9	24	37.5
75	Real Estate Operator Industries	221	594	37.2
16	Plastic Products Industries	9	25	36.0
77	Business Service Industries	776	2,166	35.8
15	Rubber Products Industries	2	6	33.3
27	Paper and Allied Products Industries	5	16	31.3
73	Insurance Industries	17	59	28.8
52	Food, Beverage, Drug and Tobacco Industries, Wholesale	41	154	26.6
69	Non-Store Retail Industries	24	94	25.5
39	Other Manufacturing Industries	36	154	23.4
71	Consumer and Business Financing Intermediary Industries	6	31	19.4
33	Electrical and Electronic Products Industries	8	43	18.6
53	Apparel and Dry Goods Industries, Wholesale	2	19	10.5
54	Household Goods Industries, Wholesale	2	34	5.9
82	Provincial and Territorial Government Service Industries	4	88	4.5
81	Federal Government Service Industries	1	37	2.7
29	Primary Metal Industries	0	7	0.0

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Includes CSDs with a population of less than 20,000.

**Business establishments in smaller communities(1) ranked by industry major group,
Alberta, December, 1996**

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
04	Logging Industries	482	550	87.6
01	Agricultural Industries	5,431	6,371	85.2
83	Local Government Service Industries	401	471	85.1
47	Storage and Warehousing Industries	274	369	74.3
05	Forest Services Industries	41	56	73.2
08	Quarry and Sand Pit Industries	85	128	66.4
09	Service Industries Incidental to Mineral Extraction	1,423	2,206	64.5
91	Accommodation Service Industries	789	1,243	63.5
41	Industrial and Heavy Construction Industries	678	1,108	61.2
64	General Retail Merchandising Industries	314	530	59.2
51	Petroleum Products Industries, Wholesale	317	560	56.6
03	Fishing and Trapping Industries	14	25	56.0
45	Transportation Industries	2,777	5,016	55.4
02	Service Industries Incidental to Agriculture	454	828	54.8
49	Other Utility Industries	133	246	54.1
85	Educational Service Industries	632	1,218	51.9
50	Farm Products Industries, Wholesale	84	169	49.7
06	Mining Industries	27	55	49.1
36	Refined Petroleum and Coal Products Industries	47	103	45.6
25	Wood Industries	171	378	45.2
63	Automotive Vehicles, Parts and Accessories Industries, Sales and Service	1,963	4,541	43.2
10	Food Industries	184	446	41.3
18	Primary Textile Industries	2	5	40.0
98	Membership Organization Industries	1,239	3,114	39.8
35	Non-Metallic Mineral Products	106	269	39.4
60	Food, Beverage and Drug Industries, Retail	1,381	3,611	38.2
99	Other Service Industries	1,789	5,061	35.3
40	Building, Developing and General Contracting Industries	1,005	2,917	34.5
42	Trade Contracting Industries	2,691	7,887	34.1
37	Chemical and Chemical Products Industries	67	200	33.5
15	Rubber Products Industries	7	21	33.3
70	Deposit Accepting Intermediary Industries	67	203	33.0
96	Amusement and Recreational Service Industries	581	1,803	32.2
17	Leather and Allied Products Industries	7	23	30.4
65	Other Retail Store Industries	1,133	3,832	30.0
27	Paper and Allied Products Industries	19	64	29.7
69	Non-Store Retail Industries	80	275	29.1
44	Service Industries Incidental to Construction	230	801	28.7
92	Food and Beverage Service Industries	1,665	5,801	28.7
59	Other Products Industries	367	1,293	28.4
32	Transportation Equipment Industries	43	152	28.3
97	Personal and Household Service Industries	749	2,671	28.0
31	Machinery Industries	104	374	27.8
62	Household Furniture, Appliances and Furnishings Industries, Wholesale	345	1,240	27.8
55	Motor Vehicle, Parts and Accessories Industries, Wholesale	218	788	27.7
76	Insurance and Real Estate Agent Industries	618	2,235	27.7
61	Shoe, Apparel, Fabric and Yarn Industries, Retail	451	1,654	27.3

Business establishments in smaller communities(1) ranked by industry major group,

Alberta, December, 1996

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
46	Pipeline Transport Industries	13	52	25.0
86	Health and Social Service Industries	2,064	8,517	24.2
57	Machinery, Equipment and Supplies Industries, Wholesale	689	2,861	24.1
28	Printing, Publishing and Allied Industries	175	796	22.0
56	Metals, Hardware, Plumbing, Heating and Building Materials Industries, Wholesale	225	1,035	21.7
71	Consumer and Business Financing Intermediary Industries	33	152	21.7
48	Communication Industries	96	455	21.1
30	Fabricated Metal Products Industries	176	838	21.0
75	Real Estate Operator Industries	450	2,169	20.7
52	Food, Beverage, Drug and Tobacco Industries, Wholesale	115	576	20.0
72	Investment Intermediary Industries	634	3,390	18.7
19	Textile Products Industries	20	108	18.5
16	Plastic Products Industries	26	142	18.3
73	Insurance Industries	24	133	18.0
29	Primary Metal Industries	10	59	16.9
77	Business Service Industries	2,567	15,479	16.6
39	Other Manufacturing Industries	98	632	15.5
24	Clothing Industries	20	137	14.6
26	Furniture and Fixture Industries	23	157	14.6
07	Crude Petroleum and Natural Gas Industries	131	1,029	12.7
11	Beverage Industries	4	37	10.8
74	Other Financial Intermediary Industries	25	240	10.4
33	Electrical and Electronic Products Industries	16	183	8.7
54	Household Goods Industries, Wholesale	10	168	6.0
53	Apparel and Dry Goods Industries, Wholesale	6	121	5.0
81	Federal Government Service Industries	2	46	4.3
82	Provincial and Territorial Government Service Industries	1	76	1.3
12	Tobacco Products Industries	0	1	0.0
84	International and Other Extra-Territorial Government Service Industries	0	4	0.0

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Includes CSDs with a population of less than 20,000.

**Business establishments in smaller communities(1) ranked by industry major group,
British Columbia, December, 1996**

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
83	Local Government Service Industries	546	717	76.2
04	Logging Industries	2,621	3,577	73.3
05	Forest Services Industries	416	640	65.0
91	Accommodation Service Industries	1,319	2,288	57.6
51	Petroleum Products Industries, Wholesale	195	355	54.9
01	Agricultural Industries	2,106	4,068	51.8
41	Industrial and Heavy Construction Industries	500	975	51.3
08	Quarry and Sand Pit Industries	53	104	51.0
36	Refined Petroleum and Coal Products Industries	11	22	50.0
64	General Retail Merchandising Industries	319	665	48.0
07	Crude Petroleum and Natural Gas Industries	34	74	45.9
25	Wood Industries	599	1,307	45.8
49	Other Utility Industries	158	352	44.9
03	Fishing and Trapping Industries	355	796	44.6
09	Service Industries Incidental to Mineral Extraction	196	465	42.2
45	Transportation Industries	2,729	6,474	42.2
02	Service Industries Incidental to Agriculture	314	796	39.4
35	Non-Metallic Mineral Products	135	360	37.5
40	Building, Developing and General Contracting Industries	1,943	5,487	35.4
63	Automotive Vehicles, Parts and Accessories Industries, Sales and Service	2,074	5,894	35.2
98	Membership Organization Industries	1,230	3,511	35.0
42	Trade Contracting Industries	3,626	11,131	32.6
85	Educational Service Industries	475	1,459	32.6
60	Food, Beverage and Drug Industries, Retail	1,409	4,405	32.0
32	Transportation Equipment Industries	130	411	31.7
48	Communication Industries	159	509	31.2
11	Beverage Industries	36	117	30.8
06	Mining Industries	51	166	30.7
55	Motor Vehicle, Parts and Accessories Industries, Wholesale	286	943	30.3
99	Other Service Industries	1,779	5,897	30.2
65	Other Retail Store Industries	1,760	5,858	30.0
70	Deposit Accepting Intermediary Industries	68	227	30.0
92	Food and Beverage Service Industries	2,524	8,574	29.4
96	Amusement and Recreational Service Industries	857	2,935	29.2
50	Farm Products Industries, Wholesale	49	175	28.0
97	Personal and Household Service Industries	931	3,409	27.3
15	Rubber Products Industries	10	37	27.0
69	Non-Store Retail Industries	96	359	26.7
62	Household Furniture, Appliances and Furnishings Industries, Wholesale	507	1,951	26.0
61	Shoe, Apparel, Fabric and Yarn Industries, Retail	594	2,296	25.9
86	Health and Social Service Industries	3,138	12,210	25.7
46	Pipeline Transport Industries	3	12	25.0
30	Fabricated Metal Products Industries	259	1,077	24.0
76	Insurance and Real Estate Agent Industries	676	2,856	23.7
47	Storage and Warehousing Industries	46	195	23.6
10	Food Industries	142	614	23.1
44	Service Industries Incidental to Construction	341	1,506	22.6

**Business establishments in smaller communities(1) ranked by industry major group,
British Columbia, December, 1996**

SIC	Industry	Number in Smaller Communities	Total	Percent in Smaller Communities
56	Metals, Hardware, Plumbing, Heating and Building Materials Industries, Wholesale	370	1,683	22.0
29	Primary Metal Industries	19	90	21.1
31	Machinery Industries	89	434	20.5
37	Chemical and Chemical Products Industries	53	259	20.5
19	Textile Products Industries	43	211	20.4
72	Investment Intermediary Industries	1,023	5,073	20.2
57	Machinery, Equipment and Supplies Industries, Wholesale	617	3,092	20.0
77	Business Service Industries	3,348	16,860	19.9
16	Plastic Products Industries	49	248	19.8
28	Printing, Publishing and Allied Industries	235	1,212	19.4
75	Real Estate Operator Industries	727	3,767	19.3
39	Other Manufacturing Industries	175	989	17.7
26	Furniture and Fixture Industries	62	353	17.6
52	Food, Beverage, Drug and Tobacco Industries, Wholesale	195	1,161	16.8
17	Leather and Allied Products Industries	6	37	16.2
59	Other Products Industries	413	2,779	14.9
73	Insurance Industries	22	150	14.7
71	Consumer and Business Financing Intermediary Industries	25	172	14.5
33	Electrical and Electronic Products Industries	47	362	13.0
74	Other Financial Intermediary Industries	57	483	11.8
24	Clothing Industries	37	358	10.3
54	Household Goods Industries, Wholesale	38	389	9.8
27	Paper and Allied Products Industries	32	136	9.1
18	Primary Textile Industries	1	12	8.3
53	Apparel and Dry Goods Industries, Wholesale	18	431	4.2
81	Federal Government Service Industries	1	49	2.0
82	Provincial and Territorial Government Service Industries	1	51	2.0
84	International and Other Extra-Territorial Government Service Industries	0	15	0.0

Source: Statistics Canada. Business Register Division, Custom Tabulation, 1996

(1) Includes CSDs with a population of less than 20,000.



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