

The Business Researcher Newsletter

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Celebrating Our 10th Year!

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Introduction

Welcome to the second issue of 2007.

We are all very excited about the up-coming Census release. It will still be a number of months before we get to see the exciting data such as income, ethnic origin and family composition but it all has to start somewhere. Over the course of the 2006 Census release we plan to facilitate small business access to this vital market research tool through reviews, tips and data products. If you ever have a question about sourcing Census data please do not hesitate to contact us at contact@gdsourcing.com

I hope you find this issue helpful.

John White

GDSourcing / Stats Link Canada

Statistics Canada Releases

Statistics Canada is a major source of Canadian economic, industry and market data. Through the Stats Link Canada database we track Stats Can releases on a daily basis and update our own database accordingly. You can now keep up-to-date with all of the latest Stats Can releases on-demand by using our [Stats Link Canada](#) database.

Below is a list of some of the most significant Stats Can releases in the last six weeks. You will note that there were a number of significant releases covering the hospitality, travel and tourism sectors

Research Tip

Subscribers can also narrow their search for Stats Can data by entering "Statistics Canada" in the source search box on either the [Advanced Search](#) page or on specific [Sector Search pages](#).

Latest Stats Can Releases:

[Stats Link Subscribers click here](#)

[Click Here for Free Trial Version](#)

Agriculture

Farm cash receipts - Annual

<http://www.statcan.ca/Daily/English/070227/d070227a.htm>

Fruit and vegetable production

<http://www.statcan.ca/bsolc/english/bsolc?catno=22-003-XIB>

Wool disposition and farm value - 2005

<http://www.statcan.ca/Daily/English/070214/d070214e.htm>

Statistics on income of farm operators - 2004

<http://www.statcan.ca/bsolc/english/bsolc?catno=21-206-XWE>

Canadian Potato Production - 2006 (revised)

<http://www.statcan.ca/Daily/English/070119/d070119b.htm>

Agriculture value added account

<http://www.statcan.ca/bsolc/english/bsolc?catno=21-017-X>

Balance sheet of the agricultural sector

<http://www.statcan.ca/bsolc/english/bsolc?catno=21-016-X>

Farm business cash flows

<http://www.statcan.ca:8096/bsolc/english/bsolc?catno=21-018-XIE>

Arts, Culture & Recreation

Revenue fluctuations for newspaper publishers

<http://www.statcan.ca/bsolc/english/bsolc?catno=63F0002XWE2007051>

Business & Financial Services

Biotechnology Use and Development Survey - 2005 (preliminary)

<http://www.statcan.ca/Daily/English/070130/d070130c.htm>

Research and development (R&D) personnel in Canada, 1995 to 2004

<http://www.statcan.ca/bsolc/english/bsolc?catno=88-001-X20070019573>

Consumer Services

Annual Survey of Consumer Goods Rental - 2005

<http://www.statcan.ca/Daily/English/070124/d070124c.htm>

Demographics

A Portrait of Seniors in Canada

<http://www.statcan.ca/bsolc/english/bsolc?catno=89-519-XWE>

Annual Demographic Estimates: Census Metropolitan Areas, Economic Regions and Census Divisions, Age and Sex, 2001 to 2006

<http://www.statcan.ca/bsolc/english/bsolc?catno=91-214-XWE>

Postcensal population estimates by marital status

<http://www.statcan.ca/Daily/English/070131/d070131d.htm>

Marriages - 2003

<http://www.statcan.ca/english/freepub/84F0212XIE/84F0212XIE2003000.htm>

Economic Indicators

Recent trends in output and employment

<http://www.statcan.ca/bsolc/english/bsolc?catno=13-604-MIE2007054>

Composite Index - Leading indicators

<http://www.statcan.ca/Daily/English/070220/d070220c.htm>

Labour Force Historical Review 1976 to 2006

<http://www.statcan.ca/Daily/English/070219/b070219a.htm>

Foreign control in the Canadian economy 2004

<http://www.statcan.ca/Daily/English/070216/d070216b.htm>

Canadian economic observer

<http://www.statcan.ca/bsolc/english/bsolc?catno=11-010-XWB>

Foreign and Domestic Investment in Canada - 2006

<http://www.statcan.ca/bsolc/english/bsolc?catno=61-232-XWE>

Financial and taxation statistics for enterprises

<http://www.statcan.ca/Daily/English/070207/d070207a.htm>

Canada's unemployment mosaic, 2000 to 2006

<http://www.statcan.ca/english/freepub/75-001-XIE/10107/high-1.htm>

Provincial Labour Productivity Growth, 1997 to 2005

<http://www.statcan.ca/bsolc/english/bsolc?catno=15-206-XWE2007007>

Education

Educational services and the disabled child

<http://www.statcan.ca/english/freepub/81-004-XIE/2006005/disachild.htm>

Environment

The Waste Management Industry Survey: Business and government sectors, 2004

<http://www.statcan.ca/bsolc/english/bsolc?catno=16F0023XIE>

Sales of environmental technologies and services

<http://www.statcan.ca/Daily/English/070201/d070201d.htm>

Health

Going to the doctor

<http://www.statcan.ca/english/freepub/82-003-XIE/2006002/articles/doctors.htm>

Cancer Incidence in Canada, 1992 to 2003

<http://www.statcan.ca/bsolc/english/bsolc?catno=82-231-XWE>

Depression and work impairment

<http://www.statcan.ca/english/freepub/82-003-XIE/82-003-XIE2006001.htm>

Hospitality

Annual Survey of Traveller Accommodation - 2005
<http://www.statcan.ca/Daily/English/070226/d070226e.htm>

International travel account
<http://www.statcan.ca/Daily/English/070226/d070226a.htm>

Business Conditions Survey: Traveller accommodation industries
<http://www.statcan.ca/Daily/English/070214/d070214b.htm>

Domestic travel - Annual (2005)
<http://www.statcan.ca/Daily/English/070214/d070214d.htm>

Travel arrangement services 2005
<http://www.statcan.ca/Daily/English/070213/d070213d.htm>

Information Technology

Annual Survey of Software Development and Computer Services - 2005
<http://www.statcan.ca/Daily/English/070208/d070208c.htm>

Justice & Security

Criminal victimization in the workplace
<http://www.statcan.ca/bsolc/english/bsolc?catno=85F0033MIE2007013>

Police-reported data on organized crime, hate-motivated crime and cyber crime 2005
<http://www.statcan.ca/Daily/English/070206/d070206b.htm>

Manufacturing

Business Conditions Survey: Manufacturing industries
<http://www.statcan.ca/Daily/English/070129/d070129a.htm>

Primary & Energy Sector

Oil and Gas Extraction - 2003
<http://www.statcan.ca/bsolc/english/bsolc?catno=26-213-XWE>

Psychographics

Time spent with family on a typical workday, 1986 to 2005

<http://www.statcan.ca/english/freepub/11-008-XIE/11-008-XIE2006007.htm>

Trade

Monthly Survey of Large Retailers

<http://www.statcan.ca/Daily/English/070219/d070219e.htm>

Transportation

For-hire motor carriers of freight, annual supplement - Financial statistics - 2005

<http://www.statcan.ca/Daily/English/070209/d070209b.htm>

Air Carrier Traffic at Canadian Airports

<http://www.statcan.ca/bsolc/english/bsolc?catno=51-203-XIE>

Workplace

Gender differences in quits and absenteeism in Canada

<http://www.statcan.ca/bsolc/english/bsolc?catno=11F0019MIE2007296>

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Coming Soon: Census 2006

The excitement in building! The foundation of all Canadian demographic information, the weighting of every poll and survey, the key-stone of consumer market research is about to be updated. Next week the first 2006 Census results will be released to much fanfare and celebration - at least in the market research community.

On March 13th 2007 (two days before the Ides), the first population and dwelling figures will be available. They are only a few morsels of data but every feast has to start somewhere. As in the past the full 2006 Census release will be staggered over a number of months. The following is the current release schedule:

- Release no. 1: Tuesday, March 13, 2007
 - Population and dwelling counts

- Release no. 2: Tuesday, July 17, 2007
 - Age and sex

- Release no. 3: Wednesday, September 12, 2007
 - Marital status (including common-law status)
 - Families and households
 - Housing and shelter costs² (including dwelling characteristics)

- Release no. 4: Tuesday, December 4, 2007
 - Language
 - Mobility and migration
 - Immigration and citizenship

- Release no. 5: Tuesday, January 15, 2008
 - Aboriginal peoples

- Release no. 6: Tuesday, March 4, 2008
 - Labour (including labour market activity, industry and occupation)
 - Place of work and commuting to work (including mode of transportation)
 - Education
 - Language (including language of work)

- Release no. 7: Wednesday, April 2, 2008
 - Ethnic origin and visible minorities

- Release no. 8: Thursday, May 1, 2008
 - Income and earnings
 - Housing and shelter costs

It appears that the dissemination of the 2006 Census via the Internet will be similar to 2001. Highlight tables and analytical reports will be used. For the most part Census Metropolitan Area data will be the most detailed geographical information available for free online. We will provide a review of each data release as it occurs and will look at all the access options available to small businesses and new entrepreneurs (i.e. those that are cost effective!).

For further information about the 2006 Census see the Statistics Canada Census web site: <http://www12.statcan.ca/english/census/index.cfm>

GeoSearch 2006

The first 2006 Census dissemination tool we are able to examine is [GeoSearch 2006](#). This interactive mapping application is primarily designed to help you navigate through the Census geography structure but once data is available it will also contain population and dwelling statistics.

While this is fairly basic demographic information it is nevertheless a vital (and free) tool for market size estimates at a small neighborhood level. For example you can combine the dwelling data with expenditure data from the Survey of Household Spending to estimate the number of households and market value for your product or service. (For more information see our [Stats Link Canada Research Guide on Household Spending](#).) [GeoSearch 2006](#) also promises to link to other information but we will have to wait and see what this other data actually will be. Stay tuned.

Overall [GeoSearch 2006](#) works well although it is not particularly intuitive. It took me a few tries to figure it out and an older colleague of mine found it utterly frustrating. Nonetheless you should not be intimidated by this tool.

You can start your search by either zooming in on your desired geography or by keyword searching. While both features work they each have their drawbacks especially if you are interested in local demographics. I found that using the zoom feature from a national level to a local neighborhood was a lengthy process. I had to wait for each new map to load. It was only a matter of seconds each time but it did add up. The interface is certainly not as quick as GoogleEarth.

On the other hand, the keyword search feature worked very quickly especially when I searched on street addresses, place names and postal codes. I could not however get the search by street intersection to work. Apparently none of the intersections around my office actually exist. I have a feeling the street intersection search feature is not very forgiving. You have to enter the street name and type EXACTLY as they appear in the Census database. Given that the other search features were successful I was not too concerned about the non-compliance of the intersections feature.

The zoom feature is set-up as the default format. If you want to keyword search you need to select the "Search" tab below the map. I recommend you start with a keyword search of either the name of your city/town or of a street address within your neighborhood market. Then use the zoom and pan features to fine tune the results.

It is at this point that [GeoSearch 2006](#) becomes a bit confusing for the first time user. Once you have targeted

your search, the next step is not readily apparent. The question that jumps to mind is "Now what?". What you need to do is place your target location within a standard Census geographical area. To do this click on the "Layers" tab under the map and select the appropriate Census geography. If you are unfamiliar with Census geographies the choices provided can seem like gobblely goop. Basically a Census Division is a regional municipality or county. Each Census Division is made up of Census Subdivisions which are usually towns or cities. The smallest geographical areas are Census Tracts - urban neighborhoods of approximately 5000 people - which are then in turn divided into Dissemination areas and Dissemination blocks. A Dissemination Area has approximately 500 people in it. If you are interested in a local neighborhood you will likely select either Census Tract or Dissemination Area. For more detailed definitions and examples see the [2006 Census Illustrated Glossary - Geographic Units](#)

After you select your boundaries from the "Layers" Tab, you will need to zoom in or out until you can see the Census boundaries lines of your target area. Once you see the area completely outlined click on the "Identify" button on the left column. Your mouse pointer will now have a question mark on it. Simply click inside the boundary lines of the area you want information about. The area will be highlighted green and you will be provided with a name or number identifying it.

With your geographical unit highlighted you can now look at the relevant information available. The "Geographic Hierarchy" tab below the map lets you see how your chosen market fits within larger geographic units. Once data is available you will also be able to click on the "Thematic Maps" and "Additional Data" tabs below the map to get statistical information about the area in question.

[GeoSearch 2006](#) is a handy and free tool. We used GeoSearch 2001 quite frequently during the last Census release cycle. Within a few minutes of practice you will be entirely comfortable with the interface and be the first on March 13, 2007 to know how many people live in your local market

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Ten Year Profile: The Urban Entrepreneur

As part of our 10th anniversary celebrations we are going to devote one article in each issue of the BR Newsletter to exploring trends in small business and entrepreneurship in Canada over the last 10 years.

Detailed tables will be included at the end of each article.

Entrepreneurs can be found all across Canada, from sea to sea to sea. Self-employment however is increasing becoming an urban-only phenomenon. Between 1997 and 2006, the number of self-employed Canadians living in the largest 16 metropolitan areas grew by a net 201,000. The rest of country over the same period actually lost 52,400 entrepreneurs.

Before you pack your bags and head for the big city however, it should be noted that the bulk of these gains were made around the turn of the millennium when urban self-employment

accounted for 271.8% of the net gains between 1997 and 2003. Recent growth has been more proportionate to the urban population. Between 2003 and 2006 the Big 16 accounted for 60.9% of the net gains as compared to their 59.7% share of the population.

In fact when you compare the share of the self-employed and the share of population held by the Rest of Canada, smaller cities and rural communities are actually punching slightly above their weight both now and in the past. In 1997, 47% of the self-employed lived outside the Big 16 even though this area only account for 43.1% of the population. Similarly in 2006, this area held 42.1% of self-employed as compared to 40.3% of the population. It is not that Canadians living outside the Big 16 are no longer interested in starting their own businesses. Rather it is a situation where Canada is becoming a more urban nation.

Types of Businesses Started - Big 16 vs. Rest of Canada

The services sector is the engine of self-employment growth right across Canada. Over the ten year study period there



was a net increase of 161,700 self-employed service sector businesses. The goods sector meanwhile suffered a net loss of 13,100. In urban centres 8 out of 10 self-employed businesses now belong to the service sector while in the Rest of Canada the figure is closer to 6 out of 10.

The fastest growing services industries since 1997 are different in the two geographical areas. Among the Big 16, Finance, insurance, real estate & leasing (+48.2%) and Educational Services (44.6%) have grown the fastest. In the Rest of Canada service sector growth has been generated primarily by Business, building & other support services (+37.2%), and Professional, scientific & technical services (29.9%).

The losses suffered by the goods sector are concentrated around the turn of the millennium. Losses in Agriculture and Manufacturing were especially acute. Over the last 4 years however the goods sector has rebounded dramatically to actually outpace the service sector in net growth with significant increases in both the Construction and Forestry, fishing, mining, oil & gas extraction sectors. In fact since 2003 Construction is among the top three industry sectors in both the Big 16 and in the Rest of Canada.

The momentum industries, those growing the fastest over the last year (2005-2006) for urban entrepreneurs are Transportation & Warehousing (+6.5%) and Finance, insurance, real estate & leasing (+5.0%). In the Rest of Canada momentum lies in the Finance, insurance, real estate and leasing (+12.3%) and Forestry fishing, mining and oil & gas extraction (+13.0%).

Where in Canada does the momentum lie?

































The largest 16 metropolitan areas in Canada are driving entrepreneur growth but which of these cities can lay claim to the greatest entrepreneurial momentum? When the top 16 metropolitan areas in Canada are compared directly there are a number of ways of ranking their growth in self-employment. Over the full 10 year study period, Windsor is the undisputed self-employment champion. Between 1997 to 2006 self-employment grew by 58.3%. This is well ahead of second place Oshawa where self-employment expanded by 38.6%.

As mentioned above, the bulk of this urban self-employment growth occurred around the turn of the millennium. To get a better understand of where entrepreneurial momentum is centred today, we need to break-up the ten-year period into three sections: historic 1997-2003, recent 2003-2006 and current 2005-2006. When the 16 cities are ranked by their self-employment growth rate over these three periods only three cities have consistent positive momentum through the ranks.

One of the most dramatic performances is by Hamilton which has been steadily climbing the growth ranking since 1997. The steel city jumped from a ranking of 12th between 1997-2003 to 5th for the period 2003-2006 and last year demonstrated the fastest one year growth rate in the country (15.2%). Another city on a similar self-employment growth

trajectory is Quebec City. Between 1997 and 2003, self-employment growth in the Quebec capital was the worst of the top 16 metropolitan areas. Over 2003 to 2006 however, it jumped 10 places in the ranking to 6th place and for the latest period has settled into 4th place.

London, the third of our momentum cities is an interesting case. Between 1997-2003 London ranked second last among the Big 16 in entrepreneurial growth. Over the next period it rose modestly two places to number 13 but it has since skyrocketed "with a bullet" to number 3 on the latest one year growth ranking.

Rank	1997-2003	Rank change to next period	2003-2006	Rank change to next period	2005-2006	Rank
1	WINDSOR		WINDSOR	 4	HAMILTON	1
2	OSHAWA		CALGARY	 10	OTTAWA-GATINEAU	2
3	TORONTO		ST. CATHERINES - NIAGARA	 11	LONDON	3
4	OTTAWA-GATINEAU		VANCOUVER	 3	QUEBEC	4
5	CALGARY		HAMILTON	 4	WINDSOR	5
6	VANCOUVER		QUEBEC	 2	OSHAWA	6
7	ST. CATHERINES - NIAGARA		OSHAWA	 1	VICTORIA	7
8	EDMONTON		EDMONTON	 2	VANCOUVER	8
9	MONTREAL		KITCHENER - WATERLOO	 6	TORONTO	9
10	VICTORIA		MONTREAL CMA	 1	EDMONTON	10
11	HALIFAX		OTTAWA-GATINEAU	 9	MONTREAL	11
12	HAMILTON		TORONTO	 3	CALGARY	12
13	WINNIPEG		LONDON	 10	WINNIPEG	13
14	KITCHENER - WATERLOO		VICTORIA	 7	ST. CATHERINES - NIAGARA	14
15	LONDON		HALIFAX	 1	KITCHENER - WATERLOO	15
16	QUEBEC		WINNIPEG	 3	HALIFAX	16

Top sectors in top cities

When the three momentum cities are examined individually, it is clear they have all found ways to utilize the unique talents of their entrepreneurial populations. Hamilton's top recent and current growth industries for self-employment remained consistent: Finance, insurance, real estate and leasing and Construction.

Quebec City on the other hand has relied entirely on the Manufacturing and Information, cultural & recreation sectors for its self-employment growth between 2003-2006 and 2005-2006.

Meanwhile London recorded phenomenal growth in the Agriculture sector (+62.5%) between 2003 and 2006, with its most recent growth relying on Construction (+18.9%) and Other Services (+25.0%).

What is particularly impressive about all three of these cities is that over the last year (2005-2006) they have posted increases in self-employment in direct contrast to the overall decline among the Big 16 and the Rest of Canada.

Over the last ten years, the face of self-employment in Canada has become distinctly urban. But simply living in a big city alone does not make you a successful entrepreneur. The fundamentals apply no matter what your address is. You need to recognize opportunity and have the skills and persistent confidence to pursue it.

Self-Employment Growth in Canada

	Number (000s) & Percentage Share				Net Growth & Share of Growth Rate			
	1997	2003	2005	2006	1997-2006	1997-2003	2003-2006	2005-2006
CANADA	2349.4	2401.8	2511.6	2498.0	148.6	52.4	96.2	-13.6
Top 16 Largest Cities	1244.4	1386.8	1453.6	1445.4	201.0	142.4	58.6	-8.2
Rest of Canada	1105.0	1015.0	1058.0	1052.6	-52.4	-90.0	37.6	-5.4
Top 16 Largest Cities	53.0%	57.7%	57.9%	57.9%	135.3%	271.8%	60.9%	-60.3%
Rest of Canada	47.0%	42.3%	42.1%	42.1%	-35.3%	-171.8%	39.1%	-39.7%

Source: Statistics Canada

Self-Employment by Industry Sector						
	Number (000s)					
	1997		2005		2006	
	Big 16	Rest of Canada	Big 16	Rest of Canada	Big 16	Rest of Canada
TOTAL INDUSTRIES	1244.4	1105.0	1453.6	1058.0	1445.4	1052.6
GOODS PRODUCING SECTOR	236.7	464.3	275.7	410.3	280.6	407.3
Agriculture	17.0	279.4	19.3	197.2	18.0	189.3
Forestry Fishing, Mining and Oil and Gas Extraction	8.0	45.1	4.7	46.1	3.7	52.1
Construction	138.9	105.5	187.8	133.0	195.4	137.3
Manufacturing	60.0	46.5	49.1	48.4	49.0	42.9
SERVICES PRODUCING SECTOR	1007.6	640.8	1177.8	647.7	1165.0	645.1
Trade	185.3	148.5	188.0	124.5	182.7	120.0
Transportation and Warehousing	58.7	60.9	68.8	63.0	73.3	63.1
Finance and Insurance real estate and leasing	83.0	53.0	117.1	48.8	123.0	54.8
Professional Scientific and Technical Services	222.2	69.9	283.5	83.6	278.6	90.8
Business, building and other support services	66.4	44.9	86.7	64.0	90.0	61.6
Educational Services	18.6	19.3	32.8	22.6	26.9	22.7
Health Care and Social Assistance	121.1	85.3	128.9	84.2	134.0	81.2
Information and Cultural and Recreation	65.3	31.3	84.2	32.3	72.4	34.6
Accommodation and Food Services	41.9	49.7	49.4	43.3	44.8	44.7
Other Services	109.0	111.8	113.2	106.6	110.0	100.9

Source: Statistics Canada

Self-Employment Growth by Industry Sector				
	% change 1997-2006		% change 2005-2006	
	Big 16	Rest of Canada	Big 16	Rest of Canada
TOTAL INDUSTRIES	16.2%	-4.7%	-0.6%	-0.5%
GOODS PRODUCING SECTOR	18.5%	-12.3%	1.8%	-0.7%
Agriculture	5.9%	-32.2%	-6.7%	-4.0%
Forestry Fishing, Mining and Oil and Gas Extraction	-53.8%	15.5%	-21.3%	13.0%
Construction	40.7%	30.1%	4.0%	3.2%
Manufacturing	-18.3%	-7.7%	-0.2%	-11.4%
SERVICES PRODUCING SECTOR	15.6%	0.7%	-1.1%	-0.4%
Trade	-1.4%	-19.2%	-2.8%	-3.6%
Transportation and Warehousing	24.9%	3.6%	6.5%	0.2%
Finance and Insurance real estate and leasing	48.2%	3.4%	5.0%	12.3%
Professional Scientific and Technical Services	25.4%	29.9%	-1.7%	8.6%
Business, building and other support services	35.5%	37.2%	3.8%	-3.8%
Educational Services	44.6%	17.6%	-18.0%	0.4%
Health Care and Social Assistance	10.7%	-4.8%	4.0%	-3.6%
Information and Cultural and Recreation	10.9%	10.5%	-14.0%	7.1%
Accommodation and Food Services	6.9%	-10.1%	-9.3%	3.2%
Other Services	0.9%	-9.7%	-2.8%	-5.3%
Source: Statistics Canada				

Self-employment by Metropolitan Area Ranked by 2005-2006 Growth Rate

		Number (000s)				% Change			
		1997	2003	2005	2006	1997-2006	1997-2003	2003-2006	2005-2006
1	HAMILTON	45.6	48.3	46.7	53.8	18.0%	5.9%	11.4%	15.2%
2	OTTAWA-GATINEAU	69.7	79.6	73.5	80.3	15.2%	14.2%	0.9%	9.3%
3	LONDON	33.5	32.2	29.5	31.4	-6.3%	-3.9%	-2.5%	6.4%
4	QUEBEC	43.1	34.1	35.7	37.6	-12.8%	-20.9%	10.3%	5.3%
5	WINDSOR	12.0	15.2	18.3	19.0	58.3%	26.7%	25.0%	3.8%
6	OSHAWA	15.3	19.3	20.9	21.2	38.6%	26.1%	9.8%	1.4%
7	VICTORIA	27.9	30.1	28.6	29.0	3.9%	7.9%	-3.7%	1.4%
	CANADA TOTAL	2349.4	2401.8	2511.6	2498.0	6.3%	2.2%	4.0%	-0.5%
8	VANCOUVER	169.2	187.2	211.1	209.5	23.8%	10.6%	11.9%	-0.8%
9	TORONTO	342.8	415.4	419.7	415.7	21.3%	21.2%	0.1%	-1.0%
10	EDMONTON	70.3	76.5	80.7	78.9	12.2%	8.8%	3.1%	-2.2%
11	MONTREAL	223.9	242.4	252.2	246.1	9.9%	8.3%	1.5%	-2.4%
12	CALGARY	80.1	88.9	108.5	105.2	31.3%	11.0%	18.3%	-3.0%
13	WINNIPEG	40.5	42.4	42.1	40.0	-1.2%	4.7%	-5.7%	-5.0%
14	ST. CATHERINES - NIAGARA	21.8	23.9	29.0	26.9	23.4%	9.6%	12.6%	-7.2%
15	KITCHENER - WATERLOO	27.3	28.3	31.5	28.9	5.9%	3.7%	2.1%	-8.3%
16	HALIFAX	21.4	23.0	25.6	21.9	2.3%	7.5%	-4.8%	-14.5%

Source: Statistics Canada

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Small Business Stats Facts

Each Business Researcher Newsletter ends with a collection of recently released statistics related to Canadian small businesses. To view all small business releases use the Stats Link Canada links below:

Latest Small Business & Entrepreneurship Releases
Stats Link Subscribers click here

[Click Here for Free Trial Version](#)

1. How "green" are the self-employed in Canada?

How likely are you to change your current shopping habits to purchase more environmentally-friendly products and services, even if it means paying a higher price?	
	"Very Likely"
SELF-EMPLOYED	38%
Employed	27%
Unemployed	26%
Retired	27%
Student	18%
Source: Bullfrog Power / Environics	

2. According to Canadian CEOs what are the top three attributes important to success in running your own business?

Top Attributes Important for Entrepreneurial Success	
1.	Persistence in the face of difficulty
2.	Determination
3.	Passionate belief in what they are doing
Source: COMPAS	

3. What percentage of Baby Boomers believe that at the age of 62 starting a business is an appealing activity?

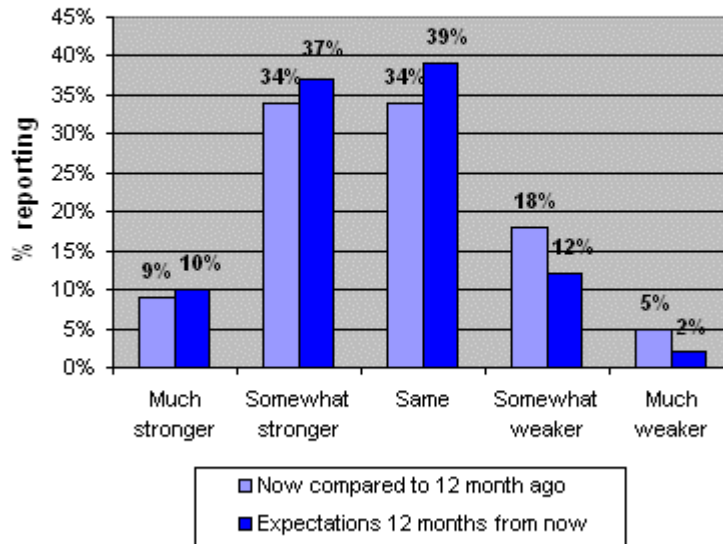
What do you think would be most appealing to you at age 62?	
Conventional retirement	76%
Volunteer	49%
Consult	31%
Start a business	19%
Cycle south of France	18%
Climb Mount Kilimanjaro	9%
Source: Ipsos Reid	

4. Which province/region has the most optimistic entrepreneurs for 2007?

Ranking of Canadian provinces by their Business Barometer Index (Dec 2006)	
1.	Alberta / B.C. (tie)
2.	Nova Scotia
3.	New Brunswick
4.	Ontario
5.	Saskatchewan
6.	Prince Edward Island
7.	Manitoba
8.	Quebec
9.	Newfoundland & Labrador
Source: CFIB - Quarterly Barometer Index (Dec 2006)	

5. How have Canadian small and medium-sized businesses performed over the last year? What do they expect for the coming year?

**Canadian Small & Medium Size Businesses:
Current & Expected Business Performance
(Dec 2006)**



Source: CFIB - Quarterly Business Barometer

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