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# A Profile of Canadian Exporters

1993-1997



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Statistics Canada  
International Trade Division

# A Profile of Canadian Exporters

1993-1997

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## Note of appreciation

*Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.*

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## HIGHLIGHTS

The data presented in this publication indicate the following:

- in 1997, 30,738 establishments reported domestic exports of \$30,000 and over—representing a 29% increase from 1993;
- in 1997, the value of domestic exports of these establishments reached \$279 billion, a 58% increase from 1993;
- from 1993 to 1997, just over 4% of exporting establishments accounted for 82% of exports;
- over the period 1993 to 1997, almost 70% of exporting establishments had exports of less than \$1 million annually, accounting for almost 2% of exports;
- between 1993 and 1997 there were no significant changes in the size or industry distributions of exporting establishments;
- 50% of new exporters in 1994 and 1995 exported in every year up to 1997;
- 30% of new exporters in 1994 and 1995 did not export during the second year or any subsequent year up to 1997; and
- 20% of new exporters in 1994 and 1995 fluctuated in and out of the Exporter Registry up to 1997.

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<sup>1</sup> Team Canada Incorporated is a partnership of federal government departments and agencies that delivers international business development to Canadians.

## INTRODUCTION

Over the last few years, federal departments such as Industry Canada, Foreign Affairs and International Trade, Export Development Corporation, Agriculture and Agri-Food Canada, and other members of Team Canada Incorporated have been requesting statistics about the Canadian exporting population. These requests have varied in complexity from estimates of the total population to detailed breakdowns by size of exporter, province of residence, and destination of export.

Recognizing the importance of these data to policymakers, the International Trade Division at Statistics Canada worked closely with members of Team Canada Incorporated to plan and develop an Exporter Registry, which ensures that statistics derived from these data can benefit all Canadians.

This publication presents statistics covering the years 1993 to 1997. Annual estimates for 1998 and 1999 will be available by April 2001. Readers should note that these statistics do not represent the total universe of domestic exporters, as they exclude establishments exporting less than \$30,000 and some special transactions (see Section 2).

*A Profile of Canadian Exporters* is divided into four sections.

Section 1, "Analytical Overview," highlights major findings and presents some topical analysis.

Section 2, "Data Concepts and Sources," provides a brief overview of the project and its central objectives. This section also defines new concepts and measures that have been developed as a result of this project.

Section 3, "Methodology and Data Quality," describes the methods used in deriving these estimates and describes their limitations. Issues such as data sources and definitions and estimation are addressed. Because there is no single measure of data quality, specific issues such as linkage rates and potential sources of error are addressed. This is particularly important for knowing how to analyse and interpret the statistics. An appendix at the end of this section provides a comparative overview of different data sources for exporters by industry.

Section 4, "Statistical Tables," contains tabular data to provide users with a general understanding of the Canadian exporting community.

## SECTION 1: ANALYTICAL OVERVIEW

The Canadian exporting community has been a growing segment of the Canadian economic landscape for many years. The Exporter Registry data show that although there has been growth in the number of exporting establishments, a good portion of the increase in value can be attributed to existing exporters. From 1993 to 1997, the average annual compounded growth rate in the number of exporting establishments was 5.1%. This compares with a 9.6% growth rate for value within the same period.<sup>2</sup>

### EXPORTS WERE HIGHLY CONCENTRATED

In terms of size, large exporting establishments accounted for the majority of Canadian domestic exports. In 1997, establishments that shipped abroad \$25 million or more worth of exports per year represented only 4.3% of all exporting establishments but accounted for 81.5% of all exports. However, if the motor vehicle industry, including parts, were excluded, this group's share would drop to about 59% of all exports.

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<sup>2</sup> The average annual compounded growth rate formula is  $\left(\frac{v_t}{v_0}\right)^{1/t} - 1$ 100. This gives the required compounded growth rate needed each year to attain the most recent value ( $v_t$ ), where  $v_0$  represents the original (base) value, and  $t$  represents the number of years.

The small establishments—those with annual exports worth between \$30,000 and \$1 million—accounted for about 70% of all exporting establishments, but only 1.8% of export value for 1997. These findings are consistent over the period 1993 to 1997.

### EXPORT GROWTH OCCURRED IN MOST INDUSTRIES

On an industry basis, Transportation Equipment captured the single largest share of value at 26.4% for 1997. Wholesale Trade had the second largest share of value at 13.1%, followed by Paper and Allied Products at 6.2%. In addition, Wholesale Trade had the single largest share in terms of number of exporters at 23.8%, while most other industries held less than a 5% share.

With respect to the Wholesale Trade group, readers should note that an exporter may be the wholesaling arm of a manufacturing, mining- or agriculturally-based corporation.

In terms of the growth of exports in other industries over the 1993–1997 period, several groups increased significantly in either the number or the value of exporters, or in both (see tables 4.1 and 4.2 in Section 4).

When considering growth in terms of the number of exporters, industry groups such as Communication and



Other Utility (117.3%), Leather and Allied Products (64.9%) and Refined Petroleum and Coal Products (52.2%) logged the largest increases. The associated values for these groups (85.4%, 35.1% and 80.4%, respectively) are modest when compared with other industry groups.

Many industry groups exceeded 100% growth in value. Of these, Clothing (164.3%), Electrical and Electronic Products (151.3%), and Furniture and Fixture (141.6%) captured the largest growth rates.

Industries that experienced relatively large increases in their value, while seeing low growth in the number of exporters, are of particular interest because these groups clearly represent an expansion in export capacity. Here, the highest ratios of value to exporter growth<sup>3</sup> are represented by groups such as Fishing, Trapping, Logging and Forestry Services (a ratio of 134.9 to 7.6), Agriculture and Related Service (111.0 to 12.3) and Machinery (104.3 to 16.9).

### **AN EXPORTER'S FIRST YEAR WAS DETERMINANT**

The data support the notion that an exporter's first year in the exporting business is critical. About 50% of the establishments that were new in 1994 and 1995 continued exporting every year up to 1997. However, close to 30% of new exporters in 1994 and 1995 did not export in the

<sup>3</sup> This ratio illustrates the growth rate in export value relative to the growth rate in exporters over the period 1993 to 1997.

second year or any subsequent year. The remaining 20% of new exporters fluctuated in and out of the Exporter Registry throughout various years.

### **PROVINCES EXPERIENCED DIFFERENT GROWTH PATTERNS**

As outlined in Section 2, the Exporter Registry's 'province of residence' concept offers a somewhat different definition when compared with the traditional international trade variable 'province of origin.' Whereas province of origin highlights the origin of the *commodity* being exported, the province of residence concept focuses on the *exporter's* province of residence.

**Table 1.1 Comparing 'province of residence' and 'province of origin,' 1997**

Province	Residence	Origin
	% of Canadian total	
Newfoundland	0.5	0.9
Prince Edward Island	0.2	0.2
Nova Scotia	1.3	1.1
New Brunswick	1.8	1.9
Quebec	18.9	18.2
Ontario	50.6	49.9
Manitoba	3.8	2.8
Saskatchewan	1.6	2.8
Alberta	11.8	11.2
British Columbia	9.6	10.8
Yukon	0.0	0.0
Northwest Territories	0.0	0.1
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

Table 1.1 shows that Nova Scotia, Quebec, Ontario, Manitoba and Alberta have increased percentage shares with the province of

residence concept. This is chiefly because of wholesaling industries and head office activities within these provinces.<sup>4</sup>

As can be seen from Table 4.5 in Section 4, Ontario housed about half of all exporting establishments throughout the period 1993 to 1997. However, Ontario's average annual growth rate of exporters (4.5%) lagged behind Alberta's (7.9%), Quebec's (6.7%) and British Columbia's (6.1%).

Even though Ontario had 14,454 exporting establishments in 1997, it had lost 1.6% of its provincial share of exporters when compared with 1993 levels. In terms of exports, as is shown in Table 4.6, Ontario went from a 52.5% share of exports in 1993 to a 50.5% share in 1997.

Although Manitoba's growth in exporters was on average a modest 2.4% per year, the province managed to increase its exports by 128.9% over the five-year period. Manitoba's share of exports went from 2.6% in 1993 to 3.8% in 1997.

Despite the fact that British Columbia had the third-highest average annual growth rate overall (6.1%), it lost 2.4 percentage points of its provincial share of value. By 1997, British Columbia held 9.6% of value, down

from 12.0% in 1993. This loss can be attributed to increased levels of exports by other provinces, coupled with decreased levels of some B.C.-based exports.

On the Atlantic side, the Maritimes experienced relatively low growth rates in the number of exporters for the period 1993 to 1997. However, despite their lower growth in the number of exporters, the Maritimes were able to keep their provincial share of value very consistent at 3.7% over this period. This is significant because existing exporters had to vastly increase their exports in order to keep pace with other provincial increases.

### **EXPORTERS DIVERSIFIED THEIR MARKETS**

In 1997, about 86% of exporters exported at least once to the United States. Some exported exclusively to the United States; others exported to both U.S. and non-U.S. destinations. In fact, the largest average annual compounded growth rate is attributed to establishments that exported to both U.S. and non-U.S. destinations. This group experienced average annual increases of 8.9% per year in the number of exporters and 11.7% per year in value.

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<sup>4</sup> Please see Section 2 for a definition and description of these activities.

## **SECTION 2: DATA CONCEPTS AND SOURCES**

The principal objective of the Exporter Registry is to provide a reliable count of Canadian exporters and domestic exports by industry, size, province of residence and destination for active merchandise exporters meeting and exceeding a \$30,000 annual exporting threshold on an establishment basis. Conventional trade statistics help analyse what commodities are exported, when they were exported, and where they are sold. This new database provides information about the exporters themselves.

This section provides details about data concepts used in this project. This section also discusses the data sources.

### **DATA CONCEPTS**

#### **Exporter population**

As with any estimate of a population, each entity must represent a single unit. The statistical unit used in the Exporter Registry is the statistical establishment.<sup>5</sup>

The primary reason for using the establishment as the statistical unit is to permit the allocation of exporting

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<sup>5</sup> A statistical establishment is defined as the level at which accounting data required to measure production (such as principal inputs, revenues and wages) are available. In other words, a statistical establishment represents a 'unit of production', such as a factory plant or a head office. These are all part of a statistical enterprise, which represents the sum of statistical establishments under its control.

activity for each exporter by province of residence.

Another reason is to be able to capture properly the Standard Industrial Classification for Establishments (SIC-E) of the exporter. Since each establishment has its own SIC-E, it is important to attribute exports to the SIC-E of the exporter's establishment rather than to that of the enterprise—which may be different.

Although the statistical unit used throughout this publication is the establishment, users should be aware that it is possible to produce or tabulate data at the enterprise level as well.

### **Exclusions**

The Exporter Registry does not encompass all merchandise trade transactions for a given year. This registry covers approximately 95% of domestic exports each year. The other 5%, along with re-exports, have not been included. The result is that the Exporter Registry totals shown in the tables from Section 4 will not match published International Trade Division (ITD) domestic export totals. However, readers should note that for comparative purposes, Table 4.4 does contain the Exporter Registry totals as well as the published ITD domestic export totals.

The following provides a brief explanation of the data that were not included within the Exporter Registry's coverage:

**Re-exports:** Merchandise exports can be divided into two components:

- domestic exports, representing goods produced in Canada and exported abroad; and
- re-exports (about 5% of total exports), representing goods produced outside of Canada and exported abroad from Canada.

Because the intention is to capture exporting activity of domestically produced commodities, the value of re-exports is not included on the Registry. In the case that a domestic exporter has both domestic exports and re-exports, the value associated with these re-exports will not be on the Registry. Only the value of that exporter's domestic exports will be included. Similarly, an exporting establishment that only re-exported goods would not be on the Registry at all.

**'Very small' exporters:** Exporters of less than \$30,000 annually are out of the scope of the Exporter Registry. This is mainly due to the fact that it can be difficult to identify, track and classify small exporters by business frame because of the infrequency of their exporting activity or because they are unidentifiable.

Since many of these exporters (such as farmers and fishers) tend to be unincorporated businesses, individuals or institutions, there is a balance to be struck between the time, effort and cost of linking these establishments and their relative benefit. As a result, many smaller transaction exporters are not on the Registry.

**Special trade transactions:**

Merchandise exports are a record of almost all goods that cross the border. An exporter can be anyone—from a large multinational corporation to an individual sending personal effects to another country. The objective of the Exporter Registry program is to identify the Canadian establishments that export. It is, therefore, important to remove any data that are not in some way related to business activity. One way to do this, at least in part, is to eliminate all commodities that most likely would be exported by individuals for personal, non-business use. These commodities are mainly identified in Chapter 99 of the Harmonized System (HS) commodity classification. Confidential transactions that are usually allocated to Chapter 99 are not in the Registry, as confidentiality is ensured in the tables published from the Registry.

Table 2.1 outlines a list of the commodities that are not covered by the Exporter Registry.

**Table 2.1 Commodities excluded from the Exporter Registry**

HS Code	Description
9901.00.00	Unclassifiable exports
9902.00.00	Groceries
9903.00.00	Duty-free shop exports
9904.00.00	Goods of U.S. origin returning to the U.S.

**Source:** The Harmonized Commodity Description and Coding System.

**Non-reported trade:** It should be noted that any non-reported transactions are not included in the Registry. (For example, exports to non-U.S. destinations where each individual shipment is valued at less than \$2,500 do not have to be reported).

### The Exporter/Importer Database (1990 to 1995)

In the early to mid 1990s, the International Trade Division released estimates of the exporter population for the period 1990 to 1995. Much like the current Exporter Registry, this involved linking ITD data to Statistics Canada’s Business Register.

Users should be careful when comparing the Exporter Registry with the Exporter/Importer Database because of conceptual, definitional and coverage differences.

### Industrial classification

The Exporter Registry uses the Standard Industrial Classification for Establishments (SIC-E) of the exporting establishment. Within the

context of this definition, it is important to understand that the exporter and the producer may not be the same. As such, the associated SIC-E may not always be obvious.

For example, enterprise ABC is composed of two entities: a production entity, and a ‘sales’ or ‘distribution’ entity. The production entity of this enterprise only produces commodities and is in a physically different location from the distribution entity, which only distributes goods (including exports). As such, the production entity (i.e., the plant) is one establishment (with its own SIC-E) and the distribution entity is another establishment (with its own SIC-E—normally a wholesaling SIC-E). If the distribution entity is always the exporter for ABC’s exports, then this entity will be the establishment on the Exporter Registry and the exports will be attributed to a wholesaling SIC-E. This explains why Wholesale Trade accounts for such a large share of exports (about 13%) on the Registry.

A similar phenomenon holds for the Business Service group as well. Part of the reason why this group held 1.9% of value and a relatively large percentage of exporters (5.1%) for 1997 stems from corporate head offices being listed as the exporter of record. If a corporate head office is reporting the domestic export, then the SIC-E for that head office—normally a business service SIC-E—is attributed to that export.

The Exporter Registry covers trade in domestically produced

merchandise and not trade in services. Thus, the Registry does not cover trade in services such as consulting. However, if a consulting establishment exported office furniture or any other commodity, then this consulting establishment would be on the Registry and the attributed SIC-E would be a business service SIC-E. Please refer to Appendix A of Section 3 for a comparison of different measures of exports by industry.

### **Exporter size**

This concept provides a key variable in the analysis of the exporting community, given the high proportion of exports by a small proportion of exporters. Each exporting establishment has been assigned to a size class according to its domestic exports to all countries. Readers should be aware that it is possible to have a large producer classified as a small exporter, since a large producer of goods may not have a high level of exports.

### **Province of residence**

Merchandise exports have traditionally been reported by province of origin. The Exporter Registry allows us to introduce a new geographic concept: province of residence. By identifying the exporter we can classify the goods according to the residence of the exporter rather than the origin of the manufacturer. This is important because manufacturing a good is often a different activity from

exporting it. For example, for a good manufactured in Ontario and exported by a wholesaler in Nova Scotia, the province of origin recorded on the Customs document would be Ontario, where it was produced, although the actual exporter resides in Nova Scotia.

### **Destination**

The countries or U.S. states of destination indicated on Customs documentation were used to allocate an establishment's exports. Specific destinations were aggregated to five U.S. regions and five country groupings. Those aggregates were further aggregated to U.S., non-U.S., U.S. only, non-U.S. only, both U.S. and non-U.S., and a total of all countries.

Note that an establishment can export to different destinations and therefore can be counted in more than one destination. For this reason, population counts are not additive. For example, U.S. exporters cannot be added to non-U.S. exporters to calculate the total. The only exception in this publication's tables are the categories 'U.S. only,' 'non-U.S. only' and 'both U.S. and non-U.S.'—since an exporter can only be in one of these groupings.

However, export values are additive because the exports of an establishment exporting to several countries are allocated to the proper destination without duplication.

## DATA SOURCES

### Statistics Canada's Business Register

Statistics Canada's Business Register (BR) is a central repository of information on businesses operating in Canada. It is used as the principal frame for most of Statistics Canada's economic statistical programs. The BR is an important source of data for the Exporter Registry because it provides consistent and standardized establishment and enterprise level data.

The standardized model developed at Statistics Canada consists of a four-level hierarchy of statistical entities:

1. enterprise—the top of the hierarchy, which is associated with a complete (consolidated) set of financial statements;
2. company—the level at which operating profit can be measured;
3. establishment—the level at which the accounting data required to measure production are available (principal inputs, revenues, wages, etc.); and
4. location—the bottom of the hierarchy, which requires only the number of employees for delineation.

The Exporter Registry uses only the statistical enterprise and the statistical establishment concepts.

### Exporters to the United States

Canadian exports to the United States are compiled from U.S. import declaration forms based on the Memorandum of Understanding on the Exchange of Import Data between the United States and Canada. Canadian firms that export to the United States are identified by name and address on the U.S. documents. An identifier is then created using a predefined combination of the name, street address and city. This identifier is then passed to Statistics Canada and becomes known as the Trade Collection Unit (TCU).

The main difficulty in identifying exporters to the United States is that the name and address for the same entity can be recorded differently at any given time. The result is that the same entity (business) can receive numerous identifiers (TCUs). Statistics Canada must then attempt to group these identifiers into a common, standard statistical unit.

### Exporters to countries other than the United States

Either Canadian businesses that export to countries other than the United States are identified on the Canadian Export Declaration form (B-13a), or Statistics Canada receives data electronically or by paper summary reporting from these exporters. Exporters use Canada Customs and Revenue Agency (formerly Revenue Canada) assigned payroll deduction numbers, Customs and Excise numbers, or business numbers when submitting

their export declaration; however, some exporters often leave this field blank. Again, it is possible for the same entity to have multiple identifiers and Statistics Canada must, where possible, assign them to the same common identifier.

### **Special cases**

While most international trade transactions are received from customs authorities and therefore identify the importer and exporter of the good, there exist a few select commodities where no importer or exporter is identified. These include natural gas and electricity. Natural

gas exports are received from the National Energy Board and are broken down by Customs port of exit. This port information, along with existing survey information, has been used to assign exports of natural gas to individual establishments. Imports and exports of electricity, also received from the National Energy Board, are broken down by province. The Registry recognizes that provincial hydro authorities export electricity, and it allocates exports as such.



## SECTION 3: METHODOLOGY AND DATA QUALITY

This section outlines the methodology used to estimate the number of exporters and their exports by industry, size, province of residence, and destination. The two basic steps—linking and estimation of unlinked documents—are presented along with their specific data quality considerations.

### DATA LINKAGE METHODOLOGY

Data records are linked by a three-step process.

#### Step 1: Validation of the exporter

**Exports to the United States:** In terms of value, exports to the United States account for about 80% of Canada's annual total domestic exports.

Within each U.S. Customs import document, there is a vendor identification (ID) code attached. This code is constructed using the name and address of the exporter of the merchandise.

For each vendor ID code, it is necessary to

- **standardize:** each initial vendor ID code is assigned a revised/standardized municipality, based on the Statistics Canada (STC) municipality library, and a revised/standardized province

(two-digit STC numeric code); and

- **unduplicate:** each initial vendor ID code for a single exporter and location is linked to a unique revised vendor ID code.

An example of this duplication problem arises because descriptive information—name and address—is currently not a standardized field on U.S. Customs documentation. For instance, the municipality of ST JOHNS (as it is written in the STC municipality library) in Newfoundland (standardized province is '10') has been reported in several ways, including 'Saint Johns', 'St Johns', 'St John's', 'Saint John', 'Saint Jean' and 'St Jean', and the province as 'Newfoundland', 'Nfld', 'Terre Neuve' and 'TN'.

This makes any automated linking exercise very difficult, because each different spelling or listing is considered a different item. To this end, an initial automated processing of the file is performed using the Postal Address Analysis System. This STC generalized application attempts to rearrange a freeform address into standardized positioned components.

**Exports to non-U.S. destinations:** In terms of value, exports to non-U.S. destinations account for about 20% of Canada's annual total

domestic exports. Within each document, an exporter ID code is attached. Unlike with exports to the United States, the exporter ID code can come from various sources. The exporter ID can be a payroll deduction number, a Customs and Excise number or, since 1997, a Business Number. However, in many cases the exporter ID field is not completed. In such instances, a 'dummy' STC code is assigned and the name and address information is captured and stored. Each of the previously mentioned codes also has a repository of names and addresses.

For each exporter ID code, it is necessary to

- **standardize:** each initial exporter ID code is assigned a revised/standardized municipality, based on the STC municipality library, and a revised/standardized province (two-digit STC numeric code); and
- **unduplicate:** each initial exporter ID code for a single exporter and location is linked to a unique revised exporter ID code.

As with exports to the United States, the present descriptive information—name and address—is not standardized. Again, an initial automated processing of the file was performed using the Postal Address Analysis System.

## **Step 2: Linking exports to the United States and exports to non-U.S. destinations by name and address**

After the standardization/unduplication processes are complete, it is possible to aggregate exports by unique exporter at the location level. This process delivers a concordance file containing many initial ID codes for U.S. and non-U.S. destinations into one standardized exporter ID.

## **Step 3: Linking unduplicated exporter information**

The final step is to ensure a proper linkage between the Business Register and the new file of exporters from ITD. This linkage is initially done at the enterprise level and then refined to the establishment level.

**Non-residents:** Where feasible, exports by non-residents are allocated to their Canadian subsidiaries. Otherwise, non-residents are considered unlinked and Canadian exporters are estimated.

For example, if a U.S. corporation is listed as the exporter of record on the Customs documentation for a given domestic export from Canada, then the corporation's Canadian subsidiary, and not the U.S. establishment, will be linked as the exporter.

## **ESTIMATION OF THE UNLINKED PORTION**

After linking to the Business Register, a relatively small but significant portion of the documents was not successfully linked. The number of exporters based on the linked portion, therefore, underestimates the size of the exporting community. Moreover, the linked portion cannot provide consistent estimates when the linkage rate changes over time. This is the case for exports to countries other than the United States, where the proportion of unlinked documents went from about 45% between 1993 and 1995 to 11% in 1996 and 1997. However, coverage for U.S. destinations was high and relatively constant between 1993 and 1997.

The numbers of exporting establishments and their exports were estimated for the unlinked portion, in order to provide a more complete and reliable picture of the exporting community.

### **Methodology**

The methodology uses the patterns of the linked portion to provide estimates for the unlinked portion, following these steps:

1. Estimate the export value of the unlinked portion by SIC-E, size, province and trading area combination.

First, the export value of the unlinked portion is distributed to both SIC-E and exporter size.

This is based on the relationship of the Harmonized System (HS) classes and document size groupings to SIC-E by exporter size groupings in the linked portion. For example, if the export value of apples in documents of \$30,000 to \$100,000 has been equally reported by Fruit and Other Vegetable Farms of sizes \$30,000 to \$100,000 and \$100,000 to \$1 million in the linked portion, then the value of exported apples in an unlinked \$50,000 document would be distributed equally between these two exporter sizes in this industry.

Second, the province of origin reported on the unlinked documents is used to approximate the province of residency of the exporter.

Third, the destination reported on the unlinked portion by SIC-E and size is distributed to various trading area combinations based on the linked patterns. For example, exports to Japan for the industry Fruit and Other Vegetable Farms of size \$30,000 to \$100,000 would be equally distributed to 'Japan only' and to a 'Japan and Mexico' combination if this were the pattern observed in the linked portion.

This is necessary because an exporter can export to different countries. One cannot, therefore, add the number of exporters by destination to derive the total number of exporters. The distribution by trading area

combination tries to split exports by 'unique exporters' where the sum of exporters by these trading area combinations equals the total number of exporters for all countries. Note that the observed distribution in 1996 was used for 1993 to 1995 because the distribution was changing too drastically between 1995 and 1996 as a result of the higher linkage rate.

2. Calculate the average exports per establishment for each industry and exporter size in the linked portion.

It is assumed that this average should be the same for a given industry and size across provinces and destinations. The geometric mean formula has been used because of the uneven distribution of exports by establishment (that is, there are more small-value exporters than larger ones).

3. Estimate the number of exporters by SIC-E, size, province and destination.

Divide the exports by SIC-E, size, province and trading area combination by the average exports per establishment and size to provide counts of exporting establishments.

Estimate the population counts by destination by adding for each destination all of the trading area combinations in which it is involved. For example, for Japan, the total number of unlinked exporters for the industry Fruit

and Other Vegetable Farms of size \$30,000 to \$100,000 would be the count of 'Japan only,' plus 'Japan and Mexico;' and for Mexico, it would be 'Mexico only,' plus 'Japan and Mexico.' This way, the exporter exporting to both Mexico and Japan is counted in both countries.

This methodology is applied to a level of aggregation that provides a balance between homogeneity of the aggregates and reliability (minimum of observations). SIC-04<sup>6</sup> establishments were aggregated to SIC-03 or a higher level, to ensure a minimum number of exporters in the linked portion (169 classes). Exporter size and destination categories used in this publication table were utilized for this aggregation. Provinces and territories were used without aggregation. Estimated counts at this level were rounded to the closest integer value.

In cases where unlinked documents did not have the corresponding patterns in the linked portion at the detailed level, the closest pattern was used. For example, if the linked establishments did not trade apples, then the exports of 'unlinked apples' would be distributed according to the distribution of a more aggregated HS class for apples.

## Results

Estimated counts for the unlinked portion represents about 15% of the

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<sup>6</sup> This refers to the Standard Industrial Classification for Establishments at the four-digit level (i.e., the most detailed level).

total number of exporters. This is closer to the proportion of unlinked documents than that of the unlinked value although the estimates are based on the average value of exports per establishment. This reflects the fact that low-value documents are more likely to be unlinked and to be associated with smaller-size industries (a lower average export value).

### **DATA QUALITY**

There is no solitary measurement for data quality of the Exporter Registry. However, there are various elements that must be considered. One of the unique features of international trade data is that they are completely derived from administrative sources. As such, many of the potential errors and data quality issues will stem from these sources.

#### **Potential sources of error**

In considering the issue of data quality, it is important to highlight potential sources of error that might affect the resulting statistics. These potential sources of error reflect the unique nature of trade data in that they are derived from Customs documentation from both Canada and the United States. The following are possible sources of error in the data:

- incorrect classification of commodities;
- incorrect classification of destination or origin;

- trade undercoverage (failure of exporters to file export documentation);
- incorrect valuation of commodities;
- data capture errors;
- incorrect data linkages owing to judgment, clerical errors or poorly reported information; and
- trade misallocation (erroneous reporting by some establishments of exports that go through the United States to other countries as exports to the United States).

#### **Linkage rates**

The most appropriate data quality measure for these data is to consider the linkage rates of this population. These rates indicate that on average, for the period 1993 to 1997, 85% of the documentation and 96% of export value destined to the United States were linked to a valid establishment. Similarly, on average for the same period, 68% of the Customs documentation and 87% of the value bound for non-U.S. destinations were linked. It should be noted that the low linkage rates in the period 1993 to 1995 are due to a lack of captured exporter information. This represents a significant achievement, considering this project started with over 200,000 Trade Collection Units to be identified, standardized and unduplicated. Table 3.1 highlights the annual linkage rates.

**Table 3.1 Data linkage rates, 1993–1997**

Data type (destination)	1993	1994	1995	1996	1997
	%				
Documents (U.S.)	82.3	85.0	85.7	85.8	83.6
Value (U.S.)	94.9	96.7	96.1	96.4	95.8
Documents (non-U.S.)	54.6	55.5	52.1	88.9	88.5
Value (non-U.S.)	80.8	83.5	83.4	94.6	94.1

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

### Data quality of the unlinked establishments

In this case, two main sources of potential error—biases and variance—can affect the results.

**Biases:** The main problem with these estimates relates to biases in the linked portion patterns. The most important bias relates to the assumption that the average value per establishment is the same in both the linked and unlinked portion. This assumption means that the unlinked documents are not related to establishments already in the linked portion. This is not the case—an unknown proportion of unlinked documents is indeed related to linked establishments. This implies that the numbers of establishments corresponding to the unlinked portion are overestimated.

This overestimation is not believed to be too serious and is offset in some cases by the second source of biases.

The larger establishments tend to be matched more effectively to the Business Register than the smaller ones. For example, the summary reporters' documents for larger establishments are almost all linked. This increases the average exports per establishment in the linked portion and thus creates a downward bias in the population estimates. This phenomenon was particularly evident between 1993 and 1995 for low-value export documents to countries other than United States. This explains why the non-U.S. estimates increased more rapidly than expected between 1995 and 1996.

**Variance:** If the observed exports per establishment in the linked portion vary a lot between establishments, the resulting estimates are likely to be less reliable. The variance of the population estimates is therefore directly related to the variance of the exports per establishment average. The coefficient of variation of export by establishment (after logarithmic transformation) was 3% on average, ranging from 0% to 10%.

## APPENDIX A: DIFFERENT ESTIMATES OF EXPORTS BY INDUSTRY

Please note that all estimates included here define industries according to the Standard Industrial Classification for Establishments (SIC-E).

### THE EXPORTER REGISTRY

**Concepts and methodology:** This direct annual measure of domestic exports by exporting industry (not necessarily producing industry) is obtained from the Exporter Registry. Details of the concepts and methodology are provided in sections 2 and 3.

**Advantages:** This is a direct measure of exports by exporting industry. It covers the large majority of domestic exports (see linkage rates in Section 3). Details of exports by province of residence, size of exporter, country of destination and industry are available, but they are limited to ensure the confidentiality of respondents.

**Disadvantages:** This measure is limited to establishments exporting \$30,000 or more (see Section 3). The fact that the exporting industry might not be the producing industry should be considered when these data are compared with other industry-based data.

**Analytical usefulness:** These estimates should be used when considering exporting establishments

rather than producing establishments, and when province of residence of exporter, size of exporter or country of destination are also important.

### THE PRIMARY PRODUCER APPROACH

**Concepts and methodology:** This monthly measure, derived from commodity data, estimates exports by the primary producing industry (not the exporting industry *per se*). Each exported commodity is allocated to the primary producer (the industry that produces most of it). Data are available back to 1988 by special request from the International Trade Division of Statistics Canada.

The estimates for an industry are more reliable when it is the only producer of the exported goods (high coverage ratio) and does not produce commodities that are primary to other industries (high specialization ratio).

**Advantages:** This aggregation of commodity data by industry provides consistent estimates over time. These estimates are comparable with competitive imports based on the primary producer assumption. Competitive imports allocate imported goods to the Canadian industry considered to be the primary producer of these commodities.

Therefore, one can analyse both exports and competitive imports on a consistent base over time.

**Disadvantages:** It is not a direct measure of exports by industry. These estimates are not strictly comparable with other industry-based variables such as employment or shipments, especially when specialization and coverage ratios are not very high. This assumption cannot capture the changing structure of primary and secondary producers over time.

**Analytical usefulness:** These estimates provide a level of detail (SIC-04) not provided by others. Both exports and competitive imports can be analysed on a consistent base over time.

## THE PRODUCTION SHARE APPROACH

**Concepts and methodology:** This monthly measure, derived from commodity data, estimates exports by producing industry (not exporting industry *per se*). Each commodity is allocated to industries according to their production share of the commodity in 1992. This measure covers the period 1992 to the present and is published in the *Industrial Monitor* by the Industry Measures and Analysis Division of Statistics Canada.

**Advantages:** This aggregation of commodity data by producing industry provides estimates consistent with production share. It should, in theory, provide better estimates than the primary producer

assumption can provide. These estimates are comparable with competitive imports by industry, based on production share. One can therefore analyse both exports and competitive imports on a consistent base over time.

**Disadvantages:** It is not a direct measure of exports by producing industry. Production shares are estimated at a higher level of aggregation than that of export classification. This leads to allocation distortion for some commodities. Production shares are computed using 1992 data. The estimates of exports by industry do not capture the changing structure of primary and secondary producers over time. It is limited to manufacturing industries. Details of country of destination and province of origin are not available.

**Analytical usefulness:** These estimates have been developed to analyse the demand side of industrial activities on a monthly basis. This is the most reliable estimate at the moment for this sort of analysis.

## THE ANNUAL SURVEY OF MANUFACTURING (ASM)

**Concepts and Methodology:** This direct annual measure of exports of own production<sup>7</sup> by manufacturing industry is estimated from the Destination of Shipment component of the Annual Survey of Manufacturing. The estimates cover

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<sup>7</sup> 'Exports of own production' refers to exports produced and exported by the same establishment.



the sampled manufacturers (mostly larger firms except for Quebec, where the sample size was extended in 1997). This measure covers the data years 1993 and 1997 and is available by special request from the Manufacturing, Construction and Energy Division of Statistics Canada.

**Advantages:** This is a direct measure of producing exporters and is, therefore, more consistent over time with similar industry-based data such as value added, shipments and employment. Details of exports by province and industry are available, but they are limited to ensure the

confidentiality of respondents.

**Disadvantages:** Countries of destination are not available for 1993, and they are limited to the United States and to countries other than U.S. aggregates for 1997. This measure is limited to manufacturing industries (about 80% of total domestic exports). It is limited to larger firms and has limited timeliness (about a two-year delay).

**Analytical usefulness:** Estimates should be used to compare exports with other annual manufacturing data on own production activities.

## SECTION 4: STATISTICAL TABLES

**Table 4.1 Exporter population by industry grouping, 1993–1997**

Industry grouping (SIC-E)*	Exporters (establishments)				
	1993	1994	1995	1996	1997
	number				
Agricultural and Related Service	1,186	1,271	1,247	1,308	1,332
Fishing and Trapping; Logging and Forestry	290	335	332	322	312
Mining (including Milling), Quarrying and Oil Well	276	296	333	331	362
Manufacturing (total)	13,056	13,900	15,378	15,041	16,056
Food	1,178	1,186	1,315	1,204	1,306
Beverage; Tobacco Products	94	78	119	107	134
Rubber Products	160	160	174	175	173
Plastic Products	737	809	876	883	944
Leather and Allied Products	97	124	124	119	160
Primary Textile	129	134	145	128	138
Textile Products	210	258	288	265	283
Clothing	567	579	668	656	715
Wood	916	1,055	1,116	1,181	1,263
Furniture and Fixture	433	472	533	569	611
Paper and Allied Products	391	433	469	483	496
Printing, Publishing and Allied	506	513	588	572	611
Primary Metal	324	337	387	345	364
Fabricated Metal Products	1,751	1,963	2,124	2,084	2,254
Machinery	1,341	1,428	1,531	1,486	1,567
Transportation Equipment	835	907	988	1,016	1,013
Electrical and Electronic Products	1,164	1,085	1,207	1,206	1,259
Non-Metallic Mineral Products	359	404	424	431	448
Refined Petroleum and Coal Products	67	79	250	104	102
Chemical and Chemical Products	816	825	884	862	915
Other Manufacturing	981	1,071	1,168	1,165	1,300
Construction; Transportation and Storage	791	966	1,158	1,257	1,350
Communication and Other Utility	75	127	129	140	163
Wholesale Trade	5,255	5,751	6,322	7,138	7,325
Retail Trade	673	821	920	1,046	959
Finance and Insurance	441	461	444	509	513
Business Service	910	1,051	1,265	1,407	1,553
Other	939	752	737	772	813
<b>Exporter Registry total</b>	<b>23,892</b>	<b>25,731</b>	<b>28,265</b>	<b>29,271</b>	<b>30,738</b>

\*Please refer to the **Note to Users** for a complete listing of inclusions.

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

**Table 4.2 Domestic exports, by industry grouping, 1993–1997**

Industry grouping (SIC-E)*	Value of domestic exports				
	1993	1994	1995	1996	1997
	millions of Canadian dollars				
Agricultural and Related Service	993	1,234	1,361	1,714	2,094
Fishing and Trapping; Logging and Forestry	1,180	1,492	2,043	2,383	2,772
Mining (including Milling), Quarrying and Oil Well	10,953	12,591	14,310	15,423	15,487
Manufacturing (total)	121,210	147,118	172,238	178,224	195,066
Food	4,618	5,209	5,627	6,763	7,836
Beverage; Tobacco Products	1,523	1,081	975	1,088	1,201
Rubber Products	1,466	1,712	1,836	1,992	2,414
Plastic Products	1,703	2,296	2,685	3,032	3,443
Leather and Allied Products	221	304	298	282	299
Primary Textile	872	1,037	1,291	1,481	1,814
Textile Products	452	631	736	863	938
Clothing	695	894	1,169	1,458	1,837
Wood	7,590	9,781	11,149	11,431	11,974
Furniture and Fixture	1,219	1,571	1,941	2,315	2,946
Paper and Allied Products	12,929	15,048	20,591	17,757	17,209
Printing, Publishing and Allied	640	700	944	1,039	1,200
Primary Metal	9,610	11,197	13,819	13,983	13,690
Fabricated Metal Products	4,100	5,239	6,312	7,228	7,638
Machinery	4,241	5,451	6,589	7,512	8,664
Transportation Equipment	50,527	60,150	65,072	66,623	73,514
Electrical and Electronic Products	6,219	10,365	13,616	14,140	15,632
Non-Metallic Mineral Products	992	1,347	1,609	1,840	2,083
Refined Petroleum and Coal Products	2,038	1,980	2,779	3,323	3,675
Chemical and Chemical Products	5,957	7,326	9,008	9,286	11,498
Other Manufacturing	3,597	3,800	4,192	4,788	5,560
Construction; Transportation and Storage	7,569	9,766	9,901	11,065	12,344
Communication and Other Utility	1,279	1,600	2,129	2,133	2,370
Wholesale Trade	24,608	27,776	31,235	34,512	36,501
Retail Trade	354	410	476	575	625
Finance and Insurance	3,573	4,053	4,161	4,946	5,234
Business Service	3,272	4,015	5,067	4,752	5,227
Other	1,358	1,005	1,304	1,344	1,137
<b>Exporter Registry total</b>	<b>176,348</b>	<b>211,060</b>	<b>244,223</b>	<b>257,071</b>	<b>278,857</b>

\*Please refer to the **Note to Users** for a complete listing of inclusions.

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

**Table 4.3 Exporter population by destination and size, 1993–1997**

Destination region	Exporters (establishments)				
	1993	1994	1995	1996	1997
	number				
United States (total)	20,994	22,917	24,793	25,083	26,377
Eastern Seaboard*	14,707	15,926	17,280	17,543	18,786
Industrial Heartland*	11,834	13,120	14,401	14,596	15,712
Midwest*	10,122	11,578	12,641	13,286	14,220
Southeast*	9,502	10,766	11,910	12,453	13,388
West*	9,557	10,948	11,958	12,424	13,330
Non-U.S. (total)	8,085	8,093	9,427	12,761	12,292
European Union*	4,212	4,212	4,925	6,862	6,180
Japan	1,622	1,656	1,997	2,584	2,423
Mexico	480	563	468	679	547
South America*	1,198	1,249	1,537	2,064	2,008
Other*	5,369	5,430	6,541	9,009	8,334
U.S. only	15,807	17,638	18,838	16,510	18,445
Non-U.S. only	2,895	2,814	3,471	4,188	4,358
Both U.S. and non-U.S.	5,190	5,279	5,956	8,573	7,935
<b>Exporter Registry total</b>	<b>23,892</b>	<b>25,731</b>	<b>28,265</b>	<b>29,271</b>	<b>30,738</b>
<b>Exporter size</b>					
	number				
\$30,000 to \$99,999	7,520	7,285	7,865	7,859	8,068
\$100,000 to \$999,999	9,722	10,986	11,820	12,231	12,843
\$1,000,000 to \$4,999,999	3,926	4,278	5,029	5,253	5,620
\$5,000,000 to \$24,999,999	1,845	2,160	2,414	2,681	2,890
\$25,000,000 and over	879	1,022	1,137	1,247	1,317
<b>Total</b>	<b>23,892</b>	<b>25,731</b>	<b>28,265</b>	<b>29,271</b>	<b>30,738</b>
<b>Exporter size</b>					
	% share				
\$30,000 to \$99,999	31.5	28.3	27.8	26.8	26.2
\$100,000 to \$999,999	40.7	42.7	41.8	41.8	41.8
\$1,000,000 to \$4,999,999	16.4	16.6	17.8	17.9	18.3
\$5,000,000 to \$24,999,999	7.7	8.4	8.5	9.2	9.4
\$25,000,000 and over	3.7	4.0	4.0	4.3	4.3
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

\*Please refer to the **Note to Users** for a complete listing of inclusions.

**Note:** 'U.S. (total)' and 'Non-U.S. (total)' will not add up to 'Exporter Registry total' because an exporter can be included in both destination totals. The categories 'U.S. only,' 'Non-U.S. only' and 'Both U.S. and non-U.S.' will add up to 'Exporter Registry total.'

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

**Table 4.4 Domestic exports by destination and size, 1993–1997**

Destination region	Value of domestic exports				
	1993	1994	1995	1996	1997
	millions of Canadian dollars				
United States (total)	141,077	170,332	192,253	206,580	226,882
Eastern Seaboard*	39,987	42,692	46,514	52,868	59,874
Industrial Heartland*	60,078	77,514	87,821	88,720	94,014
Midwest*	16,260	19,834	23,416	28,192	30,578
Southeast*	10,390	13,031	16,408	17,400	18,659
West*	14,362	17,262	18,095	19,401	23,757
Non-U.S. (total)	35,271	40,728	51,970	50,491	51,975
European Union*	10,965	11,952	16,059	15,025	14,690
Japan	8,541	9,808	11,969	11,148	11,147
Mexico	797	1,048	1,119	1,214	1,224
South America*	1,864	2,448	2,881	3,151	3,763
Other*	13,104	15,470	19,943	19,953	21,151
U.S. only	94,319	113,513	127,868	119,573	139,089
Non-U.S. only	8,831	11,422	13,692	10,691	12,571
Both U.S. and non-U.S.	73,198	86,125	102,663	126,806	127,197
<b>Exporter Registry total</b>	<b>176,348</b>	<b>211,060</b>	<b>244,223</b>	<b>257,071</b>	<b>278,857</b>
<b>Published total**</b>	<b>177,622</b>	<b>212,493</b>	<b>246,390</b>	<b>259,295</b>	<b>281,226</b>
<b>Exporter size</b>					
	millions of Canadian dollars				
\$30,000 to \$99,999	434	421	459	462	472
\$100,000 to \$999,999	3,344	3,853	4,157	4,391	4,632
\$1,000,000 to \$4,999,999	9,038	10,009	11,775	12,270	13,251
\$5,000,000 to \$24,999,999	21,026	24,521	27,740	30,756	33,153
\$25,000,000 and over	142,506	172,256	200,093	209,192	227,350
<b>Total</b>	<b>176,348</b>	<b>211,060</b>	<b>244,223</b>	<b>257,071</b>	<b>278,857</b>
<b>Exporter size</b>					
	% share				
\$30,000 to \$99,999	0.2	0.2	0.2	0.2	0.2
\$100,000 to \$999,999	1.9	1.8	1.7	1.7	1.7
\$1,000,000 to \$4,999,999	5.1	4.7	4.8	4.8	4.8
\$5,000,000 to \$24,999,999	11.9	11.6	11.4	12.0	11.9
\$25,000,000 and over	80.8	81.6	81.9	81.4	81.5
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

\* Please refer to the **Note to Users** for a complete listing of inclusions.

\*\* 'Published total' dollar values are from Statistics Canada, Total Canadian Domestic Exports, CANSIM, series D400967.

Differences from 'Exporter Registry total' values are due to the exclusions outlined in Section 2.

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

**Table 4.5 Exporter population by province of residence, 1993–1997**

	Exporters (establishments)				
	1993	1994	1995	1996	1997
<b>Newfoundland</b>					
Exporters (number)	129	123	141	152	149
Share of Canada total (%)	0.5	0.5	0.5	0.5	0.5
Change in numbers from previous year (%)		-4.7	14.6	7.8	-2.0
<b>Prince Edward Island</b>					
Exporters (number)	110	109	112	113	108
Share of Canada total (%)	0.5	0.4	0.4	0.4	0.4
Change in numbers from previous year (%)		-0.9	2.8	0.9	-4.4
<b>Nova Scotia</b>					
Exporters (number)	622	603	644	679	672
Share of Canada total (%)	2.6	2.3	2.3	2.3	2.2
Change in numbers from previous year (%)		-3.1	6.8	5.4	-1.0
<b>New Brunswick</b>					
Exporters (number)	492	552	600	550	578
Share of Canada total (%)	2.1	2.1	2.1	1.9	1.9
Change in numbers from previous year (%)		12.2	8.7	-8.3	5.1
<b>Quebec</b>					
Exporters (number)	5,005	5,516	6,266	6,474	6,906
Share of Canada total (%)	20.9	21.4	22.2	22.1	22.5
Change in numbers from previous year (%)		10.2	13.6	3.3	6.7
<b>Ontario</b>					
Exporters (number)	11,620	12,121	13,432	13,721	14,454
Share of Canada total (%)	48.6	47.1	47.5	46.9	47.0
Change in numbers from previous year (%)		4.3	10.8	2.2	5.3
<b>Manitoba</b>					
Exporters (number)	863	983	914	982	972
Share of Canada total (%)	3.6	3.8	3.2	3.4	3.2
Change in numbers from previous year (%)		13.9	-7.0	7.4	-1.0

(continued)

**Table 4.5 Exporter population by province of residence, 1993–1997**  
(continued)

	Exporters (establishments)				
	1993	1994	1995	1996	1997
<b>Saskatchewan</b>					
Exporters (number)	443	505	523	549	570
Share of Canada total (%)	1.9	2.0	1.9	1.9	1.9
Change in numbers from previous year (%)		14.0	3.6	5.0	3.8
<b>Alberta</b>					
Exporters (number)	1,455	1,665	1,816	2,039	2,131
Share of Canada total (%)	6.1	6.5	6.4	7.0	6.9
Change in numbers from previous year (%)		14.4	9.1	12.3	4.5
<b>British Columbia</b>					
Exporters (number)	3,121	3,538	3,798	4,012	4,198
Share of Canada total (%)	13.1	13.7	13.4	13.7	13.7
Change in numbers from previous year (%)		13.4	7.3	5.6	4.6
<b>Yukon Territory</b>					
Exporters (number)	27	10	10	*	*
Share of Canada total (%)	0.1	0.0	0.0		
Change in numbers from previous year (%)		-63.0	0.0		
<b>Northwest Territories</b>					
Exporters (number)	5	6	9	*	*
Share of Canada total (%)	0.0	0.0	0.0		
Change in numbers from previous year (%)		20.0	50.0		
<b>Canada</b>					
Exporters (number)	23,892	25,731	28,265	29,271	30,738
Share of Canada total (%)	100.0	100.0	100.0	100.0	100.0
Change in numbers from previous year (%)		7.7	9.8	3.6	5.0

\*Yukon and Northwest Territories are included within British Columbia.

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

**Table 4.6 Domestic exports by province of residence, 1993–1997**

	Export value				
	1993	1994	1995	1996	1997
<b>Newfoundland</b>					
Export value (millions of Canadian dollars)	985	701	1,095	1,294	1,386
Share of Canada total (%)	0.6	0.3	0.4	0.5	0.5
Change in value from previous year (%)		-28.8	56.1	18.1	7.1
<b>Prince Edward Island</b>					
Export value (millions of Canadian dollars)	254	340	380	386	446
Share of Canada total (%)	0.1	0.2	0.2	0.2	0.2
Change in value from previous year (%)		34.1	11.8	1.5	15.6
<b>Nova Scotia</b>					
Export value (millions of Canadian dollars)	2,323	2,550	2,942	3,267	3,638
Share of Canada total (%)	1.3	1.2	1.2	1.3	1.3
Change in value from previous year (%)		9.8	15.4	11.1	11.4
<b>New Brunswick</b>					
Export value (millions of Canadian dollars)	3,207	3,790	4,720	4,809	4,979
Share of Canada total (%)	1.8	1.8	1.9	1.9	1.8
Change in value from previous year (%)		18.2	24.5	1.9	3.5
<b>Quebec</b>					
Export value (millions of Canadian dollars)	29,268	35,898	46,600	47,798	52,660
Share of Canada total (%)	16.6	17.0	19.1	18.6	18.9
Change in value from previous year (%)		22.7	29.8	2.6	10.2
<b>Ontario</b>					
Export value (millions of Canadian dollars)	92,543	110,609	122,066	129,495	140,934
Share of Canada total (%)	52.5	52.4	50.0	50.4	50.5
Change in value from previous year (%)		19.5	10.4	6.1	8.8
<b>Manitoba</b>					
Export value (millions of Canadian dollars)	4,662	5,980	8,220	10,249	10,675
Share of Canada total (%)	2.6	2.8	3.4	4.0	3.8
Change in value from previous year (%)		28.3	37.4	24.7	4.2

(continued)



**Table 4.6 Domestic exports by province of residence, 1993–1997**  
(continued)

	Export value				
	1993	1994	1995	1996	1997
<b>Saskatchewan</b>					
Export value (millions of Canadian dollars)	2,913	3,385	3,987	4,174	4,573
Share of Canada total (%)	1.7	1.6	1.6	1.6	1.6
Change in value from previous year (%)		16.2	17.8	4.7	9.6
<b>Alberta</b>					
Export value (millions of Canadian dollars)	18,926	21,828	25,847	30,683	32,848
Share of Canada total (%)	10.7	10.3	10.6	11.9	11.8
Change in value from previous year (%)		15.3	18.4	18.7	7.1
<b>British Columbia</b>					
Export value (millions of Canadian dollars)	21,239	25,949	28,324	24,916	26,718
Share of Canada total (%)	12.0	12.3	11.6	9.7	9.6
Change in value from previous year (%)		22.2	9.2	-12.0	7.2
<b>Yukon Territory</b>					
Export value (millions of Canadian dollars)	28	6	4	*	*
Share of Canada total (%)	0.0	0.0	0.0		
Change in value from previous year (%)		-78.0	-39.0		
<b>Northwest Territories</b>					
Export value (millions of Canadian dollars)	1	23	40	*	*
Share of Canada total (%)	0.0	0.0	0.0		
Change in value from previous year (%)		1658.3	71.3		
<b>Canada</b>					
Export value (millions of Canadian dollars)	176,348	211,060	244,223	257,071	278,857
Share of Canada total (%)	100.0	100.0	100.0	100.0	100.0
Change in value from previous year (%)		19.7	15.7	5.3	8.5

\*Yukon and Northwest Territories are included within British Columbia.

**Source:** Statistics Canada, International Trade Division, Exporter Registry.

## NOTE TO USERS

### United States groupings

Eastern Seaboard	Southeast	Midwest	Industrial Heartland	West
Connecticut	Alabama	Colorado	Illinois	Arizona
Delaware	Arkansas	Iowa	Indiana	Alaska
District of Columbia	Florida	Idaho	Kentucky	California
Maine	Georgia	Kansas	Michigan	Hawaii
Maryland	Louisiana	Minnesota	Ohio	Nevada
Massachusetts	Mississippi	Missouri	Wisconsin	Oregon
New Hampshire	Puerto Rico	Montana		Washington
New Jersey	South Carolina	North Dakota		
New York	Tennessee	Nebraska		
North Carolina	U.S. Virgin Islands	New Mexico		
Pennsylvania		Oklahoma		
Rhode Island		South Dakota		
Vermont		Texas		
Virginia		Utah		
West Virginia		Wyoming		

### Non-U.S. groupings

European Union	South America	Other
Andorra	Argentina	This category comprises 203 countries not already listed in other categories.
Austria	Bolivia	
Belgium	Brazil	
Germany	Chile	
Denmark	Colombia	
Spain	Ecuador	
Finland	Falkland Islands	
Faeroe Islands	French Guyana	
France	Guyana	
Greece	Peru	
Ireland	Paraguay	
Italy	Surinam	
Luxembourg	Uruguay	
Monaco	Venezuela	
Netherlands		
Portugal		
Sweden		
San Marino		
United Kingdom		
Vatican City		

**Industry groupings**

<b>Industry groupings</b>	<b>Corresponding SIC-E code</b>
Agricultural and Related Service	0111-0239
Fishing and Trapping; Logging and Forestry	0311-0511
Mining (including Milling), Quarrying and Oil Well	0611-0929
<b>Manufacturing (total)</b>	<b>1011-3999</b>
Food	1011-1099
Beverage; Tobacco Products	1111-1221
Rubber Products	1511-1599
Plastic Products	1611-1699
Leather and Allied Products	1711-1719
Primary Textile	1811-1831
Textile Products	1911-1999
Clothing	2431-2499
Wood Industries	2511-2599
Furniture and Fixture	2611-2699
Paper and Allied Products	2711-2799
Printing, Publishing and Allied	2811-2849
Primary Metal	2911-2999
Fabricated Metal Products	3011-3099
Machinery	3111-3199
Transportation Equipment	3211-3299
Electrical and Electronic Products	3311-3399
Non-Metallic Mineral Products	3511-3599
Refined Petroleum and Coal Products	3611-3699
Chemical and Chemical Products	3711-3799
Other Manufacturing	3911-3999
Construction; Transportation and Storage	4011-4799
Communication and Other Utility	4811-4999
Wholesale Trade	5111-5999
Retail Trade	6011-6921
Finance and Insurance	7011-7611
Business Service	7711-7799
Other	8111-9999

**Source:** Standard Industrial Classification for Establishments (1980).

## GLOSSARY

### **Business Number (BN)**

The Business Number (BN) was introduced by Revenue Canada (now the Canada Customs and Revenue Agency) in 1994 as a means of integrating all of the Revenue Canada programs (accounts) under one common (number) identifier. Hence, each enterprise/business entity receives an identification number that is used by the enterprise to report its financial data on goods and services tax (GST), Customs (import/export), corporate taxes (T2) and source deductions (payroll deduction accounts—PD). The BN replaces the PD/T2 numbers from Revenue Canada.

### **Business Register (BR)**

The BR is a structured listing of businesses engaged in the production of goods and services in Canada. This register includes incorporated businesses, unincorporated businesses, commercial enterprises, non-profit organizations, religious organizations, government departments and government institutions for all of the industrial sectors of the economy. The BR includes all incorporated employer businesses and incorporated non-employer businesses with estimated gross business income of GST sales greater than \$1. For unincorporated businesses, the BR includes all employer businesses with gross business income greater than \$1, and non-employer businesses with GST sales greater than \$30,000.

### **Country of Destination**

This is a field that appears on the Customs export declaration form. Exports are attributed to the country that is the last known destination of the goods at the time of export. Exports to the United States are normally attributed to the state of destination.

### **Enterprise**

The enterprise is a unit of observation where entities (such as establishments) under common control and ownership are grouped. It is the level where consolidated financial reports are produced.

### **Establishment**

An establishment is the unit of observation normally associated with economic activity such as production or exports. It is the unit of observation for the Exporter Registry program.

### **Export Declaration (B13a)**

This is the Canada Customs document for the exportation of goods from Canada to non-U.S. destinations.

### **Exporter**

For purposes of the Exporter Registry, an exporter is defined as an establishment engaged in the exportation of domestically produced goods from an annual threshold of \$30,000.

**Harmonized System Commodity Classification (HS)**

The HS is a commodity classification system. It is an international six-digit 'root' that classifies goods on the basis of what they are, not according to their stage of fabrication. It is logically structured by economic activity or component material.

**New Exporters**

These are exporters that appear on the Registry for the first time, either because they just started operations or they managed to exceed the threshold.

**Province of Origin**

This represents the province in which goods were grown, extracted or manufactured.

**Province of Residence**

This represents the province where the exporting establishment is located.

**Standard Industrial Classification for Establishments (SIC-E)**

Revised in 1980, this classification groups firms according to their productive output. It should be noted that the productive output of a firm and what it exports can be two different things.

**Trade Collection Unit (TCU)**

This represents a set of information about an exporter, such as name, address and exporter code.