



A profile of Canadian exporters

1993-2001



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A profile of Canadian exporters

1993-2001

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For further information concerning this publication, export trade data or availability of additional data and analytical services, contact ITD Marketing and Client Services Section by phone: 1-800-294-5583, fax: 613-951-0117 or e-mail: trade@statcan.ca.

SYMBOLS

The following standard symbols are used in Statistics Canada publications.

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... not applicable

Table of Contents

HIGHLIGHTS	6
INTRODUCTION	7
SECTION 1: DATA CONCEPTS AND DEFINITIONS	8
Statistical Units of Measure	8
Coverage of the Exporter Registry	9
Existing Dimensions of the Exporter Registry	10
SECTION 2: ANALYSIS	12
Analytical Overview	12
Exporting Patterns	13
New Exporters	15
Enterprises	16
SECTION 3: METHODOLOGY AND DATA QUALITY	18
Data Linkage Process	18
Estimation of the Unlinked Portion	19
Potential Sources of Error	21
SECTION 4: STATISTICAL TABLES	23
APPENDIX: NOTES TO USERS	29
GLOSSARY	31

HIGHLIGHTS

In 2001:

- 41,267 establishments reported domestic exports in the Exporter Registry;
- the value of domestic exports of these establishments reached \$367 billion, down 3% from 2000 but still more than double the amount in 1993;
- 4% of exporting establishments in the Exporter Registry accounted for 82% of the total value of exports;
- 70% of exporting establishments had exports of less than \$1 million, and these establishments accounted for only 1.6% of the total value of exports;
- just 2% of exporting establishments more than 200 employees and had exports exceeding \$25 million, but these establishments accounted for 42% of the value of exports that year; and
- over 93% of new exporters had exports of less than \$1 million.

From 1993 to 2001:

- over 95% of establishments that exported in 1993 continued exporting throughout various years up to 2001;
- almost one-third of exporting establishments that exported in 1993 continued exporting in every year up to 2001; and
- in all years, almost 90% of exporting establishments were located in Quebec, Ontario, Alberta and British Columbia.

INTRODUCTION

This publication presents statistics, derived from the Exporter Registry, on exporting establishments for the years 1993 to 2001. This is a follow-up to the original Exporter Registry that contains data on the years 1993 to 1997¹ and its successors that contain data on the years 1993 to 1999² and 1993 to 2000³. As before, this publication continues to provide information on the number of exporters and the value of their domestic exports by industry, exporter size, destination and province of residence. In addition, it now also carries employment statistics of exporting establishments for the year 2001.

As in previous editions, the establishment is the statistical unit of measure. Consequently, any reference made here to 'exporters' represents 'statistical establishments that exported.' To be included in the Exporter Registry, an establishment must have exported commodities valued at \$30,000 or more in at least one year from 1993 to 2001. If an establishment does not export in a given year, that establishment is not included in the register for that year. Also, if the value of exports of an establishment is less than \$30,000 in **every** year from 1993 to 2001, it is not included in the Register, even though it may be exporting.⁴

This report is divided into four sections, each with subsections:

Section 1, "Data Concepts and Definitions," outlines the fundamental principles of the Exporter Registry.

Section 2, "Analysis," presents an overview followed by more detailed analyses of the exporters.

Section 3, "Methodology and Data Quality," describes the estimation methods and their limitations.

Section 4, "Statistical Tables," contains tabular data for the years from 1993 to 2001.

¹ *Statistics Canada catalogue no. 65-506-XIE, September 2000.*

² *Ibid., July 2001.*

³ *Ibid., May 2002.*

⁴ *For example, if establishment A exports merchandise valued at \$31,000 in 1993 and then exports merchandise valued at \$29,000 in each year between 1994 and 2001, it is included in the register for all years from 1993 to 2001. If establishment B exports merchandise valued at \$31,000 in 1993 and then stops exporting, it is included in the register for 1993 only. If establishment C exports merchandise valued at \$29,000 every year from 1993 to 2001, it is not included in the Exporter Registry.*

SECTION 1: DATA CONCEPTS AND DEFINITIONS

Statistical Units of Measure

Statistics Canada's Business Register 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, including the Exporter Registry. The Business Register provides consistent and standardized data at the establishment and enterprise levels for each year under consideration.

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

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

As in previous editions of this report, the statistical unit used in the Exporter Registry is the statistical establishment, which represents a unit of production, such as a factory, plant or a head office. A statistical enterprise represents the sum of the statistical establishments under its control.

The industry of the exporting establishment may sometimes be different from the industry of the enterprise. Although this publication attributes exports to the industry of the exporting establishment, data are also given for the top 50 enterprises that export.

This publication conforms to the North American Industry Classification System (NAICS). NAICS is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States. It provides common definitions of the industrial structure of the three countries and a common statistical framework to facilitate the analysis of the three economies.

The Exporter Registry provides time-series statistics on exporting establishments and enterprises. Using the Business Register to link statistical entities through time is a complex task because of the frequency of re-organizations, mergers and takeovers, which often impact only the structure of the enterprise and leave the structure of the establishment unaffected. A new enterprise identifier is not always created when the structure of an enterprise changes. Therefore, the most recent structure is allocated throughout the period 1993 to 2001 in the Exporter Registry.

As an example, consider two hypothetical enterprises called ABC and YYZ. Enterprise YYZ began exporting in 1993 and was taken over by ABC in 1998. During the takeover, ABC transferred its own business identifier to YYZ. The Exporter Registry looks at the most recent data year available on the Business Register and transfers this information to the Exporter Registry for all years under consideration. In 2001, YYZ is no longer on the Business Register; only ABC exists. Suppose that ABC also began exporting in 1993. Throughout the time series, ABC would now replace YYZ. Technically, both enterprises co-existed for a period (1993 to 1997); however, because of the data refreshment on the Exporter Registry in 2001, only one enterprise (ABC) is recorded as existing from 1993 to 2001.

It is important to note that this situation occurs only at the enterprise level: the establishment identifier number does not usually change during mergers or takeovers. This is the one reason why the establishment level was selected to measure the exporter population.

Another reason for using the establishment as the main statistical unit of measure is that it allows estimation at the provincial/territorial level. An enterprise often operates several establishments. These establishments can be located in more than one province/territory. Since a single establishment operates from one province or territory only, deriving provincial/territorial estimates at the establishment level is more meaningful.

Coverage of the Exporter Registry

Merchandise trade transactions for a given year include domestically produced exports as well as re-exports⁵. The Exporter Registry includes only the value of domestically produced exports and covers more than 95% of these domestic exports. The remaining share not covered can be attributed to the following:

- *Very small exporters:* Establishments with annual exports of less than \$30,000 during every year from 1993 to 2001 are outside the scope of the Exporter Registry. It can be difficult to identify, track and classify small exporters by business frame because of the infrequency of their exports or the low quality of the source documents. Many of these exporters are unincorporated businesses, individuals or institutions whose export patterns are irregular and difficult to monitor. As a result, exporters with less than \$30,000 in exports for every year from 1993 to 2001 are not included in the Exporter Registry.
- *Special trade transactions:* Merchandise exports are a record of commodities that cross the border. Exporters range from large multinational corporations to individuals sending personal effects to another country. The objective of the Exporter Registry is to identify Canadian

establishments that export. Therefore it is important to remove all data unrelated to business activity. One way to do this is to eliminate all commodities that would most likely be exported by individuals for personal, non-business use. These commodities are mainly identified in Chapter 99 of the Harmonized Description and Coding System used by the International Trade Division (ITD) of Statistics Canada.

- *Confidential transactions:* Transactions that are allocated to Chapter 99 are not included in the Exporter Registry.

For comparative purposes, Table 4.4 contains the Exporter Registry value totals and ITD published totals for domestic export values. Table 1.1 outlines a list of the commodities not covered by the Exporter Registry.

Table 1.1
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. without undergoing any transformation

Source: The Harmonized Commodity Description and Coding System.

⁵ *Re-exports represent commodities imported to Canada and exported to another country without being materially transformed. This includes foreign goods withdrawn for export from bonded customs warehouses. This definition does not apply to commodities of United States origin that return to the United States from Canada without being transformed. These goods are coded to HS 9904.00.*

- Non-reported trade

Canadian export transactions valued at less than \$2,000 to non-U.S. destinations are not required to be reported to Canada Customs and Revenue Agency (CCRA). Therefore, this information does not appear in Statistics Canada's export statistics, and as a result they do not appear on the Exporter Registry.

Existing Dimensions of the Exporter Registry

The Exporter Registry currently disseminates data on the number of exporters and the value of exports by industry grouping, exporter size, province of residence and destination of export. In this edition of the Registry, exporters are also grouped by their employment size (for 2001 only). The tables in Section 4 address each of these dimensions separately. Multidimensional tables at aggregated levels are also available. Despite aggregation, not all data in this format can be released because of confidentiality issues.

Some descriptive background information on these dimensions follows.

Industrial classification

The Exporter Registry classifies exporters by the North American Industry Classification System (NAICS). Previous versions of the Exporter Registry classified exporters by the Standard Industrial Classification for Establishments (SIC-E), which is based on products and relates to the producer, not the exporter. The NAICS system is a comprehensive system encompassing all economic activities.

To illustrate, consider an enterprise ABC that is composed of two separate establishments (situated in different provinces). One establishment (a plant) only produces goods, whereas the other only distributes them. Each establishment has its own NAICS code. If the distributing establishment always acts as the exporter for ABC, then this will be the establishment included in the Exporter Registry and the exports will be attributed to the wholesale trade NAICS code. This can explain why the Wholesale trade industry accounts for such a significant share

of exports - 11% of total value and 22% of exporting establishments in 2001.

A similar phenomenon holds for the Business services industry. One reason why this industry accounted for 2.5% of the total value of exports and almost 7% of exporting establishments in 2001 stems from corporate head offices being listed as the exporter of record. If a corporate head office reports the domestic export, then the NAICS code for the head office (a business services code) is attributed to that exporter.

The Exporter Registry covers trade in domestically produced merchandise, but does not include trade in services. However, if a service-producing establishment (e.g., a consultant) exported goods (e.g., office furniture), then this establishment (and the value of the goods exported) would be included on the Exporter Registry, yet the NAICS code would be a business services code.

Exporter size

This concept is 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 the value of its total domestic exports (and employment for 2001 only). Since the 'exporter size' variable refers only to the value of the establishment's exports, it is possible to have a large producer in terms of employment classified as a small exporter in terms of the value of exports.

Employment size

The number of exporting establishments and the value of their exports are also grouped according to employment counts for 2001 only.

Province of residence

The term 'province of residence' represents the province/territory where the exporting establishment is located. 'Province of origin' represents the province/territory where the commodities under consideration are grown, extracted, processed or manufactured.

Statistics Canada's International Trade Division reports merchandise trade statistics by province of origin. The Exporter Registry reports exports by province of residence of the exporter. By identifying the exporter we can classify commodities according to the residence of the exporter, rather than the origin of the manufacturer or producer. This is important because manufacturing a commodity is a different activity than exporting one. For example, suppose a commodity is manufactured in Ontario and exported in Nova Scotia. Ontario would be the province of origin reported on the Customs document, despite the fact that the exporter resides in Nova Scotia. Often, the same establishment performs the production and exporting activities. However when these activities are separated and located in different provinces/territories, the province of origin and province of residence do not coincide.

Table 1.2 shows that New Brunswick, Quebec, Ontario, Manitoba and Alberta have higher percentage shares of total value of exports by province of residence than by province of origin. This indicates that these provinces had slightly more commodity-exporting activities than commodity-producing activities. This may be attributed to wholesaling industries and the activities of head offices. The opposite holds true for the remaining provinces: they showed slightly higher production values than export values. The territories displayed no significant differences between the two concepts.

Table 1.2
Comparing total value of exports by province of residence and province of origin 2001

Province	Residence	Origin
% of total value		
Newfoundland	0.72	0.92
Prince Edward Island	0.12	0.18
Nova Scotia	1.28	1.52
New Brunswick	2.24	2.20
Quebec	18.39	18.15
Ontario	47.77	47.45
Manitoba	2.88	2.55
Saskatchewan	1.45	3.11
Alberta	16.53	15.17
British Columbia	8.36	8.47
Yukon/N.W.T/Nunavut	0.26	0.26
Total	100	100

Source: Statistics Canada, International Trade Division Exporter Registry.

Note: Yukon, Northwest Territories and Nunavut have been combined for 2001.

Destination

The destination countries or states (of the United States) indicated on Customs documents are used to allocate an establishment's exports. Specific destinations were aggregated to five U.S. regions and to five country groupings.⁶ These groupings are 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 can, therefore, be counted in more than one destination. For this reason, the population counts shown in tables 4.3 and 4.4 do not always add up. For example, adding the exporters who export to U.S. destinations to the exporters who export to non-U.S. destinations will not give the total number of exporters. However summing exporter counts in three aggregates - U.S. only, non-U.S. only, and both U.S. and non-U.S. - can give the total number of exporters.

⁶ See table 4.8 for a complete list of inclusions.

SECTION 2: ANALYSIS

Analytical Overview

Between 1993 and 2000, Canada's export growth was unprecedented; the number of exporters and the total export value peaked in 2000. However, amidst the global economic slowdown, the decline in the high-tech sector and the uncertainty emerging as a result of the September 11th terrorist attacks on the United States, the number of exporters⁷ and the value of merchandise exports dropped in 2001. A total of 41,267 Canadian establishments exported goods in 2001, down from 42,048 exporters in 2000. This year also reported the first year-over-year decrease in the value on the Exporter Register with a decline of \$11.1 billion in the value of exports.

Despite the 2001 drop in the number of exporters and the value of exports, the structure of the Canadian exporter community remained unchanged. A small number of large exporters accounted for the vast majority of the value of exports, whereas a large number of small exporters accounted for a minimal share of the value of exports. In 2001, establishments that exported over \$25 million annually in merchandise accounted for only 4.1% of all exporting establishments, but 82.4% of the total value of merchandise exports. Conversely, establishments with a value of exports under \$1 million annually accounted for over 70% of all exporting establishments, but only 1.6% of the value of merchandise exports.

Between 2000 and 2001, the number of exporting establishments fell; this represents the first such decline in the period covered by the Exporter Registry. The decline in the number of exporters was split between the manufacturing and non-manufacturing sectors. Within the manufacturing sector, 17 out of 21 industry groups⁸ had fewer exporters in 2001 than in 2000. The only industry groups with more exporters in 2001 included Electrical equipment, appliances and components, Petroleum and coal products and Textile product

mills. Outside of the manufacturing sector, the Wholesale trade industry experienced the largest drop in the number of exporters in 2001. However, almost every industry group still reported a higher number of exporters in 2001 than in 1993. The only exception is the Beverage and tobacco products industry where the number of exporters dropped marginally.

Exports from the manufacturing sector dropped by \$16.1 billion between 2000 and 2001. The value of exports from the Computer and electronic products and Transportation equipment industries fell by \$10.3 billion (–40%) and \$5.3 billion (–5%) respectively.⁹ This decrease was partially offset by increased exports in such industries as Transportation and warehousing (\$3.8 billion), Finance and insurance (\$2.8 billion) and Wholesale trade (\$2.4 billion). However, within the manufacturing sector, the largest increases in the value of exports were concentrated in the Food and Petroleum and coal products industries where the value of exports increased by \$1.2 billion and \$1.1 billion respectively.

Despite an overall fall in the value of exports in 2001, several industry groupings performed exceptionally well over the 1993 to 2001 period. Within the manufacturing sector, both the Printing and related support activities and the Clothing manufacturing industries more than tripled the value of their exports. Nine other industries in the manufacturing sector more than doubled their value of exports. Outside of the manufacturing sector, exports from the Retail trade, Transportation and warehousing and Finance and insurance industries have all increased significantly since 1993.

⁷ As noted in Section 1, the statistical unit of measure is the establishment. – As such, counts of exporters are establishment-based.

⁸ See Table 4.9 for a complete list of inclusions.

⁹ However, the number of exporters in these industries remained stable.

On an industry basis, Transportation equipment manufacturing held the largest share of the total value of exports at 24% in 2001 (compared with 25% in 2000) followed by Wholesale trade (12%) and Finance and insurance (6%). The share of exports in the Computer and electronic product manufacturing industry fell from 7% in 2000 to 4% in 2001.

The manufacturing sector accounted for only 47% of all exporters in 2001. However, these exporters accounted for 67% of Canada's total merchandise exports that year. Within this sector, the Machinery and Fabricated metal industries had the largest share of exporters, each accounting for 13% of the total number of manufacturing exporters and 6% of all exporters. Outside of the manufacturing sector, the Wholesale trade industry represented the largest portion of exporters, accounting for 22% of all exporters.

The bulk of Canadian merchandise exports were destined for the United States. In 1996, almost 80% of all merchandise exports were shipped to the United States. This percentage has increased every year from 1997 to 2001, reaching a peak of 87% of the total merchandise exports in 2001.¹⁰

In fact, in 2001, over 70% of all exporters shipped exclusively to the United States. Exports from these establishments represent 59% of the total exports shipped to the United States and more than one-half of total Canadian merchandise exports. In 2001, only 12% of all establishments exported exclusively to non-U.S. locations, down from 15% in 1996. The value of exports from these establishments represents 4% of the total Canadian merchandise exports. This implies that, on average, establishments that ship exclusively to non-U.S. destinations tend to have lower export values.

Since the United States is the most dominant export destination for Canadian exporters, it is not surprising that 81% of the decline in the value of exports between 2000 and 2001 was attributed to lower exports to the United States. Lower exports were also recorded for other destinations; the European Union and Japan accounted for 17% of the drop in export value.

Exporting Patterns

Almost one-third of all establishments that exported in 2001 also exported merchandise each year from 1993 to 2001. Similarly, more than one-half of the establishments that exported in 2001 also exported every year since 1996. Of those establishments that exported every year from 1996 to 2001, 6% increased the value of their exports every year since 1996, while, more than 50% of regular exporters¹¹ had a lower value of exports in 2001 than in 2000.

Establishments with a high value of exports are more likely to continue exporting every year

About 45% of all establishments that exported in 1993 also exported every year from 1993 to 2001. Only 3% of the total number of establishments did not export again after 1993. The remaining 52% exported in some but not all of the years during the period of 1994 to 2001.

Over 82% of exporters who exported \$25 million or more in 1993 exported every year. In contrast, only 38% of those who exported less than \$100,000 in 1993 exported every year from 1993 to 2001. In fact, 4% did not export again after 1993. The remaining 58% exported in some of but not all the years between 1994 and 2001.

A slightly different pattern emerges for those establishments that exported \$25 million or more in 1996: over 91% of these 1996 exporters continued to export every year. Less than 1% did not export again after 1996. The remaining percentage exported in some but not all of the years between 1997 and 2001. For those 1996 exporters who exported less than \$100,000, only 37% exported every year from 1996 to 2001. Some exporters (11%) did not export again after 1996, while the remaining 52% exported in some but not all of the years in the 1997 to 2001 period.

¹⁰ This statistic does not account for misallocated trade or undercoverage.- See Section 3 for a description of these concepts.

¹¹ Regular exporters are those that exported every year between 1996 and 2001.

Most establishments do not resume exporting after five years of inactivity

Data from the Exporter Register suggests that the longer an establishment refrains from exporting, the less likely it is to resume exporting.¹² Of the establishments that stopped exporting in 1994, 80% resumed exporting at some point during the 1995 to 2001 period. Of the establishments that did not export for the five-year period of 1994 to 1998, only 2.5% resumed export activity.

A similar pattern emerges when establishments that did not export in 1997 are considered. Over 43% of these exporters resumed exporting within two years and over-50% resumed exporting by 2001. This suggests that many firms stop exporting temporarily, but still remain in business. It also suggests that if an establishment resumes exporting, it does so earlier rather than later.

Only 20% of the establishments that stopped exporting in 1994 did not resume exporting during the 1995 to 2001 period. The largest share of these exporters (22%) was in the Wholesale trade industry. After the Wholesale trade industry, the highest share of exporters who did not export again was the Agriculture, forestry, fishing and hunting industry (11%), followed by the Business services industry (8%). Most of the exports from these industries were destined for the United States (83%). Similarly, 44% of establishments that stopped exporting in 1997 did not resume exporting during the 1998 to 2001 period. Again, the largest share of these exporters (29%) was in the Wholesale trade industry with the Business services industry (9%) ranking second, and Agriculture, forestry, fishing and hunting industry (8%) ranking third.

As mentioned earlier, 2001 was the first year since 1993 in which the number of exporters fell. In fact, over 15% of establishments that exported in 2000 did not export in 2001.¹³ Over 40% of these exporters were located in Ontario, followed by Quebec (21%) and British Columbia (15%). Three-quarters of the exporters, who exported in 2000, but not in 2001, exported to only one destination in 2000, while 15% exported to two destinations. The remaining 10% exported to three or more destinations in 2000.¹⁴

This suggests a strong relationship between the number of export destinations and the likelihood of regular exporting activity. The vast majority of exporters (96%) who exported in 2000, but not in 2001 had an export value of under \$1 million in 2000. The value of exports in 2000 from exporters who did not export in 2001 was \$7.2 billion, of which, 86% was shipped to the United States.

Table 2.1.
Relationship between the period of export inactivity and exporting

Years of inactivity	Percent of establishments that resumed exporting the following year
1994	42.4
1994 to 1995	20.8
1994 to 1996	8.1
1994 to 1997	3.5
1994 to 1998	2.5
1994 to 1999	1.6
1994 to 2000	1.0
Did not resume exporting	20.0
Total	100
1996	31.4
1996 to 1997	11.2
1996 to 1998	6.7
1996 to 1999	3.6
1996 to 2000	2.5
Did not resume exporting	44.7
Total	100
1997	30.3
1997 to 1998	13.2
1997 to 1999	7.6
1997 to 2000	4.4
Did not resume exporting	44.4
Total	100

¹² The Exporter Registry monitors only the export activity of a given establishment. –It does not monitor the domestic business activities of an exporter. –It is possible for an establishment to stop exporting yet remain in business.

¹³ It is important to note that only 50% of exporting establishments exported every year between 1996 and 2001.– It is therefore possible that those establishments that did not export in 2001 may export in future years.

¹⁴ See Table 4.8 for a complete list of inclusions.

New Exporters

From 1993 to 2001, new exporters accounted for an average of 11% of the total number of establishments in any given year. In 2001, the number of new exporters as a share of the total export population was only 6.6% meaning that there were 50% fewer new exporters in 2001 than in 2000. This represents the smallest share of new exporters since 1993. One reason for this might be that the economic slowdown in late 2000 coupled with the heightened U.S. border security in September 2001 may have affected an establishment's ability to enter the global market. Despite this significant decrease in new exporters, more than 2,750 exporting establishments appeared for the first time on the Exporter Register in 2001.¹⁵ The value of exports from these establishments was \$2.5 billion.

The vast majority of new exporters in any given year (93% in 2001) export less than \$1 million in their first year of exporting. However, in 2001, these exporters only accounted for 3.4% of the total export value of new exporters, while over 58% of the total export value from new exporters belonged to the largest class of exporters (those exporting over \$25 million annually).

In every year from 1993 to 2001, around 90% of all exporters were located in Ontario, Quebec, British Columbia and Alberta (Table 4.5). New exporters demonstrate a similar provincial pattern with 88% of new exporters residing in these provinces. From 1993 to 2001, Ontario had the highest share of new exporters each year (with an annual average of 40%) followed by Quebec (21%), British Columbia (16%) and Alberta (11%). Between 1993 and 2000, Ontario also accounted for the majority of the value of exports from new exporters. However, in 2001, British Columbia emerged on top, accounting for 42% of the total export value of new exporters, which was more than that of Ontario and Quebec combined. Alberta ranked second place with 22% of the total value, followed by Ontario and Quebec with 16% and 12% of the total respectively.

The Wholesale trade industry continued to have the highest share of new exporters in 2001, accounting for 20% of the total. The Wholesale trade industry also accounted for 18% of the total export value of new exporters. Between 1993 and 2001, this industry accounted for an average of 22% of all new exporters, in spite of the fact that this industry also has the highest share of establishments that stop exporting in any given year.

The manufacturing sector accounted for 25% of all new exporters in 2001. However, these new manufacturing exporters accounted for over 40% of the total value of new exports, which implies that, on average, new exporters within the manufacturing sector are larger than those outside of the manufacturing sector.

Similar to the general exporter community, new exporters have relied heavily on the United States as an export destination. In 2001, the United States purchased 83% of the value of exports shipped by new exporters, whereas 4% was bound for Japan, 3% for the European Union and 8% for other countries.¹⁶

In 2001, 73% of all new exporters shipped exclusively to the United States, while 24% of new exporters dealt exclusively with non-U.S. destinations. Only 3% of new exporters shipped to both U.S. and non-U.S. destinations. Of the new exporters who exported only to the United States, 70% exported to only one region.¹⁷ Fewer than 3% of all new exporters shipped to all five U.S. regions. Similarly, for the new exporters who shipped exclusively to non-U.S. destinations, 87% of new exporters shipped to only one destination, while 10% exported to two destinations. Very few (3%) new exporters shipped to more than two non-U.S. destinations.

¹⁵ *New exporters refer to exporting establishments in the linked portion of the data. See Section 3 for details regarding linked and unlinked data.*

¹⁶ *See Table 4.8 for a complete list of inclusions.*

¹⁷ *See Table 4.8 for a complete list of inclusions.*

Exporters and employment

Table 4.7 jointly delineates the number of exporters and the value of exports when the exporting community is separated into establishment size and employment size groupings. Although very few in number, establishments with a large workforce accounted for nearly half the value of exports. In 2001, almost three-quarters of all exporters had fewer than 50 employees, yet the value of exports from these establishments accounted for only one-quarter of the total value exported. On the other hand, only 6.6% of exporters had more than 200 employees, yet their exports accounted for 45% of the total value exported. Close to 60% of all establishments exported less than \$1 million, and had fewer than 50 employees in 2001. The value of exports from these exporters only accounted for 1.3% of the total. Only 4.3% of all exporters had an export value in excess of \$25 million and more than 200 employees in 2001. These exporters accounted for 45% of the total.

Enterprises

The Exporter Registry focuses on the establishment as the statistical unit of measure for an exporter, and all data tables in Section 4 of this publication are establishment-based. As outlined in Section 1, the enterprise is also a useful statistical unit for analytical purposes. An enterprise is identified by a complete (consolidated) set of financial statements. Enterprise statistics are available for the linked portion of the Exporter Registry.¹⁸ This section provides an overview of the exporting trends of the top 50

enterprises in 1996, 2000 and 2001.¹⁹ Table 2.2 lists the industry, export value and percentage of total exports for the 50 largest enterprises.²⁰

In 1996, the 50 largest enterprises accounted for nearly half of Canada's merchandise exports. The 50 largest enterprises represented less than 0.2% of all exporting enterprises but still accounted for 47% of Canada's merchandise exports. The 50 largest enterprises in 2000 accounted for 49% of the export value before dropping to 48% in 2001.

The Transportation equipment industry held the largest share of export value in every year under consideration in the Exporter Registry. This industry accounted for 22.4% of all exports in 2001, a rate that was slightly lower than in 2000. Exports from this industry accounted for 47% of the export value of the top 50 enterprises in both 2000 and 2001. Between 2000 and 2001, the largest change in the share of export value from the top 50 enterprises was in the Computer and electronic products industry, where the share fell from 5.6% in 2000 to 3.0% in 2001.

¹⁸ See Section 3 for a description of linked and unlinked data.

¹⁹ Many of the 50 largest exporting enterprises had establishments in more than one industry classification. While enterprises are grouped according to their primary specialization, the information in Table 2.2 comprises the total exports of the enterprise and includes the export values from all of the activities of the enterprise.

²⁰ An enterprise's export value is defined as the sum of the exports of all its associated establishments.

Table 2.2

Industry breakdown of top 50 exporting enterprises by percentage of total value for 2001, 2000 and 1996

Industry groupings	% total value 2001	% total value 2000	% total value 1996
Transportation equipment	22.4	23.0	21.6
Finance and insurance	4.7	3.7	2.1
Paper	3.9	3.6	5.4
Mining and oil and gas extraction	3.3	3.2	2.2
Computer and electronic products	3.0	5.6	3.6
Transportation and warehousing	X	X	X
Primary metal	1.9	1.6	2.1
Petroleum and coal products	1.6	1.3	1.3
Wholesale trade	1.4	1.6	1.1
Chemicals	0.7	0.8	1.0
Food	X	X	X
Utilities	X	X	0.0
Wood products	X	X	X
Other	X	X	X
Plastic and rubber products	X	X	0.0
Electrical equipment, appliances and components	X	X	X
Miscellaneous manufacturing	0.0	X	0.0
Top 50 (rounded)	48	49	47
Total Exporter Registry value (CAN\$ millions)	367,284	378,403	257,166
Enterprise count (linked data only)	34,880	35,292	32,669

X suppressed to meet the confidentiality requirements of the *Statistics Act*

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

SECTION 3: METHODOLOGY AND DATA QUALITY

This section explains the basic methodology used to estimate the number of exporters by industry (NAICS), exporter size, province of residence, destination and number of employees (for 2001 only). Essentially, there are two fundamental parts involved in this process: the data linkage process and the estimation of the unlinked portion of documents.

PART 1

Data Linkage Process

Statistics Canada obtains trade data from two main sources: U.S. Customs documents and Canada Customs and Revenue Agency (CCRA) documents.

In 1990, a Memorandum of Understanding (MOU) was signed between Canada and the United States to exchange import data. Through this MOU, each country obtains a comprehensive list of exports to the other country. This is currently the largest source of export data in Canada. All remaining data on Canadian commodity exports destined for consumption in countries other than the United States are obtained from CCRA documents. The data from the two different sources are processed differently during the linkage process.

The data linkage process contains three steps, explained below.

Step 1. Validate the exporter.

Exports to the United States: According to the Exporter Registry, exports to the United States accounted for over 85% of the value of Canada's annual domestic exports in 2001. Each U.S. Customs document contains a vendor identification (ID) code. This code is constructed using the name and address of the Canadian exporter.

For each vendor ID code, it is necessary to:

- **standardize:** Each initial vendor ID code is assigned two codes. The first is a revised/standardized municipality, based on the Statistics Canada (STC) municipality library. The second is a revised/standardized province code (two-digit STC numeric code); and
- **unduplicate:** Each initial vendor ID code (for a unique exporter and location) is linked to a single standard identification code for each vendor.

The duplication problem arises because the descriptive information (namely, vendor name and address) is not a standardized field on the U.S. Customs document. For example, the municipality of *ST JOHNS* (as it is written in the STC municipality library) in Newfoundland (standardized province is 10) has been reported in a number of ways, including *Saint Johns*, *St. Johns*, *St. John's*, *Saint John*, *Saint Jean* and *St Jean*, while the province has been reported as *newfoundland*, *Nfld*, *Terre Neuve*, and *TN*.

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

Exports to destinations other than the United States: According to the Exporter Registry, exports to non-U.S. destinations accounted for about 15% of the value of Canada's total domestic exports in 2001.

Within each record, an exporter ID code is attached. Unlike documents for 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 then 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 is performed using the Postal Address Analysis System.

Step 2: Link exports to U.S. destinations and exports to non-U.S. destinations by name and address of the exporter.

After the standardizing and unduplication processes are completed, it is then 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 linked to one standardized exporter ID.

Step 3: Link unduplicated exporter information.

The final step is to ensure a proper linkage between the Business Register and the new file of exporters created for the Exporter Registry.

Non-residents: Where feasible, exports by non-residents are allocated to their Canadian subsidiaries. When no Canadian subsidiary exists, non-residents are considered unlinked and Canadian exporters are estimated during the estimation process. 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, not the U.S. establishment, will be linked as the exporter.

PART 2

Estimation of the Unlinked Portion

A relatively small but significant portion of the documents was not successfully linked to the Business Registry. Therefore, based on the linked portion alone, the number of exporters underestimates the true 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 shrank from an average of about 45% between 1993 and 1995 down to around 10% between 1996 and 2001. By contrast, coverage for U.S. destinations was high and relatively constant from 1993 to 2001.

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

The estimation methodology first uses the patterns of the linked portion to provide estimates for the unlinked portion, and then follows these steps:

Step 1. Estimate the export value of the unlinked portion by NAICS industry, exporter size, employee class (for 2001 only), province and trading area.

First, for 1997 to 1999, the estimated total value of non-captured documents is distributed to commodities, provinces and destinations, for inclusion in the estimates as part of the unlinked portion. These non-captured documents show exports of less than \$10,000 in value to non-U.S. destinations. This is done using the distribution of the value observed in similar recorded transactions within the linked portion of exports to non-U.S. destinations. All documents were captured in 2001 regardless of destination or export value.

Second, the export value of the unlinked portion is distributed by NAICS industry, exporter size and employment (for 2001 only) based on observed patterns in the linked portion. For example, in the Fruit and other vegetable farms industry, if the export values of apples in documents of \$30,000 to \$100,000 has been equally reported by establishments of two sizes (\$30,000 to \$99,999 and \$100,000 to \$999,999) in the linked portion, then the value of the exported apples in an unlinked \$50,000 document would be distributed equally between these two exporter sizes in this industry.

Third, the province of origin that is reported on the unlinked documents is used to approximate the province of residency of the exporters.

Fourth, the destination that is reported on the unlinked portion by NAICS industry, size and employee class (for 2001 only) is distributed to various trading area combinations based on the linked patterns. For example, exports to Japan of \$30,000 to \$100,000 from the Fruit and other vegetable farms industry would be equally distributed to 'Japan only' and 'Japan and Mexico', if this were the pattern observed in the linked portion. This is necessary because an exporter can export to multiple countries. Therefore, summing the number of exporters by destination will not yield the accurate 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.

Step 2. Calculate the average exports per establishment for each industry, exporter size and employee class (for 2001 only) in the linked portion.

It is assumed that this average should be the same for a given industry, size and employee class (for 2001 only) across provinces and destinations. The geometric mean formula has been used because of the uneven distribution of exports by establishment. Namely, there is a much greater number of smaller exporting establishments than larger ones.

Step 3. Estimate the number of exporters by NAICS industry, size, employee class (for 2001 only), province and destination.

To obtain counts of exporting establishments, divide the exports (sorted by NAICS industry, size, and province and trading area combination, as well as by employee class for 2001 only), by the average export value per establishment and size.

Estimates of the population counts by destination are obtained by adding all the trading area combinations for each destination in which the unlinked portion is involved. For example, for Japan, to obtain the total number of unlinked exporters of size \$30,000 to \$100,000 for the Fruit and other vegetable farms industry, add the count of 'Japan only' plus 'Japan and Mexico;' for Mexico, add 'Mexico only' plus 'Japan and Mexico.' In this way, the exporter exporting to both Mexico and Japan is counted as exporting to both countries.

This methodology is applied at an aggregation level that balances homogeneity of the aggregates and reliability (minimum of observations). The most detailed level of industry classification available for establishments was the six-digit NAICS. To ensure a minimum number of exporters in the linked portion, establishments were aggregated to the four-digit NAICS level (or higher in some cases) to form 137 industry classes.

The exporter size, employment class (for 2001 only) and destination categories used in the tables of this publication were the same as those used for aggregation. The province and territory categories were used without aggregation. At this level of aggregation, estimated counts 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 available was used. For example, if the linked establishments did not export apples, then the exports of 'unlinked apples' was distributed according to the distribution of a more aggregated HS (Harmonized Description and Coding System) class for apples.

Results

The estimated counts for the unlinked portion represent 14% of the total number of exporters from 1993 to 1995 and 6% from 1996 to 2001. This is similar to the proportions of unlinked documents over the same periods. The proportion of unlinked value is only about 5% from 1993 to 1995, and about 2% from 1996 to 2001. This reflects the fact that low-value documents are more likely to be unlinked and, therefore, are more likely to be associated with smaller establishments with a lower average value of exports.

Potential Sources of Error

The unique nature of the source data in the Exporter Registry lends itself to unique potential sources of error. The following are the most prominent sources of error:

- incorrect classification of commodities
- incorrect identification of destination or origin (a trade misallocation - for example, some exports are reported as going to the United States, when in fact they are only travelling through the United States on their way to another country)

- trade undercoverage (occurs when exporting establishments do not file export documents)
- incorrect valuation of exports
- data capture errors
- incorrect data linkages (owing to clerical errors or poorly reported information).

Linkage Rates

The most appropriate data quality measure for these data is the linkage rates of the population. For the period 1996 to 2001, these rates indicate that, on average, 96% of the documents and 98% of the export value destined for the United States were linked to a valid establishment. Similarly, for the same period, on average 89% of the Customs documents and 96% of the value bound for non-U.S. destinations were linked. It is noteworthy that the low linkage rates in the period 1993 to 1995 are due to a lack of captured information. Table 3.1 highlights the annual linkage rates.

Table 3.1
Data linkage rates, 1993 to 2001

	1993	1994	1995	1996	1997	1998	1999	2000	2001
Data type					%				
Document (U.S.)	94.3	96.0	96.8	97.3	96.9	96.6	96.1	95.8	95.0
Value (U.S.)	96.8	98.5	98.2	98.6	98.6	98.7	98.4	98.4	97.9
Document (non-U.S.)	55.9	56.8	53.5	93.0	93.5	92.3	93.0	81.2	90.9
Value (non-U.S.)	81.0	84.1	82.4	96.7	96.5	96.4	97.1	97.0	96.0
Document (total)	86.2	89.2	89.0	96.5	96.5	96.1	95.8	93.9	94.5
Value (total)	93.6	95.7	94.8	98.2	98.2	98.4	98.4	98.2	97.7

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

Data Quality of Unlinked Establishments

There are two main sources of error to consider:

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

This overestimation is not believed to be too serious and is partially offset by a second source of bias. The larger establishments tend to be matched more effectively to the Business Register. This increases the average exports per establishment in the linked portion, and thus creates a downward bias in the population estimates. This was more prevalent in the period 1993 to 1995 for low-value export documents to non-U.S. destinations.

Variance: If the observed exports per establishment in the linked portion vary a lot between establishments within the same group, the resulting estimates are likely to be less reliable. Therefore, the variance of the population estimates is directly related to the variance of the exports per establishment within establishment groupings. For 2001, the coefficient of variation of exports (after logarithmic transformation) by industry, exporter size, employee class, province and destination was less than 1% for 97% of the groups.

SECTION 4: STATISTICAL TABLES

Table 4.1
Exporter population, by industry grouping, 1993 to 2001

Industry groupings (NAICS) ¹	Number of exporters (establishments)								
	1993	1994	1995	1996	1997	1998	1999	2000	2001
Agriculture, forestry, fishing and hunting	1,838	1,918	1,960	1,995	2,088	2,084	2,057	2,272	2,324
Mining and oil and gas extraction	362	360	389	407	427	400	413	443	471
Utilities	43	49	42	49	52	45	52	59	53
Construction	479	577	684	829	877	850	988	1,058	1,050
Manufacturing (total)	15,563	16,595	17,863	17,899	18,600	18,929	19,321	19,767	19,357
Food	1,319	1,328	1,454	1,399	1,463	1,463	1,474	1,518	1,471
Beverage and tobacco products	138	127	141	142	150	145	135	136	129
Textile mills	225	234	245	231	240	248	259	264	249
Textile product mills	198	231	252	246	256	258	269	268	270
Clothing	673	702	784	797	826	853	888	892	847
Leather and allied products	138	154	164	164	168	177	170	161	152
Wood products	1,022	1,117	1,211	1,267	1,308	1,311	1,368	1,415	1,354
Paper	450	499	517	528	535	565	561	576	575
Printing and related support activities	543	556	624	638	669	657	687	690	687
Petroleum and coal products	104	116	114	109	107	108	104	106	110
Chemicals	950	984	1,048	1,020	1,065	1,065	1,102	1,086	1,060
Plastic and rubber products	1,168	1,248	1,338	1,332	1,407	1,452	1,467	1,488	1,487
Non-metallic mineral products	438	480	504	489	515	535	536	554	546
Primary metal	380	392	406	404	415	418	415	426	415
Fabricated metal products	1,891	2,078	2,168	2,162	2,266	2,332	2,386	2,514	2,454
Machinery	2,064	2,198	2,329	2,328	2,388	2,459	2,500	2,537	2,494
Computer and electronic products	988	1,030	1,135	1,138	1,190	1,192	1,200	1,199	1,178
Electrical equipment, appliances and components	504	532	558	574	593	598	609	613	626
Transportation equipment	902	958	1,063	1,055	1,067	1,089	1,107	1,166	1,153
Furniture and related products	625	721	810	883	933	977	1,027	1,056	1,050
Miscellaneous manufacturing	843	910	998	993	1,039	1,027	1,057	1,102	1,050
Wholesale trade	6,958	7,564	8,385	9,423	9,672	9,475	9,498	9,536	9,232
Retail trade	1,048	1,328	1,420	1,612	1,572	1,653	1,890	1,968	1,996
Transportation and warehousing	877	930	1,111	1,158	1,200	1,373	1,296	1,412	1,315
Information and cultural industries	408	494	508	548	533	532	525	538	508
Finance and insurance	622	683	722	813	853	860	848	897	885
Business services	1,648	1,935	2,221	2,490	2,698	2,724	2,743	2,940	2,893
Other ²	743	858	996	980	1,049	1,003	1,082	1,158	1,183
Exporter Registry total	30,589	33,291	36,301	38,203	39,621	39,928	40,713	42,048	41,267

¹ Refer to Note to users (Table 4.9) for a complete list of inclusions.

² Includes service industries such as government and education.

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

Table 4.2
Value of exports, by industry grouping, 1993 to 2001

Industry groupings (NAICS) ¹	Value of domestic exports (C\$ millions)								
	1993	1994	1995	1996	1997	1998	1999	2000	2001
Agriculture, forestry, fishing and hunting	1,978	2,717	2,927	3,467	3,725	3,652	3,771	4,345	4,538
Mining and oil and gas extraction	8,375	9,592	10,645	12,149	12,538	10,777	10,862	16,254	15,345
Utilities	3,363	3,512	4,929	5,468	5,526	4,518	5,356	8,884	6,465
Construction	933	1,100	1,178	622	596	617	735	1,045	1,190
Manufacturing (total)	116,770	142,511	166,877	172,894	189,229	209,552	237,442	262,205	246,132
Food	4,561	5,185	5,570	6,732	7,994	8,723	9,644	10,427	11,632
Beverage and tobacco products	1,391	1,029	1,018	1,176	1,310	1,424	1,456	1,355	1,489
Textile mills	616	795	958	1,205	1,448	1,594	1,665	1,778	1,802
Textile product mills	285	404	460	509	541	631	732	791	791
Clothing	631	821	1,083	1,345	1,669	2,044	2,216	2,364	2,275
Leather and allied products	201	282	285	273	290	283	254	238	259
Wood products	7,854	10,044	11,488	11,334	12,096	12,789	14,707	14,991	14,544
Paper	10,806	12,457	17,748	15,845	15,301	16,645	17,836	20,398	19,547
Printing and related support activities	501	619	828	938	1,068	1,287	1,452	1,679	1,815
Petroleum and coal products	2,485	2,448	3,150	3,626	3,065	2,404	3,009	4,133	5,205
Chemicals	6,210	7,368	9,010	9,433	11,105	11,693	12,538	15,010	15,167
Plastic and rubber products	4,425	5,520	6,096	6,416	7,115	8,083	9,055	10,091	10,355
Non-metallic mineral products	1,066	1,396	1,668	1,860	2,044	2,165	2,417	2,411	2,490
Primary metal	10,332	11,687	14,787	14,687	16,060	17,045	16,610	17,647	17,688
Fabricated metal products	3,733	5,087	5,719	6,275	6,658	7,725	8,492	9,298	9,427
Machinery	5,106	6,734	7,796	8,507	9,689	11,287	11,646	13,183	13,329
Computer and electronic products	4,047	7,159	9,631	10,322	11,229	12,758	16,070	25,576	15,236
Electrical equipment, appliances and components	1,315	1,831	2,407	2,724	3,307	3,871	4,876	6,365	5,265
Transportation equipment	48,340	58,281	63,256	64,895	71,257	79,886	95,071	94,909	89,566
Furniture and related products	1,161	1,554	1,932	2,406	3,099	3,974	4,718	5,421	5,249
Miscellaneous manufacturing	1,701	1,810	1,984	2,389	2,884	3,245	2,980	4,142	3,003
Wholesale trade	24,557	27,856	31,346	34,294	37,406	35,561	35,873	42,222	44,637
Retail trade	672	766	879	1,016	1,024	1,184	1,531	1,753	2,019
Transportation and warehousing	3,104	4,012	5,119	4,871	5,445	4,581	5,578	8,182	12,041
Information and cultural industries	439	404	451	498	400	547	588	631	722
Finance and insurance	8,385	9,685	8,672	10,828	11,772	12,210	12,558	19,553	22,367
Business services	5,887	6,915	8,600	8,779	9,311	8,854	9,185	10,847	9,097
Other ²	1,964	2,075	2,686	2,281	1,995	1,847	2,316	2,473	2,732
Exporter Registry total	176,427	211,146	244,308	257,166	278,966	293,900	325,797	378,395	367,284

¹ Refer to Note to users (Table 4.9) for a complete list of inclusions.

² Includes service industries such as government and education.

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

Table 4.3
Exporter population, by destination and size, 1993 to 2001

Destination region	Number of exporters (establishments)								
	1993	1994	1995	1996	1997	1998	1999	2000	2001
U.S. (total)	27,719	30,366	32,844	32,432	34,095	34,645	35,791	37,270	36,377
Eastern seaboard ¹	18,329	19,982	21,479	21,265	22,693	23,141	23,962	24,715	23,998
Industrial heartland ¹	14,159	15,464	16,895	16,701	17,969	18,502	19,116	19,905	19,653
Midwest ¹	12,235	13,741	15,098	15,161	16,366	17,139	17,647	18,564	18,407
Southeast ¹	10,020	11,205	12,492	12,621	13,671	14,171	14,714	15,362	15,098
West ¹	12,108	13,502	14,906	14,879	15,925	16,588	17,197	18,137	17,735
Non-U.S. (total)	8,170	8,295	9,707	14,423	13,318	12,694	12,198	11,968	12,051
European Union ¹	4,325	4,222	4,834	7,586	6,548	6,636	6,465	6,257	6,442
Japan	1,737	1,751	2,038	2,730	2,548	2,357	2,229	2,212	2,274
Mexico	523	627	468	732	572	614	676	716	796
South America ¹	1,215	1,285	1,539	2,185	2,082	2,164	1,900	1,806	1,914
Other ¹	5,437	5,519	6,603	10,052	9,028	8,380	8,028	7,801	8,144
U.S. only	22,419	24,996	26,594	23,780	26,303	27,234	28,515	30,080	29,216
Non-U.S. only	2,870	2,925	3,457	5,771	5,526	5,283	4,922	4,778	4,890
Both U.S. and non-U.S.	5,300	5,370	6,250	8,652	7,792	7,411	7,276	7,190	7,161
Exporter Registry total	30,589	33,291	36,301	38,203	39,621	39,928	40,713	42,048	41,267
Exporter size									
Less than \$30,000	6,470	6,884	7,295	7,969	7,690	6,887	6,620	5,972	5,296
\$30,000 to \$99,999	7,043	7,415	8,016	8,027	8,341	7,884	8,141	9,389	9,086
\$100,000 to \$999,999	10,155	11,283	12,283	12,789	13,407	14,244	14,515	14,637	14,751
\$1,000,000 to \$4,999,999	4,068	4,409	5,064	5,354	5,816	6,234	6,511	6,760	6,758
\$5,000,000 to \$24,999,999	1,932	2,258	2,470	2,783	2,990	3,163	3,350	3,620	3,684
Greater than \$25,000,000	921	1,042	1,173	1,281	1,377	1,516	1,576	1,670	1,692
Exporter Registry total	30,589	33,291	36,301	38,203	39,621	39,928	40,713	42,048	41,267
% share									
Less than \$30,000	21.2	20.7	20.1	20.9	19.4	17.2	16.3	14.2	12.8
\$30,000 to \$99,999	23.0	22.3	22.1	21.0	21.1	19.7	20.0	22.3	22.0
\$100,000 to \$999,999	33.2	33.9	33.8	33.5	33.8	35.7	35.7	34.8	35.7
\$1,000,000 to \$4,999,999	13.3	13.2	14.0	14.0	14.7	15.6	16.0	16.1	16.4
\$5,000,000 to \$24,999,999	6.3	6.8	6.8	7.3	7.5	7.9	8.2	8.6	8.9
Greater than \$25,000,000	3.0	3.1	3.2	3.4	3.5	3.8	3.9	4.0	4.1
Exporter Registry total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

¹ Refer to Note to users (Table 4.8) for a complete list of inclusions.

Note: The categories 'U.S. (total)' and 'Non-U.S. (total)' will not add up to the '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 the 'Exporter Registry total.'

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

Table 4.4
Value of domestic exports, by destination and size, 1993 to 2001

	Value of domestic exports (C\$ millions)								
	1993	1994	1995	1996	1997	1998	1999	2000	2001
U.S. (total)	141,148	170,412	192,335	206,656	226,963	247,573	282,254	328,160	319,130
Eastern seaboard ¹	41,876	45,177	50,027	56,322	63,047	72,488	82,067	92,317	83,460
Industrial heartland ¹	60,091	77,529	87,835	88,734	94,030	96,507	108,049	121,991	119,515
Midwest ¹	16,272	19,847	23,430	28,205	30,592	30,830	33,742	44,398	42,595
Southeast ¹	8,349	10,333	12,587	13,530	15,036	17,588	20,090	23,748	23,861
West ¹	14,560	17,526	18,455	19,864	24,258	30,160	38,306	45,704	49,700
Non-U.S. (total)	35,280	40,734	51,973	50,510	52,003	46,327	43,543	50,235	48,154
European Union ¹	10,968	11,955	16,058	15,032	14,693	15,292	14,927	18,083	17,124
Japan	8,541	9,809	11,969	11,148	11,149	8,611	8,301	8,955	8,067
Mexico	798	1,048	1,119	1,214	1,225	1,393	1,534	1,917	2,334
South America ¹	1,865	2,449	2,882	3,151	3,762	3,236	2,398	2,775	2,594
Other ¹	13,108	15,474	19,945	19,963	21,174	17,795	16,383	18,505	18,035
U.S. only	100,158	121,357	134,868	111,354	133,051	130,527	143,091	172,963	187,220
Non-U.S. only	9,224	11,839	15,166	15,878	20,965	17,740	15,292	15,626	14,612
Both U.S. and non-U.S.	67,045	77,949	94,272	129,933	124,950	145,634	167,414	189,806	165,452
Exporter Registry total	176,427	211,146	244,308	257,166	278,966	293,900	325,797	378,395	367,284
Published total²	177,622	212,493	246,390	259,295	280,034	297,509	331,748	385,659	375,116
Exporter size									
Less than \$30,000	73	80	85	97	98	92	91	82	71
\$30,000 to \$99,999	412	433	470	471	490	468	484	549	541
\$100,000 to \$999,999	3,515	3,997	4,359	4,617	4,854	5,128	5,313	5,352	5,448
\$1,000,000 to \$4,999,999	9,426	10,302	11,928	12,508	13,687	14,772	15,501	16,055	16,374
\$5,000,000 to \$24,999,999	21,579	25,501	28,303	31,445	33,818	35,513	37,944	41,120	42,353
Greater than \$25,000,000	141,422	170,835	199,162	208,027	226,017	237,927	266,464	315,237	302,499
Exporter Registry total	176,427	211,146	244,308	257,166	278,966	293,900	325,797	378,395	367,284
% share									
Less than \$30,000	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
\$30,000 to \$99,999	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.1
\$100,000 to \$999,999	2.0	1.9	1.8	1.8	1.7	1.7	1.6	1.4	1.5
\$1,000,000 to \$4,999,999	5.3	4.9	4.9	4.9	4.9	5.0	4.8	4.2	4.5
\$5,000,000 to \$24,999,999	12.2	12.1	11.6	12.2	12.1	12.1	11.6	10.9	11.5
Greater than \$25,000,000	80.2	80.9	81.5	80.9	81.0	81.0	81.8	83.3	82.4
Exporter Registry total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

¹ Refer to Note to users (Table 4.8) for a complete list of inclusions.

² Published totals are the Canadian dollar values from Statistics Canada, International Trade Division's Total Domestic Exports. Differences from the value of the Exporter Registry total are due to the exclusions outlined in Section 1.

Note: The categories 'U.S. (total)' and 'Non-U.S. (total)' will not add up to the '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 the 'Exporter Registry total.'

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

Table 4.5
Exporter population, by province of residence, 1993 to 2001

Province of residence	Number of exporters (establishments)								
	1993	1994	1995	1996	1997	1998	1999	2000	2001
Newfoundland and Labrador	156	148	162	197	197	181	198	207	201
Prince Edward Island	129	134	138	136	131	142	158	162	146
Nova Scotia	717	723	772	844	846	810	871	894	847
New Brunswick	616	676	743	733	762	773	761	777	786
Quebec	6,352	6,944	7,673	8,175	8,563	8,558	8,769	9,112	8,899
Ontario	14,476	15,755	17,152	17,773	18,375	18,583	18,734	18,949	18,435
Manitoba	1,181	1,281	1,288	1,313	1,360	1,383	1,373	1,464	1,458
Saskatchewan	617	679	753	776	781	774	782	860	863
Alberta	2,075	2,333	2,497	2,790	2,962	3,009	3,218	3,478	3,453
British Columbia ¹	4,270	4,599	5,098	5,466	5,644	5,715	5,849	6,145	6,179
Yukon ¹	X	13	15	X	X	X	X	X	X
Northwest Territories ²	X	6	10	X	X	X	X	X	X
Nunavut ²	X	X	X
Canada	30,589	33,291	36,301	38,203	39,621	39,928	40,713	42,048	41,267

¹ Yukon and Northwest Territories have been combined with British Columbia for the years 1993 and 1996 to 2001.

² Nunavut is combined with the Northwest Territories for 1999 to 2001.

X indicates confidential data

... Figures not applicable.

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

Province of residence

Table 4.6
Value of domestic exports, by province of residence, 1993 to 2001

Province of residence	Value of domestic exports (C\$ millions)								
	1993	1994	1995	1996	1997	1998	1999	2000	2001
Newfoundland and Labrador	982	665	1,012	1,534	1,605	1,456	1,838	2,471	2,647
Prince Edward Island	209	286	315	309	328	464	515	516	459
Nova Scotia	2,340	2,571	2,962	3,184	3,778	3,757	4,247	4,556	4,718
New Brunswick	3,250	3,858	4,814	4,934	5,083	5,031	5,698	7,002	8,232
Quebec	29,118	35,122	46,034	47,090	51,176	57,639	62,028	72,352	67,547
Ontario	93,143	111,790	123,221	129,039	141,551	152,835	171,802	181,258	175,451
Manitoba	4,411	5,861	7,078	8,946	8,606	8,469	9,997	11,082	10,587
Saskatchewan	2,960	3,429	4,098	3,958	4,269	4,565	5,005	5,905	5,309
Alberta	18,294	20,997	25,084	29,893	32,015	29,724	34,157	57,726	60,713
British Columbia ¹	21,720	26,541	29,650	28,279	30,555	29,960	30,510	35,527	31,621
Yukon ¹	X	4	X	X	X	X	X	X	X
Northwest Territories ²	X	22	39	X	X	X	X	X	X
Nunavut ²	X	X	X
Canada	176,427	211,146	244,308	257,166	278,966	293,900	325,797	378,395	367,284

¹ Yukon and Northwest Territories have been combined with British Columbia for the years 1993 and 1996 to 2001.

² Nunavut is combined with the Northwest Territories for 1999 to 2001.

X indicates confidential data

... Figures not applicable.

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

Table 4.7
Number of exporters and value of exports, by employee class and exporter size, Canada, 2001

Exporter size	Employee class				Grand total
	Less than 50	50 to 99	100 to 199	200 and over	
Number of exporters (establishments)					
Less than \$30,000	4,348	474	252	223	5,297
\$30,000–\$99,999	7,762	713	355	256	9,086
\$100,000–\$999,999	11,878	1,616	817	440	14,751
\$1,000,000–\$4,999,999	4,165	1,443	799	351	6,758
\$5,000,000–\$24,999,999	1,219	935	936	594	3,684
Greater than \$25,000,000	341	174	338	841	1,694
Grand total	29,713	5,355	3,497	2,705	41,270
Value of exports (C\$ millions)					
Less than \$30,000	58	6	3	3	71
\$30,000–\$99,999	458	44	23	16	541
\$100,000–\$999,999	4,235	681	348	183	5,448
\$1,000,000–\$4,999,999	9,386	3,782	2,243	963	16,373
\$5,000,000–\$24,999,999	12,710	10,128	11,255	8,260	42,353
Greater than \$25,000,000	65,834	54,611	26,072	155,982	302,498
Grand total	92,681	69,253	39,944	165,407	367,284

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

Appendix: Notes to Users

Table 4.8
Export Destination Groupings

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

Table 4.9
Industry groupings

Industry groupings	Corresponding NAICS code
Agriculture, forestry, fishing and hunting	11
Mining and oil and gas extraction	21
Utilities	22
Construction	23
Manufacturing	31–33
Food	311
Beverage and tobacco products	312
Textile mills	313
Textile product mills	314
Clothing	315
Leather and allied products	316
Wood products	321
Paper	322
Printing and related support activities	323
Petroleum and coal products	324
Chemicals	325
Plastic and rubber products	326
Non-metallic mineral products	327
Primary metal	331
Fabricated metal products	332
Machinery	333
Computer and electronic products	334
Electrical equipment, appliances and components	335
Transportation equipment	336
Furniture and related products	337
Miscellaneous manufacturing	339
Wholesale trade	41
Retail trade	44–45
Transportation and warehousing	48–49
Information and cultural industries	51
Finance and insurance	52–53
Business services	54–56
Other	61–91

Source: North American Industry Classification System.

Glossary

Business Number (BN)

The Business Number (BN) was introduced by Revenue Canada (now the Canada Customs and Revenue Agency or CCRA) in 1994 as a means of integrating all of the Revenue Canada programs (accounts) under one common identifier (number). 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, nonprofit organizations, religious organizations, and government departments and governments 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 and Revenue Agency document for the exporting of goods from Canada to non-U.S. destinations.

Exporter

For the purposes of the Exporter Registry, and exporter is defined as an establishment engaged in the export of domestically produced goods.

Harmonized Commodity System Commodity Classification (HS)

The HS 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 exporting or because they exceeded the threshold for the first time.

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 classifications groups firms according to their productive output. It should be noted that the productive output of a firm and what it exports are not necessarily the same.

North American Industry Classification System

The North American Industry Classification System (NAICS) is an industry classification system developed by the statistical agencies of Canada, Mexico and the United States. Created against the background of the North American Free Trade Agreement, it is designed to provide common definitions of the industrial structure of the three countries and a common statistical framework to facilitate the analysis of the three economies. NAICS is based on supply side or production oriented principles, to ensure that industrial data, classified to NAICS, is suitable for the analysis of production related issues such as industrial performance.