



# Aboriginal Entrepreneurs Survey, 2002

## MANITOBA

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This fact sheet provides information on the characteristics of Aboriginal entrepreneurs and their businesses, based on 2001 Census data and findings from the Aboriginal Entrepreneurs Survey, which used 2002 as the reference period.

The survey was conducted in the fall of 2003 by Statistics Canada on behalf of Industry Canada's Aboriginal Business Canada program.



Industry  
Canada

Aboriginal Business  
Canada

Industrie  
Canada

Entreprise autochtone  
Canada

Canada 

## 2001 CENSUS HIGHLIGHTS

Nearly 11% of Canada's 27 195 Aboriginal self-employed individuals resided in Manitoba. Of these 2860 individuals:

- ◆ seven out of ten were Métis;
- ◆ almost 30% were women;
- ◆ almost half lived in urban areas; and
- ◆ 86% resided off reserve.

## ABORIGINAL ENTREPRENEURS SURVEY, 2002 HIGHLIGHTS<sup>1</sup>

When compared to Aboriginal entrepreneurs from all regions of Canada, those living in Manitoba:

- ◆ were less likely to view personal or family employment as a very important business objective; and
- ◆ were more likely to view taxes as a very important barrier to growth.

Aboriginal SMEs: Industry	Canada	Manitoba
Primary	15.0%	21.4%*
Construction	16.6%	16.7%*
Manufacturing, Transportation & Warehousing	9.6%	6.7%*
Wholesale & Retail Trade	12.2%	13.3%*
Arts, Entertainment, Accommodation, Food & Cultural	14.6%	10.5%*
Services <sup>2</sup>	17.9%	12.4%*
Other	14.1%	19.0%*
	<b>100.0%</b>	<b>100.0%</b> <sup>3</sup>

Aboriginal SMEs: Profile	Canada	Manitoba
Ownership Structure		
Sole Proprietorship	66.7%	70.1%*
Partnership	18.5%	17.8%*
Incorporation	14.8%	12.1%*
Age of Business		
0 - 5 Years	32.7%	31.0%*
6 - 9 Years	23.5%	21.9%*
10+ Years	43.8%	47.2%*
Business Objectives <sup>4</sup>		
Stability	84.1%	77.5%*
Profitability	80.0%	78.3%*
Personal or Family Employment	69.1%	54.2%
Business Training (College or University Level)	26.1%	24.3%*
Business Plan	21.9%	20.3%*

Aboriginal SMEs: Financing	Canada	Manitoba
Start-Up Financing		
Less Than \$25 000	69.3%	66.3%*
\$25 000 to \$49 999	11.1%	10.7%*
\$50 000 to \$99 999	8.9%	8.8%*
\$100 000 or More	10.8%	14.2%*
% of Borrowed Start-Up Funds		
None	49.8%	44.0%*
Less Than 25%	9.5%	12.4%*
25% - 49%	8.1%	3.6%
50% - 74%	14.5%	14.1%*
75% - 99%	9.8%	11.3%*
100%	8.2%	14.8%
Sources of Start-Up Funds		
Personal Savings	82.9%	78.4%*
Loans or Lines of Credit	37.0%	42.0%*

Source: Statistics Canada, Aboriginal Entrepreneurs Survey, 2002 (2004)

Aboriginal SMEs: Operations	Canada	Manitoba
Full-Time Operations in 2002	84.9%	88.0%*
Full-Time Employees		
0	65.2%	68.6%*
1+	34.8%	31.4%*
Aboriginal Full-Time Employees		
0	33.7%	29.1%*
1+	66.3%	70.9%*
Part-Time Employees		
0	70.6%	68.5%*
1+	29.4%	31.5%*
Aboriginal Part-Time Employees		
0	41.6%	37.2%*
1+	58.4%	62.8%*
Sales to Local Market	79.8%	79.2%*
Sales to Provincial Market	55.8%	60.6%*
Sales to National Market	17.8%	21.8%*
Sales to International Market	13.2%	14.3%*

Aboriginal SMEs: Results and Prospects	Canada	Manitoba
Profits in 2002	72.3%	67.2%*
Sales Revenues Increase in 2001	43.0%	36.9%*
Sales Revenues Stable in 2001	39.4%	54.1%
Growth Expectation: Next Two Years	62.7%	56.2%*
No Growth Expectation: Next Two Years	37.3%	43.8%*
Barriers to Growth <sup>5</sup>	56.0%	49.4%*
Economic Situation	43.0%	44.6%*
Taxes	42.2%	56.3%
Access to Financing	39.5%	49.6%*

Source: Statistics Canada, Aboriginal Entrepreneurs Survey, 2002 (2004)

\* Differences between Canada and Manitoba results are not large enough to be statistically significant at the 95% level.

1 Identified highlights are based on the weighted responses of the 1126 Aboriginal entrepreneurs who took part in the survey. As such, when attempting to generalize findings to a population or sub-population, data precision indicators must be taken into account.

2 This category includes professional, scientific & technical, education, health & social services.

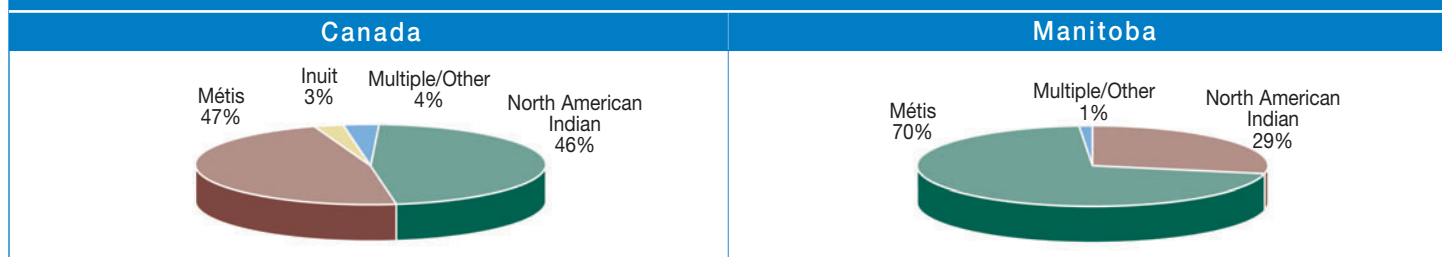
3 Presented industrial distribution percentages may not add up to exactly 100.0% due to rounding.

4 Respondents were asked to rate the importance of a number of business objectives. The responses reported here are the business objectives most frequently identified as being "very important" at the national level.

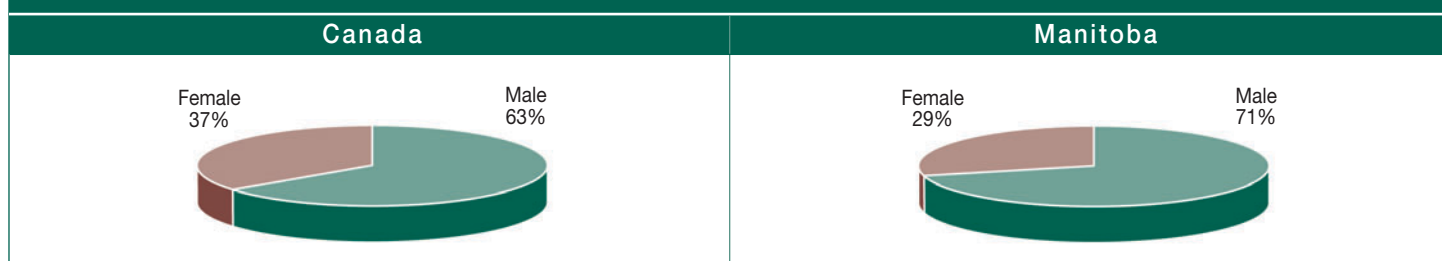
5 Respondents were asked to rate to what extent certain barriers presented obstacles in growing their business over the next two years. The responses reported here are the barriers most frequently identified as being "very important" at the national level.

Manitoba: Number of Self-Employed Workers	All	Aboriginal
Manitoba Self-Employed Workers	72 015	2860

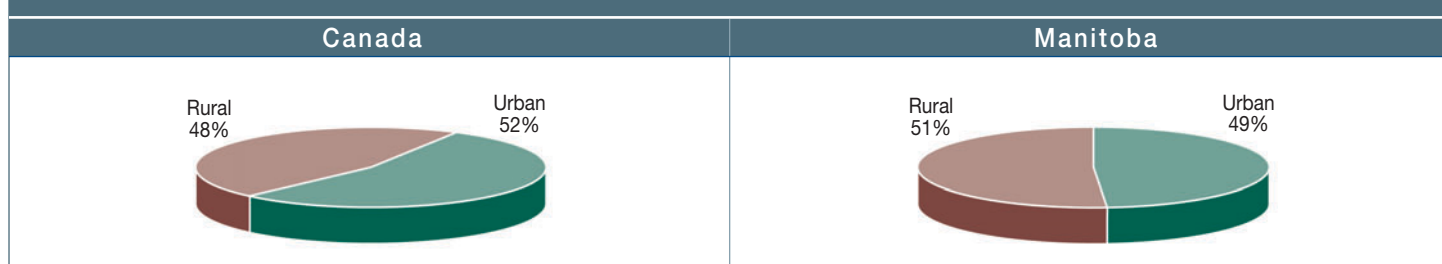
#### Aboriginal Self-Employed Workers: Heritage Group Distribution



#### Aboriginal Self-Employed Workers: Gender Distribution



#### Aboriginal Self-Employed Workers: Urban/Rural Distribution



#### Aboriginal Self-Employed Workers: On Reserve/Off Reserve Distribution

