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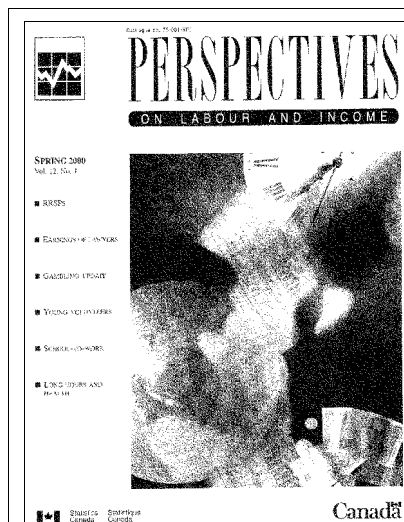
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- **Small business: A statistical overview, 1997** 3
Small businesses continued to account for employment creation well out of proportion to their size. In 1997, businesses with fewer than 50 employees accounted for 57% of the gross employment increase despite representing only 32% of total paid employment.

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Perspectives on labour and income

Spring 2000

The Spring issue of *Perspectives on labour and income* features an update on gambling, which provides recent national and provincial data on non-charity gambling revenue, jobs in the industry, and household participation and expenditure rates on gambling.

This issue also includes looks at lawyers' earnings, youth volunteering, RRSPs in the 1990s (pre-released February 10), the school-to-work transition (adapted from the Autumn 1999 issue of *Labour force update*), and long working hours and health (adapted from an article in the Autumn 1999 issue of *Health reports*).

The Spring 2000 issue of *Perspectives on labour and income* (75-001-XPE, \$18/\$58) is now available. See *How to order publications*.

For more information, contact Henry Pold (613-951-4608; henry.pold@statcan.ca), Labour and Household Surveys Analysis Division.



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MAJOR RELEASES

Small business: A statistical overview

1997

Small businesses continued to account for employment creation well out of proportion to their size in 1997.

Businesses with fewer than 50 employees accounted for 57% of the gross increase in employment despite representing only 32% of total paid employment.

In particular, businesses with fewer than five employees accounted for 26% of the gross increase, while representing just under 9% of total employment.

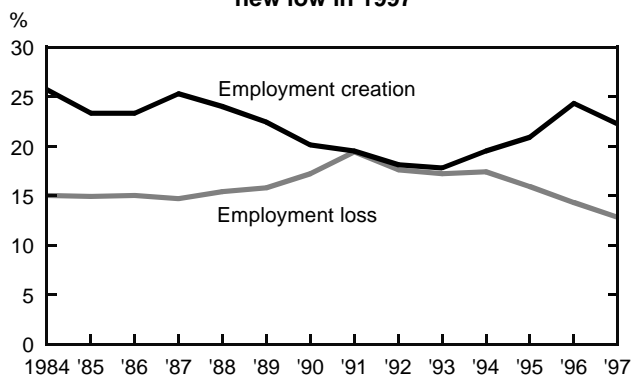
Gross job creation by businesses with fewer than 50 employees remained strong for the second consecutive year. In 1997, job creation was 835,000, compared with 851,000 in 1996 and an average of 693,000 between 1991 and 1995.

However these small businesses also contributed disproportionately to employment loss, accounting for 48% of gross employment decrease in 1997.

Nonetheless, gross job loss among small businesses continued a pattern of decline. In 1997, job loss was 482,000, compared with 501,000 in 1996 and an average of 635,000 each year between 1991 and 1995.

On a net basis, small firms created 353,000 more jobs than they lost in 1997. This amounted to more than three-quarters of the net employment increase observed among employers of all sizes.

Rate of employment loss by small business reached new low in 1997



Profitability levels unchanged

In 1997, 71% of small businesses with annual revenue between \$30,000 and \$5 million made a profit.

Note to readers

This release is based on data in two new electronic products available today: Employment dynamics and Small business profiles. These products enable users to define a small business to their specifications.

Employment dynamics is based on the Longitudinal Employment Analysis Program (LEAP), a longitudinal file of all businesses with at least one employee, between 1983 and 1997. It includes the number of employer businesses, their payroll and employment, by province and industry. The employment measure used is the average labour unit, obtained by dividing annual payroll by average annual earnings. The data are tabulated by employment size and life status of business. They are available in tables comparing consecutive years, from 1983 to 1997, inclusive.

The LEAP database includes any business remitting taxes on behalf of employees through Revenue Canada's payroll deduction accounts. An undetermined number of persons working on own account (e.g., self-employed) are not usually included in Employment dynamics, as they do not always pay themselves as employees.

The Small business profiles reports financial and employment data for an average small business, defined as having annual gross operating revenue between \$30,000 and \$5 million. The 1997 Small business profiles are available for unincorporated and incorporated businesses in about 680 industries, excluding the financial sector, and for each province and territory.

This proportion was unchanged from 1995, and was only slightly higher than the 1993 level, 69%.

As well, small businesses' net profit margins were \$18,500, or 5.0% of gross revenue. This was unchanged from 1995 but an improvement on 1993, when profits represented 3.9% of gross revenue.

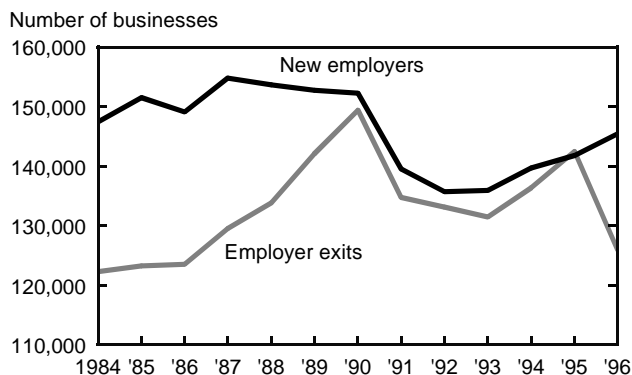
Three-quarters of all businesses had fewer than five employees

In 1997, there were about 955,800 active employers of all sizes. About 718,000, or 75%, had fewer than five employees; 213,000, or about 22%, had between 5 and 50.

(Employment data in this report do not take into account the estimated 1.2 to 1.5 million self-employed individuals working on "own account" in 1997 — that is, those who had no employees.)

In 1996, about 145,500 employer businesses with fewer than 50 employees began operations, up 2.6% from 1995. At the same time, 125,900 firms of the same size went out of business, 11.7% fewer firms than went out of business in 1995. The net increase of 19,600 new firms was the largest annual gain since 1988. (Business exits for 1997 will not be available until 1998 data are published).

Spread between the number of new and exiting small employers widened in 1996



Small businesses' share of employment remains steady

Although the small business sector has generally been a significant source of net employment in any given year, its relative importance in the labour market has remained steady since data were first collected in 1983.

Between 1983 and 1997, employers with fewer than five employees accounted for an average of 8.3% to 8.8% of all paid employees. Firms with 5 to 50 employees accounted for an average of 21.3% to 23.5% of total employment.

The share of total employment represented by small employer businesses has not risen substantially over time. This is in part because the small firms that create jobs tend to grow to become medium or large businesses. Also, the small business sector is constantly in flux; firms are constantly entering and leaving the employer sector as well as increasing and decreasing their employment.

In 1997, about 15.7% of all firms with fewer than 50 employees were in their first year of operation as employers. Of firms of that size that had existed in 1996, 52.5% increased their employment level in 1997, 33.6% decreased their employment level, and 13.8% went out of business.

Small business net employment led by manufacturers and business services

In 1997, manufacturing and business services led net employment growth among small businesses with fewer than 50 employees.

Manufacturers recorded a net employment increase of 54,800 over 1996, accounting for 15.5% of all

net employment gains among businesses with fewer than 50 employees. Employment among firms with fewer than 50 employees that provide services to businesses, such as employment agencies and management consultants, grew by 50,500, which represented 14.3% of total net employment growth among businesses of this size.

The accommodation, food and beverage industry accounted for 11.9% of net employment gains among businesses with fewer than 50 employees, followed by wholesale trade (9.3%) and construction (8.8%).

Business services and health and social service industries have the highest profit margins

Small firms providing services to business and health and social services had the highest profit margins for 1997, each averaging a net profit of 13% of gross revenue. Real estate operators and insurance agents followed, with a profit of just over 9% of gross revenue.

The communications and utilities industry had the highest proportion of profitable businesses; 82% reported a net profit. In the health industry, 80% of businesses reported a net profit, as did 78% in the transportation industries and 78% in business services.

The accommodation, food and beverage service industry had the lowest profit margins, an average net profit of 0.4% of gross revenue. This industry also had the lowest proportion of profitable businesses (55%) and the highest ratio of firms that either began operations or went out of business.

Small business most profitable in Alberta

The makeup of an average small business differed substantially across the country. In 1997, average profit as a percentage of gross revenue was highest among small businesses in Alberta (7.1%) and Saskatchewan (6.5%). It was lowest in Newfoundland (2.6%) and the Northwest Territories including Nunavut (3.0%).

In 1997, businesses in the Northwest Territories, including Nunavut, had the highest average gross revenue (\$412,600), followed by those in Quebec (\$396,700). Average gross revenue was lowest among firms in Yukon (\$322,100) and Alberta (\$336,800).

Prince Edward Island businesses led in average paid employment, with 4.6 employees, followed by those in Newfoundland with 4.2 employees. Average employment was lowest in Yukon (2.5 employees) and Alberta (3.1 employees). The diversity in industrial structures and mix of business types across provinces and territories explains many of these differences.

Small business profiles (61F0015XCB, \$500) and Employment dynamics (61F0020XCB, \$500) are now available on CD-ROM. To order, contact your nearest Statistics Canada Regional Reference Centre.

For more information, or to enquire about the concepts, methods and data quality of this release, contact Michael Tjepkema (613-951-4978; tjepmic@statcan.ca), Small Business and Special Surveys Division.

Small businesses: Revenue, expenses and employment

	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.	Y.T.	N.W.T./ Nvt.
	\$ 000											
Average gross revenue	376.5	384.4	381.8	372.4	396.7	372.8	350.6	355.1	336.8	351.8	322.1	412.6
Average total expense	366.7	372.2	366.2	358.9	381.3	353.4	331.8	332.2	312.9	334.6	303.1	400.1
Cost of goods sold	171.2	184.2	182.8	166.1	182.8	149.9	152.3	154.3	120.9	138.3	115.5	135.6
Wages, salaries and benefits	84.7	82.7	83.1	84.0	86.9	87.0	74.3	75.8	81.6	86.9	67.6	99.3
Occupational expenses	40.5	44.4	36.1	42.0	37.9	35.0	35.5	43.7	39.1	37.0	50.7	59.5
Financial expenses	11.5	13.3	11.9	13.2	13.9	15.0	11.9	10.2	12.5	13.7	11.6	24.4
General expenses	14.9	12.2	11.0	12.5	11.9	13.3	11.3	10.7	11.5	11.5	10.5	16.1
Other expenses	44.0	35.4	41.3	41.0	47.9	53.2	46.4	37.5	47.4	47.2	47.2	65.1
Average net profit/loss	9.8	12.2	15.6	13.5	15.4	19.5	18.9	23.0	23.9	17.2	19.0	12.5
	% of revenue											
Average net profit/loss	2.6	3.2	4.1	3.6	3.9	5.2	5.4	6.5	7.1	4.9	5.9	3.0
	employees per business											
Average paid employees	4.2	4.6	4.0	3.9	3.9	3.3	3.6	3.7	3.1	3.3	2.5	3.8

OTHER RELEASES

Help-wanted Index

February 2000

In February, the Help-wanted Index (1996=100) increased by 1.2% to 170, continuing a three-year upward trend. The national index was 13.3% higher than a year earlier.

The index increased or remained the same in all provinces except Quebec, which recorded its first decrease in four months. Newfoundland and New Brunswick registered their third consecutive monthly increases; Alberta marked its sixth consecutive increase after several months of negative growth or no growth.

Help-wanted Index

(1996=100)

	Feb. 1999	Jan. 2000	Feb. 2000	Feb. 1999 to Feb. 2000	Jan. to Feb. 2000
seasonally adjusted and smoothed					
	% change				
Canada	150	168	170	13.3	1.2
Newfoundland	143	173	179	25.2	3.5
Prince Edward Island	159	182	192	20.8	5.5
Nova Scotia	157	167	168	7.0	0.6
New Brunswick	170	190	195	14.7	2.6
Quebec	152	161	159	4.6	-1.2
Ontario	163	186	188	15.3	1.1
Manitoba	174	162	165	-5.2	1.9
Saskatchewan	131	137	137	4.6	0.0
Alberta	129	149	152	17.8	2.0
British Columbia	121	142	148	22.3	4.2

Available on CANSIM: matrix 105 (levels 8, 9 and 10).

Note: The Help-wanted Index is compiled from the number of help-wanted ads published in 22 newspapers in 20 major metropolitan areas. The index is a measure of companies' intentions to hire new workers. The component indexes have been seasonally adjusted and smoothed to ease month-to-month comparisons.

For more information, or to inquire about the concepts, methods, or data quality of this release, contact Robert Keay (613-951-4090; fax: 613-951-4087; labour@statcan.ca), Labour Statistics Division. ■

Department store sales and stocks

January 2000

In January, seasonally adjusted department store sales jumped significantly, up 7.0% from December

to \$1.53 billion. This was the second consecutive gain; sales rose 0.8% in December compared with November. However, despite these increases, sales were 2.3% lower than in October 1999, the last month before all Eaton's stores were closed.

Department store sales have been decreasing since the summer of 1999. Previously, sales had been generally advancing since the start of 1996, with the exception of the downturn in the spring of 1998.

Unadjusted for seasonality, department store sales totalled \$1.0 billion in January, compared with the \$2.7 billion sold in December 1999. However, department store sales in January were 2.1% higher than in January 1999.

Department store sales varied considerably from one province to another during the same one-year period. The region consisting of Newfoundland and Prince Edward Island (+9.6%), Saskatchewan (+7.3%) and Alberta (+5.6%) posted the greatest increases. Also posting increases were New Brunswick (+4.9%), Ontario (+3.2%) and Manitoba (+2.3%).

Nova Scotia (-4.6%), the region consisting of British Columbia, Yukon, the Northwest Territories and Nunavut (-2.7%) and Quebec (-0.6%) posted decreases for the same one-year period.

Department store sales including concessions

	Jan. 1999	Jan. 2000	Jan. 1999 to Jan. 2000
unadjusted			
	\$ millions		% change
Canada	990.1	1,010.5	2.1
Newfoundland and Prince Edward Island ¹	17.5	19.2	9.6
Nova Scotia	28.2	26.9	-4.6
New Brunswick	20.2	21.2	4.9
Quebec	186.4	185.3	-0.6
Ontario	422.8	436.5	3.2
Manitoba	40.4	41.3	2.3
Saskatchewan	33.4	35.9	7.3
Alberta	115.3	121.8	5.6
British Columbia, Yukon, Northwest Territories and Nunavut ¹	125.7	122.4	-2.7

¹ For reasons of confidentiality, data for Newfoundland and Prince Edward Island are combined as are data for British Columbia, Yukon, Northwest Territories and Nunavut.

Available on CANSIM: matrices 111-113.

To order data, or for general information, contact Client Services (613-951-3549 or 1 877 421-3067; retailinfo@statcan.ca). For analytical information, or to enquire about the concepts, methods or data quality of this release, contact Cl  rance Kimanyi (613-951-6363; kimacle@statcan.ca), Retail Trade Section, Distributive Trades Division. ■

Short-term Expectations Survey

January 2000

Results for the monthly Short-term Expectations Survey of economic forecasters are now available. Responses from six forecasters were obtained between February 24 and March 2.

The rate of inflation is expected to decrease in the short term. The mean forecast for inflation, as measured by the year-over-year change in the Consumer Price Index, is 2.3% for February, 2.1% for March and 1.9% for April. Actual inflation, meanwhile, was lower than previously expected — the average forecast for January was 2.6%, compared with the actual rate of 2.3%.

Mean forecasts for the rate of change in the gross domestic product were: 0.3% for December, 0.2% for January and 0.3% for February. The actual rate for December was 0.4%.

Average forecasts for international trade show a decrease in exports and an increase in imports over the forecast period, which would result in a trade surplus of \$3.2 billion for January, \$3.0 billion for February and \$2.3 billion for March. The actual trade surplus for December was \$2.7 billion.

For February, March and April, forecasters anticipate that the unemployment rate will stay close to the actual rate of 6.8% for January; likewise the participation rate, which had an actual value of 65.7% in January.

The next release of results from the Short-term Expectations Survey will be on April 5.

Short-term Expectations Survey

	Average forecasts				Actual figures		
	Dec	Jan	Feb	Mar	Apr	Dec	Jan
% yearly growth							
Consumer Price Index							
Initial forecast	2.4	2.2	2.2	2.4	1.9	2.6	2.3
First revision	2.3	2.3	2.5	2.1
Second revision	2.3	2.6	2.3
% monthly growth, seasonally adjusted, constant \$1992							
Gross domestic product							
Initial forecast	0.3	0.2	0.3	0.4	..
First revision	0.2	0.2
Second revision	0.3
\$ billion							
Exports							
Initial forecast	30.9	31.0	31.6	31.6	..	31.9	..
First revision	31.0	31.6	32.0
Second revision	31.5	32.0
Imports							
Initial forecast	27.9	28.1	28.3	29.3	..	29.2	..
First revision	28.1	28.2	29.0
Second revision	28.3	28.8
Balance							
Initial forecast	3.0	2.9	3.3	2.3	..	2.7	..
First revision	2.9	3.4	3.0
Second revision	3.2	3.2
seasonally adjusted %							
Unemployment rate							
Initial forecast	7.5	7.3	7.0	6.9	6.8	6.8	6.8
First revision	7.3	7.0	7.0	6.8
Second revision	7.0	7.0	6.8
Labour force participation rate							
Initial forecast	65.6	65.5	65.6	65.6	65.7	65.6	65.7
First revision	65.6	65.6	65.6	65.7
Second revision	65.6	65.6	65.7

.. Not available.

For more information, for a set of tables, or to enquire about the concepts, methods or data quality of this release, contact Jamie Brunet (613-951-6684; fax: 613-951-1572; jamie.brunet@statcan.ca), Small Business and Special Surveys Division. ■

Gambling: An update

1998

Casinos surpassed lotteries in 1998 as the largest generator of non-charity gambling revenue, according to new data.

Casinos accounted for 38% of all gambling revenue in 1998, compared with 35% for lotteries and 28% for video lottery terminals (VLTs).

This is a drastic change from 1992, when casinos accounted for only 1% of revenue from gambling, while 90% came from lotteries and about 9% from VLTs.

In 1999, \$8.1 billion was wagered on some form of non-charity gambling activity, three times the \$2.7 billion of seven years earlier. In the third quarter of 1999, revenue from gambling exceeded \$2 billion for the first time in a single quarter.

Almost \$2.8 billion was wagered in casinos in 1998, about 100 times as much as in 1992. The amount wagered on VLTs increased almost nine-fold to \$2.1 billion during this period, while the amount bet on lotteries in 1998 increased only 4% to \$2.6 billion.

Total revenue and profit from lotteries, casinos and VLTs increased in all regions between 1992 and 1998. As a result, the average revenue per adult from gambling overall rose from \$130 to \$320 during this period. In 1998, average revenue per capita (population aged 18 and over) ranged from a high of \$445 in Manitoba to lows of \$140 in British Columbia and \$90 in the northern territories, which had no commercial casinos or VLTs. (Revenue figures include spending by visitors from other countries, provinces and territories.)

Gambling rates increase with household income. While at least one person in 84% of households with annual after-tax income of \$80,000 or more gambled, such was the case in only 63% of households with annual income of less than \$20,000.

Spending on gambling represented a small proportion of overall after-tax income in households with higher incomes. Among households that gambled, those with incomes of less than \$20,000 spent an annual average of \$315, or 2.3% of total after-tax household income. Those with \$80,000 or more spent \$590, only 0.6%.

Three-quarters of households (77%) reported spending some money on at least one charity

or government-run gambling activity, according to the 1998 Survey of Household Spending. Among such households, average spending rose from \$425 in 1996 to \$460 in 1998.

Between 1992 and 1999, the number of jobs in the gambling industry more than tripled, from 11,900 to 39,200. Although gambling-related jobs still accounted for only 0.3% of all jobs in 1999, the net increase of 27,300 jobs represented 2% of all new job growth since 1992.

Many of the jobs and characteristics of those employed in the industry also changed. In 1999, while men held 54% of all jobs in other industries, they held only 44% of the jobs in gambling — however, this level was an increase from 35% in 1992.

Full-time hourly wages in gambling increased as well, according to the Labour Force Survey. Wages for men rose from \$13.58 per hour in 1997 to \$16.19 in 1999, while for women they went from \$13.06 to \$14.66. However, both levels were still below the average in non-gambling industries: \$18.58 for men and \$15.32 for women.

The article, "Update on gambling," is now available free on Statistics Canada's Web site (www.statcan.ca) under *In depth*. The Spring 2000 issue of *Perspectives on labour and income* (75-001-XPE, \$18/58) is also now available. See *How to order publications*.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Katherine Marshall (613-951-6890; marakat@statcan.ca), Labour and Household Surveys Analysis Division. □

Gambling expenses by household

	After-tax income					
	Total	under \$20,000	\$20,000-39,999	\$40,000-59,999	\$60,000-79,999	\$80,000+
	'000					
Total households	11,290	2,460	3,860	2,740	1,310	920
	%					
% reporting expenditure on at least one gambling activity	77	63	79	81	84	84
Government lotteries	68	53	70	72	76	72
Non-government lotteries, raffles, other	34	18	31	41	45	51
Casinos, slot machines, VLTs	20	11	19	24	27	29
Bingos	10	12	10	10	10	8
	\$					
Average expenditure per household	355	200	320	385	600	495
Average expenditure per spending household	460	315	405	470	715	590
	%					
Gambling as % of total income (all households)	0.7	1.5	1.1	0.8	0.9	0.5
Gambling as % of total income (spending households)	0.8	2.3	1.4	1.0	1.0	0.6

Note: Source: Survey of Household Spending, 1998

Railway carloadings

February 21, 2000

Non-intermodal traffic loaded during the seven-day period ending February 21, 2000 increased 8.8% to 4.9 million tonnes compared with the same period of 1999. The number of cars loaded increased 7.7%.

Intermodal traffic tonnage totalled 419 000 tonnes, a 17.2% increase from the same period of 1999. The year-to-date figures increased by 14.8%.

Total traffic increased 9.4% during the period. This brought the year-to-date total to 36.9 million tonnes, an increase of 9.9% from the previous year.

All year-to-date figures have been revised.

For more information, or to enquire about the concepts, methods or data quality of this release, contact Robert Larocque (613-951-2486; fax: 613-951-0009; laroque@statcan.ca), Transportation Division.

PUBLICATIONS RELEASED

Farm cash receipts, January - December 1999
Catalogue number 21-001-XIB
(Canada: \$15/\$48).

Perspectives on labour and income, Spring 2000
Catalogue number 75-001-XPE
(Canada: \$18/\$58; outside Canada: US\$18/US\$58).

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
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 The Daily	
Statistics Canada	
Thursday, June 3, 1997	
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MAJOR RELEASES	
• Urban transit, 1995	2
Describes the emphasis on taking urban transit. Canadians are using it less and less. In 1996, about 10 million trips, an average of about 30 trips on some form of urban transit, the lowest level in the past 25 years.	
• Productivity, hourly compensation and unit labour cost, 1995	4
Growth in productivity among Canadian businesses was relatively weak again in 1996, accompanied by sluggish gains in employment and slow economic growth during the year.	
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