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Friday, January 24, 1992

For release at 8:30 a.m.

MAJOR RELEASE

- Small Business Profiles, 1991 Edition**

Almost three-quarters of all small businesses with revenues of less than \$5 million were profitable in 1989, with average sales of \$373,500 and average profits of \$44,200.

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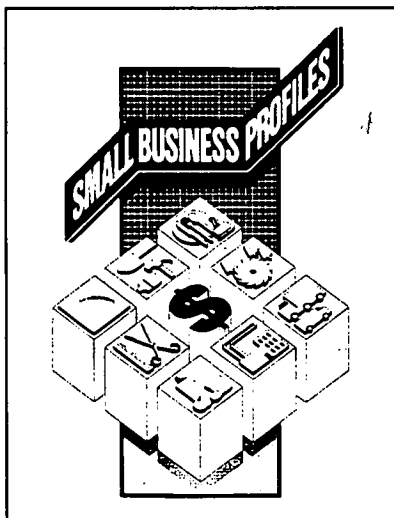
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Small Business Profiles

1991 Edition

The 1991 edition of *Small Business Profiles* is now available. It provides detailed information on key financial indicators such as operating and financial ratios, balance sheet information, total number of businesses, and employment data for 680 industry groups for the 1989 taxation year. Industry profiles are also available by province and territory.

The 1991 edition, fifth in a series on small business in Canada, is sponsored jointly by Statistics Canada, by Industry, Science and Technology Canada, and by the provincial and territorial governments. Previous editions covered 1984, 1985, 1986, and 1987. The 1987 *Small Business Profiles* contained only 107 selected industries.

The 1991 *Small Business Profiles*, a tool that will enable small businesses to compare their financial performance against the competition, is a non-catalogued product. Special tabulations (pre-packaged or customized) can be purchased by contacting your nearest Statistics Canada regional reference centre. Individual modules of *Small Business Profiles* (i.e., one province, one industry) are available at \$8 each. (See page four for the "All Industries" Small Business Profile for Canada.)

For further information on this release, contact Michel Cormier (613-951-3751), Small Business and Special Surveys Division.



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MAJOR RELEASE

Small Business Profiles

1991 Edition

Highlights

The Small Business Profiles provide detailed information on key indicators such as operating and financial ratios, balance sheets, the total number of small businesses, and employment data for 680 industry groups for the 1989 taxation year. In 1989, small businesses with revenues of less than \$5 million exhibited the following characteristics:

- Almost three-quarters of all small businesses were profitable, with average sales of \$373,500 and average profits of \$44,200.
- Net profits before taxes averaged 5.7% of sales; net profits for the lower half of small businesses (ranked by sales) averaged 9.3% of sales compared to 4.6% for the upper half.
- Cost of goods sold accounted for 43.6% of sales; wages and salaries and benefits accounted for 21.4% of sales; and, occupancy expenses, financial expenses, general expenses and other expenses accounted for 29.3% of sales.
- Total assets of these businesses averaged \$611,500; total liabilities averaged \$377,900; and total equity averaged \$233,600.
- Small businesses with less than 20 employees accounted for 93.3% of all businesses, 19.5% of all payrolls, and 22.7% of total employment.

Special tabulations (pre-packaged or customized) can be purchased through the Statistics Canada regional reference centres. Individual modules of *Small Business Profiles* (i.e., one province, one industry) are available at \$8 each.

For further information on this release, contact Michel Cormier (613-951-3751), Small Business and Special Surveys Division. ☐

Small Business Profiles, Canada, 1989

	All Industries							Percent of businesses reporting item
	Total of all businesses	Lower 50%	Upper 50%	Bottom 25%	Lower middle 25%	Upper middle 25%	Top 25%	
Businesses in sample (No.)	141,744							
Low sales value (\$'000)	25	25	355	25	120	355	1,071	
High sales value (\$'000)	5,000	355	5,000	120	355	1,071	5,000	
Selected Expense Items	(percent of sales)							
Cost of goods sold	43.6	28.5	48.3	20.0	32.8	43.3	51.0	75.7
Purchases and materials	44.9	29.7	49.7	21.2	34.0	44.8	52.3	75.4
Closing inventory	9.2	6.9	9.9	5.5	7.5	9.0	10.4	56.8
Opening inventory	7.8	5.7	8.5	4.4	6.3	7.6	9.0	52.9
Wages, salaries, and benefits	21.4	21.6	21.4	17.6	23.6	23.1	20.4	86.3
Wages and benefits - direct	4.6	2.3	5.3	1.1	3.0	4.8	5.5	18.1
Salaries and benefits - indirect	16.9	19.3	16.1	16.6	20.7	18.3	14.9	82.8
Occupancy expenses	9.1	13.7	7.7	15.4	12.9	9.2	6.8	95.6
Depreciation	3.0	4.6	2.5	5.4	4.2	3.0	2.2	85.8
Repairs and maintenance	1.6	2.3	1.3	2.5	2.2	1.5	1.2	64.0
Fuel and oil	0.7	1.2	0.5	1.6	1.0	0.6	0.4	14.2
Utilities	1.4	2.0	1.2	2.0	1.9	1.5	1.1	81.0
Rent	2.4	3.6	2.1	3.9	3.5	2.6	1.8	61.5
Financial expenses	4.6	5.8	4.2	6.5	5.4	4.5	4.1	94.7
Interest and bank charges	3.6	4.3	3.4	4.7	4.1	3.6	3.3	81.8
Professional fees	1.0	1.5	0.8	1.9	1.4	0.9	0.7	86.5
General expenses	2.9	4.1	2.5	5.1	3.6	2.9	2.4	90.2
Advertising	1.1	1.2	1.1	1.4	1.2	1.1	1.0	70.7
Delivery expenses	1.1	1.8	0.9	2.4	1.4	1.1	0.9	52.6
Insurance	0.7	1.1	0.5	1.3	1.0	0.7	0.5	69.6
Other expenses	12.7	17.0	11.3	18.4	16.3	10.8	11.6	98.9
Total expenses	94.3	90.7	95.4	83.1	94.7	93.9	96.2	99.6
Net profit/loss	5.7	9.3	4.6	16.9	5.3	6.1	3.8	99.0

Profitable vs Non-Profitable Businesses

1989

Profitable:

(thousands of dollars)

Percent of businesses	74						
Sales	373.5	111.2	1,166.0	59.5	208.8	615.3	2,153.4
Expenses	329.3	86.6	1,062.8	40.3	173.8	544.4	1,992.5
Profit	44.2	24.7	103.1	19.2	35.0	71.0	160.9

Non-Profitable:

Sales	332.7	118.8	1,055.1	61.8	208.6	606.7	2,108.4
Expenses	374.7	145.3	1,149.7	76.8	253.2	658.2	2,304.4
Loss	-42.0	-26.5	-94.6	-15.0	-44.6	-51.4	-196.0

1987

Profitable:

Sales	332.3	107.8	1,083.5	58.2	209.3	609.2	1,969.7
Expenses	292.6	85.8	984.4	41.0	177.4	540.2	1,814.4
Profit	39.7	22.0	99.1	17.1	31.9	69.0	155.4

Non-Profitable:

Sales	279.7	112.3	959.3	60.9	207.5	594.0	1,886.2
Expenses	304.0	126.7	1,023.5	72.7	226.7	643.0	1,989.0
Loss	-24.3	-14.4	-64.2	-11.8	-19.3	-49.0	-102.8

Small Business Profiles, Canada, 1989 - Continued

	Total of all businesses	Lower 50%	Upper 50%	Bottom 25%	Lower middle 25%	Upper middle 25%	Top 25%	Percent of businesses reporting item
Businesses in sample (No.)	91,385							
Low sales value (\$'000)	25	25	608	25	236	608	1,411	
High sales value (\$'000)	5,000	608	5,000	236	608	1,411	5,000	
Balance Sheet (thousands of dollars)								
Total assets	611.5	339.7	1,406.2	262.7	491.3	866.7	2,181.8	99.9
Total current assets	264.9	125.7	671.9	93.8	188.5	380.9	1,090.2	99.5
Accounts receivable	57.0	19.7	165.8	11.8	35.4	89.6	275.4	81.5
Closing inventory	52.1	16.0	157.9	7.0	33.6	86.1	261.2	62.4
Other current assets	155.8	90.0	348.1	75.0	119.4	205.2	553.7	88.7
Net fixed assets	191.7	119.9	401.7	91.7	175.4	308.5	535.7	93.8
Other assets and adjustments	154.9	94.1	332.6	77.2	127.4	177.3	555.9	82.8
Total liabilities	377.9	200.3	897.1	145.2	308.7	577.4	1,356.8	99.8
Total current liabilities	186.7	83.5	488.4	58.3	133.2	287.3	777.5	99.2
Current bank loans	33.6	15.2	87.7	10.8	23.7	55.9	133.4	44.8
Other current liabilities	153.1	68.4	400.7	47.5	109.5	231.4	644.0	99.0
Long-term bank loans	15.9	8.7	36.8	6.3	13.4	21.1	59.3	17.1
Other liabilities and adjustments	175.3	108.0	372.0	80.5	162.1	269.0	520.0	88.1
Total equity	233.6	139.4	509.1	117.5	182.6	289.3	825.0	99.9
Financial Ratios (times)								
Current ratio	1.4	1.5	1.4	1.6	1.4	1.3	1.4	98.8
Debt to equity	1.6	1.4	1.8	1.2	1.7	2.0	1.6	99.7
Interest coverage	2.4	2.2	2.5	1.3	2.8	2.4	2.6	85.6
Debt ratio	0.6	0.6	0.6	0.6	0.6	0.7	0.6	99.7
Sales to equity	2.4	1.4	3.1	0.9	2.1	3.2	3.0	99.9
Sales to closing inventories	10.5	12.6	9.9	15.4	11.4	10.6	9.6	62.4
(percent)								
Current debt to equity	79.9	59.9	95.9	49.6	73.0	99.3	94.2	99.1
Operating profit on equity	11.2	7.8	13.8	1.8	15.4	14.3	13.6	98.6
Net fixed assets to equity	82.1	86.0	78.9	78.1	96.1	106.6	64.9	93.7
Gross margin	33.1	43.3	29.3	50.9	39.1	31.7	28.0	100.0
Return on total assets	7.3	5.9	8.3	3.2	8.9	8.1	8.4	99.5
(days)								
Collection period for accounts receivable	37.8	35.9	38.6	39.9	33.6	35.8	40.1	81.5

Small Business Profiles, Canada, 1989 - Concluded

Business size in average labour units	Number of businesses	Total payroll (\$000'000s)	Average labour units (000's)	Change in number of businesses 1987 to 1989
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Employment Changes by Size of Business, 1987-89

1989

Total	938,192	316,669	12,285.0	52,543
Less than 20	875,107	61,683	2,787.3	50,155
20-99	51,429	48,861	2,129.8	2,151
100-499	9,425	48,124	1,911.8	294
500 and over	2,231	158,001	5,456.2	57

1987

Total	885,649	266,652	11,183.5	
Less than 20	824,952	44,901	2,240.9	
20-99	49,278	39,363	1,881.8	
100-499	9,131	40,658	1,748.3	
500 and over	2,288	141,730	5,312.6	

DATA AVAILABILITY ANNOUNCEMENTS

Production, Shipments and Stocks of Sawmills East of the Rockies

November 1991

Production of lumber in sawmills east of the Rockies increased 2.9% to 1 700 920 cubic metres in November 1991, up from 1 652 560^r (revised) cubic metres produced in November 1990.

Stocks on hand at the end of November 1991 totalled 2 769 680 cubic metres, an increase of 14.9% compared to 2 410 579 cubic metres in November 1990.

Year-to-date production in 1991 amounted to 18 836 577 cubic metres, a decrease of 6.2% compared to 20 075 514^r cubic metres for the same period in 1990.

Available on CANSIM: matrices 53 (except series 1.2, 2.2, and 3.2) and 122 (series 2).

The November 1991 issue of *Production, Shipments and Stocks on Hand of Sawmills East of the Rockies* (35-002, \$10/\$100) will be available at a later date. See "How to Order Publications".

For more detailed information on this release, contact Jacques Lepage (613-951-3516), Industry Division. ■

Tobacco Products

December 1991

Canadian tobacco product firms produced 2.99 billion cigarettes in December 1991, a 1.0% increase from the 2.95^r (revised) billion cigarettes manufactured in December 1990. Production for 1991 totalled 46.81^r billion cigarettes, down 3.8% from the 48.66^r billion cigarettes produced in 1990.

Domestic sales in December 1991 totalled 3.44 billion cigarettes, a decrease of 21.2% from the 4.37 billion cigarettes sold in December 1990. Year-to-date sales for 1991 totalled 39.36 billion cigarettes, down 14.3% from the 45.92 billion cigarettes for the corresponding period in 1990.

Available on CANSIM: matrix 46.

To order the December 1991 issue of *Production and Disposition of Tobacco Products* (32-022, \$5/\$50). See "How to Order Publications". For further information, contact Peter Zylstra (613-951-3511), Industry Division. ■

Local Government Long-term Debt

December 1991

Estimates of the accumulated long-term debt of local governments in Canada, except Ontario, at the end of December 1991 are now available.

For further information on this release, contact Marlene Vollmer (613-951-1830), Public Institutions Division.

For more information or general inquiries on Public Institutions Division's products or services, contact Jim Doré (613-951-0767). ■

Pack of Processed Peas

1991

The data on pack of processed peas for 1991 are now available. The publication *Pack of Processed Peas* (32-235, \$13) will be released at a later date.

For further information, contact Peter Zylstra (613-951-3511), Industry Division. ■

PUBLICATIONS RELEASED

Monthly Production of Soft Drinks, December 1991.

Catalogue number 32-001

(Canada: \$2.70/\$27; United States: US\$3.20/US\$32; Other Countries: US\$3.80/US\$38).

Canned and Frozen Fruits and Vegetables – Monthly, November 1991.

Catalogue number 32-011

(Canada: \$5/\$50; United States: US\$6/US\$60; Other Countries: US\$7/US\$70).

Primary Iron and Steel, November 1991.

Catalogue number 41-001

(Canada: \$5/\$50; United States: US\$6/US\$60; Other Countries: US\$7/US\$70).

Refined Petroleum Products, October 1991.

Catalogue number 45-004

(Canada: \$18.20/\$182; United States: US\$21.80/US\$218; Other Countries: US\$25.50/US\$255).

Service Industries Service Bulletin – Specialty Advertising Distributors, 1985-89. Vol. 3, No. 4.

Catalogue number 63-015

(Canada: \$7.20/\$43; United States: US\$8.65/US\$52; Other Countries: US\$10/US\$60).

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The Daily, January 24, 1992

MAJOR RELEASE DATES

Week of January 27-31
(Release dates are subject to change)

Anticipated date(s) of release	Title	Reference period
January		
29	Unemployment Insurance Statistics	November 1991
29	Industrial Product Price Index	December 1991
29	Raw Materials Price Index	December 1991
30	Employment, Earnings and Hours	November 1991
30	Sales of Refined Petroleum Products	December 1991
31	Real Gross Domestic Product at Factor Cost by Industry	November 1991
31	Building Permits	November 1991
31	Field Crop Reporting Series: No. 1, December 31 Grain Stocks	