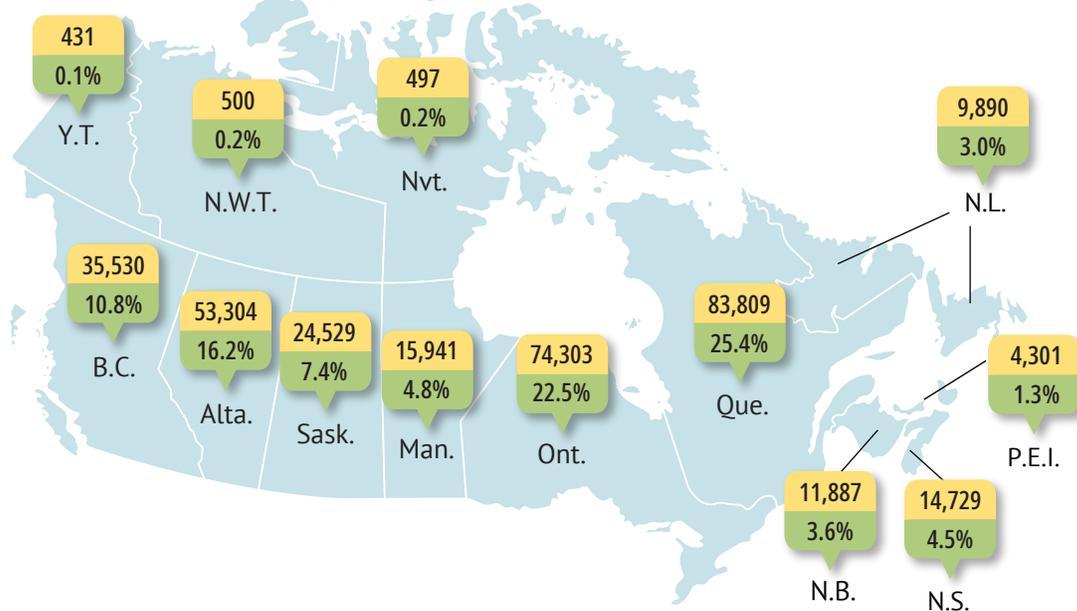


Small businesses in rural and small town Canada, 2023

In 2023, **329,651** small businesses¹ operated in **rural and small town Canada**, representing **14.2%** of all small businesses nationally.

Number and share of small businesses in rural and small town Canada, 2023

Number
Share



Almost half of all small businesses in rural and small towns were in **Ontario and Quebec**

\$163.1 billion

total revenue of small businesses in rural and small towns

In 2023, **small businesses in rural and small towns** generated **\$163.1 billion** in revenue, accounting for **16.9%** of the total revenue (\$965.6 billion) of all small businesses across Canada

In rural and small town Canada, small businesses in **agriculture, forestry, fishing and hunting** and in **construction** generated the most revenue in 2023

25.5%



Agriculture



Forestry



Fishing



Hunting

16.3%



Construction

11.9%



Retail trade

6.2%



Transportation



Warehousing



Rural and small towns

\$494,800

Urban areas

\$403,000

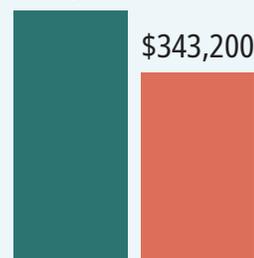


Small businesses in **rural and small towns** had a **higher average annual revenue** than small businesses in urban areas



Small businesses in **rural and small towns** had **higher expenses** than small urban businesses, resulting in **lower net profit**

\$455,700



Total expenses 2023

Rural and small towns
Urban areas



Net profit 2023

1. Businesses with total annual revenues from \$30,000 to \$5,000,000.

Note: In this infographic, rural and small towns refer to anywhere outside a census metropolitan area or census agglomeration, and urban means areas inside them, based on Statistics Canada's 2021 Standard Geographical Classification.