

Ontario Small Business: Contributing Beyond the Storefront

How small businesses are building a better tomorrow for all Ontarians

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Small businesses drive the economy and provide immeasurable value that helps their local communities flourish. Small business owners take on financial and operational challenges and personal risk to create a successful business, while contributing to their communities in three major ways: economically, charitably, and societally. All levels of government should support small businesses and create a better environment for them to strengthen their communities, boost the economy, and increase employment opportunities for all Ontarians.

Introduction

Small- and medium-sized businesses (SMEs) are often referred to as the backbone of the economy and the heart of communities.

In fact, 92 per cent of Ontarians agree that small business is vital to their communities¹. They're right; small businesses have earned this reputation.

This report shines a light on the impressive contributions of Ontario small businesses to their communities and the province.

The benefits stemming from small business fall into three main categories:

1. Economic
2. Charitable
3. Societal

This report includes data from CFIB member surveys and external sources, as well as profiles of companies that are real-life

¹ See Table 1 in Appendix A.

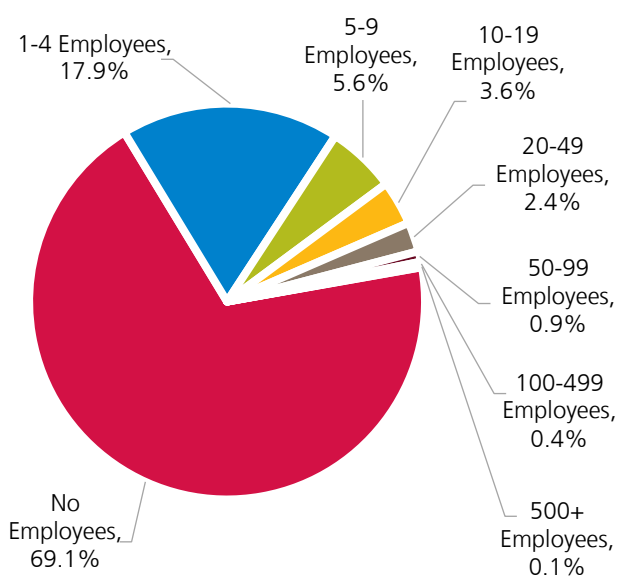
examples of small businesses building a stronger Ontario. It also outlines cost challenges holding back many Ontario small businesses and actions the Ontario government should take to foster an environment that better supports small business.

The small business reality

In 2015, almost 1.4 million businesses existed in Ontario². Many businesses do not have employees (69 per cent), from solo consultants to burgeoning startups (Figure 1 below). Most businesses (29.5 per cent) have between one and 49 employees on their payroll. Sole proprietors and employer businesses with under 50 employees are considered “small businesses”. A small percentage (1.3 per cent) of all businesses are considered “medium-sized businesses” (50-499 employees), and just a tiny fraction (0.1 per cent) are considered “large businesses” with over 500 employees (Figure 1). Together, small- and medium-sized businesses make up 99.9 per cent of all Ontario businesses.

Figure 1

Ontario businesses by employment size, 2015



Source: Statistics Canada, Tables 552-0003 and 553-0003, December 2015.

Throughout this report, we use “small business” as a term to describe both small- and medium-sized businesses.

Ontarians who own these businesses are integral players in their communities; they are employers, neighbours, and friends. About one-third (34 per cent) of incorporated employer business owners in Canada report an income (including salaries and dividends) of less than \$40,000 per year³. For business owners whose enterprise is incorporated but does not have employees, this number jumps to half (50 per cent).

Growing their business drives many small business owners to succeed, and along the way, to contribute to enhancing Ontario’s economy and enriching its culture.

Small business owners tend to work more hours than their employees. About two in five (41 per cent) work 50 hours per week or more, while only around one in 20 (six per cent) of employees work as much as their employers⁴.

Small business owners work long hours for sometimes very little immediate financial return. There is no guarantee of success when starting a business (whether it is a first attempt or a fifth), nor that take-home pay will come right away. Many small business owners choose to reduce or at times forego their own salaries to pay employees and invest in the business. They work tirelessly on growing their businesses, and the vast majority also spend time helping their communities flourish through volunteering, participating in Business Improvement Area (BIA) groups, and other local activities.

The small business experience

Small businesses have few employees to take on the many roles within the organization. Many of these roles are performed by the owner. A small business owner might take on managing staff and operations, bookkeeping, marketing and human resources, and still be

² See table for Figure 1 in Appendix A.

³ See Table 2 in Appendix A.

⁴ See Table 3 in Appendix A.

involved in the day-to-day frontline operations of the business. Broad roles combined with ever-changing business conditions mean that business owners have a lot resting on their shoulders.

Employees are also critical for small business success. Each employee plays a crucial role in helping the business survive and grow. Ontario small business owners value their employees. They cite employees as the top contributor to their business's success (63 per cent)⁵. Small business work environments are closely knit, with the owners often working right alongside their employees and interacting directly with customers.

Small businesses must be particularly sensitive to changing internal and external conditions. For instance, a new competitor can have a profound effect on an existing small business. To remain competitive and adapt to their new reality, the business must make quick and clever decisions.

Small businesses generally do not have access to large-scale outsider equity financing (for example, offering company shares on global stock exchanges). Instead, 84 per cent of Canadian startup owners use personal financing, and 17 per cent receive financing from friends and family⁶. About 45 per cent rely on debt financing from financial institutions. Less than two per cent secure financing from venture capitalists and angel investors (i.e., people who invest their own money in an entrepreneurial company). Without plenty of external financial backing, cash flow usually becomes a problem for small businesses, especially those that are growing.

It is clear that small business owners take on a lot of risk, often personally, to start and run their business. However, they are very passionate about what they do and are willing to sacrifice a lot for their business and their staff. They are also willing to work hard and potentially fail multiple times before reaping the long-term rewards of operating a successful business.

⁵ See Table 4 in Appendix A.

Types of Contributions

Small business owners work tirelessly to earn their own success through their business and to make their communities better. Small businesses make positive contributions that fall into three key streams:

1. Economic contributions

- Employing local workers to benefit the local economy;
- Building local commerce (attracting customers and workers to an area);
- Contributing taxes to help fund public services; and
- Contributing to Ontario's Gross Domestic Product (GDP).

2. Charitable contributions

- Donating cash, inventory, or proceeds from sales to charitable causes; and
- Volunteering owner and/or employee time to charities.

3. Societal contributions

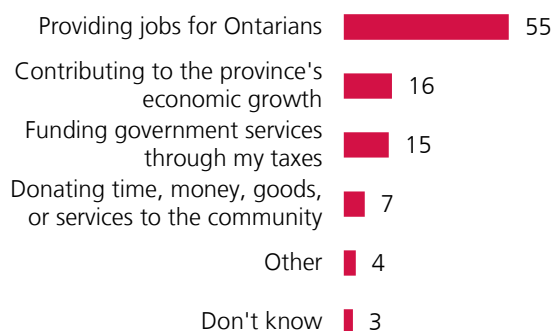
- Offering products and services that fit local residents' unique needs;
- Providing products and services that innovate and improve society; and
- Acting as leaders and strong role models in their communities.

Over half (55 per cent) of small business owners in Ontario say their greatest contribution is providing jobs for Ontarians (Figure 2 on page 4). Another 16 per cent say contributing to the province's economic growth is most significant, while 15 per cent indicate funding public services through taxes is their greatest contribution.

⁶ See Table 5 in Appendix A.

Figure 2

What do you feel is your business's greatest contribution to the province? (% response)



Source: CFIB, *State of Affairs in Ontario survey, February 2016* (3,446 responses).

Ontario small business owners contribute to building a stronger community in a wide range of ways. Many small businesses employ local residents (88 per cent), over three-quarters (76 per cent) make financial donations, about three in four (74 per cent) donate goods/services, and three in five (60 per cent) sponsor sports teams⁷. Additionally, almost half (48 per cent) donate their time, close to one in two (47 per cent) promote local charities, and one in four (25 per cent) donate employee time. Only one per cent report no involvement in the community.

Ontarians also recognize the many diverse contributions of small businesses to help strengthen their local communities⁸. An overwhelming 86 per cent of Ontarians say small businesses employ people in the community, 66 per cent say they offer products that serve their community's unique needs, 49 per cent say they donate goods and services to the community, and 48 per cent say they act as strong local role models. Additionally, 36 per cent say that small businesses provide leadership and support, and 36 per cent say they provide financial donations.

Economic contributions

Small businesses contribute to local, provincial and federal economies in four key ways:

Creating employment

It is no surprise that many small businesses rank job creation as their greatest contribution to the province, given that over 2.4 million people in Ontario (42 percent of all employees) report that they work in a small or medium-sized business⁹. From 2006 to 2016, over 428,000 net jobs were created across Ontario, and small- and medium-sized businesses accounted for 58 per cent of these new positions¹⁰.

Building local commerce

Small businesses can attract customers, especially in a tourist locale, and as they grow, they create more opportunities for workers in the area. One Ontario small business that exemplifies such a contribution is The Grange of Prince Edward Vineyards and Estate Winery in Hillier (see Small Business Profile 1 on page 5).

⁷ See Table 6 in Appendix A.

⁸ See Table 7 in Appendix A.

⁹ See Table 8 in Appendix A.

¹⁰ Ibid.

Small Business Profile 1: Caroline Granger & The Grange of Prince Edward Vineyards and Estate Winery, Hillier, Ontario

Caroline Granger believes in high quality local wines. Her winery, The Grange of Prince Edward, is entirely self-sufficient, with all of its wines 100% estate grown. The farm also dedicates a full acre to grow fresh produce for use in the winery's kitchen.

Caroline has taken on representative positions on industry boards and councils, advocating for the area to make Prince Edward County better known in the industry. Notably, she spearheaded lobby efforts for the VQA (Vintners Quality Alliance) Ontario official quality designation for her region and local visibility and products in Liquor Control Board of Ontario (LCBO) stores.

Caroline's efforts have helped to make Prince Edward County a top-ranked wine tourism destination in Ontario, with over 35 wineries in the region. Prince Edward County now welcomes over 550,000 visitors annually, which brings money into the region and supports many restaurants, hotels, and other small businesses.



**GRANGE OF PRINCE EDWARD
VINEYARDS & ESTATE WINERY**

Contributing to tax revenue

Small businesses also pay taxes that go to funding hospitals, schools, local government, emergency services, and more services that benefit individuals and families in the community. Some small businesses (15 per cent) believe that this is their greatest contribution to the province (Figure 2, page 4).

Contributing to GDP

Small- and medium-sized businesses contributed \$603 billion (52 per cent) of Canadian business-sector GDP in 2008.¹¹ In Ontario, small businesses alone (0-50 employees) contributed 28 per cent of provincial GDP in 2014¹². As such, they are a clear driving force of Canada's economic prosperity, as well as provincial and local success.

Charitable contributions

Giving back to the community is an integral part of operating most small businesses in Ontario. An overwhelming majority choose to donate monetary funds, goods or services, or time. Some even sponsor sports teams.

In recent years, a trend towards corporate social responsibility has emerged. Many businesses are responding to consumers' increasing consciousness of their shopping choices and their desire to see their money benefit charitable causes.

¹¹ See Table 9 in Appendix A.

¹² Statistics Canada, *Key Small Business Statistics*, June 2016.

Donations, sponsorships, and fundraising

Downtown Pontiac Buick GMC in St. Marys, Ontario exemplifies how a small business can improve its local community by giving back through financial donations, volunteering and fundraising (see Small Business Profile 2 on this page).

Donations of goods and services

Another popular way for small businesses to give back is through in-kind donations. Small businesses might offer free or discounted merchandise for an event, or provide free or discounted services to charitable organizations or those in need. Two examples of Ontario small businesses that take this approach to improving their communities are Zest for Living and Fountain Water & Water Products (see Small Business profiles 3 and 4 on page 7).

Small Business Profile 2: Chris West & Downtown Pontiac Buick GMC, St. Marys, Ontario

Owner Chris West believes that community involvement is “absolutely necessary for the betterment of the community, especially in rural areas.”

Downtown Pontiac Buick GMC, a new and used car dealership, regularly participates in initiatives from financial donations and volunteering time to hosting events on-site. At one point, the dealership was sponsoring 35 different events at the same time.

One of their ongoing initiatives, Giving Our Adolescents Living Skills (GOALS), provides breakfast to public school students once per week. The students also hear MPs, MPPs, RCMP officers, business leaders and role models speak about positive attitudes, self-esteem, and the importance of avoiding substance abuse. Downtown Pontiac Buick GMC is constantly raising funds to support GOALS and is actively involved in running the program.

In the past, the dealership also hosted food drives and other events, even offering customers a \$250 coupon to encourage the community to participate and donate.



Societal contributions

As noted earlier in this report, many Ontarians are highly aware of societal contributions from small business owners that improve people's lives both within the community and beyond.

Small Business Profile 3: Lucie Zima/Marina Nawrocki & Zest for Living, Mississauga, Ontario

Zest for Living, a home décor and gift store in Mississauga creates custom gift baskets for local schools and the Port Credit Yacht Club's fundraisers. Many of the organizations that the company supports once come back again, and the business almost always supports them again, say co-owners Lucie Zima and Marina Nawrocki. They usually donate two to three gift baskets per month, valued at \$100 each.

Zest for Living's mandate is to shop local to support their community. Lucie and Marina purchase store merchandise from many local businesses and encourage customers to shop within the community, too.

Zest for Living also takes part in a community tour that showcases small businesses in Mississauga and Oakville. Lucie and Marina are a great example of Ontario small business owners going the extra mile to benefit their community.



Small Business Profile 4: Todd and Shannon Kitchen & Fountain Water & Water Products, London, Ontario

Fountain Water & Water Products regularly donates its products to charitable events benefiting brain injury victims and Alzheimer's patients. Husband-and-wife duo Todd and Shannon Kitchen, who own the business, often donate water, pumps, cups and coolers to charity runs and walks, mission services, charity golf tournaments, and more. They also supply empty water bottles for change drives at the local arena.

Todd and Shannon choose to support Alzheimer's and brain injury patients because these causes have affected their own lives, and they feel they should give back.

Fountain Water employs three additional staff members, all of whom live in the local area. Todd, Shannon and the Fountain Water & Water Products team illustrate how a small business can give back to their community in different, unique ways.



Socially responsible business model

Some small businesses build their entire venture on contributing to their communities. Some choose to advertise that they donate a fixed percentage of sales or profits to a charitable initiative. Others choose to offer environmentally sustainable products, or those made using socially responsible processes. These small businesses incorporate “giving back” into every aspect of their business. Wheelchair Friendly Solutions in Trenton provides an example of how a small business in Ontario can successfully adopt this approach (see Small Business Profile 5 on this page).

Community leadership

Many small business owners choose to volunteer their own time or spearhead community initiatives through their business. They might choose to host item drives, charity runs, or other events in the community. They might provide a meeting space for community organizations, or serve as a location to drop off donations or pick up event materials. Small business owners might also decide to volunteer or participate, with or without a team of employees, at events in the community. In addition, an entrepreneur might speak at a local school about their experience, or become a mentor.

A small business can provide a platform for community leadership and change. One small business in Ontario that exemplifies this contribution is Impressionable Gifts (see Small Business Profile 6 on page 9).

Small Business Profile 5: Wade Watts & Wheelchair Friendly Solutions, Trenton, Ontario

Wade Watts has lived with a rare, undiagnosed form of Multiple Sclerosis for most of his life. When he began using a wheelchair after going through multiple serious health situations, Wade began to realize just how many barriers exist for those with mobility disadvantages.

With a career in civil construction and his strong business sense backing him, Wade started a company called Wheelchair Friendly Solutions based in Trenton, Ontario. He provides accessibility products like signage and ramps, staff training, accessibility compliance audits, consulting services, and more.

Wade believes that many myths exist around the cost, difficulty and liability of implementing accessibility measures. His company aims to change that perception by offering accessibility solutions and training at the lowest possible cost.

Wheelchair Friendly Solutions is making the world more accessible to those with mobility disadvantages, one business at a time.



Small business priorities

Given that small businesses are an important driver of the development of Ontario's communities, barriers to small business achievement are ultimately barriers to the success of our communities overall. It is therefore important to identify the roadblocks to further growth and contribution, especially cost constraints.

Business Barometer®

CFIB's Business Barometer® index, a measure of small business optimism, shows that business confidence in Ontario has fluctuated over the last year, with index levels registering between 57.0 and 65.8 (on a scale of 0-100). The most recent results from November 2016 indicate an index level of 62.2.

An index level above 50 means that owners expecting their business performance to be stronger in the next year outnumber those expecting weaker performance.

The level of small- and medium-sized businesses' optimism has proven to be a very accurate predictor of SME performance, as well as the state of the economy (measured against GDP). SME success determines how much small businesses can grow, and get involved in their communities through charitable donations, etc.

Small Business Profile 6: Lydia Ordóñez-Niles & Impressionable Gifts, Port Credit, Ontario

Impressionable Gifts' owner Lydia Ordóñez-Niles has been volunteering in her community for 18 years. In her shop, she encourages customers to get involved, too. Impressionable Gifts organizes an annual diaper drive, where community members are invited to donate diapers, baby wipes or cash to benefit three local charities.

Every December, Lydia's small business runs a mitten tree, collecting mittens, scarves, hats and more for the same non-profits. She also donates merchandise to many local fundraisers.

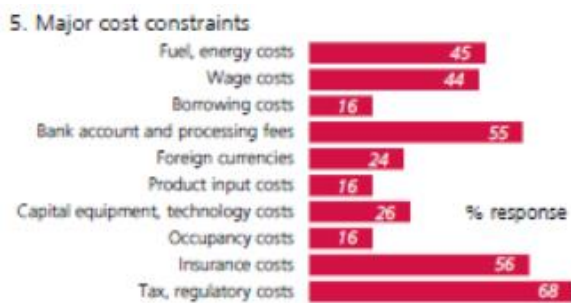
Lydia often uses her business's Facebook and Twitter pages to promote local events, and she volunteers to sell tickets in her store for local cultural festivals and events, as well as several fundraisers. Lydia says the community's support helps her to run these initiatives successfully.

Lydia is an exceptional example of a small business owner providing leadership and rallying a community to get together to help those in need.



Key cost concerns

Figure 3



Source: CFIB, Business Barometer® (Provincial Summary for Ontario), November 2016.

As reported in the November 2016 Business Barometer® results for Ontario, an alarming 62 per cent of respondents identified fuel/energy costs as a major cost constraint, right behind tax/regulatory costs (70 per cent).

When asked last fall about their electricity costs, 85.2 per cent of CFIB members who responded to CFIB's *Focus on Ontario 2015* survey said that their electricity costs have increased during the past three years. In the same survey, 88 per cent of respondents also said that their hydro costs have risen due to higher hydro rates.

Skyrocketing hydro costs – coupled with higher fuel costs already confirmed by government once Ontario's cap-and-trade program takes effect January 2017 – are forcing some small businesses to consider difficult choices that would damage Ontario's economy, ranging from layoffs to leaving the province.

These and other cost barriers to business survival and growth undermine small businesses' ability to employ more people, volunteer more of their time, and donate more cash, goods or services to initiatives that benefit their community.

The effects of these financial challenges on business and the community as a whole are significant and far-reaching. Because small- and medium-sized businesses *are* the backbone of the economy and the heart of their communities, it is not surprising that

when small business suffers, the economy and our communities cannot live up to their full potential (see Member comments below).

Member comments:

"... We operate out of a declining small community. We provide very important employment in our area, but also give quite a bit back to the community, often partnering with local charities (Big Brothers/Sisters, United Way) to assist the less fortunate. The provincial government's current strategy of increasing operating costs for business (carbon tax, hydro, never ending mandatory employee training) has a very significant impact – always negative – on how much we can budget for pay increases, new positions, and how much charity we're able to provide in any given year."

–CFIB Member, Retail Sector, Ontario

"Each year, it gets tougher and tougher to keep a small business going in this economic climate. We provide jobs to many people in our community, and in many ways, we support our community. Our governments do not recognize or appreciate the impact small business has on society."

–CFIB Member, RV/Camper Trailer Sales, Ontario

Recommendations

A striking 99 per cent of Ontarians agree that small business is very important or somewhat important to Canada's future¹³. Given its many significant contributions, small business is a critical component of Ontario's and Canada's economies and communities. While governments of all levels have a role to play, our recommendations in this report will focus on what the provincial government can do to provide small businesses with the environment they need to succeed.

¹³ See Table 10 in Appendix A.

CFIB recommends that the Ontario government act on the following recommendations, so that small businesses can focus on job creation and community building:

1. Lower the tax and regulatory burden for small businesses.
2. Make hydro costs affordable, predictable and stable for small businesses.
3. Extend the Red Tape Challenge to additional business sectors of focus and centre red tape reduction efforts on reducing the red tape burden for small businesses.
4. Provide financial incentives to small businesses that go beyond the call of duty by volunteering, etc. to help improve their communities.

If the Ontario government commits to initiatives such as these that address the real needs of small businesses across the province, it will show that it truly understands the realities of operating a small business in

Ontario and the invaluable role of small business in the growth of our communities and our economy.

“The lessons [that I learned from working in my father’s small business] are powerful, and point to the emotional glue that small firms spread throughout their communities, something economists cannot measure because every small business has its own history steeped in personal business and family relationships.”

“During my time at CFIB, I met entrepreneurs that were just like my Dad: passionate about their work, focused on their customers, looking after their employees as family, and believing in their communities and their country.”

– CFIB Founder John Bulloch

Data Tables

Table 1

To what extent do you agree or disagree with the following statement: "Small business is vital to my community." (% response)

	ON	CAN
Strongly Agree	56	59
Agree	36	35
Disagree	7	5
Strongly Disagree	1	1

Source: Angus Reid Forum Poll, April 2011 (2,028 responses).

Figure 1

Number of Ontario businesses by employment size, 2015

	Number of businesses	Percent
Total number of businesses	1,390,828	100%
No Employees	960,994	69.1
1 to 4 Employees	248,967	17.9
5 to 9 Employees	78,400	5.6
10 to 19 Employees	50,614	3.6
20 to 49 Employees	33,607	2.4
Total number of businesses with between 1 and 49 employees	411,588	29.5
Total "small businesses" (0 to 49 employees)	1,372,582	98.6
50-99 Employees	11,896	0.9
100-499 Employees	5,330	0.4
Total "medium-sized businesses" (50 to 499 employees)	17,226	1.3
500+ Employees	1,020	0.1

Source: Statistics Canada, Tables 552-0003 and 553-0003, December 2015. The following classifications are excluded from the counts: Private households, Public administration, Religious organizations, Holding companies, Monetary authorities - central bank, and Personal and commercial banking industry.

Table 2

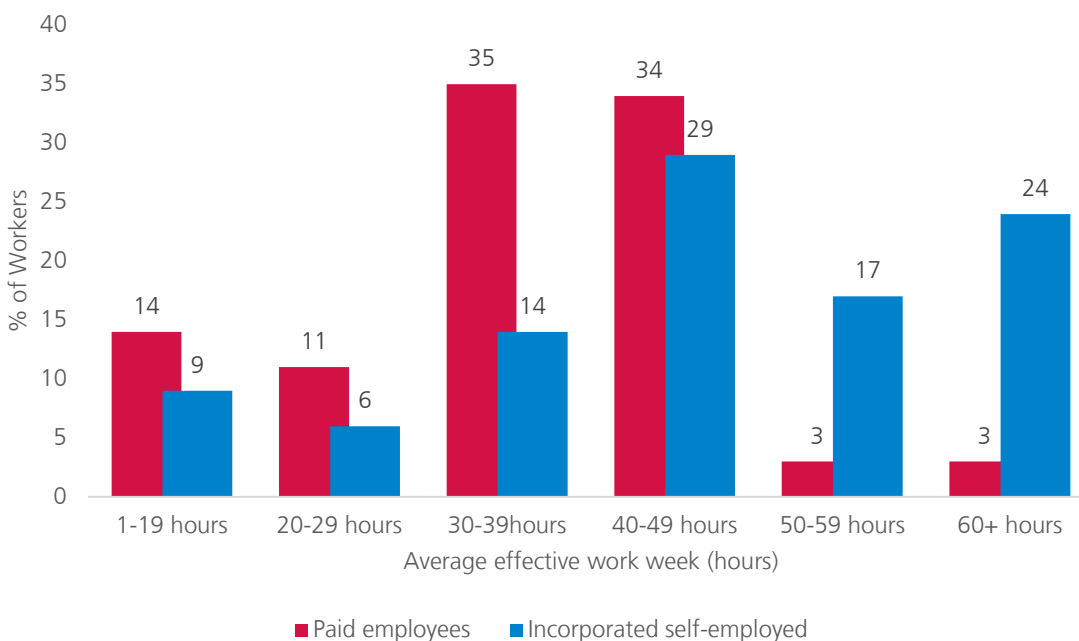
Annual income distribution for small business owners, 2011

	Incorporated, on own	Incorporated, with employees
Under \$20,000 per year	28.0%	15.6%
\$20,000 to \$39,999	22.1	18.5
Cumulative proportion under \$40,000 per year	50.1	34.1
\$40,000 to 59,999	17.7	17.9
\$60,000 to 79,999	11.4	13.5
\$80,000 to 99,999	6.9	9.1
\$100,000 to 149,999	7.6	10.4
\$150,000 to 199,999	2.4	4.9
\$200,000 to 249,999	0.7	1.6
\$250,000 or more	3.2	8.5

Source: Statistics Canada, 2011 National Household Survey Microdata, adjusted to 2016 consumer prices.

Table 3

Average effective work week*, adults aged 25-64



*Total hours worked in 2010 divided by 52 weeks

Source: Statistics Canada, 2010 Survey of Labour and Income Dynamics microdata.

Table 4

During the past three years, which of the following elements have been important to the success of your business? (% response)

	ON
Employees	63
Customer loyalty	60
Hard work	61
Product(s)/service(s)	54
Passion for what I do	31
Innovation	18
Family support	16
Defined business plans	10
Other	5

Source: CFIB Point of View Survey on CFIB's 40th Anniversary, December 2010 (3,764 Ontario responses).

Table 5

Financing Instruments Used by Startup SMEs

	CAN
Credit from financial institutions	45
Personal financing used towards business	84
Financing from friends or relatives of business owner(s)	17
Retained earnings (from previous or other business)	13
Trade credit from suppliers	19
Capital leasing	11
Government loans, grants, subsidies and non-repayable contributions	5
Financing from angel investors and venture capital providers	2
Other	3

Source: Statistics Canada, Survey on Financing and Growth of Small and Medium Enterprises, 2014. The following enterprises are excluded from the definition of "Startup SME": (1) Enterprises with 0 employees or with 500 or more employees; (2) Enterprises with less than \$30,000 in gross revenue; (3) Non-profit organizations; (4) Joint ventures; (5) Government agencies; (6) Enterprises in specific industries, identified by the North American Industry Classification System. These industries are: utilities; finance and insurance; management of companies and enterprises; educational services; public administration; automotive equipment rental and leasing; commercial and industrial machinery and equipment rental and leasing; out-patient care centres; medical and diagnostic laboratories; other ambulatory health care services; general medical and surgical hospitals; psychiatric and substance abuse hospitals; specialty (except psychiatric and substance abuse) hospitals; and community food and housing, and emergency and other relief services.

Figure 2

What do you feel is your business's greatest contribution to the province? (% response)

	ON
Providing jobs for Ontarians	55
Contributing to the province's economic growth	16
Funding government services through my taxes	15
Donating time, money, goods, or services to the community	7
Other	4
Don't know	3

Source: CFIB State of Affairs in Ontario survey, February 2016 (3,446 Ontario responses).

Table 6

As a business owner, how have you contributed to your community? (% response)

	ON
Employ locals	88

Financial donations	76
Donate goods/services	74
Sponsor sports teams	60
Donate my time	48
Promote local charities	47
Donate employee time	25
Other	5
No involvement	1

Source: CFIB Point of View Survey on CFIB's 40th Anniversary, December 2010 (3,764 Ontario responses).

Table 7

How do small businesses contribute to your community? (% response)

	ON	CAN
Employ people in my community	86	84
Act as strong role models in the community	48	46
Provide financial donations	36	31
Donate goods and services to the community	49	50
Offer products and services with my community's unique needs in mind	66	63
Provide leadership and support	36	32
Other	2	2
Don't know	6	5

Source: Angus Reid Forum Poll, April 2011 (2,028 responses).

Table 8

Reported primary employer, Ontario

	Q1 2006	Q1 2016
Total number of employees (private and public sectors), in thousands	5,348.6	5,776.9
Total employees in the public sector, Ontario	1,172.7	1,310.1
Total employees in the private sector in Ontario	4,175.9	4,466.8
Employment by firm size, private sector, Ontario		
Less than 20 employees	847.9	935.1
20 to 99 employees	743.6	805.3
100 to 500 employees	598.8	698.6
500 or more employees	1,985.7	2,027.8
Total employed by a private sector SME (under 500 employees)	2,190.3	2,439.0
Percentage of all employees employed by a private sector SME	41.0%	42.2%
Net increase in employees in private and public sectors		428.3
Net increase in employees in private sector SMEs		248.7
Percentage of employee jobs created by private sector SMEs		58.07%

Source: Statistics Canada Labour Force Survey, Custom Tabulation.

Table 9

Contribution to Canadian business-sector nominal GDP for small, medium-sized, and large businesses, 2008

	CAN 2008
Total GDP (millions of dollars)	\$1,156,750
Small (0 to 99 employees)	469,518
Medium-sized (100 to 499 employees)	133,040
Large (500 or more employees)	554,192
Total dollar-value GDP contributed by small- and medium-sized businesses	602,558
Percent share of total business-sector GDP	
Small (0 to 99 employees)	40.6%

Medium-sized (100 to 499 employees)	11.5
Large (500 or more employees)	47.9
Total percent share of GDP contributed by small- and medium-sized businesses	52.1

Source: Statistics Canada, *Small, Medium-sized, and Large Businesses in the Canadian Economy: Measuring Their Contribution to Gross Domestic Product from 2001 to 2008*, December 2012.

Table 10

How important is small business to Canada's future? (% response)

	ON	CAN
Very important	74	71
Somewhat important	25	27
Somewhat unimportant	1	2
Not at all important	0	0

Source: Angus Reid Forum Poll, April 2011 (2,028 responses).