



June 2021 Ontario Business Counts Update

*Special Issue,
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Highlights

- In non-metro areas, there were 54,479 employer businesses.
 - As of June 2021, 10% of all businesses in Ontario were in non-metro areas.
 - Non-metro areas had 11% of employer businesses and 10% of non-employer businesses in Ontario.
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Why look at business counts?

Counting the number of businesses in each sector is vital for local development initiatives. For example, the number of small, locally-owned enterprises is essential for business succession planning. The number of businesses is also critical to identifying opportunities for diversification and market development in supply-chain analysis. Moreover, since most employment growth is generated by small businesses adding incremental employees, it is vital to have data on the number and size of enterprises.

Data

Data were collected from the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) Analyst online tool. Analyst provides data derived from Statistics Canada for regional economic analysis. We used Analyst to extract data from Canadian Business Patterns, which counts the number of active businesses by size and industry at provincial and census division levels. Data are released semi-annually, in June and December.

Definitions

Active Business – businesses that reported having one or more employees in a given month.

Employer Business – an establishment where total employment equals one or more regular employees. Regular workers exclude:

- contract workers (not part of an establishment's payroll)
- company pensioners
- working owners, owners and partners of unincorporated businesses
- persons working on a full commission basis for whom the establishment makes no pension fund or unemployment insurance contributions
- outside directors of incorporated companies

Employer Business Size Categories:

- Micro businesses – 1 to 4 employees

- Small businesses – 5-to 99 employees
- Medium businesses – 100 to 499 employees
- Large businesses – 500+ employees

Non-Employer/indeterminate Business – establishments with no employees or an indeterminate quantity of employees. A business can fall in this category if its workforce consists of only contract workers, family members, or business owners. Businesses also fall in this category if they are incorporated businesses with annual revenue of at least \$30,000.

Non-metro Areas – includes only census subdivisions outside a Census Metropolitan Area.

Partially Non-metro Area – a mix of census subdivisions inside and outside a Census Metropolitan Area.

Metro Area – includes only census subdivisions inside a Census Metropolitan Area.

North American Industry Classification System (NAICS)

– is a system developed by the statistical agencies of Canada, Mexico and the United States to define industries operating in the three countries.

See [Statistics Canada's website](#) for more information about statistical units.

Findings

As of June 2021, Ontario had 473,821 employer businesses and 1,164,827 non-employer businesses [Table 1]. Micro businesses in metro areas make up the majority of employer business counts in Ontario at 187,033 (39%), followed by small businesses in metro areas at 101,260 (21%) [Figures 1-2].

Business Counts and Sizes in Non-metro Areas

Non-metro areas had 54,479 employer businesses and 115,352 non-employer businesses, making up 11% and 10% of Ontario's total. Employer businesses based on size are 29,208 micro businesses, 24,285 small businesses, 887

medium businesses, and 99 large businesses [Figure 3].

Top 3 sub-sectors with the most employer businesses [Tables 2-3]:

- Specialty trade contractors (NAICS 238) – 5160 businesses
- Professional, scientific, and technical services (NAICS 541) – 3683 businesses
- Farms (NAICS 111-112) – 3315 business

Bottom 3 sub-sectors with the least employer businesses:

- Monetary authorities - central bank (NAICS 521) – 0 businesses
- Lessors of nonfinancial intangible assets, except copyrighted works (NAICS 533) – 5 businesses
- Federal government public administration (NAICS 911) – 5 businesses

Business Counts and Sizes in Partially Non-metro Areas

As of June 2021, partially non-metro areas had 124,941 employer businesses and 281,416 non-employer businesses. Businesses in partially non-metro areas made up 1/4 of total business in Ontario. The breakdown of employer businesses has 68,433 micro businesses, 54,084 small businesses, 2,147 medium businesses, and 277 large businesses [Figure 1].

Top 3 sub-sectors with the most employer businesses

- Professional, scientific, and technical services (NAICS 541) – 12,050 businesses
- Specialty trade contractors (NAICS 238) – 11,095 businesses

- Ambulatory health care services (NAICS 621) – 10,266 businesses

Bottom 3 sub-sectors with the least employer businesses:

- Monetary authorities - central bank (NAICS 521) – 0 businesses
- Oil and gas extraction (NAICS 211) – 4 businesses
- Federal government public administration (NAICS 911) – 6 businesses

Business Counts and Sizes in Metro Areas

Metro areas had 65% of total businesses in Ontario. Metro areas had 294,401 employer businesses and 768,059 non-employer businesses. Employer businesses contain 5,340 medium businesses and 768 large businesses [Figure 1].

Top 3 sub-sectors with the most employer businesses:

- Professional, scientific and technical services (NAICS 541) – 49,261 businesses
- Ambulatory health care services (NAICS 621) – 23,677 businesses
- Truck transportation (NAICS 484) – 17,649 businesses

Bottom 3 sub-sectors with the least employer businesses:

- Monetary authorities - central bank (NAICS 521) – 1 business
- Oil and gas extraction (NAICS 211) – 3 businesses
- Pipeline transportation (NAICS 486) – 5 businesses

Table 1. Businesses counts by size and region in June 2021

Businesses	Ontario	Non-Metro Areas	Partially Non-Metro Areas	Metro Areas
Micro	284,674	29,208	68,433	187,033
Small	179,629	24,285	54,084	101,260
Medium	8,374	887	2,147	5,340
Large	1,144	99	277	768
Employer Businesses	473,821	54,479	124,941	294,401
Non-Employer Businesses	1,164,827	115,352	281,416	768,059
Total	1,638,648	169,831	406,357	1,062,460

Figure 1. The proportion of employer Businesses in Ontario in June 2021

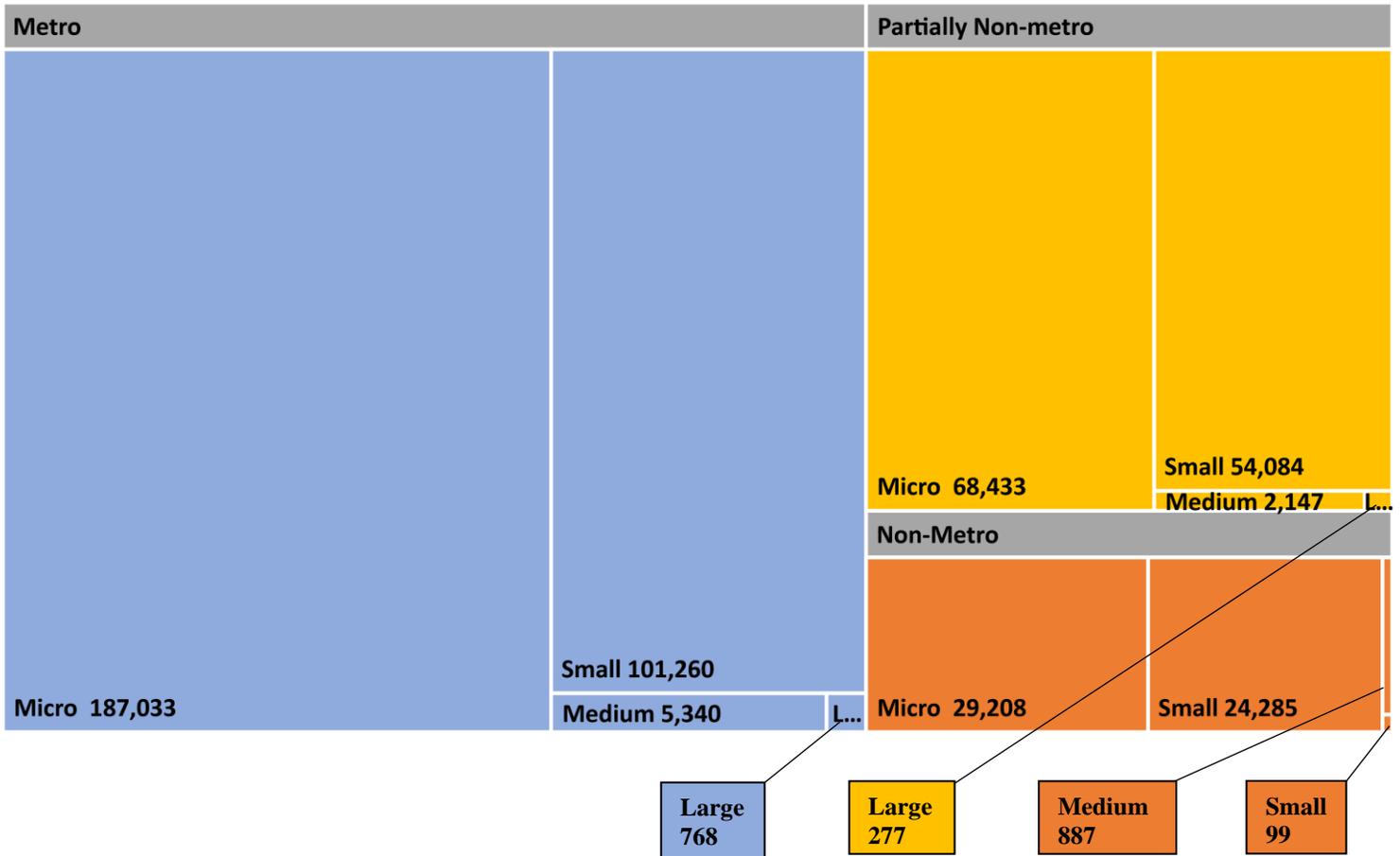


Figure 2. Ontario business counts by type and region in June 2021

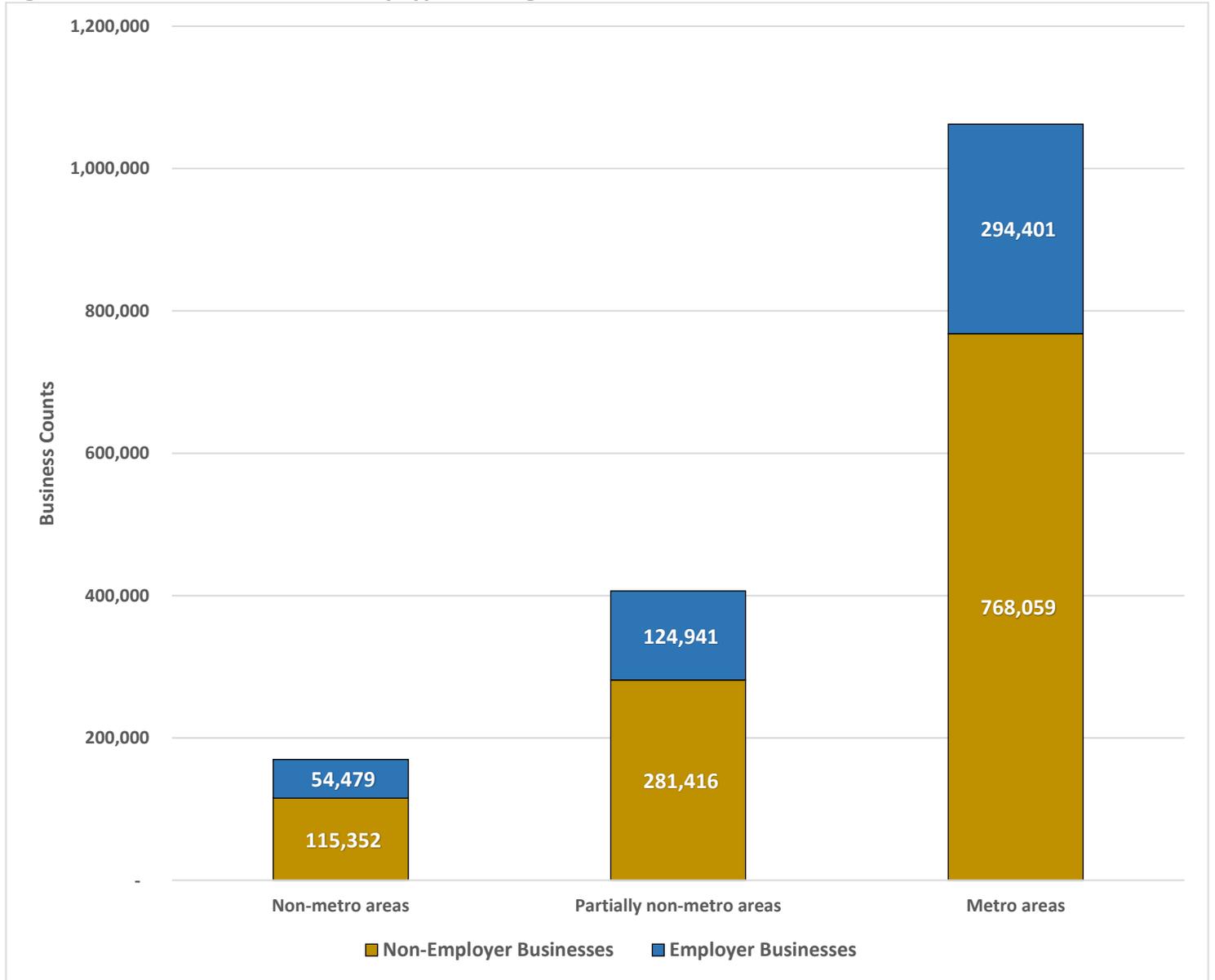


Figure 3. Ontario business counts in non-metro areas for June 2021

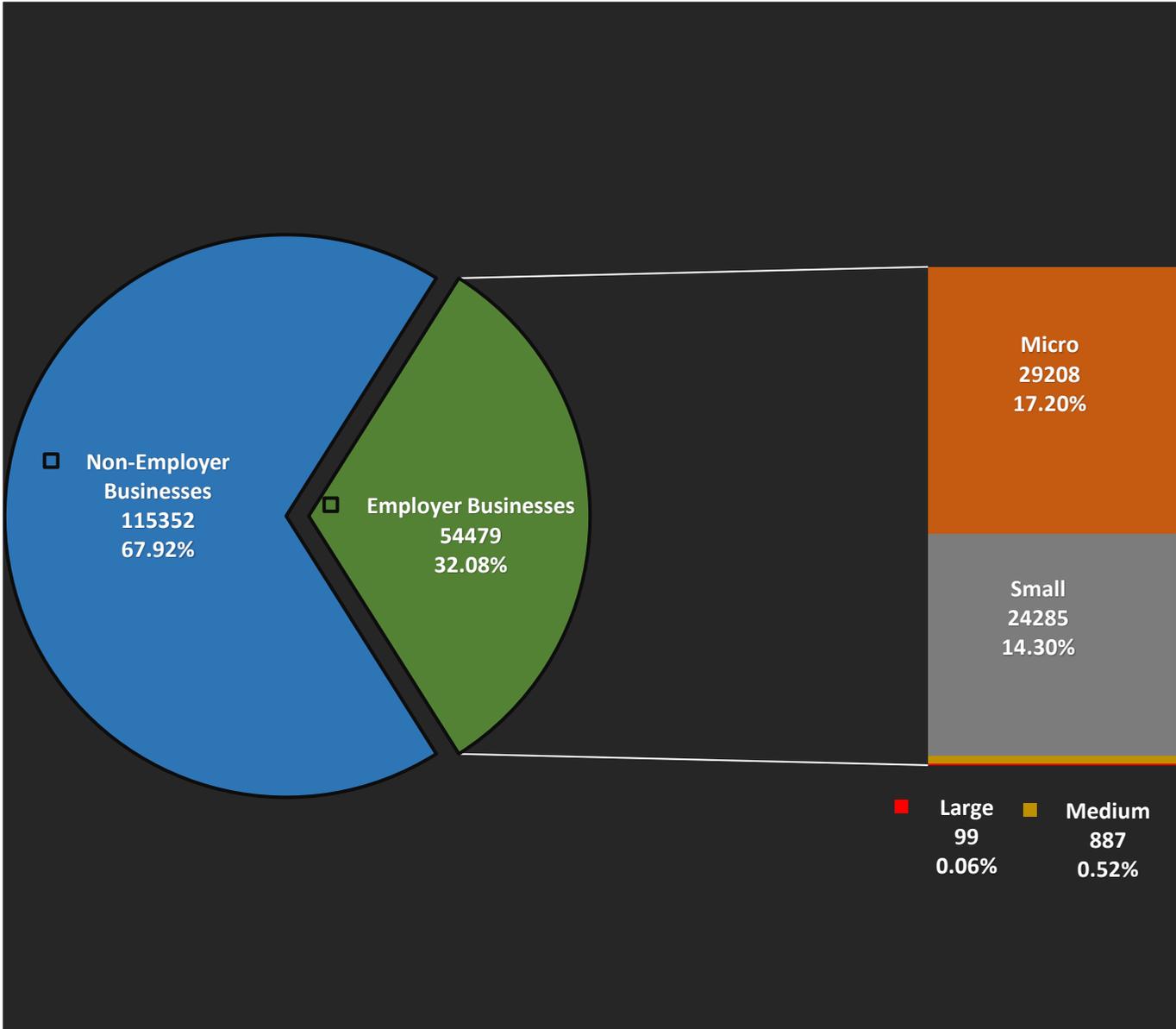


Table 2. Ranking of top 3 subsectors by region and business size in June 2021.

Metro Area					
Ranking	Micro (1-4 employees)	Small (5-99 employees)	Medium (100-499 employees)	Large (500+ employees)	Non-Employer Business
1st	Professional, scientific and technical services (NAICS 541)	Food services and drinking places (NAICS 722)	Administrative and support services (NAICS 561)	Management of companies and enterprises (NAICS 551)	Real estate (NAICS 531)
2nd	Ambulatory health care services (NAICS 621)	Professional, scientific and technical services (NAICS 541)	Professional, scientific, and technical services (NAICS 541)	Administrative and support services (NAICS 561)	Professional, scientific, and technical services (NAICS 541)
3rd	Truck transportation (NAICS 484)	Ambulatory health care services (NAICS 621)	Food and beverage stores (NAICS 445)	Professional, scientific, and technical services (NAICS 541)	Securities, commodity contracts, and other financial investment and related activities (NAICS 523)
Partially Non-metro Area					
1st	Professional, scientific, and technical services (NAICS 541)	Food services and drinking places (NAICS 722)	Nursing and residential care facilities (NAICS 623)	Educational services (NAICS 611)	Real estate (NAICS 531)
2nd	Ambulatory health care services (NAICS 621)	Specialty trade contractors (NAICS 238)	Food and beverage stores (NAICS 445)	Hospitals (NAICS 622)	Professional, scientific, and technical services (NAICS 541)
3rd	Specialty trade contractors (NAICS 238)	Ambulatory health care services (NAICS 621)	Administrative and support services (NAICS 561)	Transportation equipment manufacturing (NAICS 336)	Specialty trade contractors (NAICS 238)
Non-Metro Area					
1st	Specialty trade contractors (NAICS 238)	Food services and drinking places (NAICS 722)	Nursing and residential care facilities (NAICS 623)	Educational services (NAICS 611)	Real estate (NAICS 531)
2nd	Professional, scientific, and technical services (NAICS 541)	Specialty trade contractors (NAICS 238)	Food and beverage stores (NAICS 445)	Hospitals (NAICS 622)	Farms (NAICS 111-112)
3rd	Farms (NAICS 111-112)	Farms (NAICS 111-112)	Local, municipal, and regional public administration (NAICS 913)	Local, municipal, and regional public administration (NAICS 913)	Professional, scientific, and technical services (NAICS 541)

Table 3. June 2021 Business counts by industry sub-sectors in non-metro areas

NAICS	Industry Sub-Sectors	Micro (1-4)	Small (5-99)	Medium (100-499)	Large (500+)	Employer Businesses	Non- Employer Businesses	Total
111-112	Farms	2,123	1,165	25	2	3,315	18,108	21,423
113	Forestry and logging	211	94	1	0	306	614	920
114	Fishing, hunting and trapping	24	20	0	0	44	128	172
115	Support activities for agriculture and forestry	173	97	3	0	273	1,129	1,402
211	Oil and gas extraction	11	3	0	0	14	24	38
212	Mining and quarrying (except oil and gas)	18	79	5	9	111	31	142
213	Support activities for mining, and oil and gas extraction	28	39	7	3	77	130	207
221	Utilities	51	75	7	2	135	703	838
236	Construction of buildings	1,529	957	2	0	2,488	3,160	5,648
237	Heavy and civil engineering construction	166	212	18	1	397	910	1,307
238	Specialty trade contractors	3,118	2,031	11	0	5,160	5,928	11,088
311	Food manufacturing	62	174	25	3	264	163	427
312	Beverage and tobacco product manufacturing	35	89	3	0	127	74	201
313	Textile mills	5	6	3	0	14	18	32
314	Textile product mills	9	15	0	0	24	13	37
315	Clothing manufacturing	12	8	0	0	20	57	77
316	Leather and allied product manufacturing	5	4	0	0	9	12	21
321	Wood product manufacturing	82	121	19	1	223	249	472
322	Paper manufacturing	2	7	6	0	15	8	23
323	Printing and related support activities	71	49	3	0	123	106	229
324	Petroleum and coal product manufacturing	5	9	4	1	19	2	21
325	Chemical manufacturing	23	64	8	1	96	48	144
326	Plastics and rubber products manufacturing	12	56	11	4	83	38	121
327	Non-metallic mineral product manufacturing	37	96	7	1	141	47	188
331	Primary metal manufacturing	9	23	11	2	45	15	60
332	Fabricated metal product manufacturing	161	232	13	0	406	335	741
333	Machinery manufacturing	95	138	17	0	250	179	429
334	Computer and electronic product manufacturing	9	18	3	0	30	48	78

NAICS	Industry Sub-Sectors	Micro (1-4)	Small (5-99)	Medium (100-499)	Large (500+)	Employer Businesses	Non-Employer Businesses	Total
335	Electrical equipment, appliance and component manufacturing	17	20	5	0	42	42	84
336	Transportation equipment manufacturing	23	52	20	8	103	71	174
337	Furniture and related product manufacturing	91	73	5	0	169	180	349
339	Miscellaneous manufacturing	112	92	4	0	208	298	506
411	Farm product merchant wholesalers	49	63	1	0	113	128	241
412	Petroleum and petroleum products merchant wholesalers	20	36	0	0	56	32	88
413	Food, beverage and tobacco merchant wholesalers	76	82	3	0	161	151	312
414	Personal and household goods merchant wholesalers	53	30	1	0	84	179	263
415	Motor vehicle and motor vehicle parts and accessories merchant wholesalers	50	112	0	0	162	134	296
416	Building material and supplies merchant wholesalers	141	217	2	0	360	173	533
417	Machinery, equipment and supplies merchant wholesalers	187	315	8	0	510	338	848
418	Miscellaneous merchant wholesalers	140	175	0	0	315	318	633
419	Business-to-business electronic markets, and agents and brokers	56	29	0	0	85	153	238
441	Motor vehicle and parts dealers	253	648	1	0	902	464	1,366
442	Furniture and home furnishings stores	153	183	0	0	336	199	535
443	Electronics and appliance stores	109	97	0	0	206	118	324
444	Building material and garden equipment and supplies dealers	177	441	18	0	636	293	929
445	Food and beverage stores	446	947	78	0	1,471	513	1,984
446	Health and personal care stores	259	475	1	0	735	418	1,153
447	Gasoline stations	194	375	1	0	570	414	984
448	Clothing and clothing accessories stores	306	380	0	0	686	348	1,034
451	Sporting goods, hobby, book and music stores	143	183	0	0	326	328	654
452	General merchandise stores	91	331	38	0	460	213	673
453	Miscellaneous store retailers	490	417	0	0	907	926	1,833

NAICS	Industry Sub-Sectors	Micro (1-4)	Small (5-99)	Medium (100-499)	Large (500+)	Employer Businesses	Non-Employer Businesses	Total
454	Non-store retailers	143	101	0	0	244	710	954
481	Air transportation	27	26	2	0	55	66	121
482	Rail transportation	11	27	5	1	44	1	45
483	Water transportation	6	6	2	0	14	18	32
484	Truck transportation	988	411	9	0	1,408	2,882	4,290
485	Transit and ground passenger transportation	66	120	20	0	206	332	538
486	Pipeline transportation	1	5	0	1	7	7	14
487	Scenic and sightseeing transportation	3	8	0	0	11	21	32
488	Support activities for transportation	172	132	6	0	310	359	669
491	Postal service	3	4	0	0	7	28	35
492	Couriers and messengers	47	48	0	0	95	304	399
493	Warehousing and storage	66	70	2	1	139	154	293
511	Publishing industries	42	83	2	0	127	145	272
512	Motion picture and sound recording industries	55	24	0	0	79	288	367
515	Broadcasting (except internet)	24	65	0	0	89	20	109
517	Telecommunications	170	115	3	0	288	81	369
518	Data processing, hosting, and related services	13	6	0	0	19	58	77
519	Other information services	50	35	0	0	85	172	257
521	Monetary authorities – central bank	0	0	0	0	0	0	0
522	Credit intermediation and related activities	141	511	1	0	653	318	971
523	Securities, commodity contracts, and other financial investment and related activities	425	150	3	0	578	4,746	5,324
524	Insurance carriers and related activities	305	236	3	0	544	669	1,213
526	Funds and other financial vehicles	31	2	0	1	34	119	153
531	Real estate	1,540	298	4	0	1,842	24,871	26,713
532	Rental and leasing services	155	140	0	0	295	494	789
533	Lessors of non-financial intangible assets (except copyrighted works)	4	1	0	0	5	33	38
541	Professional, scientific and technical services	2,562	1,105	16	0	3,683	8,105	11,788

NAICS	Industry Sub-Sectors	Micro (1-4)	Small (5-99)	Medium (100-499)	Large (500+)	Employer Businesses	Non-Employer Businesses	Total
551	Management of companies and enterprises	55	94	10	2	161	949	1,110
561	Administrative and support services	1,054	781	24	2	1,861	2,954	4,815
562	Waste management and remediation services	68	106	8	0	182	106	288
611	Educational services	185	218	20	23	446	812	1,258
621	Ambulatory health care services	2,098	1,071	45	0	3,214	3,851	7,065
622	Hospitals	8	27	41	15	91	2	93
623	Nursing and residential care facilities	57	587	91	0	735	90	825
624	Social assistance	183	586	28	1	798	1,188	1,986
711	Performing arts, spectator sports and related industries	102	39	1	0	142	1,011	1,153
712	Heritage institutions	45	25	0	0	70	63	133
713	Amusement, gambling and recreation industries	230	390	14	0	634	738	1,372
721	Accommodation services	470	497	2	1	970	1,446	2,416
722	Food services and drinking places	628	2,145	12	0	2,785	1,116	3,901
811	Repair and maintenance	1,169	674	1	1	1,845	2,365	4,210
812	Personal and laundry services	717	357	1	0	1,075	2,257	3,332
813	Religious, grant-making, civic, and professional and similar organizations	1,403	490	7	1	1,901	2,254	4,155
814	Private households	114	15	0	0	129	122	251
911	Federal government public administration	3	2	0	0	5	1	6
912	Provincial and territorial public administration	5	12	0	0	17	1	18
913	Local, municipal and regional public administration	12	190	64	11	277	21	298
914	Aboriginal public administration	7	69	35	0	111	3	114
X0	Unclassified	1,823	527	7	0	2,357	10,293	12,650

This edition of [Focus on Rural Ontario](#) was prepared by Jason Robinson, Rural Data Analyst for the Rural Ontario Institute. Questions on data sources and any comments or discussions can be directed to info@ruralontarioinstitute.ca.

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