**Rural Canada Business Profile from 2017 to 2019**

The Rural Canada Business Profiles database (RCBP) provides data on counts and key financial indicators of small and medium sized businesses with a theme classification by rural and urban areas of Canada. The RCBP has a similar methodology to the Financial Performance Data (FPD). In contrast to the FPD, the RCBP notably features a rural and urban breakdown.

Key terms Definition:

* Financial ratios(%):

Net profit to equity: This ratio is calculated as (net profit \* 100) / (equity). This percentage indicates the profitability of a business. The higher the ratio, the relatively better the profitability.

Current debt to equity: This ratio is calculated as (current liabilities \* 100) / (equity). This percentage is a measure of liquidity, which indicates a firm’s relative ability to pay its short-term debts. The lower the positive ratio, the more liquid the business.

* Financial ratios(times):

Debt to equity ratio: This ratio is calculated as (total liabilities) / (total equity). This is a solvency ratio that indicates a firm’s ability to pay its long-term debts. The lower the positive ratio, the more solvent the business.

Revenue to equity ratio: This ratio is calculated as (total revenue) / (equity). It provides an indication of the economic productivity of capital.

* Total Number of Business: The count of businesses in each category
* Total Revenue: It calculate as number of businesses \* average revenue
* Expense Breakdown: Total expense in different categories
* Direct Expense: Cost of sales
* Indirect Expense: Operating expense
* Net profit: It calculated as total revenue – total expense

Small Sized Businesses

The dashboard shows the general information of the small sized business in Canada from 2017 to 2019.

This group includes all businesses operating in Canada reporting total annual revenues between $30,000 and $5,000,000 (inclusive).

Filters applied:

Time period: 2017,2018 and 2019

Location Indicator: Rural, Urban

Industry: Businesses are classified by industry using the business’s North American Industry Classification System (NAICS) 201715 industry assignment on the BR.

Geography: Provinces in Canada

Incorporation Status: Incorporated, Unincorporated \* Not applied to financial ratios where this data is missing

\*Due to the data suppression, please use “All industries” in industry filter, “Canada” in geography filter to see the overall information.

Medium Sized Businesses:

The dashboard shows the general information of the medium sized business in Canada from 2017 to 2019.This group includes all businesses operating in Canada reporting total annual revenues between $5,000,001 and $20,000,000 (inclusive). Owing to the lower counts of medium businesses, the RCBP only provides national level tables for such businesses in order to be able to protect confidentiality. Rural and urban breakdowns at the Canada level are provided for medium businesses, but no provincial/territorial breakdowns in order to protect confidentiality of identifiable businesses.

Filters applied:

Time period: 2017,2018 and 2019

Location Indicator: Rural, Urban

Industry: Businesses are classified by industry using the business’s North American Industry Classification System (NAICS) 201715 industry assignment on the BR.

\*Due to data suppression, please use “All industries” in industry filter.