

# Workforce Focus

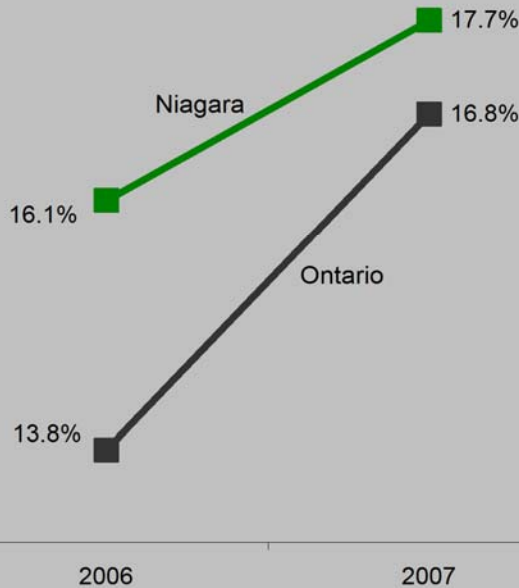
From the Niagara Training & Adjustment Board  
 ...Niagara's Workforce Development Board

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## Recent Trends

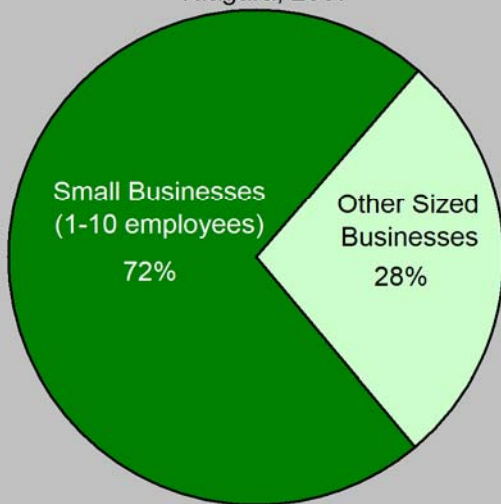
Estimated share of total employment in small businesses  
 (Excludes self-employed)  
 Niagara and Ontario, 2006-2007



Source: Canadian Business Patterns, 2006-07.

## Establishment Composition by Size

Small business share of all local business establishments  
 (Excludes self-employed)  
 Niagara, 2007



Source: Canadian Business Patterns, 2007.

## The Nature of Small Business

Small business activity is highly cyclical, usually outpacing the overall economy during periods of an economic recovery, and under-performing the economy during periods of economic weakness. The out-performance of small business in recent years also reflects the fact that small firms were less damaged by the rising dollar than larger companies.

There has been a reduction in the growth orientation of small firms in Canada. Almost 60% of small business owners in Canada consider themselves as "lifestylers" that use their business as a means of generating income, while balancing other commitments and choices.

Source: CIBC, Small business in Canada, Tal, 2006.

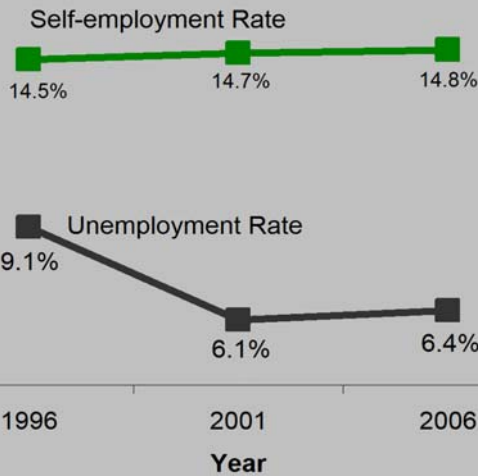
## Small Business Share by Sector

Share of establishments employing 1 to 10 people  
 (Excludes self-employed)  
 Niagara, 2007

Professional, Scientific and Technical Services	88%
Other Services (except Public Administration)	88%
Real Estate and Rental and Leasing	87%
Construction	79%
Health Care and Social Assistance	79%
Administrative and Support, Waste Management and Remediation Services	75%
Finance and Insurance	74%
Management of Companies and Enterprises	72%
Transportation and Warehousing	67%
Retail Trade	67%
Wholesale Trade	67%
Arts, Entertainment and Recreation	66%
Agriculture, Forestry, Fishing and Hunting	66%
Educational Services	63%
Information and Cultural Industries	63%
Accommodation and Food Services	53%
Utilities	52%
Manufacturing	50%
Mining and Oil and Gas Extraction	21%
Public Administration	6%

### Employment Trends

Self-employment and unemployment rates, Ontario 1996, 2001, 2006



Source: Statistics Canada, 1996-2006

### Top Self-employment Occupations

Niagara, 2006

Occupation and number of people self-employed

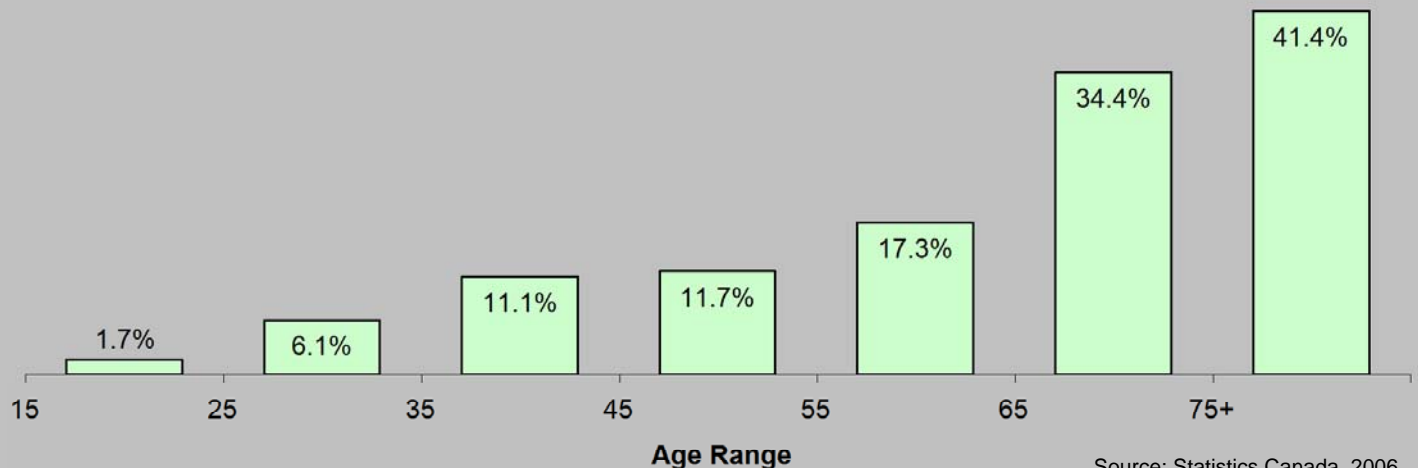
Managers in retail trade, food and accommodation services	2,165
Occupations unique to agriculture, excluding labourers	2,075
Other sales and service occupations	1,780
Construction trades	1,530
Other managers	1,325
Professional occupations in health	945
Transportation equipment operators and related workers, excluding labourers	920
Retail salespersons and sales clerks	730
Technical occupations in art, culture, recreation and sport	720
Professional occupations in business and finance	705

Individuals tend to enter self-employment when economic conditions are better. Ontario's self-employment rate has remained quite stable, despite a lower unemployment rate. This is likely due to a balance in the number of people entering self-employment due to a healthy economy, and declining employment in agriculture where self-employment is very common. If economic conditions deteriorate, some people may be pushed into self-employment because of poor job opportunities, but just as many could be pushed out, as self-employment and small business is vulnerable to decreases in consumer spending.

Source: Bank of Canada, Kamhi and Leung, 2005.

### Self-employment Rate by Age

Niagara, 2006



Source: Statistics Canada, 2006.

Self-employment remains more prominent among older workers. Higher levels of experience, skills, capital, and contacts work to pull many older workers into this avenue of employment. Another factor is that older displaced workers may have more difficulty than younger ones in finding paid employment, leaving self-employment as the only alternative.

Source: Canadian Labour Market, Drost and Hird, 2000.

**EMPLOYMENT  
ONTARIO**

SEE MORE LABOUR MARKET INFORMATION  
ON THE WEB AT [WWW.NTAB.ORG](http://WWW.NTAB.ORG)



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