

# Canada Microbusiness Data Dictionary

*Last updated Fall 2024*

Below is a list of all the columns included in the publicly available data download. There are a total of 10 provinces and 3 territories included in the file, and each row is an individual geographic unit. Northwestern and Nunavut Territories are excluded due to dearth of data. province: String variable containing the name of the province or territory for which each row is describing. Updated to the most recent governing boundaries in place as of February 2024, consisting of 10 provinces and 3 territories across Canada.

***pop##***: The total population of the province as denoted by the Statistics Canada website, as of most recent quarterly census estimates (for the year denoted by ##).

***active\_month##***: Active microbusinesses in the row's province and time frame. Updated through the end of September 2024. An active microbusiness is one with an attached website and associated content updates.

***md***: The number of microbusinesses per 100 people in the province, during the month described by the row's data. Updated through the end of September 2024.

***density\_flag***: Flag for which classification each constituency belongs to based on population density: 1 (Urban), 2 (Suburban), or 3 (Rural)

***topind\_shoppers***: Character string denoting the industry which had the largest number of active merchants for the month denoted by the row's year and month combined.

***topind\_orders***: Character string denoting the industry which had the largest number of completed transactions/orders for the month denoted by the row's year and month combined.

***topind\_sales***: Character string denoting the industry which had the largest total sales in US dollars for the month denoted by the row's year and month combined