

Trade in Rural and Small Town Canada, 2024

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The Rural Canada Trade Profiles (RCTP) database provides the number of goods-exporting and goods-importing establishments and trade values in rural and small town Canada.

The data are derived from the Statistics Canada [Trade by Exporter Characteristics \(TEC\) - Goods](#) and [Trade by Importer Characteristics \(TIC\) - Goods](#) programs.

The RCTP database comprises data tables on exporter and importer activities and characteristics, organized by location indicator (rural and small town area or functional urban area) and industry. Geographic levels include Canada, provinces and territories (grouped).

For more information, please see [Rural Canada Trade Profiles \(RCTP\)](#).

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Note to readers

The Rural Canada Trade Profiles (RCTP) database reflects source data from the Trade by Exporter Characteristics (TEC) - Goods and Trade by Importer Characteristics (TIC) - Goods programs. These programs are based on merchandise trade data that are linked to business characteristics in the Statistics Canada Business Register (BR), including location, revenue, tax data and industry classification.

The RCTP database compiles business information at the establishment level, consolidating data from different operational locations. Businesses are classified by their primary industry as identified in the BR. The [2012 North American Industry Classification System \(NAICS\)](#) is applied to the reference years from 2012 to 2016, the [2017 NAICS](#) is applied from 2017 to 2021 and the [2022 NAICS](#) is applied from 2022 onward.

The geographical classification and concepts used in the RCTP database are based on Statistics Canada's Standard Geographical Classification (SGC). The [2011 SGC](#) is applied to the reference years from 2012 to 2016, the [2016 SGC](#) is applied from 2017 to 2021 and the [2021 SGC](#) is applied from 2022 onward. The RCTP database defines rural and small town areas as areas outside census metropolitan areas and census agglomerations and defines all other areas as functional urban areas.

In October 2024, the Canada Border Services Agency (CBSA) launched the [CBSA Assessment and Revenue Management \(CARM\)](#) digital initiative. Data from the TIC - Goods program for reference year 2024 will remain unavailable until further notice as Statistics Canada assesses the impact of CARM on this program. Data from the TEC - Goods program for reference year 2024 are still available.



Available tables: [12-10-0180-01](#) and [12-10-0181-01](#).

Definitions, data sources and methods: survey number [5437](#).

The [Trade in Rural and Small Town Canada: Interactive Dashboard](#), which is part of *Statistics Canada - Data Visualization Products (71-607-X)*, is now available on the [Rural Canada Statistics](#) portal.

The publication [Rural Canada Trade Profiles Metadata and User Guide, 2024](#), is also available.

For more information, or to enquire about the concepts, methods or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca).