Number of Businesses by North American Industrial Classification System (NAICS) Code
St. John's Census Metropolitan Area (CMA)
December 2024

NAICS Industry Code	Number	Percent
11 - Agriculture, Forestry, Fishing and Hunting	71	1.1%
21 - Mining and Oil and Gas Extraction	51	0.8%
22 - Utilities	11	0.2%
23 - Construction	913	13.7%
31-33 - Manufacturing	158	2.4%
41 - Wholesale Trade	339	5.1%
44-45 - Retail Trade	817	12.2%
48-49 - Transportation and Warehousing	202	3.0%
51 - Information and Cultural Industries	95	1.4%
52 - Finance and Insurance	199	3.0%
53 - Real Estate and Rental Leasing	321	4.8%
54 - Professional, Scientific and Technical Services	761	11.4%
55 - Management of Companies and Enterprises	45	0.7%
56 - Administrative and Support, Waste Man. and Remediation Serv.	282	4.2%
61 - Educational Services	107	1.6%
62 - Health Care and Social Assistance	875	13.1%
71 - Arts, Entertainment and Recreation	128	1.9%
72 - Accommodation and Food Services	422	6.3%
81 - Other Services (Except Public Admin.)	751	11.3%
91 - Public Administration	126	1.9%
Total	**6,674**	**100.0%**

Notes:

All businesses included in the totals have been assigned a valid Industry classification.

Business counts provided are based on establishment which is defined as the most homogeneous unit of production for which the business maintains accounting records. A more detailed definition of an establishment can be viewed at:
https://www23.statcan.gc.ca/imdb/p3Var.pl?Function=Unit&Id=23893

Establishment counts will differ from the counts provided by Statistics Canada, Table: 33-10-0222-01 which counts according to the number of statistical locations. For example, a retail business with 10 stores and a head office is counted 11 times in the Canadian business counts. Please consult the guide for more information:
Definitions and Concepts used in Business Register (statcan.gc.ca)

Fluctuations in these figures from one reference period to another can come from methodological changes (for example, changes to the method for identifying inactive units or in business industrial classification strategies). As a result, these data do not only represent changes in the business population over time. Statistics Canada advises users not to use these data as a time series.

Source: Statistics Canada, Business Register