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## COMMERCIAL INSURANCE IN CANADA:

# A Socio-Economic Analysis of a Vital Industry

IBC
Insurance Bureau of Canada

## Executive Summary

Commercial insurance forms part of the bedrock of the Canadian economy. Insurers protect the economic system from potential financial disruptions by assuming many of the risks inherent in the production, distribution and use of goods and services. This transfer of risk frees insured businesses from worrying that an accident or mistake could cause large losses or even financial ruin.

The role of commercial insurance as a financial shock absorber is even more important in today's challenging economic landscape. Canadians are feeling the impact of an inflationary environment and low economic growth, illustrated most plainly by price shocks and the subsequent cost-of-living crisis. In such a landscape, insurers have a unique perspective on the financial impact to both consumers and the wider economy.

Canada's property and casualty (P&C) insurance market has evolved substantially since the early 1800s, when the first fire insurance policies were sold. Today, close to 200 P&C insurers operate across the country, offering a wide range of insurance products that provide financial resilience to home, auto and business policyholders. Insurance gives people peace of mind to pursue a variety of activities without the fear of financial ruin. This confidence is especially critical in an environment in which risks are rapidly evolving.

In addition, analysis, outlined in this report, finds the economic impact of the commercial insurance industry contributes nearly $15 billion to Canada's GDP, provides about 115,000 jobs and $8 billion in labour income.

The P&C insurance industry is constantly innovating to provide the right products and risk management expertise to address new and emerging challenges. As a protection mechanism that compensates the insured person or business when an insured loss occurs, insurance forges an important web of relationships between the insurer, the policyholder and society at large.[1]

Not only do insurance products help mitigate potential losses, they have the indirect effect of supporting the financial stability and security of businesses and consumers. This, in turn, encourages the calculated risk-taking and entrepreneurship in business that is critical to Canada's economic growth. Fundamentally, insurance addresses two basic human needs: (i) to feel secure and safe and (ii) to appropriately plan for the future, including unforeseen events.[2] While insurance often exists in the background, its greatest benefit is perhaps best demonstrated by the broader socio-economic value it provides Canadians.

1 Grant, Eric. (2012).The Economic and Social Value of Insurance. The Geneva Association.
2 Ibid, 5

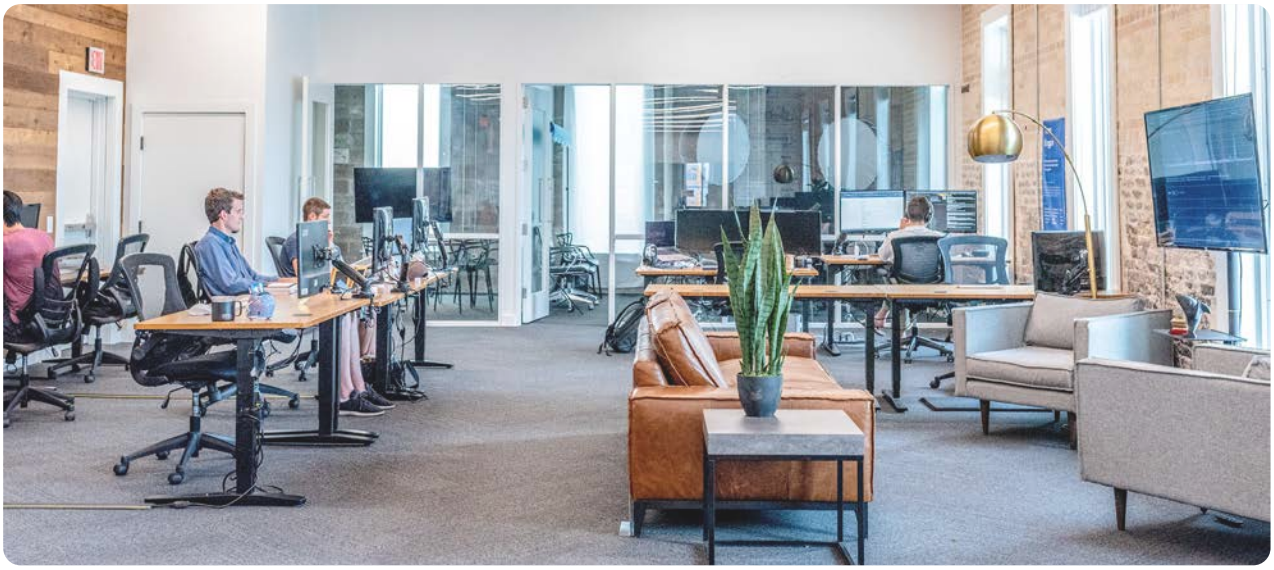
## About this report

This report illustrates the important role that the commercial insurance industry plays in enabling modern life in Canada. IBC would like to thank Shane Wood, Craig Stewart and Pierre Leduc from Statistics Canada for their assistance with the collection and validation of the data provided in this report. The report is divided into three chapters:

1. **Economic Significance:** The first chapter outlines the economic significance of the commercial insurance industry in Canada, presenting some basic economic facts, and simulated (and novel) estimates of the direct, indirect and induced economic impacts of commercial insurance.
2. **Qualitative Impacts:** The second chapter documents the many, often subtle, qualitative impacts of commercial insurance on Canadian society, including the facilitation of risk-taking and the enabling of innovation.
3. **Market and Public Policy Impacts on Commercial Insurance:** The third chapter outlines key market and public policy issues impacting the commercial insurance industry and recommendations Insurance Bureau of Canada (IBC) has developed.

The appendices define key terms and provide more detailed information about the economic significance of the industry across different provinces in the country.

To the best of IBC's knowledge, this report is the first of its kind for commercial insurance in Canada. It offers a deep and thorough depiction of the contributions that commercial insurance makes to the well-being of Canadians.



# Chapter 1: Economic Significance

## General Facts about the P&C Insurance Industry[3]

In 2022, the Canadian P&C insurance industry employed approximately **297,000** people.[4]

From 2018 to 2022, P&C insurers supported Canadians by paying an annual average of **$40 billion** in total claims.

In 2021, P&C insurers directly contributed more than **$13 billion** in taxes and levies to government treasuries across Canada.

In 2022, the P&C insurance industry invested nearly **$40 billion** in Canadian government bonds. These bonds accounted for 56% of the total government bond investment in Canada.[5]

To determine the quantitative impacts of commercial insurance, IBC commissioned Statistics Canada to run a series of economic simulations that capture nominal gross domestic product (GDP) as well as employment and labour income. Statistics Canada provided data sets that use detailed supply-use tables and input-output models based on 2022 estimates of P&C insurance industry financial data. The model estimates combine direct, indirect and induced economic impacts (total impacts) of the P&C insurance industry.

For details about the methodology that Statistics Canada employed and IBC's subsequent secondary analysis, see Appendix A.

## The Commercial Insurance Industry's Economic Impact in Canada

The total economic impact of commercial lines was estimated by applying the direct written premium for commercial lines as a share of the direct written premium for all types in insurance and applying that proportion against Statistics Canada's simulated all lines output. Commercial lines premiums are a sum of commercial property, commercial liability and non-private passenger vehicle lines.

This section outlines the estimated quantitative impact of the commercial insurance industry on Canada's GDP, labour income and employment in 2022.

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3 Insurance Bureau of Canada. (2023). "Value of Commercial Insurance to the Canadian Economy." https://www.ibc.ca/news-insights/in-focus/new-report-quantifies-and-qualifies-the-value-of-commercial-insurance-to-the-canadian-economy

4 The employment figures include full-time, part-time and self-employed positions. Source: Statistics Canada.

5 IBC analysis with MSA data.

### The Commercial Insurance Industry's Impact on GDP in 2022

- The commercial insurance industry contributed $8.5 billion to Canada's GDP.
- Using the multiplier effect,[6] for every $1 generated by the commercial insurance industry, an additional $0.75 is generated in other Canadian industries (e.g., legal services, administrative and human resources services).
- Employing the multiplier effect, the total economic impact of the commercial insurance industry on the Canadian GDP is nearly $15 billion.

### The Commercial Insurance Industry's Impact on Labour Income in 2022

- The commercial insurance industry contributed $4.7 billion to Canada's labour income.
- Using the multiplier effect, for every $1 generated by the commercial insurance industry, an additional $0.75 is generated in other Canadian industries.
- According to the multiplier effect, the total economic impact of the commercial insurance industry on Canadian labour income is approximately $8 billion.

### The Commercial Insurance Industry's Impact on Employment in 2022

- The commercial insurance industry created about 56,000 jobs.
- Using the multiplier effect, for every 100 jobs generated by the commercial insurance industry, another 105 jobs are created in other Canadian industries.
- With the multiplier effect, the total economic impact of the commercial insurance industry on Canada's employment is approximately 115,000 jobs.

Overall, the data shows that the commercial insurance industry provides tremendous value to Canada's economy. Not only does it contribute nearly $15 billion to Canada's GDP, it provides about 115,000 jobs and $8 billion in labour income.

The model that Statistics Canada developed also quantified the economic impact of the commercial insurance industry on provincial economies. The findings are shown in the charts that follow. (See Appendix B for the full data.)

6 The multiplier effect refers to the effect on the national income and product of an exogenous increase in demand. The investment of the commercial insurance industry leads to increased demand and consumption in other parts of the Canadian economy.

**Figure 1: The Commercial Insurance Industry's Impact on GDP and Labour Income across Canada**

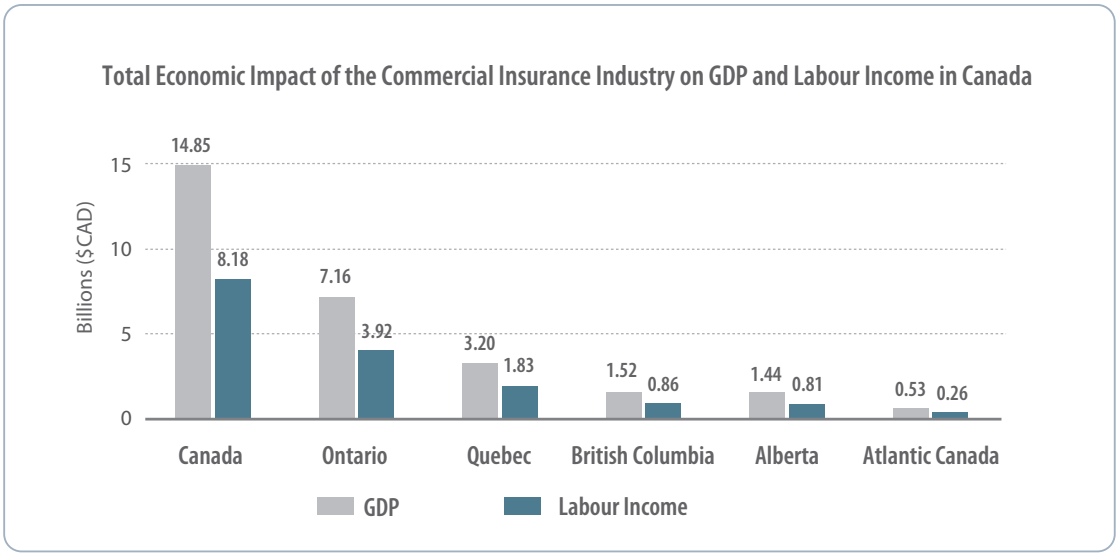
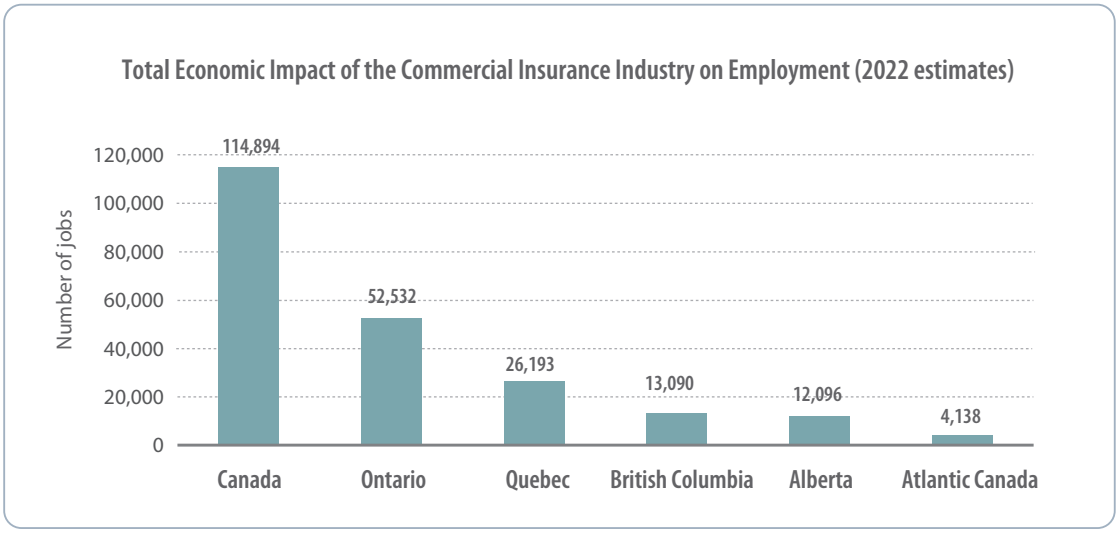



**Figure 2: The Commercial Insurance Industry's Impact on Job Creation across Canada**




Compared to other provinces, Ontario's commercial insurance industry has the largest total impact across all three areas: GDP (approx. $7 billion), labour income (approx. $4 billion) and employment (approx. 53,000 jobs). When considering the multiplier effect across these three variables, in Ontario:

- For every $1 generated in GDP, another $0.74 is generated in other industries.
- For every $1 generated in labour income, another $0.74 is generated in other industries.
- For every 100 jobs generated, another 110 jobs are created, which is more than the calculated national total impact of 105 jobs.

# Chapter 2: Qualitative Impacts – Enabling Broader Economic and Social Activity

## 2a. Secondary Functions of the Commercial Insurance Industry and Societal Benefits

Beyond the direct economic impact of the commercial insurance industry on national accounts, and therefore on Canadian economic well-being, there are often subtle, hidden but widespread socio-economic benefits to commercial insurance. This section explores some of those benefits.

### *A. Financial Loss Minimizer*

The primary benefit of insurance is to help minimize financial losses. This can range from repairing and rebuilding a commercial property damaged by a natural catastrophe (e.g., a wildfire, flood or earthquake) to helping cover legal costs from a liability lawsuit. The enhanced financial security provided by insurance gives companies and consumers peace of mind and helps give families and businesses the ability to remain financially stable in times of unanticipated hardship.[7]

### *B. Financial First Responder*

Preventive measures may not always be possible for all types of risks. For risks that are high impact and low probability, such as a natural catastrophes or act of terrorism, insurance policies often act as financial "first responders," paying claims to those suffering losses before government assistance or charitable efforts get underway. By dispatching staff to assist with recovery efforts and quickly working to mitigate and repair damage, commercial insurers help accelerate post-disaster efforts so that businesses can quickly get back on their feet.[8] Insurance hedges against loss, but it also facilitates economic re-start and recovery.

### *C. Capital Provider and Supporter of Public Finance*

Insurers generally carry a diversified portfolio of stable, long-term investments such as corporate and government bonds. These investments allow insurers to invest in assets that support their underwriting obligations, which would be too risky to insure without this fallback support.[9] By purchasing government bonds, insurers implicitly help finance vital social services such as education and health care. Governments rely on capital markets to finance their activities, which means taxpayers do not bear full responsibility for government spending. In this way, commercial insurers contribute to the overall fiscal and socio-economic health of Canada.

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7 Grant, Eric. (2012). The Economic and Social Value of Insurance. The Geneva Association, 10.
8 Ibid., 12.
9 *OECD Journal: Financial Market Trends.* (2016). "The Evolution of Insurer Portfolio Investment Strategies for Long-Term Investing," 3. https://web-archive.oecd.org/pdfViewer?path=/2016-12-20/420852-Evolution-insurer-strategies-long-term-investing.pdf

Insurance also helps support the supply and demand levers of the economy by facilitating national and international trade. For example, cargo insurance allows businesses to import goods from overseas, bolstering supply of goods in Canada. Insurance also supports demand when a business cannot fulfil orders in its warehouse resulting from an insured loss because the company has coverage for business interruption losses.

### *D. Innovation Facilitation*

In the innovation eco-system, many small capitalized start-up companies take on enormous risk as they develop novel technologies. Many technological breakthroughs occur through a lengthy incubation process in which the enterprise is created and capitalized by investors. Start-up companies can engage in research and development on a pre-revenue basis for years (or even decades), generating intellectual property in the process – all prior to the commercial launch of their new product or service. Managing the financial risk associated with this process would be extremely difficult without liability insurance, errors and omissions insurance, directors and officers liability insurance, and other forms of insurance, since a single claim or operational error could effectively bankrupt the enterprise and deplete the invested capital. Commercial insurance facilitates the end-to-end scientific discovery process to manifest itself in a commercial space.

### *E. Commercial Credit Facilitator*

When businesses have a brick-and-mortar presence, proof of commercial insurance is a pre-condition to securing a business loan. For this reason, insurers are also credit facilitators in the economy. This credit, in turn, facilitates the production, distribution and use of the goods or services produced by the business.

### *F. Commercial Reputation Protector*

All businesses must monitor and closely manage reputational risk. When a business is able to demonstrate to clients and consumers that it has mitigated potential risks with insurance, this gives consumers greater confidence in that business. While insurance is not always required for all types of businesses, clients like to know they are dealing with a reputable company that takes the safety of its staff and clients seriously, and appropriately addresses its financial risk.



### *G. Capital Formation Enabler*

Insurance can help businesses save money over the long term if they pair adequate commercial insurance coverage with in-house risk management strategies. By actively managing risks, a business is less likely to have significant and frequent claims on their policy. This, in turn, helps demonstrate to their insurer that the company is "risk aware" and taking the necessary steps to prevent unnecessary losses. With fewer claims on the books, a business may be able to lower their overall insurance costs as their risk profile improves.

### *H. Workplace Safety Promoter*

In addition to standard commercial insurance coverage, supplementary coverages help encourage a business and its employees to operate safely.

## 2b. Claims Examples

The following hypothetical examples illustrate how commercial insurance not only protects policyholders, but also provides a wider net of social protection to enable economic activity.

**Example 1: Newcomer starts an international business**

### *Ability to operate with reduced risk in other jurisdictions*

Canada's economy is built on small businesses. According to a study by the Business Development Bank of Canada[10], there are more than 1.1 million small and medium-sized businesses in Canada representing 90% of all private-sector jobs in Canada. This segment employs 10.7 million Canadians and contributes nearly $1 trillion to the country's annual GDP.

As an example of how insurance supports new business owners, consider a recent immigrant who was encouraged to come to Canada and contribute to the economy. They decide to start an e-commerce business that sells goods and services in both Canada and the U.S. With commercial general liability insurance that covers business operations in the Canadian and U.S. markets, the new entrepreneur can rest assured that they will be protected against covered liability claims in either jurisdiction.

10 Business Development Bank of Canada (BDC), "The Changing Face of Canadian Entrepreneurship", https://www.bdc.ca/en/documents/analysis_research/bdc-etude-sbw-nation-entrepreneurs.pdf

**Example 2: Farmer experiences a flood**

*Managing unexpected property damage*

A farmer's land in rural Manitoba is flooded, which results in the loss of most of their livestock and produce. Through their commercial property insurance policy, which includes a flood endorsement, the farmer is quickly able to financially address the flood damage and begin financial recovery, putting them in a position to re-start business activity faster than would otherwise be possible.

**Example 3: Big city store is vandalized**

*Handling business interruptions*

A storeowner arrives at their business to find that it was vandalized during the night, with damage to the building's exterior and interior. Business interruption coverage in the commercial insurance policy would be triggered, enabling the proprietor to receive financial support from their insurer while the property damage is being repaired.

**Example 4: Self-employed toymaker in Eastern Canada is sued**

*Dealing with a liability loss while self-insured*

A toymaker in Nova Scotia produces custom-designed plastic toys and sells them on an online craft marketplace. The toy company sells a toy to a consumer whose son swallows one of the smaller components of the toy. This results in a trip to the hospital and a lawsuit being filed against the company. Because the company's operations are small, the owner opted not to be insured for this type of claim. In this case, the proprietor had to pay the full cost of the legal liability out of pocket. The toymaker would have been in a better financial position had they purchased professional liability insurance (errors and omissions insurance) from a commercial insurer.

For additional context, between 2018 and 2022, the average annual commercial claims payout by Canadian P&C insurers was $14 billion. This is the amount that businesses in Canada would have had to pay out of pocket without insurance.



# Chapter 3: Market and Public Policy Impacts on Commercial Insurance

Recent data suggests that the hard commercial insurance market appears to be stabilizing. There has been a slow decline in cost pressures both in Canada and around the world. Nonetheless, certain commercial insurance lines continue to be challenged. For this reason, it is difficult to predict when the market will soften.[11] While there are a number of complicating factors at play, the outlook largely remains uncertain due to continuing macro-economic shocks, including elevated inflation, rising interest rates, increasing reinsurance costs and persistent supply chain delays.

The insurance market by nature is cyclical, and like a pendulum it swings between a "hard" market and a "soft" market. According to the International Risk Management Institute, these inflection points in the insurance business cycle are defined as follows:

- **Hard market –** This is the upswing in a market cycle when cost pressures increase and capacity for most types of insurance decreases. This can be caused by a number of factors, including falling investment returns for insurers, increases in the frequency or severity of losses, and regulatory intervention deemed to be against the interests of insurers.
- **Soft market –** This side of the market cycle is generally characterized by increased underwriting capacity, less cost pressure, flexible contracts and high availability of coverage.

Coming out of the COVID-19 pandemic, businesses are slowly beginning to recover and adjust to the "new normal." Stakeholders from key sectors impacted by the hard commercial market have recently made it clear that the affordability and availability issues they were experiencing during the pandemic have improved. Regardless, there remain persistent frictions in the market, including those outlined in the table below.

11 Gambrill, David. (July 11, 2023). "Don't Believe the Hype: Why the Hard Market is Softening." *Canadian Underwriter*. https://www.canadianunderwriter.ca/insurance/dont-believe-the-hype-why-the-hard-market-is-softening-1004235385/

**Ongoing Challenges in Commercial Insurance and IBC's Supports and Solutions**

| Challenges | IBC Supports and Solutions |
|---|---|
| **Unpredictable Natural Catastrophes Drive Rising Property Insurance Costs**<br><br>The increased severity and frequency of natural catastrophes is causing pricing pressures in both personal and commercial property insurance in parts of Canada. Coupled with elevated inflation and other macro-economic factors, there is some evidence of upward pressure on pricing that is negatively affecting consumers. | In anticipation of any potential market challenges with insurance availability and affordability, IBC is continuing to monitor the rate of premium changes.<br><br>IBC has developed a suite of tools specific to personal and commercial property insurance consumers on IBC.ca. The tool kit aims to equip consumers with information about how insurance works and includes tips for how Canadians can protect their homes and businesses and lower their risk profile.<br><br>To lessen the impact of natural catastrophes, IBC is also working closely with the federal government on its recently announced National Adaptation Strategy & Action Plan, which includes a commitment to establish a National Flood Insurance Program in Canada, initially targeting the residential housing sector. |
| **Issues with Commercial Trucking**<br><br>The commercial trucking segment in Canada is facing a number of converging issues that, if left unaddressed, could threaten the stability of Canada's supply chain. Since commercial trucks support the movement of goods across the country, they play an important role in the economy.<br><br>The affordability of commercial trucking insurance has been an issue for a number of years. Insurers also continue to see a significant increase in the size and cost of collisions.<br><br>Many insurers' losses far exceed premiums, which places pressure on premiums for the commercial trucking segment, particularly for those operating single vehicles or small truck fleets. | The rising number of severe accidents clearly illustrates a road safety issue. To that end, IBC has developed a suite of National Commercial Trucking Recommendations that push for better training and supports for truck drivers. Among the recommendations is an improved, Canada-wide mandatory driver training program that focuses on:<br><br>• Training, accreditation and instructor certifications<br>• Updating national and provincial/territorial training protocols<br>• Encouraging comprehensive driver proficiency and continuous training.<br><br>IBC believes that these recommendations, if implemented, will go a long way to reducing collisions and improving the overall risk profile of commercial truck insurance. |

| Challenges | IBC Supports and Solutions |
|---|---|
| **Cyber Risks for Businesses**<br><br>The growing frequency and sophistication of cyber threats poses an escalating risk to businesses in Canada, necessitating heightened cybersecurity measures.<br><br>Although a 2022 study from the Canadian Internet Registration Authority[12] showed that 74% of organizations have cyber insurance coverage, and 36% of those have a standalone cyber policy, many businesses are still at risk.<br><br>While cyber insurance is a fast growing yet relatively small line of business in Canada, it should be thought of as an important component of an overall cyber security strategy and not a substitute for cyber resilience.<br><br>As the cyber threat landscape evolves, it is crucial that resources are available to help businesses improve their cyber hygiene. | Businesses that demonstrate good cyber risk management protocols and a thorough understanding of their risk profile are better protected against cyber threats and they tend to have more options when purchasing cyber insurance. In recognizing this, IBC is assisting small and medium enterprises bolster their cyber resilience.<br><br>IBC conducts an annual awareness campaign to help educate consumers on cyber risk. The 2022 campaign focused on educating business owners and their employees on cyber hygiene. This campaign included a Cyber Savvy Report Card based on an Angus Reid survey. The survey graded small and medium-enterprise (SME) employees on their actions and knowledge about cyber risk and security.<br><br>In 2023, IBC will update its Cyber Savvy Report Card research from the previous year and continue to engage business owners and employees to help them better understand their cyber risk and learn more about cyber insurance as a risk transfer option.<br><br>Cyber security is a shared responsibility. As such, IBC and the insurance industry continue to collaborate with governments and regulators to foster a sustainable cyber ecosystem in Canada. |

12 CIRA, "2022 Cybersecurity Survey", https://www.cira.ca/en/resources/documents/cybersecurity/2022-cira-cybersecurity-survey/

## Conclusion

At its foundation, insurance provides a means to guard against the financial consequences of a future, uncertain loss.[13] Without commercial insurance, the cost of losses would be much higher and perhaps unbearable for most businesses. Such losses would have a negative impact on the financial stability of Canada's business sector.

Commercial insurance contributes extensively to the economic well-being of Canadians through job creation, employment income and its associated GDP. These direct economic benefits of the industry are strengthened by broader, socially beneficial network effects that include financial security, peace of mind, risk management, the enabling of innovation, capital formation and much more. It is not an exaggeration to conclude that modern economic life would not be possible in the absence of insurance, especially commercial insurance.

13 Grant, Eric. (2012). *The Economic and Social Value of Insurance*. The Geneva Association, 16.



# Appendix A: Definitions and Methodology

### Definitions[14]

The insurance industry consists of insurance carriers, agencies and brokerages. Here are Statistics Canada's definitions of these three terms.

#### Insurance carriers

This industry group comprises establishments primarily engaged in underwriting annuities, insurance policies and reinsurance. The establishments of this group invest premiums to build up a portfolio of financial assets to be used against future claims. Contributions and premiums are set on the basis of actuarial calculations of reserves. Direct insurance carriers that are primarily engaged in underwriting annuities and insurance policies directly to policyholders and reinsurance carriers that are primarily engaged in assuming all or part of the risk associated with existing insurance policies originally underwritten by other insurance carriers, are included. Industries are defined in terms of the type of risk against which the policyholders are being insured, such as death, loss of employment due to age or disability, and property damage.

#### Agencies, brokerages and other insurance related activities

This industry group comprises establishments primarily engaged in selling insurance or providing services related to insurance.

### Methodology used by Statistics Canada

All nominal GDP, employment, personal income and tax values in this report are provided by Statistics Canada, which used detailed supply-and-use tables and input-output models, unless otherwise stated. The results of the model quantify the combined direct, indirect and induced economic impacts (total impacts):

- Direct impacts relate only to businesses, employees and those self-employed workers in insurance carriers (NAICS 5241) and agencies, brokers and other insurance-related activities (NAICS 5242). For example, premium taxes paid directly by insurance carriers.
- Indirect impacts (or supply chain impacts) are generated by the upstream (supply chain) purchases made by operations identified in the direct impact phase. For example, operations in the P&C insurance economy require external legal and administrative services.

14 Statistics Canada, "North American Industry Classification System (NAICS) Canada 2022 Version 1.0," last modified June 1, 2023

- Induced impacts are derived when employees of businesses identified in both the direct and indirect impact phase spend the earnings made from the activity under analysis. This re-spending results in additional levels of employment, income, and tax revenues, which can be observed across a wide range of industries.

**Total impacts of P&C insurance carriers**

Statistics Canada produces GDP, employment, personal income and taxes on products by detailed tax and taxes on production by level of government estimates for insurance carriers. However, these estimates include both the P&C and life and health (L&H) insurance industry segments. To isolate the direct contribution of the P&C insurance industry, Statistics Canada used detailed financial data from insurance carriers to calculate the output estimates for the P&C and L&H insurance industries. As defined in the 2008 system of national accounting, the output for each of these two industries was calculated by adding insurance premiums earned to investment income[15] and then subtracting insurance claims incurred. The P&C insurance industry's share of the total output for the insurance industry was then calculated by dividing the output from P&C insurance carriers by the total output for insurance carriers (defined as L&H plus P&C insurance). This share was then applied to all economic impact parameters for insurance carriers available from Statistics Canada, yielding estimates for P&C insurance carriers.

**Total impacts of P&C insurance agencies, brokerages and other insurance-related activities**

Almost all of the output of insurance brokers, agents and adjusters is purchased by insurance carriers. As a result, the impacts of P&C insurance agencies, brokerages and other insurance-related activities were estimated by running an output shock on the insurance carriers; the economic impacts of this industry are included in the model results as indirect impacts of insurance carriers.

15 Investment income is a sum of interest and dividend income, realized gains and investment expenses.

# Appendix B – Economic Data for Commercial Lines

*Source: IBC with data from Statistics Canada*

| | Direct Impact | Multiplier | Total Impact |
|---|---|---|---|
| **Canada** | | | |
| GDP at basis prices ($ thousands) | 8,460,941 | 1.75 | **14,847,352** |
| Labour Income ($ thousands) | 4,681,550 | 1.75 | **8,178,642** |
| Employment (number of jobs) | 56,054 | 2.05 | **114,894** |
| **Alberta** | | | |
| GDP at basis prices ($ thousands) | 752,846 | 1.91 | **1,439,801** |
| Labour Income ($ thousands) | 441,824 | 1.83 | **808,372** |
| Employment (number of jobs) | 6,249 | 1.94 | **12,096** |
| **British Columbia** | | | |
| GDP at basis prices ($ thousands) | 858,929 | 1.77 | **1,517,849** |
| Labour Income ($ thousands) | 521,072 | 1.65 | **859,967** |
| Employment (number of jobs) | 7,070 | 1.85 | **13,090** |
| **New Brunswick** | | | |
| GDP at basis prices ($ thousands) | 172,149 | 1.55 | **267,023** |
| Labour Income ($ thousands) | 76,588 | 1.68 | **128,561** |
| Employment (number of jobs) | 1,085 | 1.89 | **2,045** |
| **Newfoundland and Labrador** | | | |
| GDP at basis prices ($ thousands) | 48,294 | 1.56 | **75,359** |
| Labour Income ($ thousands) | 20,672 | 1.71 | **35,308** |
| Employment (number of jobs) | 307 | 1.80 | **554** |

| | Direct Impact | Multiplier | Total Impact |
|---|---|---|---|
| **Nova Scotia** | | | |
| GDP at basis prices ($ thousands) | 102,841 | 1.55 | **158,956** |
| Labour Income ($ thousands) | 48,563 | 1.60 | **77,485** |
| Employment (number of jobs) | 695 | 1.78 | **1,238** |
| **Ontario** | | | |
| GDP at basis prices ($ thousands) | 4,121,371 | 1.74 | **7,164,234** |
| Labour Income ($ thousands) | 2,247,292 | 1.74 | **3,917,159** |
| Employment (number of jobs) | 24,968 | 2.10 | **52,532** |
| **Prince Edward Island** | | | |
| GDP at basis prices ($ thousands) | 18,173 | 1.81 | **32,960** |
| Labour Income ($ thousands) | 8,929 | 1.89 | **16,844** |
| Employment (number of jobs) | 150 | 2.00 | **301** |
| **Quebec** | | | |
| GDP at basis prices ($ thousands) | 1,802,962 | 1.77 | **3,195,189** |
| Labour Income ($ thousands) | 1,040,895 | 1.76 | **1,834,019** |
| Employment (number of jobs) | 12,414 | 2.11 | **26,193** |



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