

When

Wednesday,
October 28, 2026 12h00-13h00 EST

Where

Zoom [https://carleton-
ca.zoom.us/j/93237141447](https://carleton-ca.zoom.us/j/93237141447)
(contact: parg@sprott.carleton.ca)

Construction and First Results of the *Zenbooks Financial Clarity Index* for Canadian SMEs

Eric Saumure, Zenbooks

ABSTRACT

Research on the financial management of Canadian small and medium-sized enterprises is limited by access to data. Unlike public companies, SMEs produce little standardized or audited information that researchers can work with. This session presents the *Zenbooks Financial Clarity Index (ZFCI)*, an annual benchmark of how well SME owners understand and use their own financial information. The first part covers construction of the index: instrument design, fielding of the 2026 wave (565 owners through an online panel), raking weights to Statistics Canada distributions by region, firm size and sector and scoring across five disciplines (awareness, forecasting, decision-making, systems and risk). The second part covers results. The national score was 56.7 out of 100. The widest gaps in the data separate firms with integrated financial systems from those relying on mostly manual processes, and firms in frequent contact with an accountant from those with rare contact. Owner self-assessment is poorly calibrated: 77.2% rate their finances good or excellent, while 43.5% score in that range.

RÉSUMÉ

La recherche sur la gestion financière des PME canadiennes est limitée par l'accès aux données. Contrairement aux sociétés cotées, les PME produisent peu d'information normalisée ou auditée utilisable en recherche. Cette session présente la première édition de l'*Indice de clarté financière Zenbooks (ICFZ)*, un indice annuel qui mesure comment les propriétaires de PME comprennent et utilisent leur propre information financière.

ABOUT THE PRESENTER

Eric Saumure, CPA, CA, is co-founder and principal of Zenbooks, an Ottawa-based fractional finance firm serving +300 Canadian SMEs. He leads the Zenbooks Financial Clarity Index and writes on small business and financial policy in media in English and French.

The full report of the study:

Saumure, E. (2026). *Zenbooks Financial Clarity Index 2026*, Research Report, Ottawa: Zenbooks Tax Services Professional Corporation, August.
<https://zenbooks.ca/resources/zenbooks-financial-clarity-index/2026/>

<http://sprott.carleton.ca/parg/>