

# GEM Canada 2015 Report on One Page

## What is GEM and what's unique about it?

- GEM (Global Entrepreneurship Monitor) is the largest study of entrepreneurship in the world, covering 60 countries in 2015. It started in 1999.
- GEM is unique in that it examines entrepreneurship from the perspective of the individual, rather than the company, which is what official statistics do.
- GEM seeks to understand the attitudes of the public towards entrepreneurship, the activity in each country and the aspirations of entrepreneurs.

## What did the report find?

- For the first time Canada is #1 in entrepreneurship among the developed countries, and well ahead of the US. 14.7% of the adult population is engaged in entrepreneurship, compared with 11.9% in the US.
- Female entrepreneurship is 84% of the male rate, the highest among the developed countries. For comparison, comparable US rate is 63% and Australia's 65%.
- Canada ranks #5 among developed countries in corporate entrepreneurship (intrapreneurship).
- Most entrepreneurs (just over 50%) are in consumer services, with 25% in business services, 20% in manufacturing and 5 % in extractive businesses.
- Australia is a near twin to Canada in most entrepreneurship metrics.
- The rate of entrepreneurship is roughly constant from age 18 to 54, but falls off after that.
- The highest rate of entrepreneurship is among those with the most education.
- At the provincial level, entrepreneurship tends to increase from east to west, while Intrapreneurship is more constant across the country.

## What were the recommendations?

1. *Ensure that public programs and incentives are aligned to encourage businesses to scale up.*
2. *Leverage public procurement to strategically invest in growing businesses.*
3. *Develop and publicize more accurate measures of scale up activity.*
4. *Continue to support programs to mentor women entrepreneurs.*
5. *Increase education about entrepreneurial thinking at the primary and secondary levels.*
6. *Encourage companies to develop more ambitious business strategies.*

## Broader questions raised by the report.

- Why does the rate of entrepreneurship vary so much across Canada?
- How does Canada's high rate of entrepreneurship relate to its poor performance on innovation and productivity?

## More information.

[www.gemcanada.org](http://www.gemcanada.org) [www.gemconsortium.org](http://www.gemconsortium.org)

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