



**GEM CANADA**

# Women's Entrepreneurship in Alberta



*Karen D. Hughes  
University of Alberta  
Dept of Sociology  
Dept of Strategic Mgt & Org  
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# Overview:

- GEM – Strengths & Approach
- Report Highlights
  - Trends & Activity
  - Personal & Business Profile
  - Motivations & Attitudes
  - Economic Impact
  - Satisfaction & Success



# GEM – Strengths & Approach

- World's largest & longest running study
- Inclusive definition of entrepreneurship
- Multi-dimensional focus
  - Activity, attitudes, aspiration
  - Distinct business stages (early-stage, established)
- 2017 GEM Canada Adult Population Survey
  - 2,184 respondents, representative of Cdn population
  - Special questions added for Alberta respondents on immigrant status, motivations, satisfaction & success



# How Does GEM Define Entrepreneurship?

*“Any attempt at new business or venture creation, such as self-employment, a new business organization, or the expansion of an existing business, by an individual, a team of individuals or an established business.”*

<b>Total Early Activity (TEA)</b>	<b>Less than 3.5 yrs</b>
<b>Established Business (EB0)</b>	<b>3.5 years +</b>

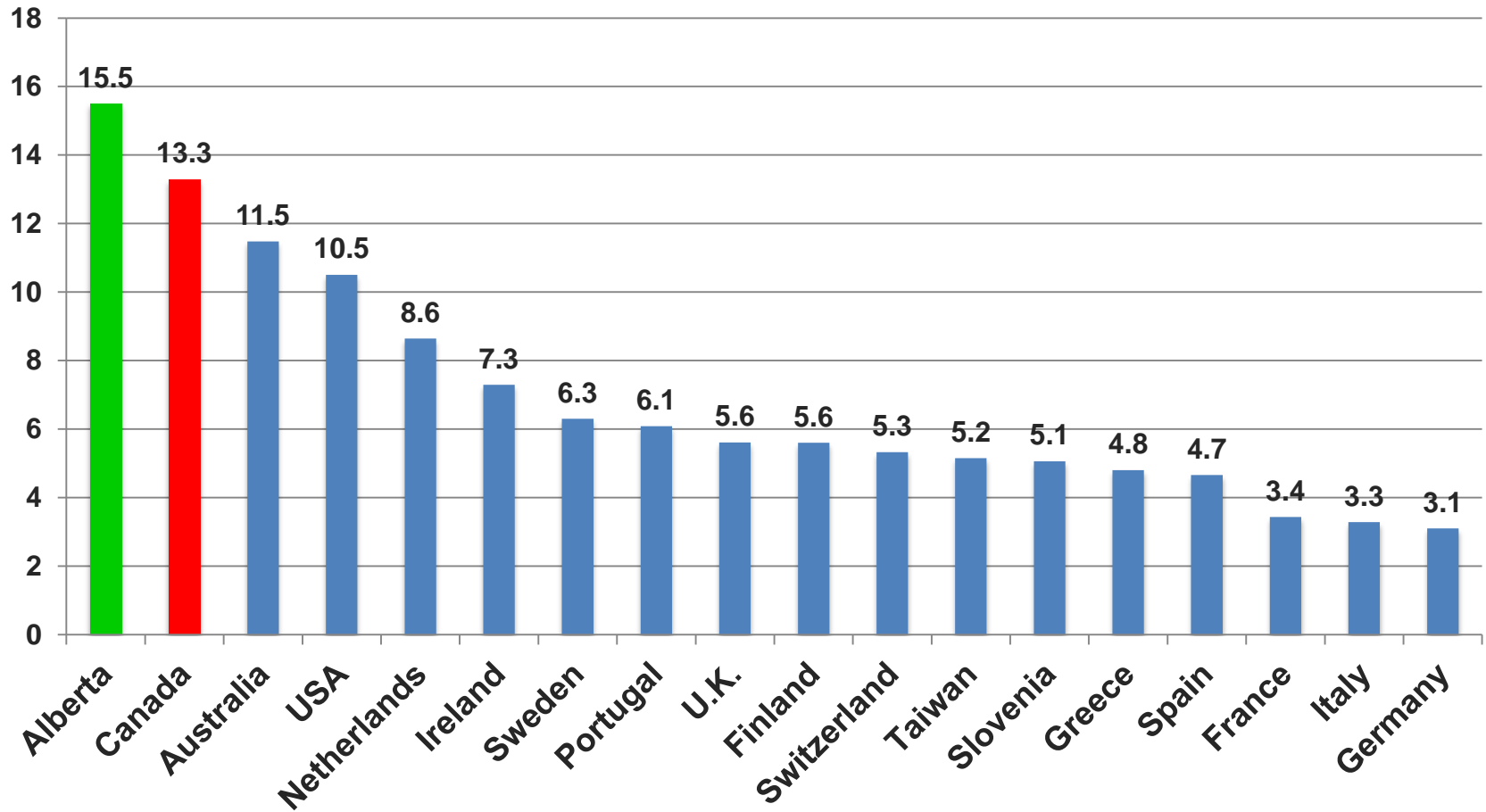


# Trends & Activity?



# % of Women in Total Early Stage Activity (TEA)

18-64 years, Canada and Other Innovation-Based Economies, 2016

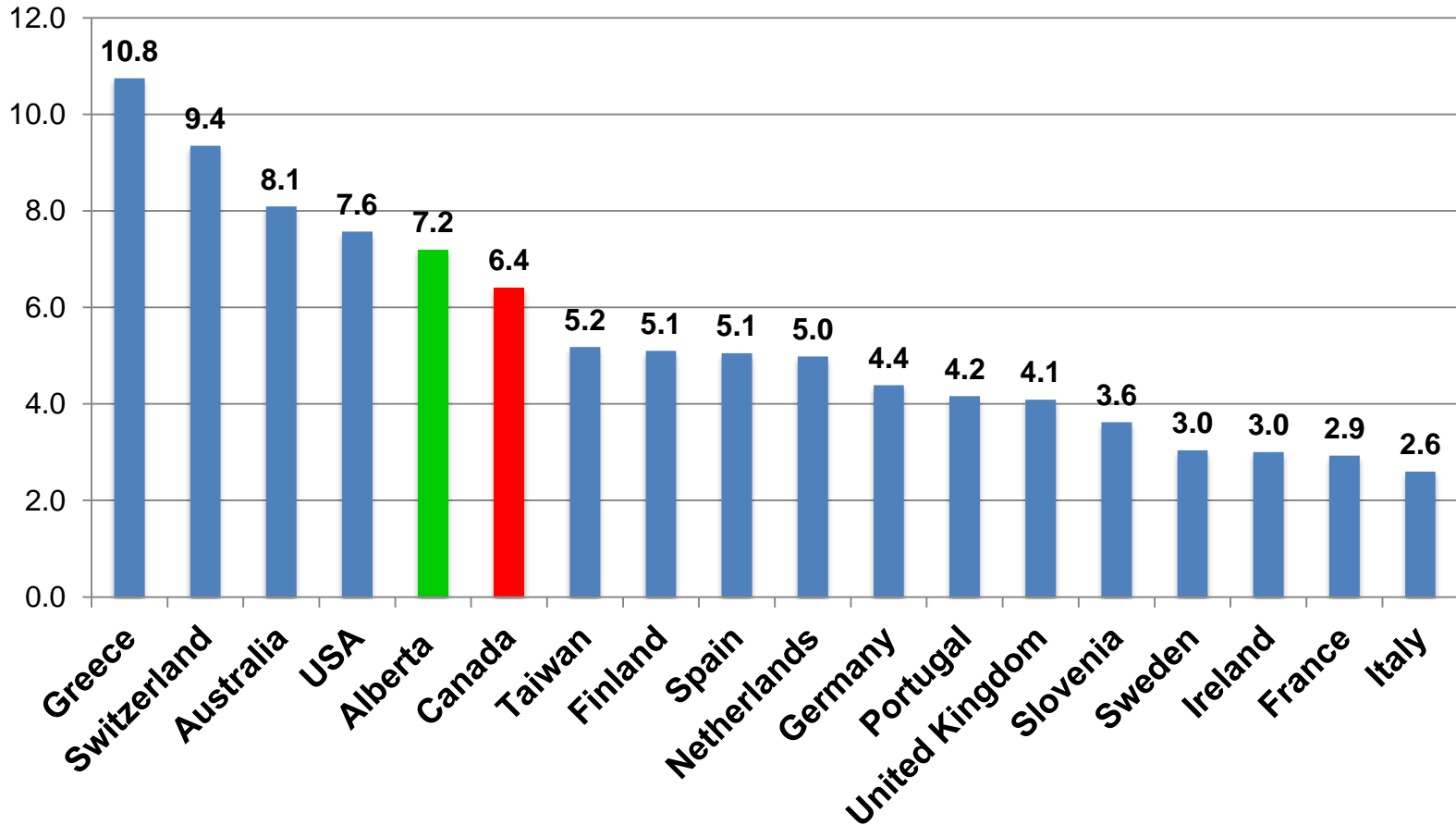


Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 2.1a



# % of Women in Established Business (EBO)

18-64 years, Canada and Other Innovation-Based Economies, 2016

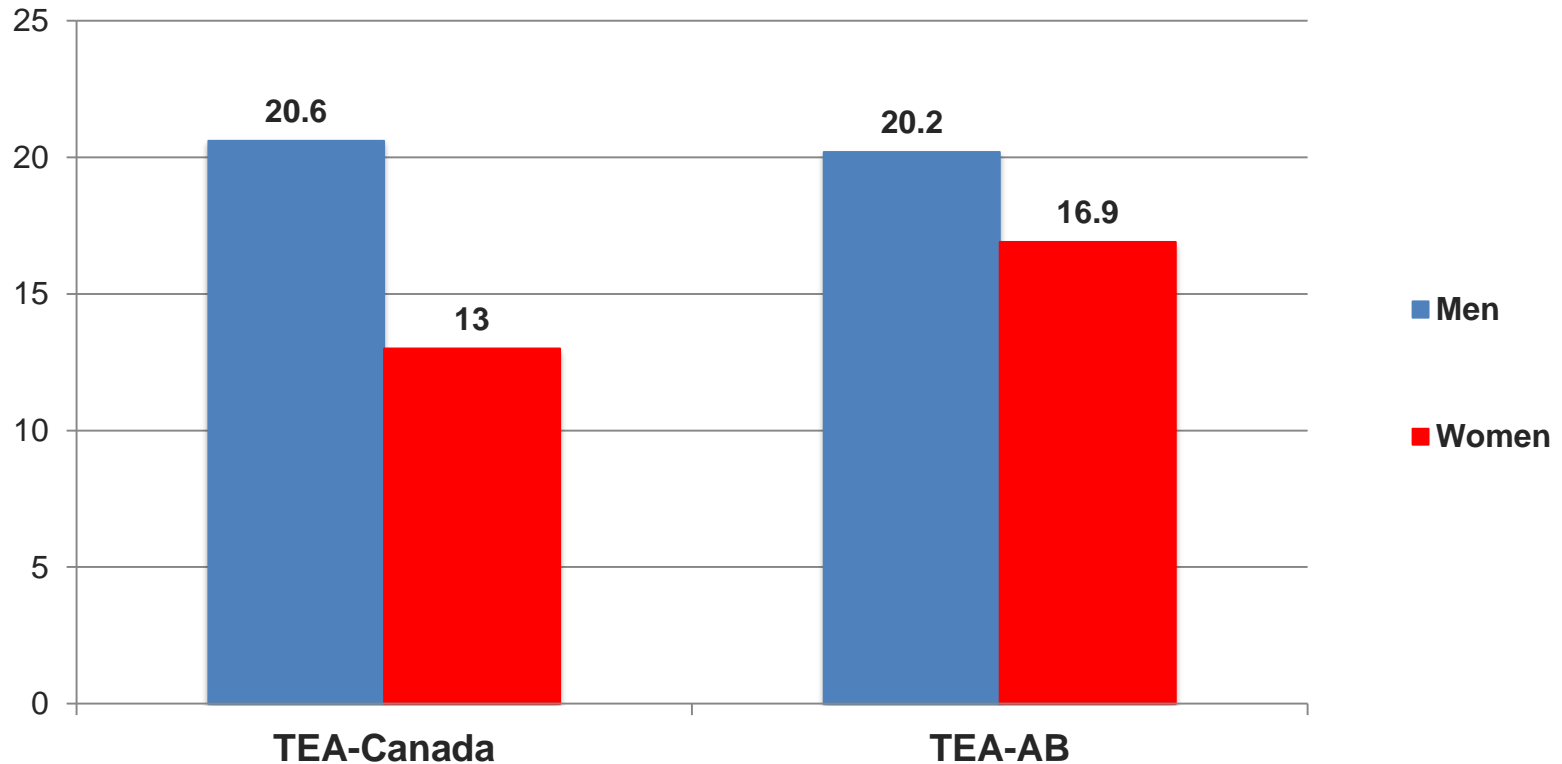


Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 2.1b



# Entrepreneurial Activity, TEA 2017

% of Women and Men, 18+ yrs old, Canada & Alberta

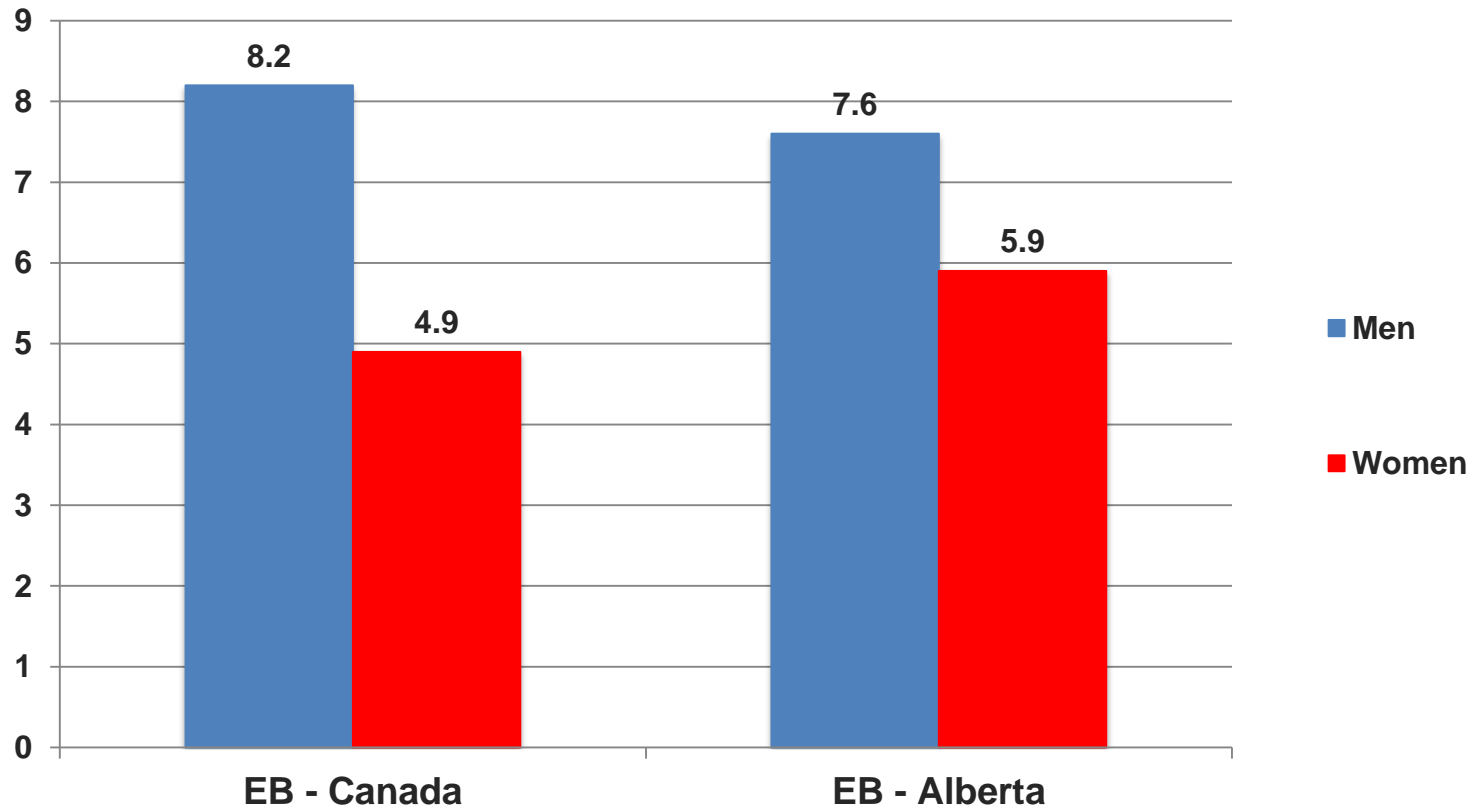






# Entrepreneurial Activity, EBO, 2017

% of Women and Men, 18+ yrs old, Canada & Alberta



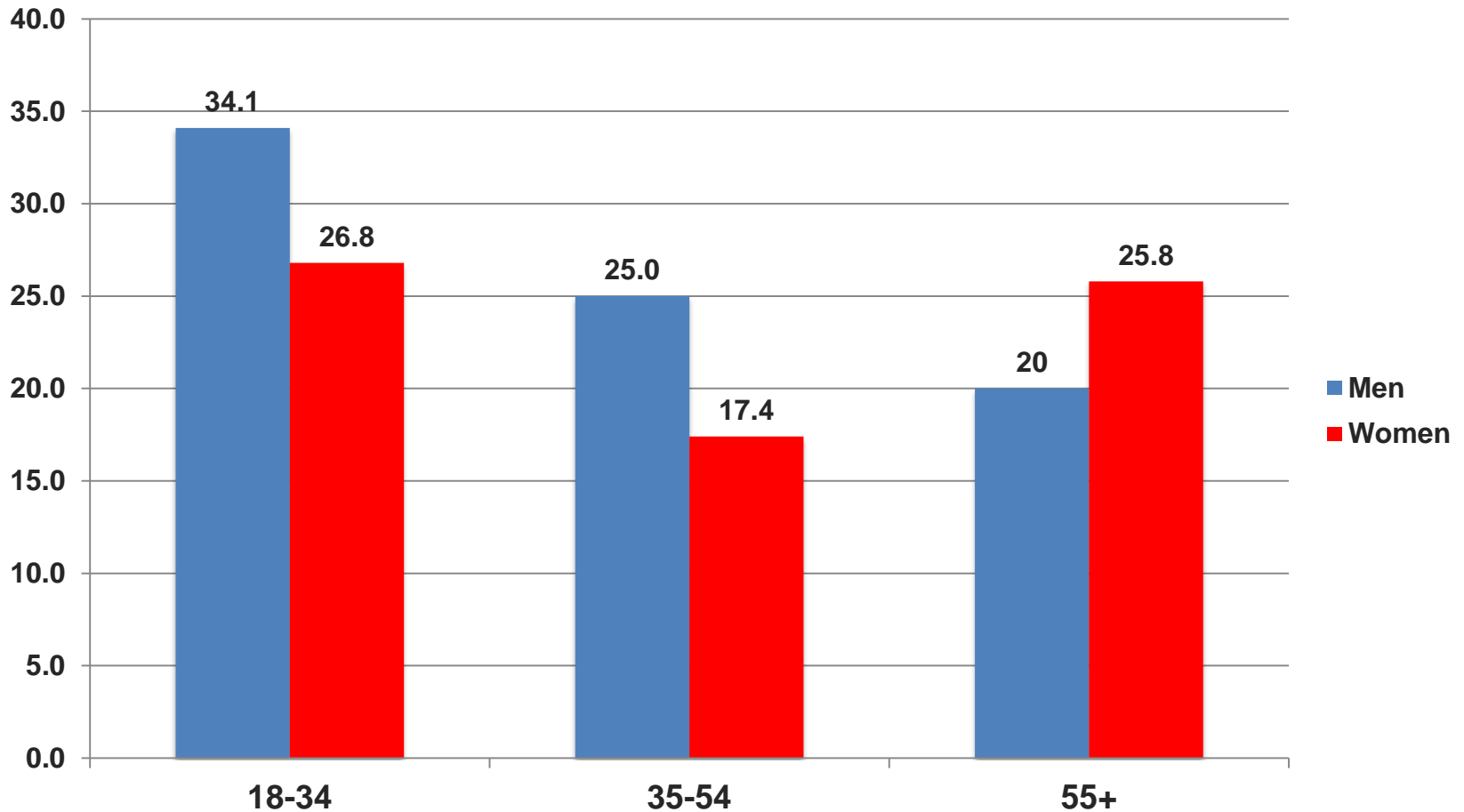


# Personal & Business Characteristics?



# Activity by Age (TEA & EBO combined), 2017

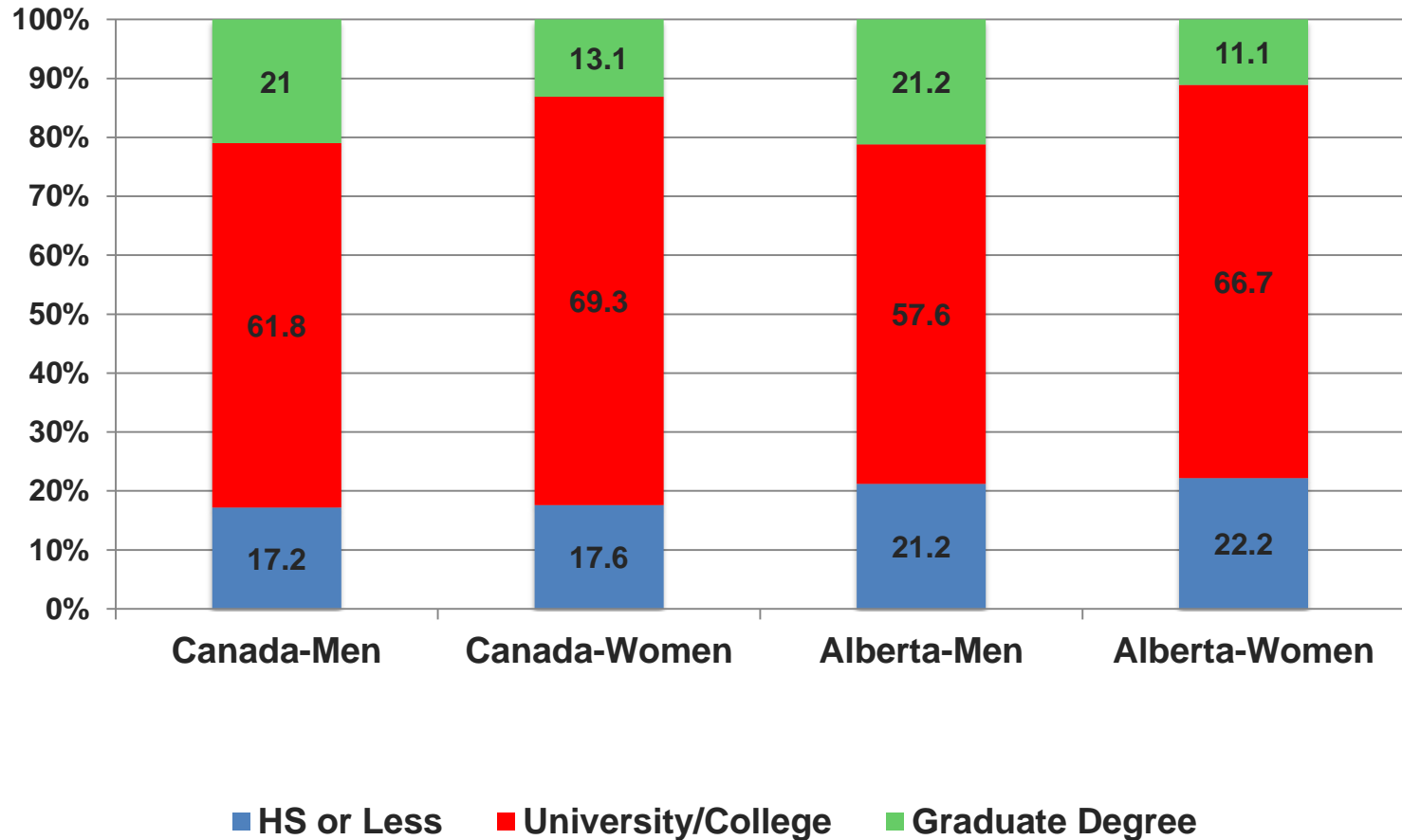
% Women and Men, 18+ yrs old, Alberta





# Education Profile (TEA & EBO combined), 2017

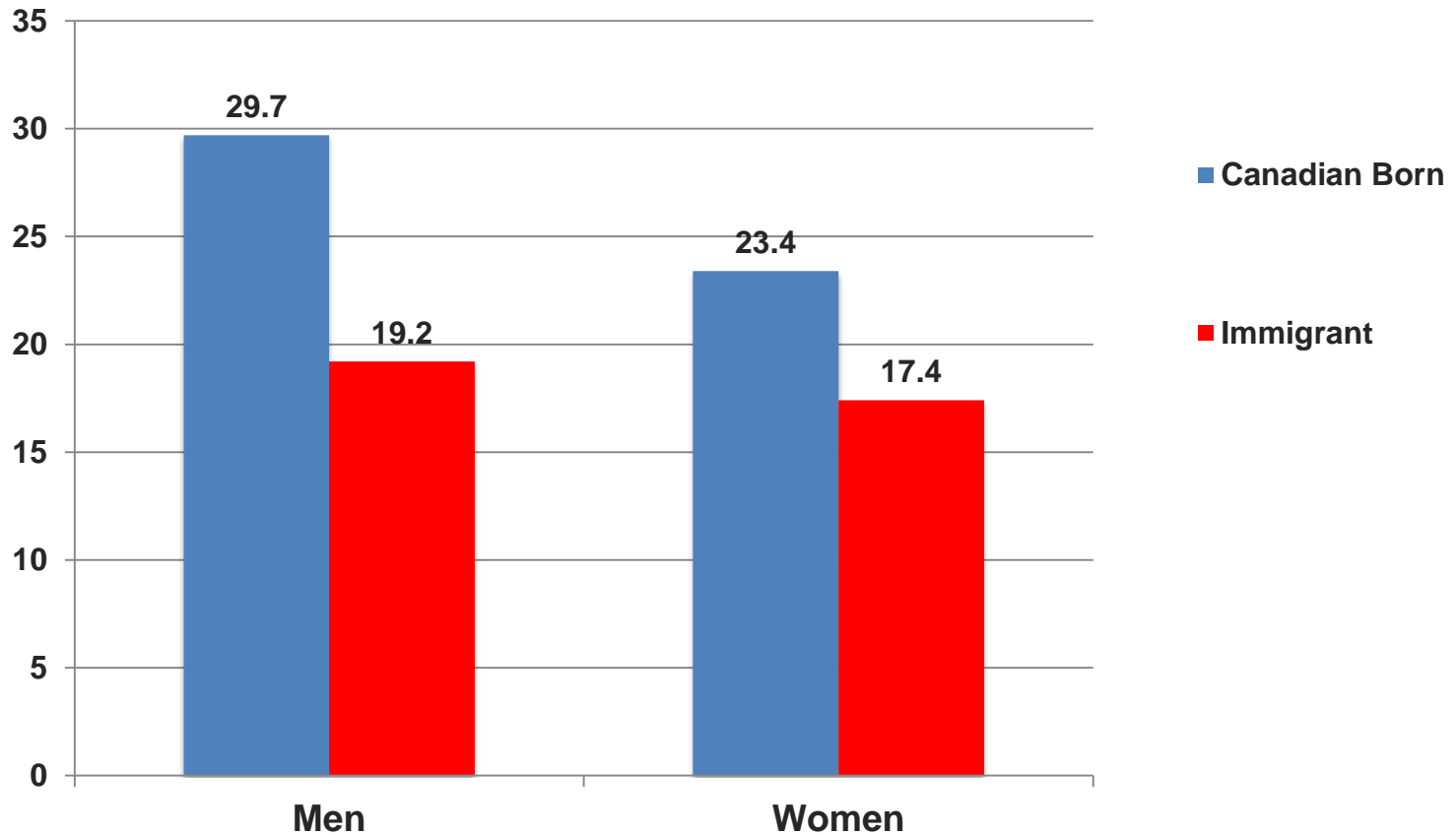
% Women and Men, 18+ yrs old, Canada & Alberta





# Immigrant Status (TEA & EBO combined), 2017

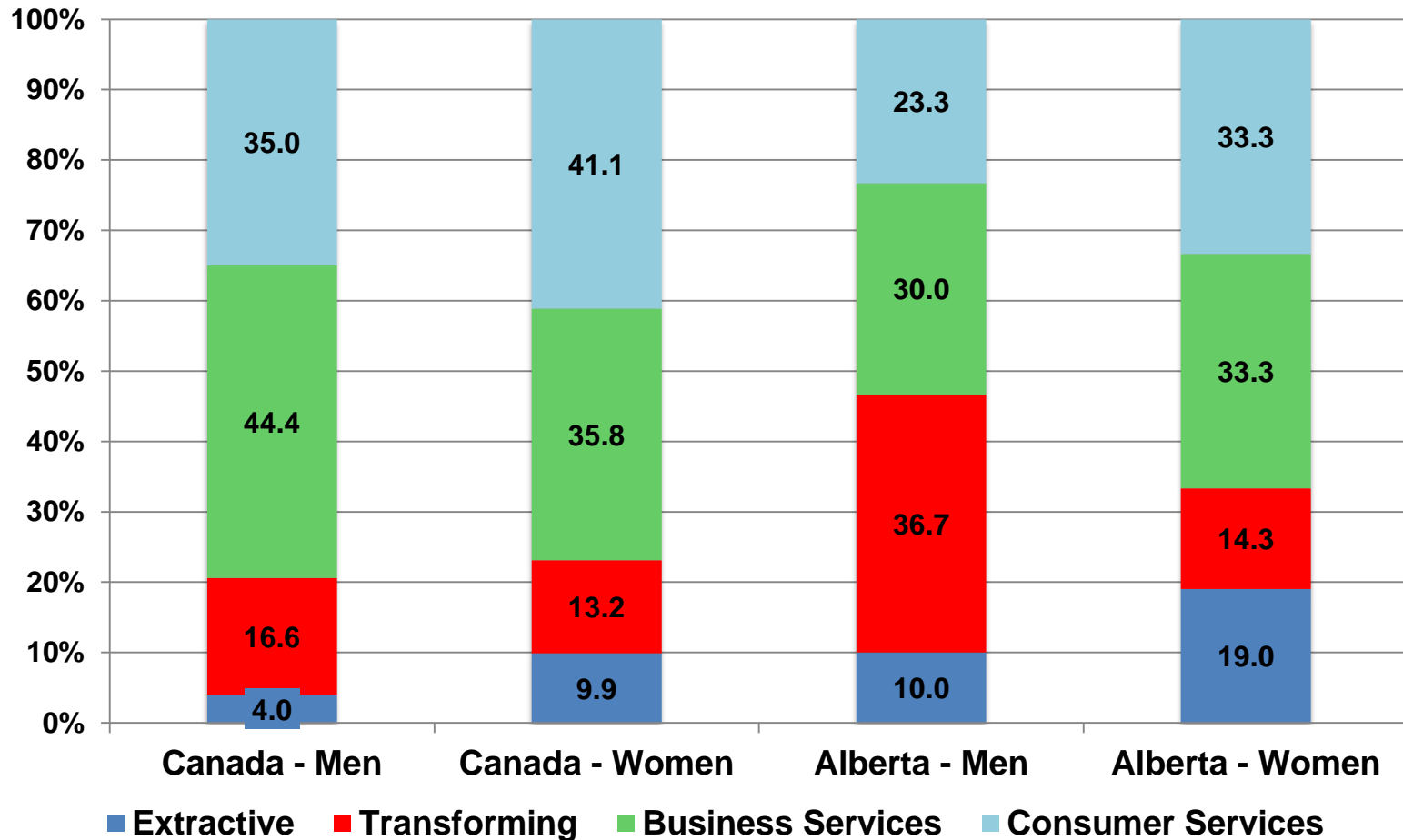
% Women and Men, 18+ yrs old, Alberta





# Industrial Sector (TEA & EBO combined), 2017

% Women and Men, 18+ yrs old, Canada & Alberta



Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 2.6

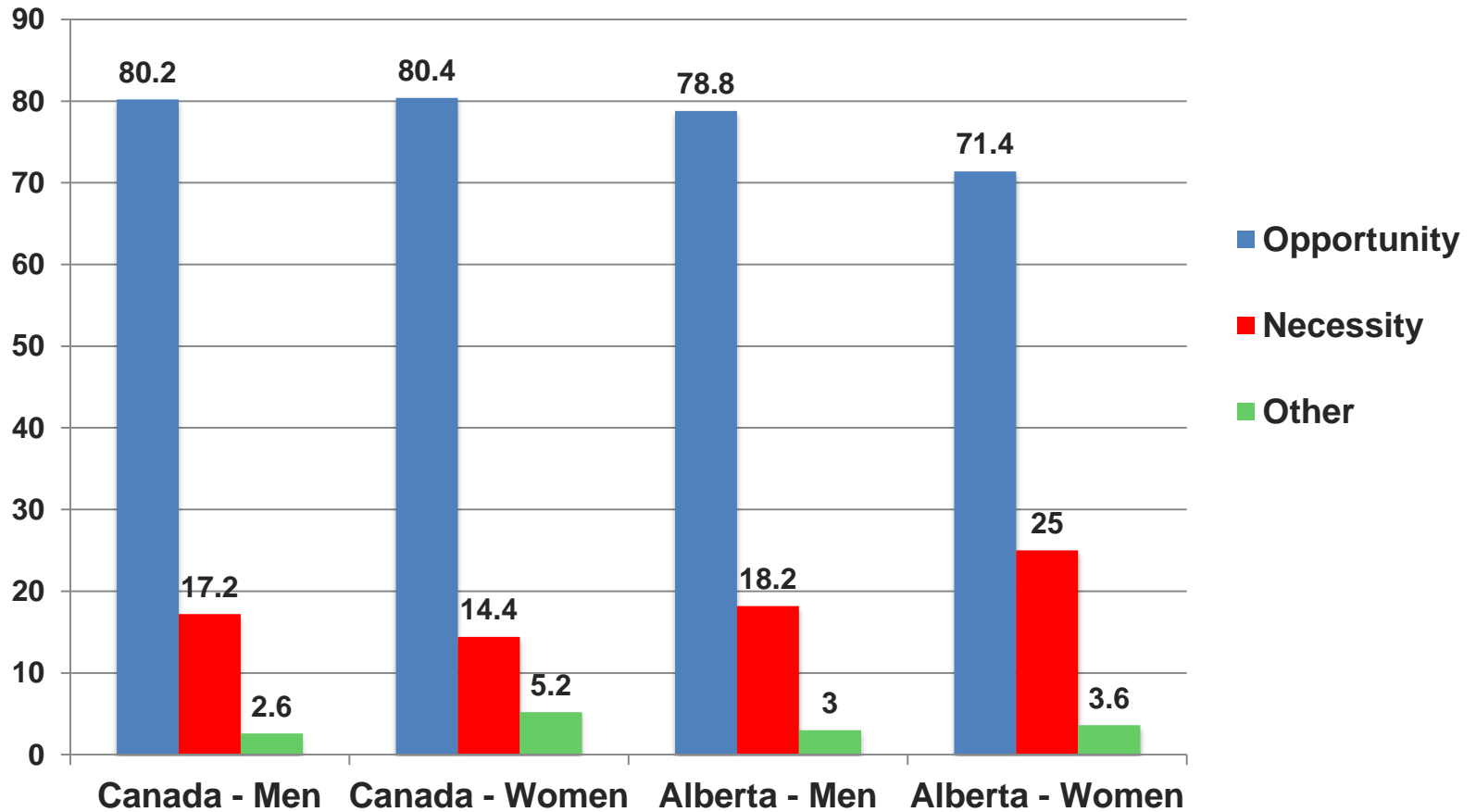


# Motivations & Attitudes?



# Main Motivation (TEA & EBO combined), 2017

% Women and Men, 18+ yrs old, Canada & Alberta

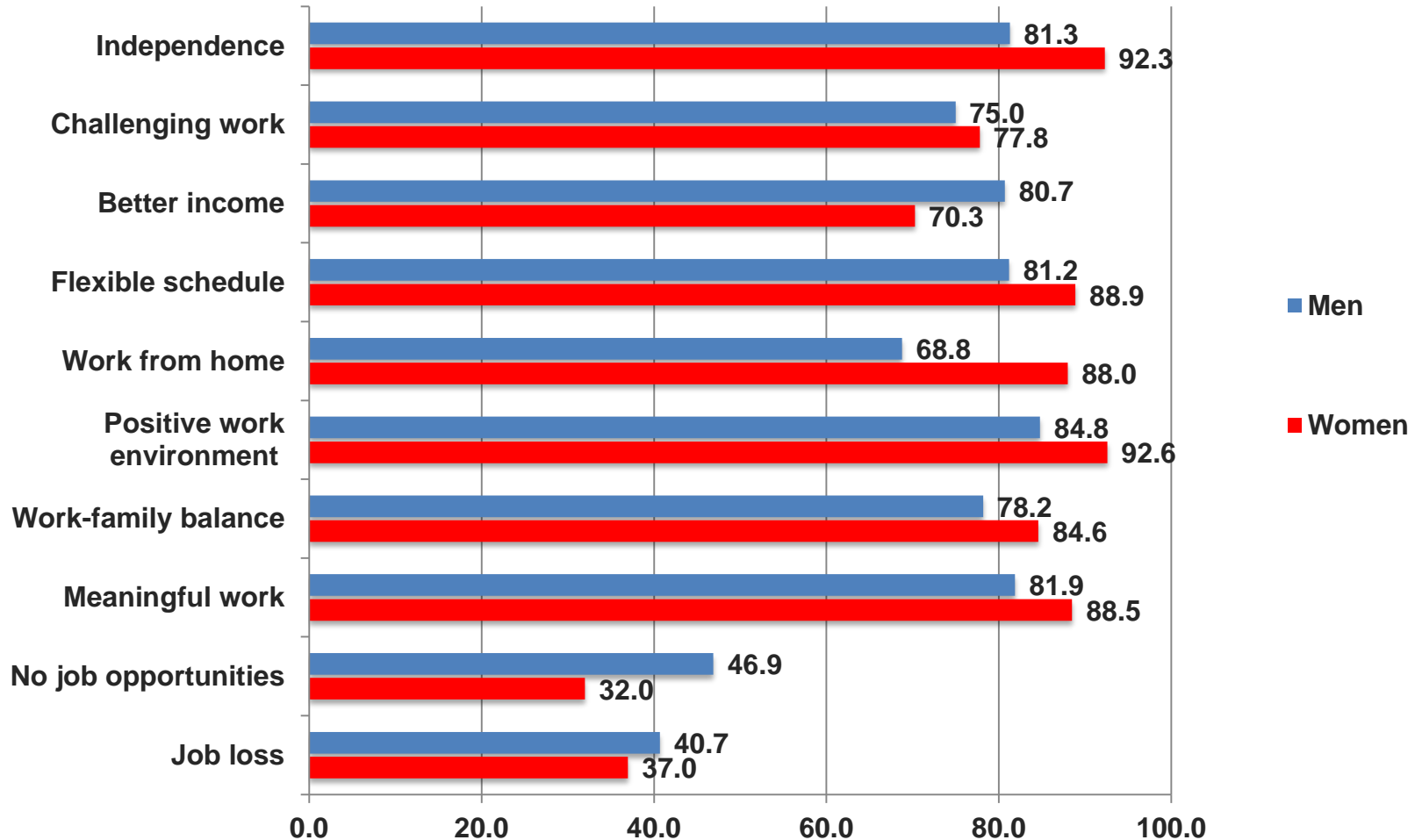






# Detailed Motivations (TEA & EBO combined), 2017

% Women and Men, 18+ yrs old, Alberta

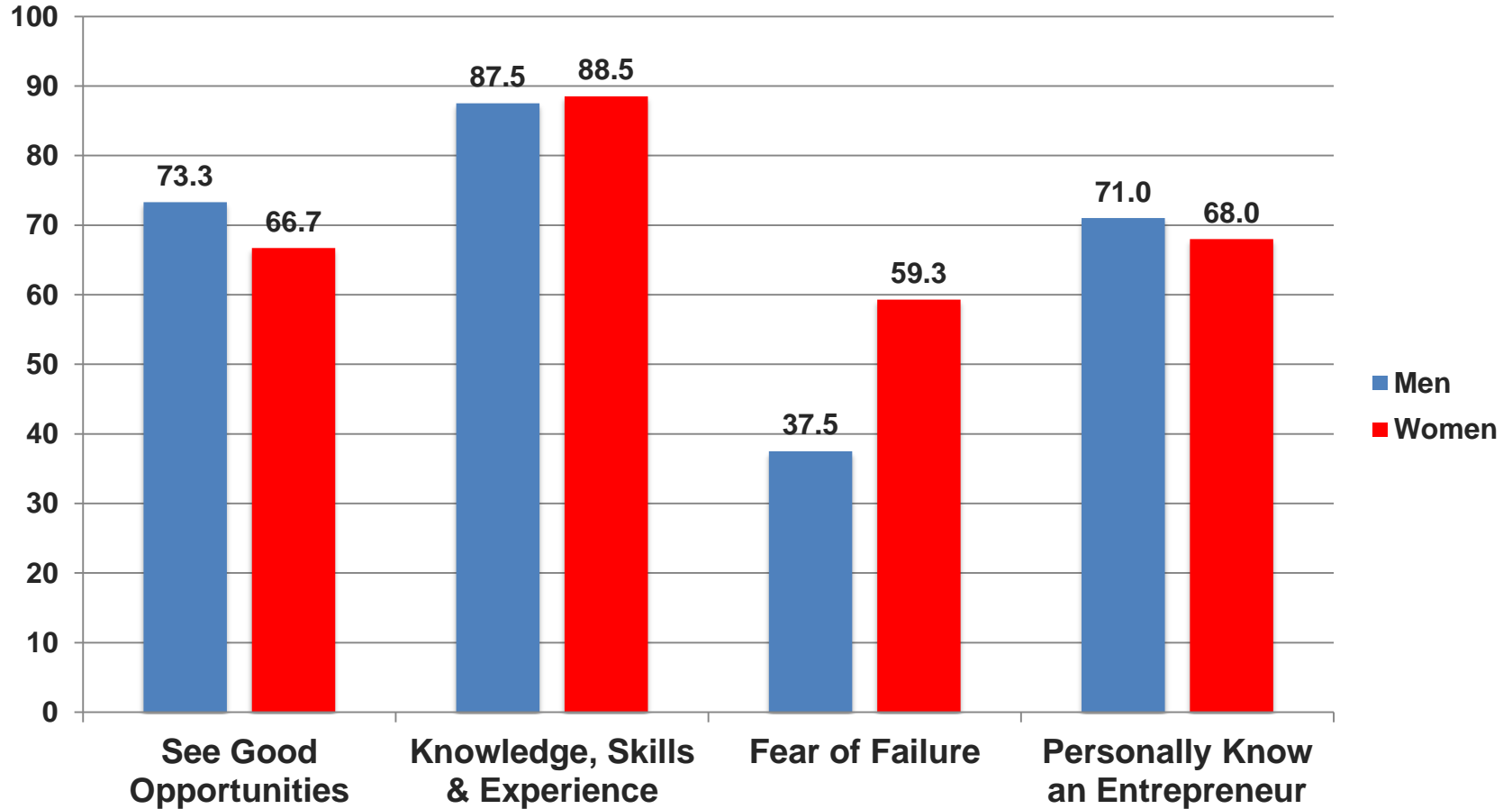


Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 3.2



# Attitudes (TEA & EBO combined), 2017

% Women and Men, 18+ yrs old, Alberta

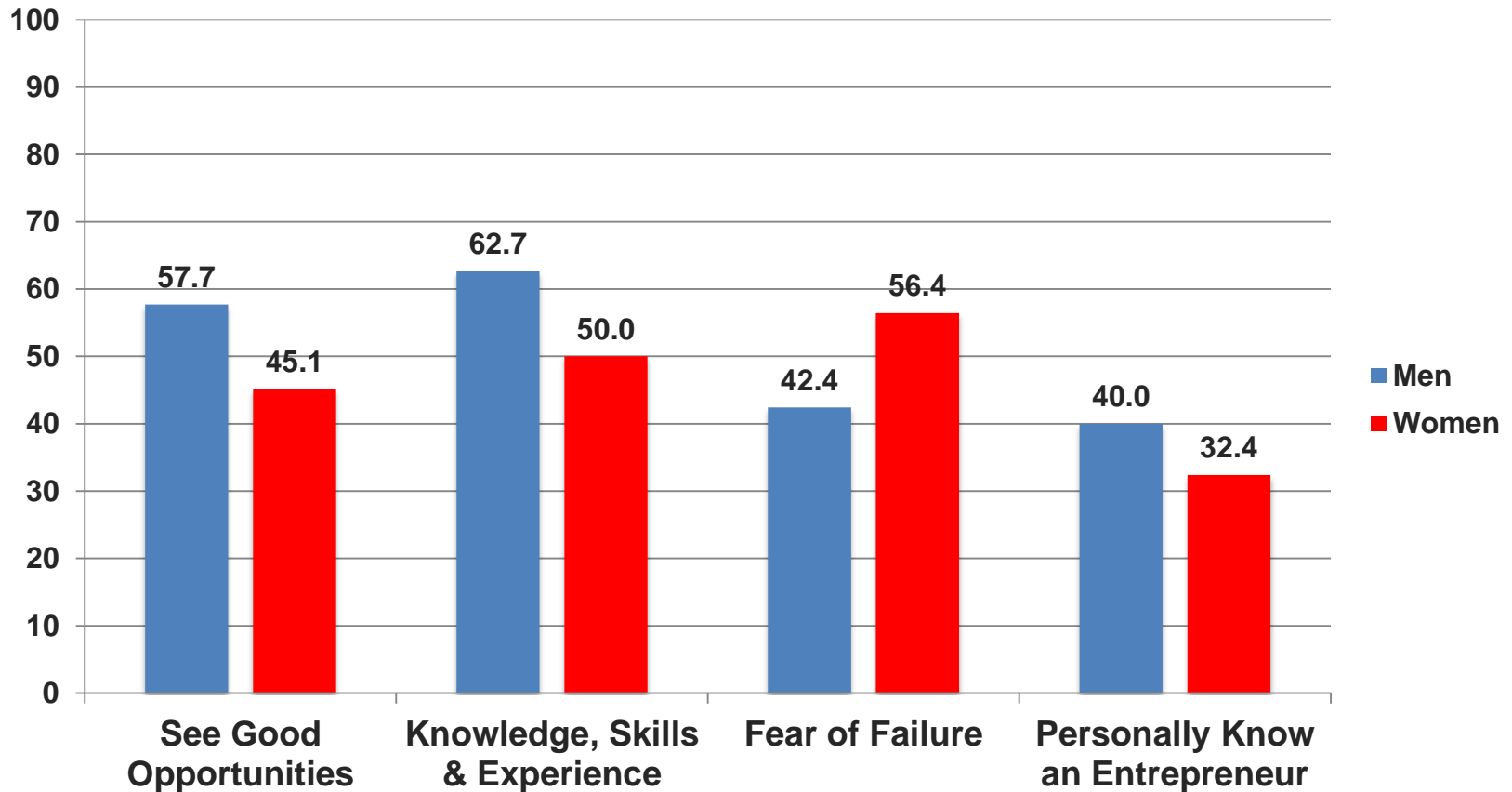


Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 3.3



# Attitudes Towards Entrepreneurship, General Population, 2017

% Women and Men, 18+ yrs old, Alberta



Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 3.4

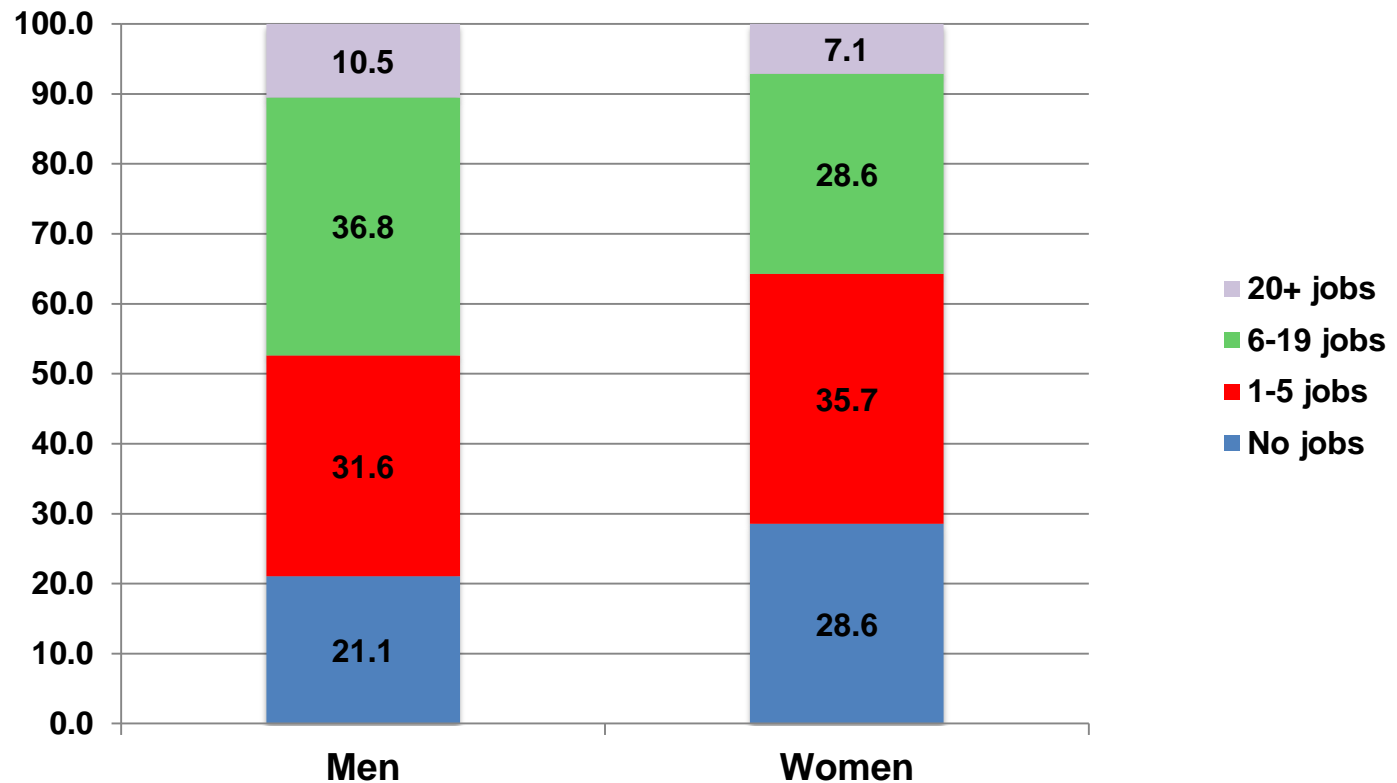


# Economic Impact



# Job Creation (Number of Jobs)

TEA & EBO Combined, 18+ yrs old, Alberta, 2017

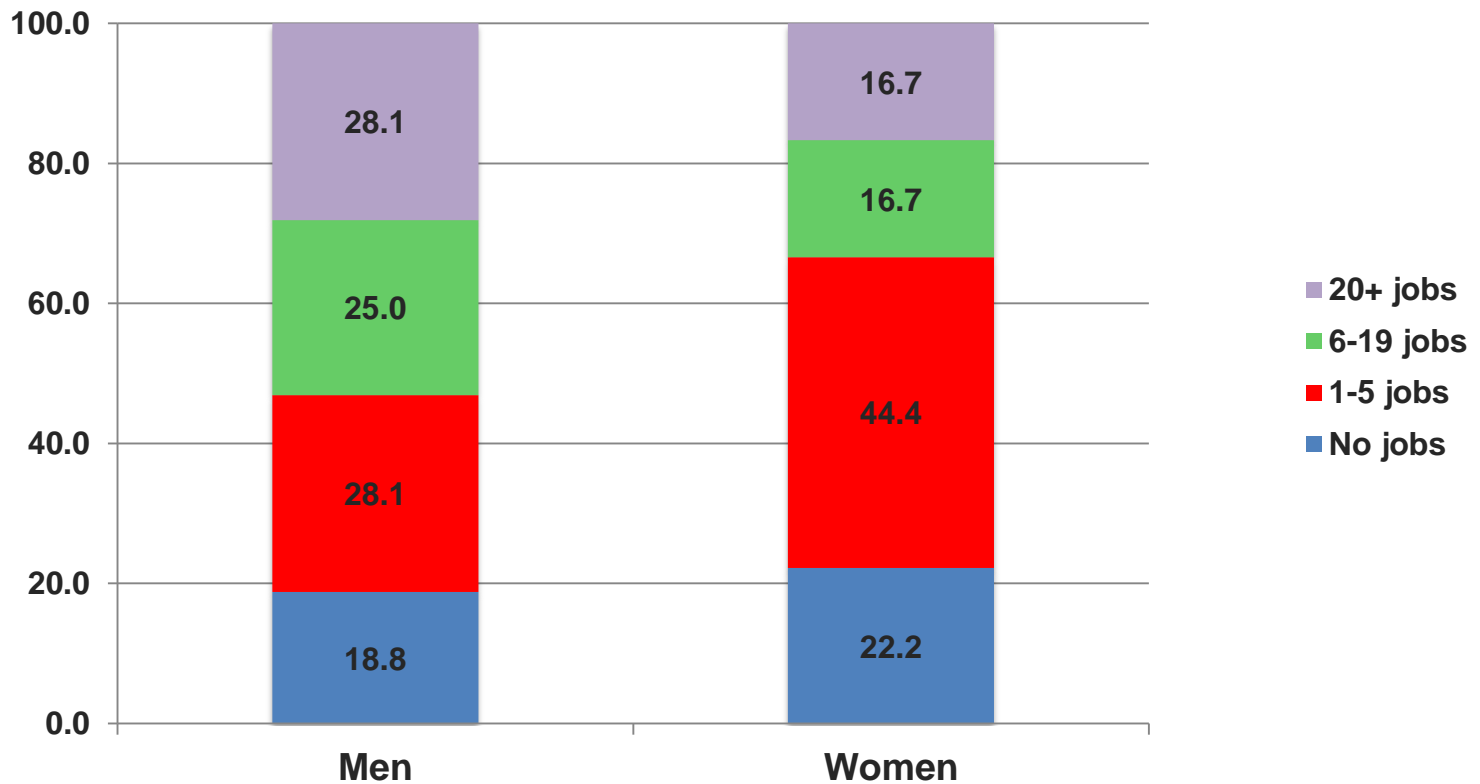


Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 4.1



# Expected Job Growth Next 5 Years

TEA & EBO Combined, 18+ yrs old, Alberta, 2017

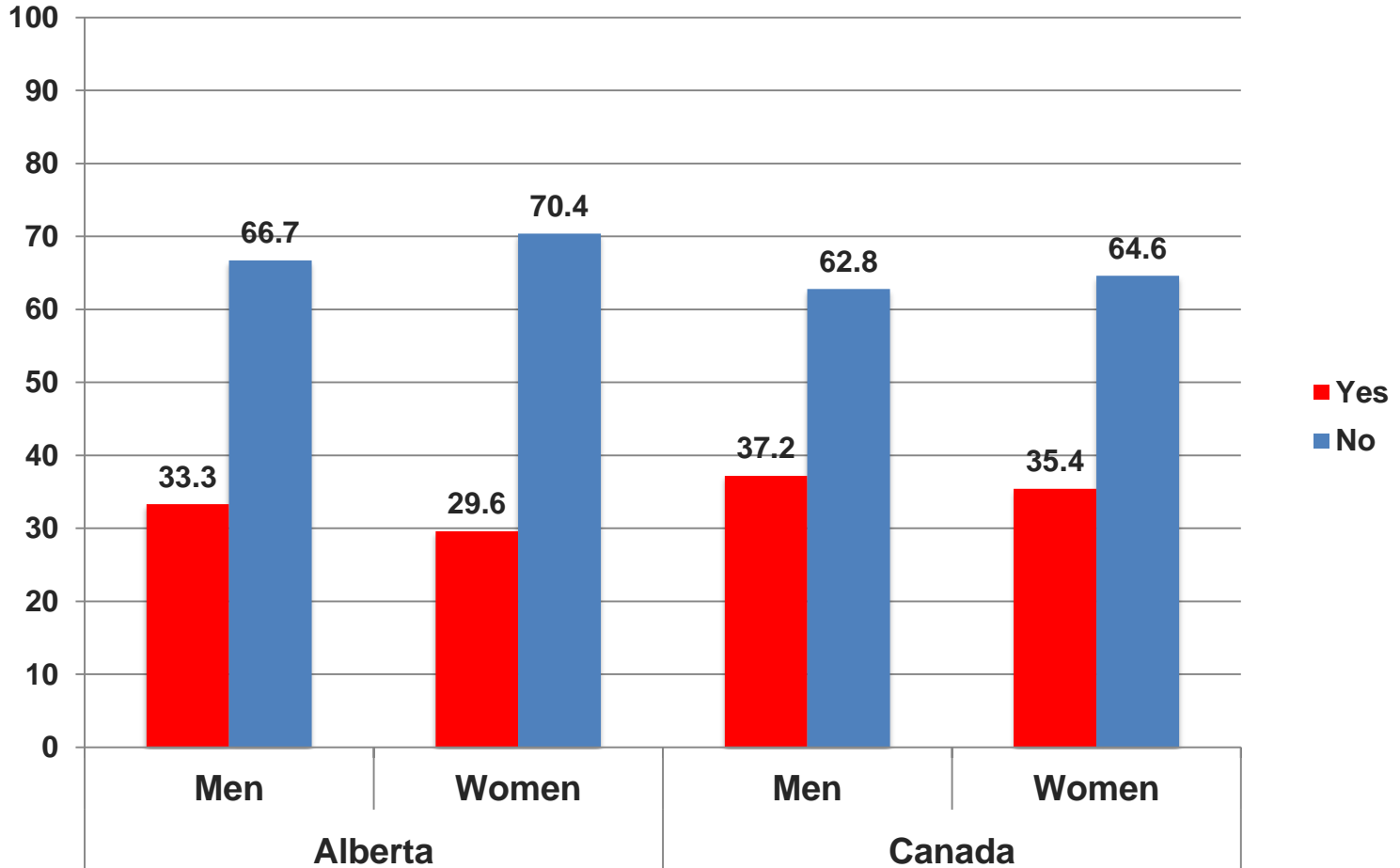


Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 4.2a



# Innovation in Product or Market

TEA & EBO Combined, Canada & Alberta, 2017

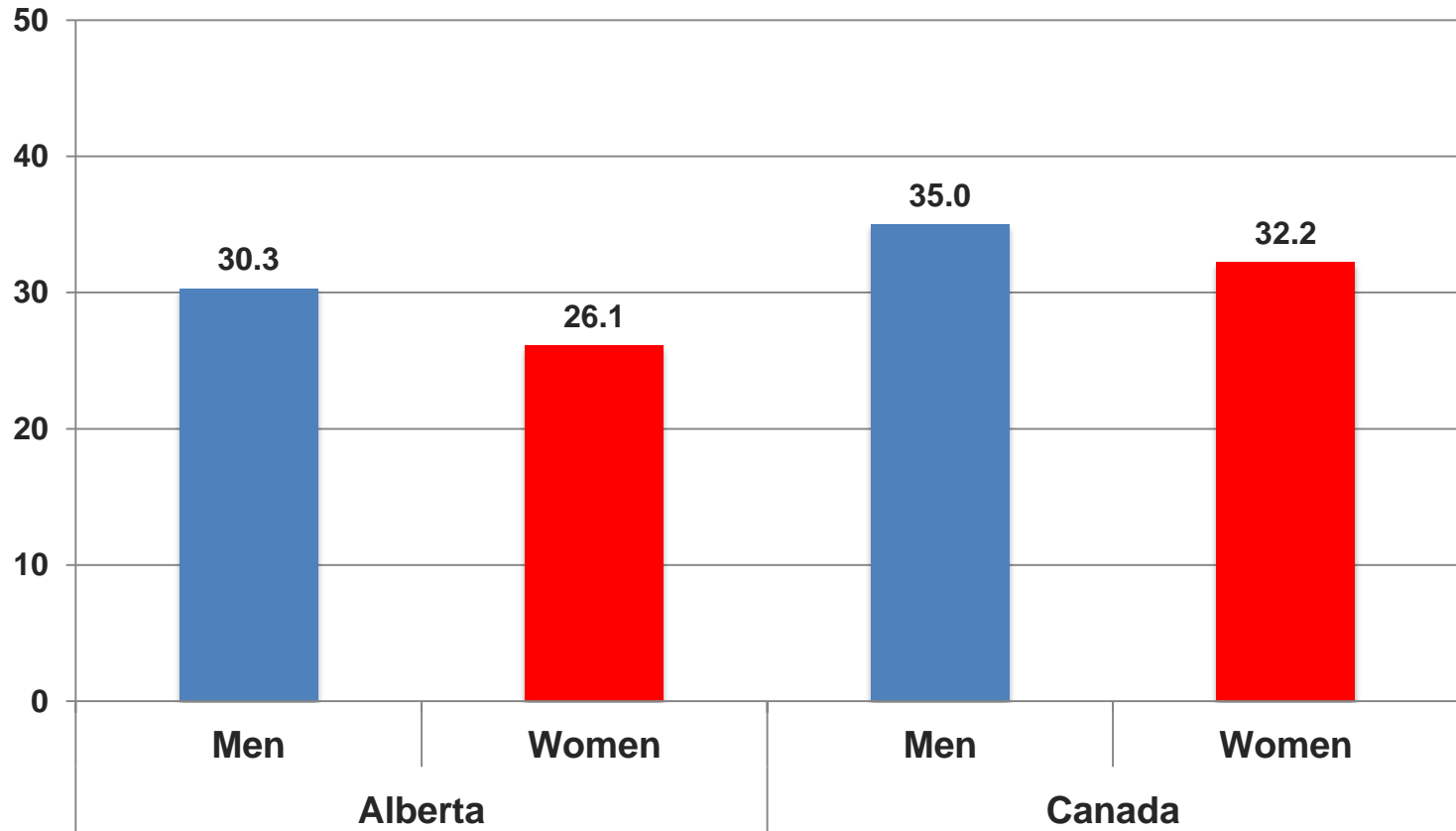


Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 4.3a



# Exporting (25% or more customers outside Canada)

TEA & EBO Combined, Canada & Alberta, 2017



Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 4.4a





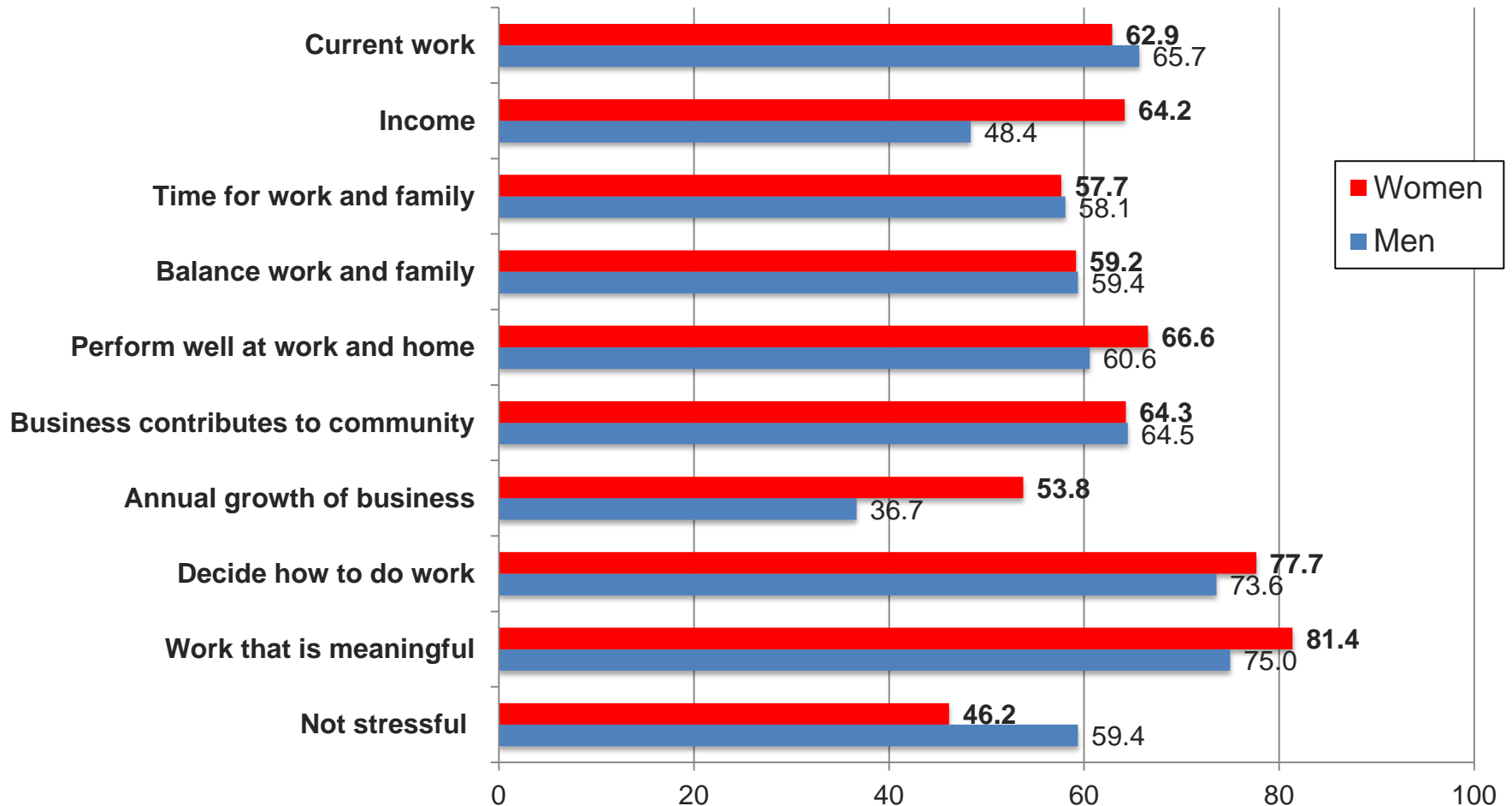
# Satisfaction & Success



# Satisfaction with Entrepreneurship

TEA & EBO Combined, Alberta, 2017

% agreeing or strongly agreeing they are satisfied with ...



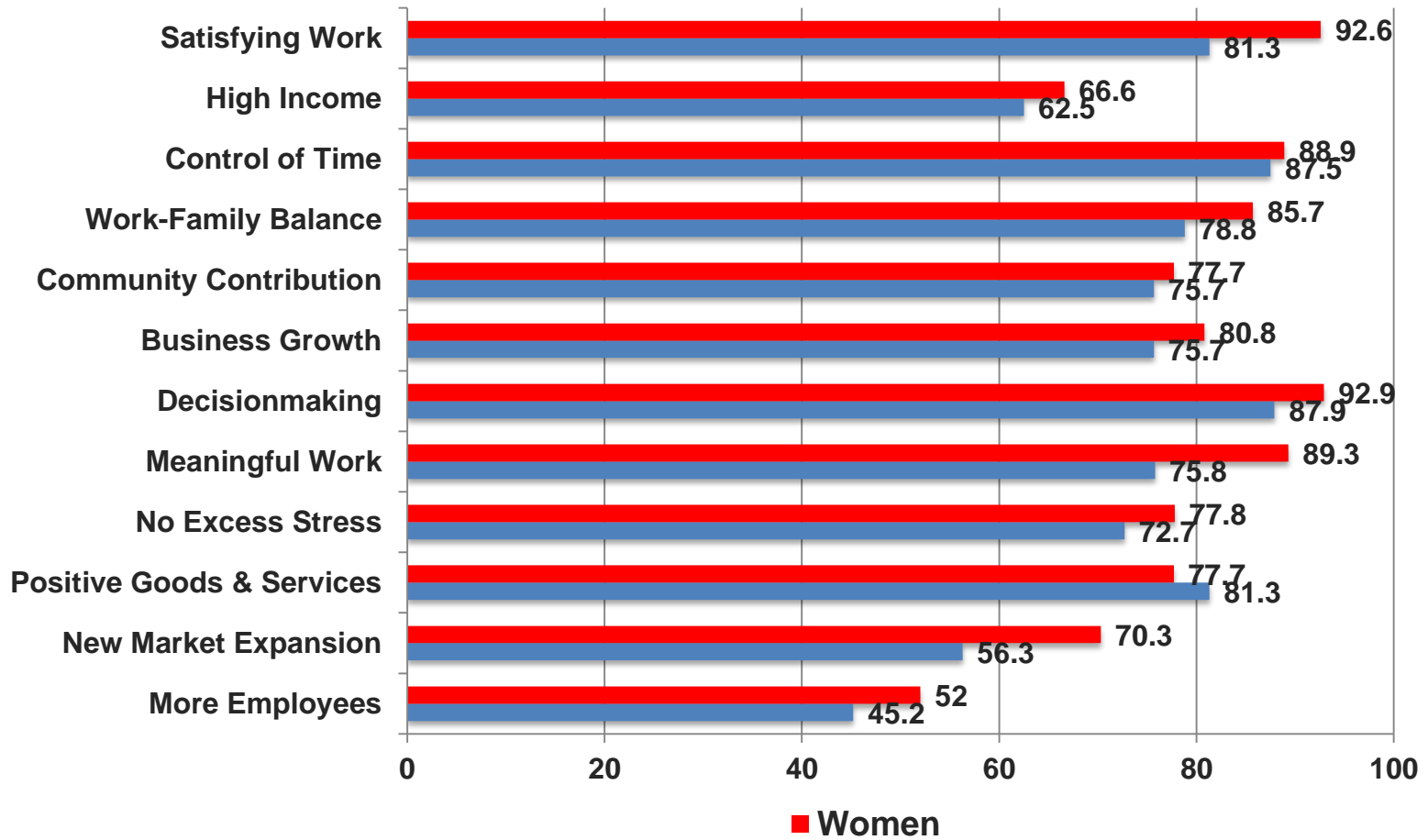
Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 4.5



# Self-Perceived Success

TEA & EBO Combined, Alberta, 2017

% agreeing or strongly agreeing this is important to success



Source: GEM Canada Report on Women's Entrepreneurship in Alberta, Fig 4.6



**Sincere thanks to**

**Sponsors of GEM Canada Report on Women's  
Entrepreneurship in Alberta**

**Sponsors of the GEM Canada Survey**



# GEM Canada Team

Peter Josty (Team Leader)

Adam Holbrook

Blair Winsor

Jacqueline Walsh

Harvey Johnstone

Kevin McKague

Yves Bourgeois

Allison Ramsay

Étienne St-Jean

Marc Duhamel

Sandra Schillo

Charles Davis

Dave Valliere

Howard Lin

Nathan Greidanus

Chris Street

Chad Saunders

Richard Hawkins

Amanda Williams

Karen D. Hughes

Murat Eroglu

Brian Wisted



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