



# GEM CANADA REPORT

## Women's Entrepreneurship in Western Canada

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## REPORT PURPOSE & APPROACH

- **In-depth comparative study of Western Canadian women's entrepreneurial activity, attitudes, outcomes & aspirations**
- **2019 GEM Canada Survey (pre-COVID-19)**
  - 8,920 respondents (WC = 6,144, RC = 2,776)
- **Strengths of GEM Survey**
  - Largest & longest running study of entrepreneurship
  - Multi-dimensional focus on activity, attitudes, aspirations
  - Inclusive definition of entrepreneurship

## GEM DEFINITION OF ENTREPRENEURSHIP

“Any attempt at new business or new 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.”

**TEA** Early-stage activity = Up to 3.5 years

**EB** Established business = More than 3.5 years

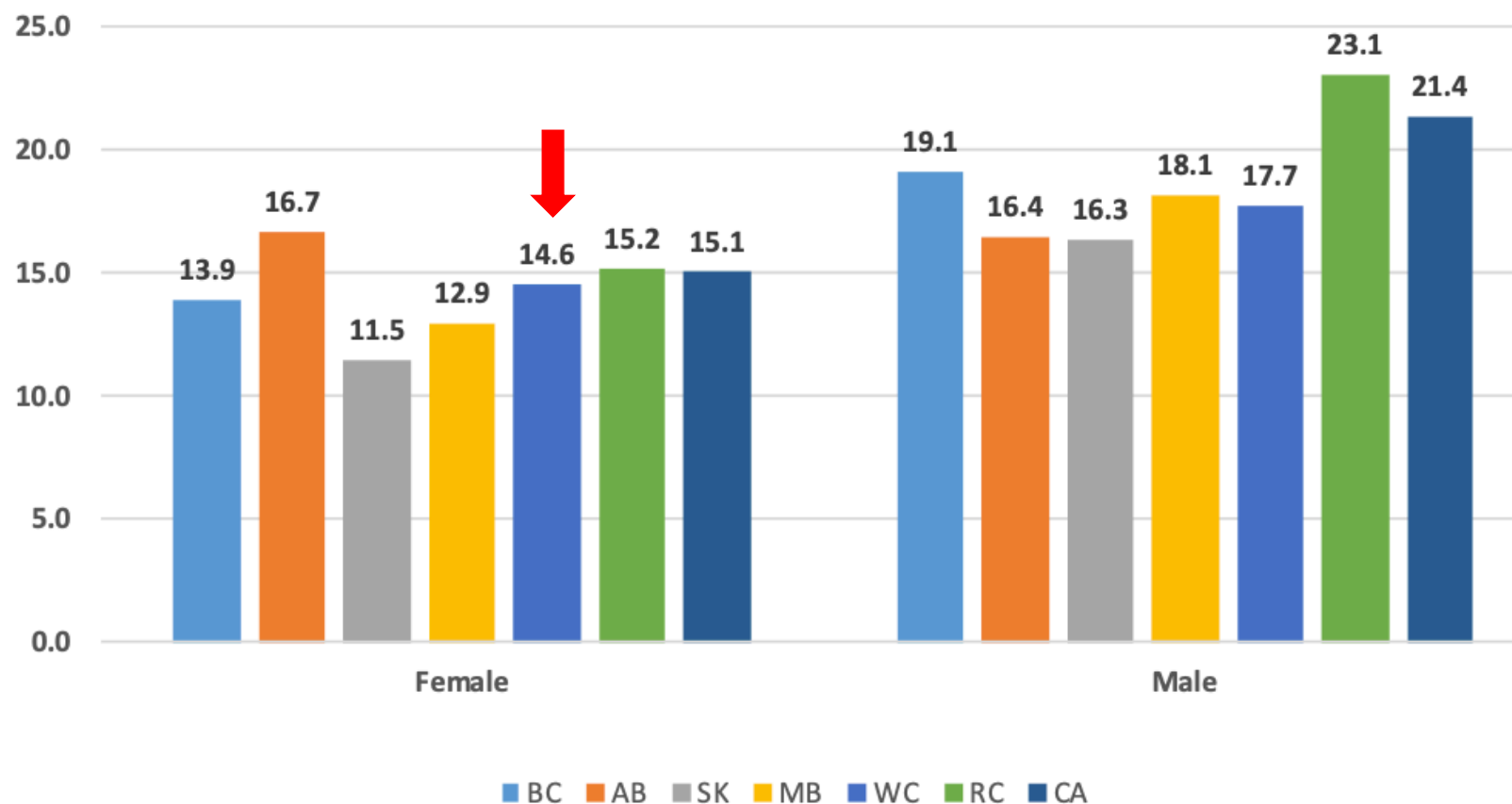


# 1. ACTIVITY, ATTITUDES & PERCEPTIONS





# ACTIVITY [% IN TEA]



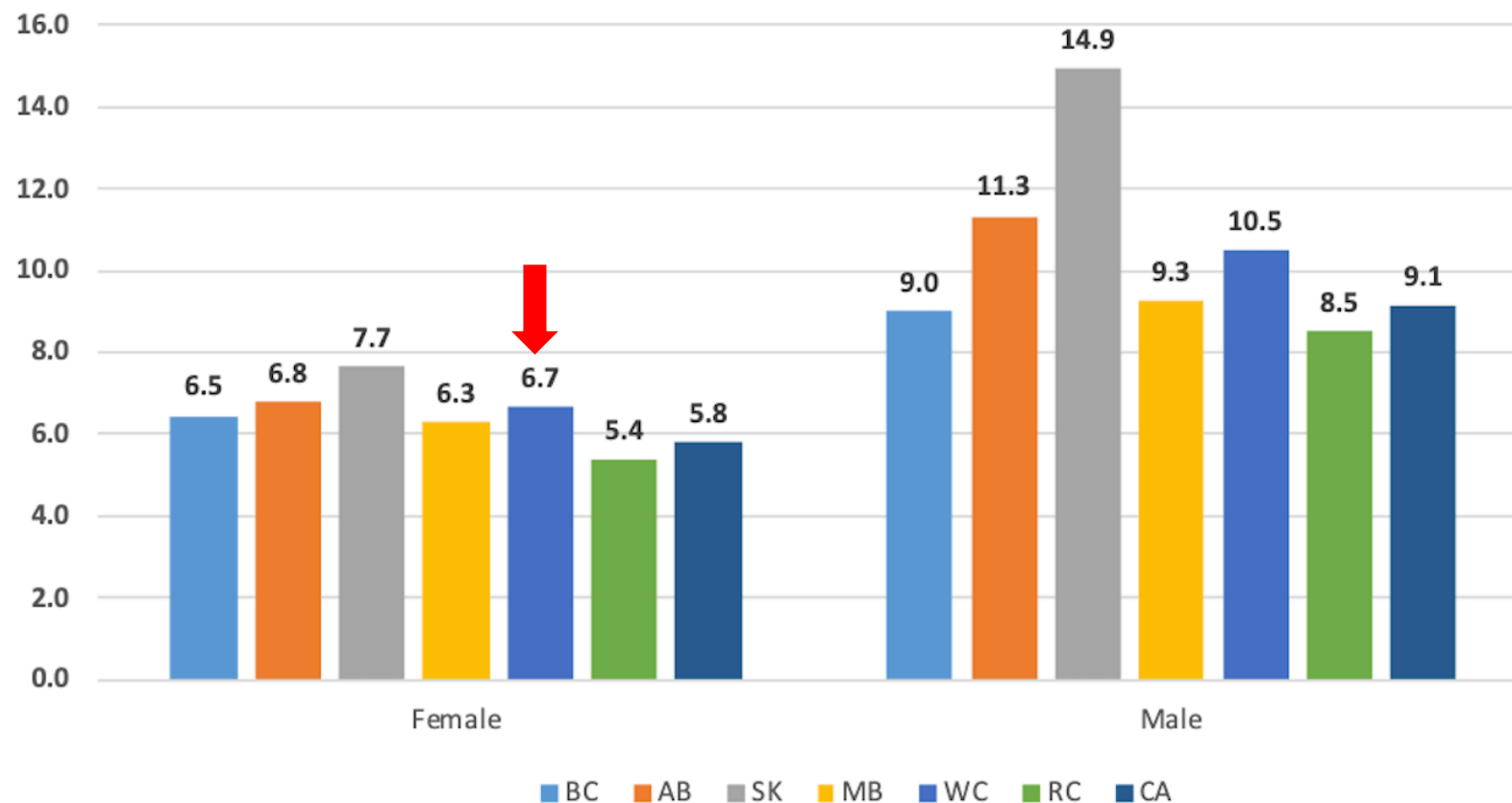
**Strong start-up activity for WC women, esp in AB**

**Narrower gender gap in TEA in WC**

**WC = 82.5%**

**RC = 65.8%**

# ACTIVITY [% IN EB]



**WC women are leaders in EB, with less variation across Western provinces**

**Gender gap in EB is quite similar**

**WC = 63.8%**

**RC = 63.5%**

# ATTITUDES & PERCEPTIONS [TEA, % AGREEING]



**Positive attitudes**

**Key strengths?**

\* Know entrep

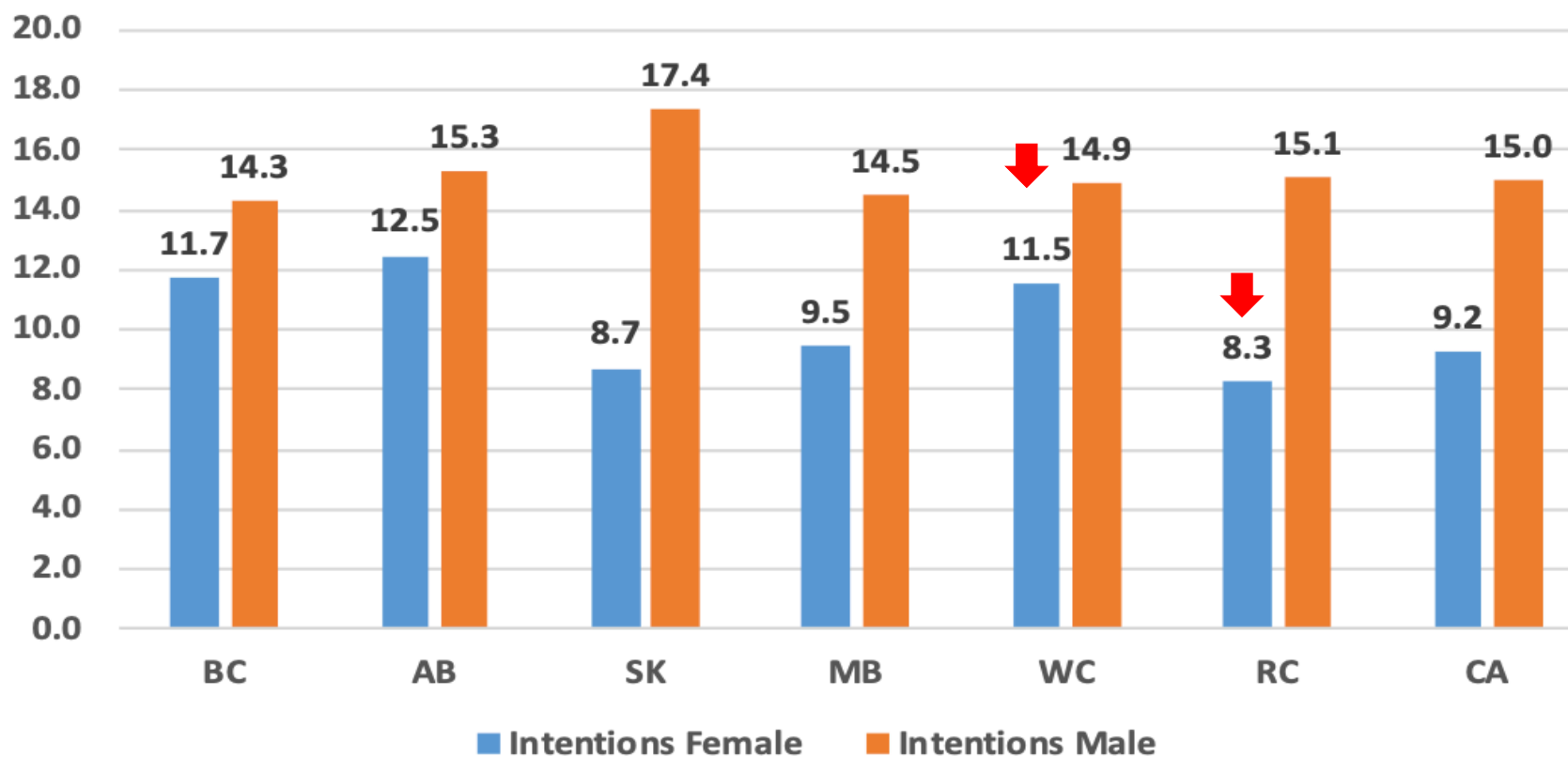
\* Capabilities

**Concerns?**

\* Perceived opps



# ENTREPRENEURIAL INTENTIONS [GENERAL POPULATION]



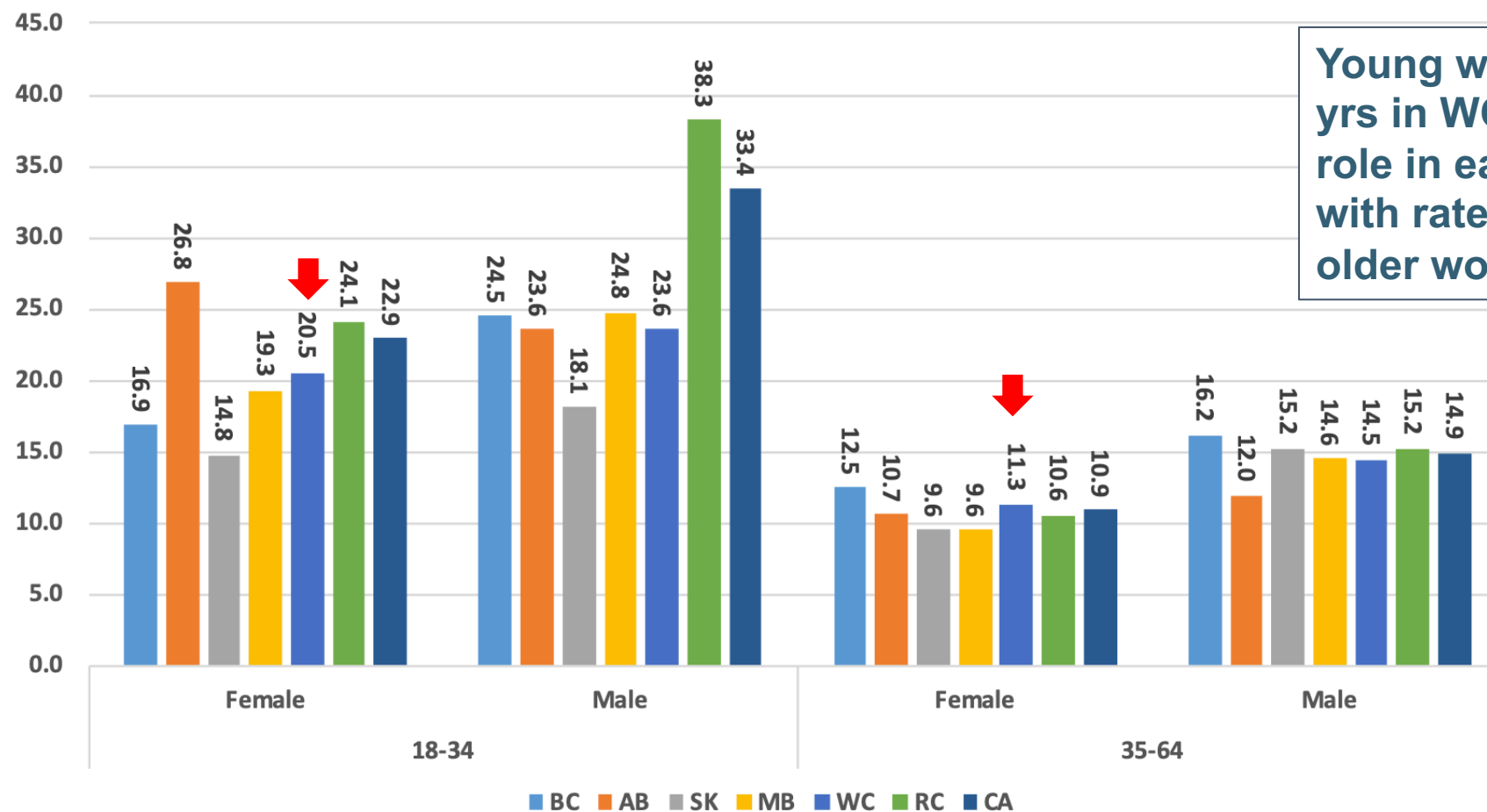
Over 1 in 10 WC women hope to start a business in the next 3 years

Strong provincial variation & gender gaps

## 2. BUSINESS & PERSONAL CHARACTERISTICS



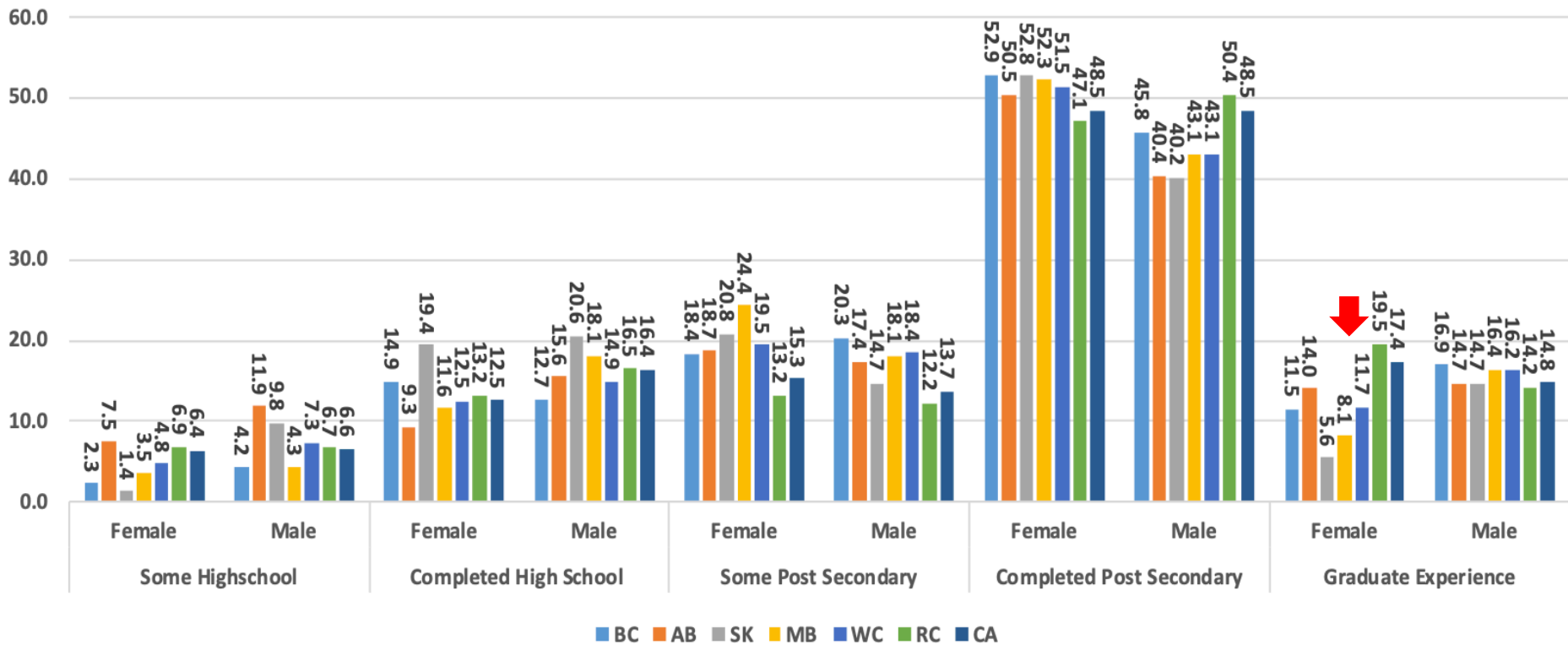
# ACTIVITY BY AGE [% IN TEA]



Young women 18-34 yrs in WC play a key role in early activity, with rates 2x that of older women



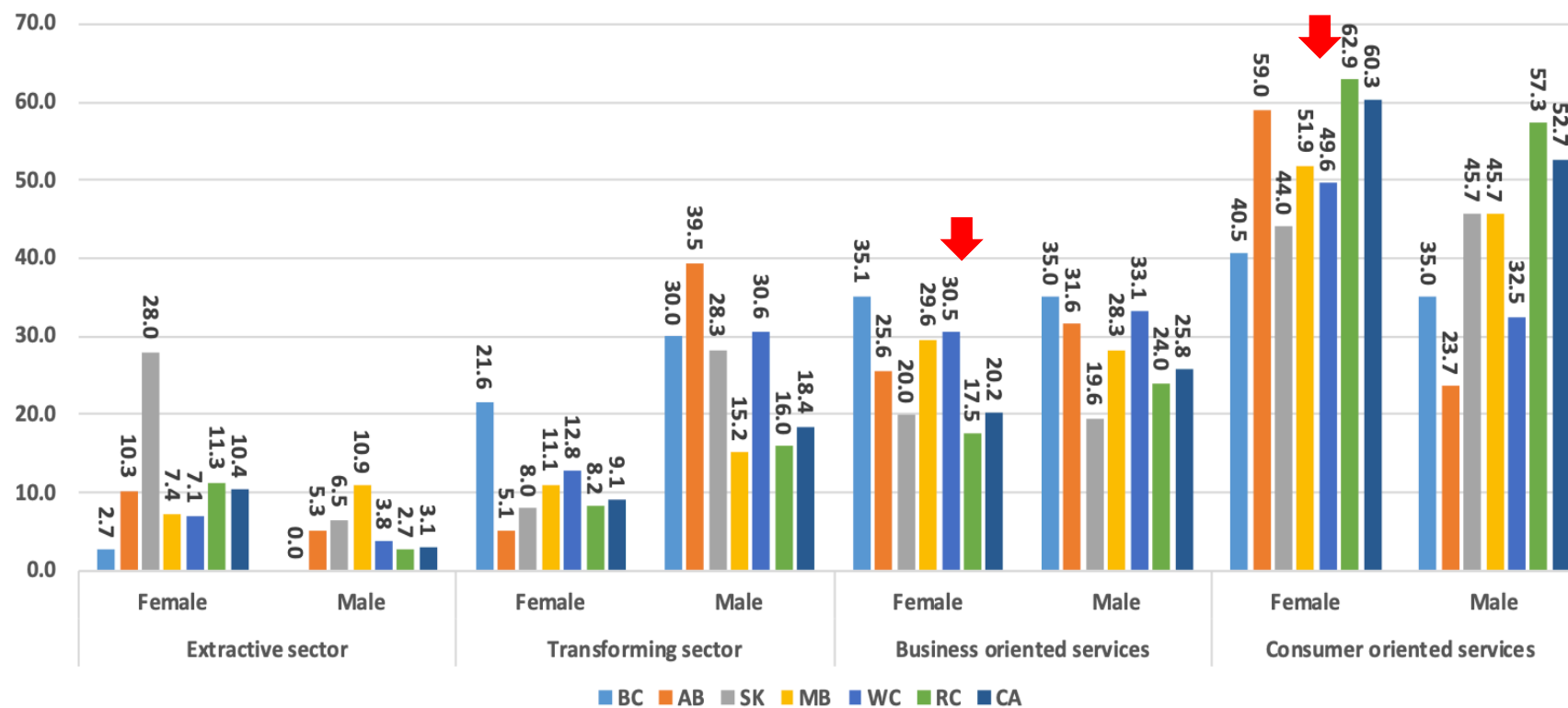
# EDUCATION PROFILE [TEA]



**WC women are highly educated ~ 80% PSE**

**WC less likely to have graduate training**

# INDUSTRY PROFILE [TEA]



**WC women cluster  
in consumer &  
business services**

## Top 5 sectors

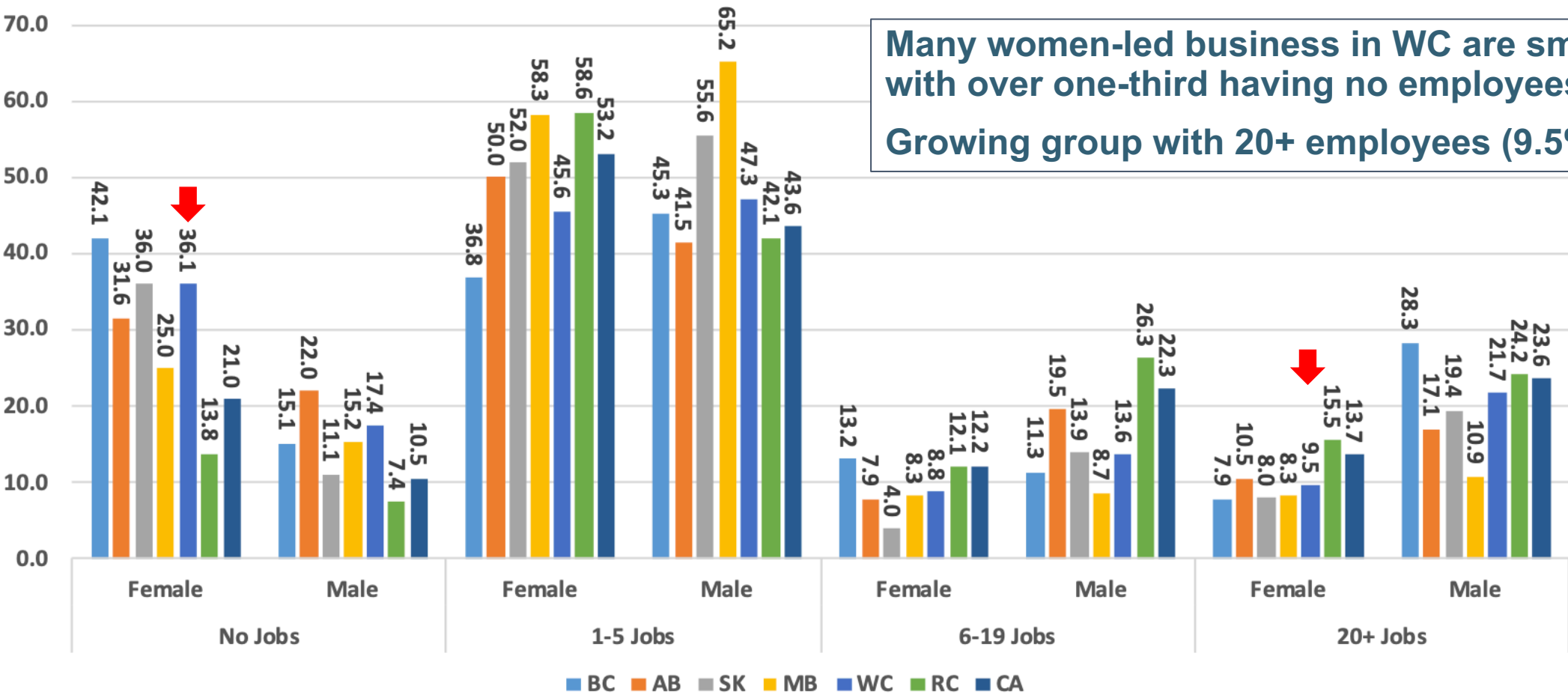
- #1 Retail, hotels, restaurants (27.1%)
- #2 Govt, health, educ (17.9%)
- #3 Prof services (13.6%)
- #4 Manufacturing (7.9%)
- #5 Info & Comm's (7.9%)

# JOBS, GROWTH & INNOVATION

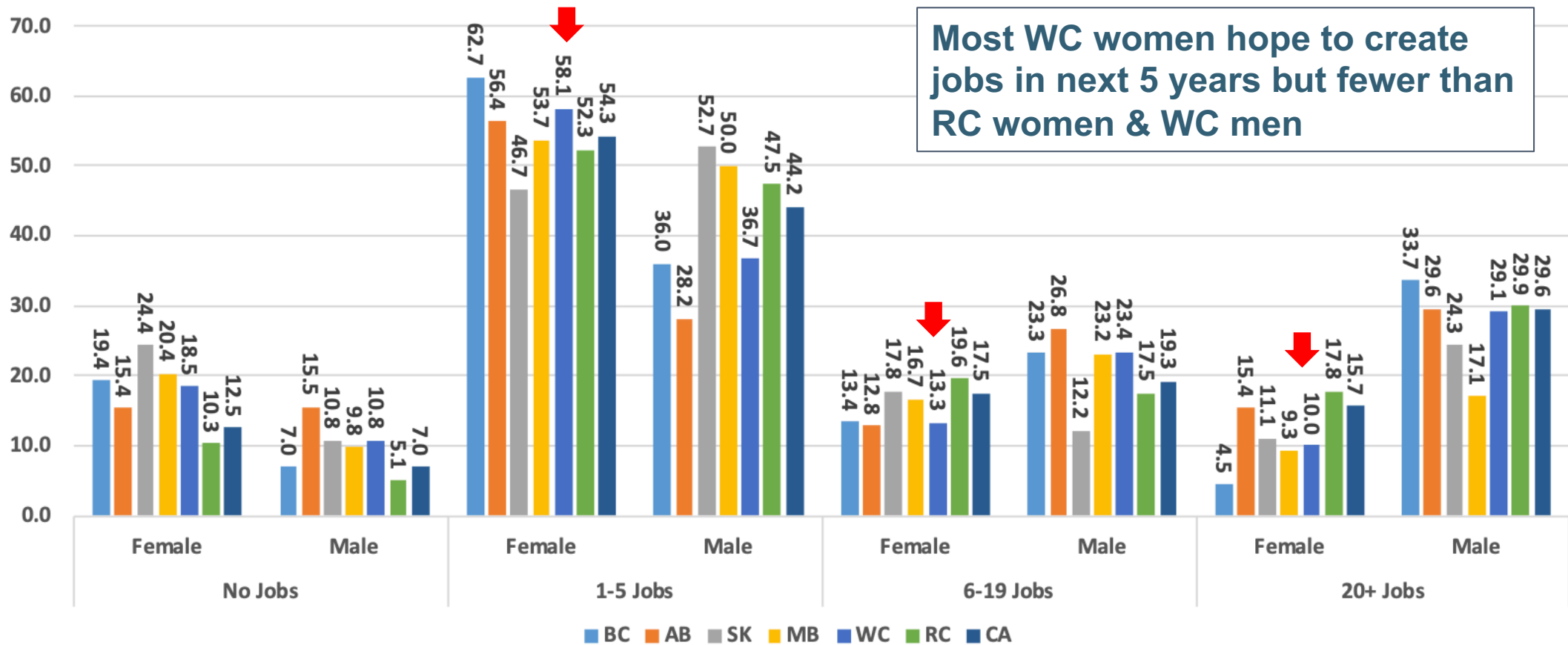




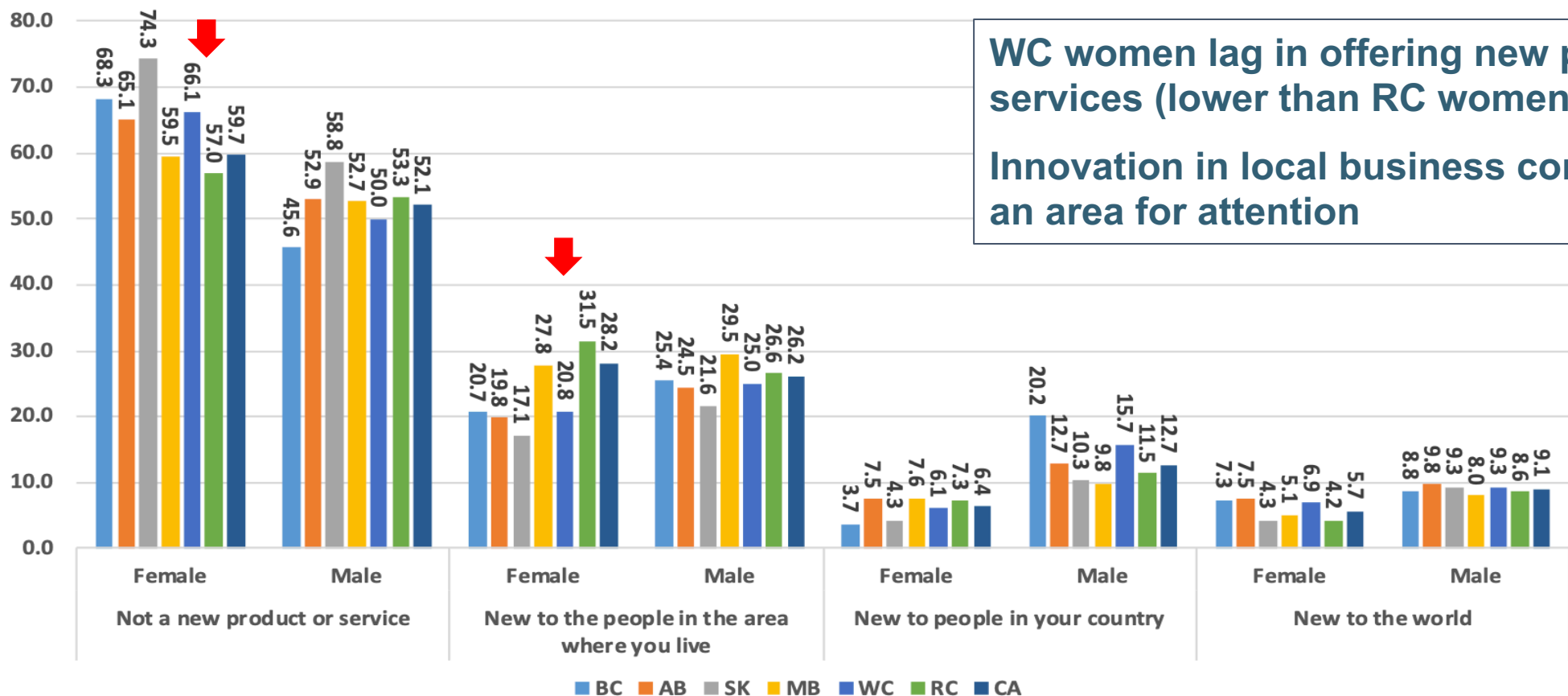
# JOB CREATION [TEA]



# EXPECTED JOB GROWTH [TEA]



# INNOVATION [TEA]





# RECOMMENDATIONS

## ***1. Build on high activity rates and positive attitudes in WC***

- Strong start-up culture exists in most WC provinces
- Scale-up focus needed to support longevity, profitability & growth
- Policy and program priorities?
  - Opportunity and risk assessment
  - Entrepreneurial leadership skills and self-efficacy
  - Mentoring for business development & growth

## FINDINGS & RECOMMENDATIONS

### ***2. Leverage the power of youth, education & entrep intentions***

- High entrepreneurial intention in general population
- Younger women and high educated women playing a key role
- Policy and program priorities?
  - PSE-based entrepreneurial training in diverse areas
  - Focused certificates in graduate programs
  - Support for necessity-based entrepreneurs in COVID-19 context

## FINDINGS & RECOMMENDATIONS

### ***3. Focused effort on diversification, growth & innovation***

- Smaller and less innovative businesses in WC than in RC, but expanding pool of growth-oriented entrepreneurs
- Policy and program priorities?
  - Supporting innovation in products, services
  - Expanding markets through exporting, new modes of delivery
  - 2020 GEM Canada data will shed light on how COVID-19 has sparked / forced innovation in WC, and in Canada overall

# THANK YOU!



Innovation, Science and  
Economic Development Canada

Innovation, Sciences et  
Développement économique Canada



Western Economic  
Diversification Canada

Diversification de l'économie  
de l'Ouest Canada

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