



Global Entrepreneurship Monitor

Women's Entrepreneurship in Western Canada:

Results from the
GEM Canada 2019 Survey



**2019/2020 GEM
WESTERN CANADA
WOMEN'S REPORT**

Karen D. Hughes

Dept of Sociology | Dept of Strategy, Entrepreneurship & Management
University of Alberta

Chad Saunders

Haskayne School of Business | Entrepreneurship & Innovation
University of Calgary

This publication is available online at: <http://thecis.ca/gem-2016/reports-and-papers/>

Publication Date: *July 2020*

Hughes, Karen D. and Chad Saunders. 2020. *Women's Entrepreneurship in Western Canada: Results from the GEM Canada 2019 Survey*. Calgary, Alberta: THECIS (The Centre for Innovation Studies).

STATEMENT ON COVID 19 PANDEMIC

This report was prepared from April to July 2020, during the COVID-19 pandemic, when Canada, and countries around the globe, were dealing with unprecedented public health and economic challenges. Data analyzed for this report were collected in the year prior, from May to July 2019, and thus reflect the state of entrepreneurship at that time. Accordingly, the report offers valuable baseline information about the nature of women's entrepreneurship in the Western Canada prior to the COVID-19 pandemic which can help to inform policy discussion concerning economic recovery and growth.

EXECUTIVE SUMMARY 1

1. INTRODUCTION 6

 1.1 GENDER AND THE RISE OF THE ENTREPRENEURIAL ECONOMY IN CANADA 6

 1.2 KEY QUESTIONS AND REPORT ORGANIZATION 7

 1.3 GEM CANADA DATA AND METHODOLOGY 8

 1.4 GEM MODEL AND METHODOLOGY 9

 1.5 THE CONTEXT OF WOMEN’S ENTREPRENEURSHIP 13

 SUMMARY 17

2. ATTITUDES TOWARDS ENTREPRENEURSHIP IN WESTERN CANADA 18

 2.1 ATTITUDES TOWARDS ENTREPRENEURSHIP BY GENDER AND PROVINCE 19

 2.2 AGE DIFFERENCES ON ATTITUDES TOWARDS ENTREPRENEURSHIP 22

 2.3 ENTREPRENEURIAL INTENTIONS AMONGST NON-ENTREPRENEURS 25

 SUMMARY 26

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA 27

 3.1 WOMEN AND MEN IN TOTAL EARLY-STAGE ACTIVITY (TEA) 27

 3.2 WOMEN AND MEN IN ESTABLISHED BUSINESS OWNERSHIP (EBO) 28

 3.3 BUSINESS DISCONTINUANCE AND EXITS 29

 3.4 MOTIVATIONS FOR ENTREPRENEURSHIP BY GENDER 34

 3.5 ATTITUDES OF WOMEN AND MEN IN EARLY-STAGE ACTIVITY (TEA) 38

 SUMMARY 41

4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA 42

 4.1 AGE PROFILES OF WOMEN AND MEN IN EARLY-STAGE ACTIVITY (TEA) 42

 4.2 AGE PROFILE OF WOMEN AND MEN IN ESTABLISHED BUSINESS (EB) 43

 4.3 EDUCATION BACKGROUND OF WOMEN AND MEN IN EARLY-STAGE ACTIVITY (TEA) 45

 4.4 EDUCATION BACKGROUND OF WOMEN AND MEN IN ESTABLISHED BUSINESS 46

 4.5 FAMILY STATUS IN EARLY-STAGE (TEA) AND ESTABLISHED BUSINESS (EB) 47

 4.6 INDUSTRIAL SECTOR FOR WOMEN AND MEN IN EARLY-STAGE ACTIVITY (TEA) 49



CONTENTS

4.7 INDUSTRIAL SECTOR FOR WOMEN AND MEN IN ESTABLISHED BUSINESS (EB)	51
SUMMARY	53
5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA	55
5.1 EMPLOYMENT CREATION IN EARLY-STAGE FIRMS (TEA)	55
5.2 EMPLOYMENT CREATION IN ESTABLISHED BUSINESS (EBO)	56
5.3 EXPECTED JOB GROWTH IN NEXT 5 YEARS IN EARLY-STAGE FIRMS (TEA)	58
5.4 EXPECTED JOB GROWTH IN NEXT 5 YEARS IN ESTABLISHED BUSINESS (EBO)	59
5.5 INNOVATION IN PRODUCT OR MARKET IN EARLY-STAGE FIRMS (TEA)	61
5.6 EXPORTING FOR WOMEN AND MEN IN EARLY-STAGE FIRMS (TEA)	64
5.7 EXPORTING FOR WOMEN AND MEN IN ESTABLISHED FIRMS (EB)	66
SUMMARY	67
6. DISCUSSION & CONCLUSIONS	68
SELECTED RESOURCES ON WOMEN ENTREPRENEURS	78
GEM CANADA TEAM	79
ABOUT THECIS	80
SPONSOR RECOGNITION & ACKNOWLEDGEMENTS	81
REPORT AUTHORS	82
NOTES	83

FIGURES

Figure 1.4a The GEM Framework	10
Figure 1.4b The Phases of Entrepreneurship	11
Figure 1.5a Annual GDP Growth, BC, Alberta, Saskatchewan, Manitoba, 2014-18 ...	14
Figure 1.5b Unemployment, Canada and Western Provinces, 2014-19 (Annual Avg)	15
Figure 2.1 Attitudes Towards Entrepreneurship by Gender and Province, 18+ years, 2019	21
Figure 2.2 Attitudes Towards Entrepreneurship by Gender, Age and Province, 18+ years, 2019	24
Figure 2.3 Entrepreneurial intentions amongst non-entrepreneurs, 18-64 years, 2019	26
Figure 3.1 Percentage of Women and Men in Total Early-Stage Activity (TEA), 18-64 years, 2019	28
Figure 3.2 Percentage of Women and Men in Established Business Ownership (EBO), 18-64 years, 2019	29

FIGURES

Figure 3.3a Discontinuance and Exits from Business, Women and Men, 18-64 years, 2019	30
Figure 3.3b Reasons for Discontinuance, Women, Western Canada, 18-64 years, 2019	31
Figure 3.3c Reasons for Discontinuance, Men, Western Canada 18-64 years, 2019 ...	32
Figure 3.4a Motivations for Women and Men in TEA 18-64 yeras, 2019	36
Figure 3.4b Motivations for Women and Men in EBO 18-64 yeras, 2019	38
Figure 4.1 Age Profile of Women and Men in Total Early-Stage Entrepreneurial Activity (TEA), 18-64 years, 2019	43
Figure 4.2 Age Profile of Women and Men in Established Business, 18-64 years, 2019	44
Figure 4.3. Education Background of Women and Men in Total Early-Stage Activity (TEA), 18-64 years, 2019	46
Figure 4.4. Educational Background of Women and Men in Established Business (EB), 18-64 years, 2019	47
Figure 4.5 Unpaid Caregiving by Women and Men in Early-Stage (TEA) and Established Business (EB), 18-64 years, 2019	47
Figure 4.6 Industrial Sector for Women and Men in Total Early Stage Activity (TEA),18-64 years, 2019	52
Figure 4.7 Industrial Sector for Women and Men in Established Business (EB), 18-64 years, 2019	53
Figure 5.1 Employment (Number of Jobs), for Women and Men in Total Early-Stage Activity (TEA) 18-64 years, 2019	56
Figure 5.2 Employment (Number of Jobs), for Women and Men in Established Business (EBO) 18-64 years, 2019	57
Figure 5.3 Expected Job Growth in Next Five Years for Women and Men in Total Early-Stage Activity (TEA) 18-64 years, 2019	59
Figure 5.4 Expected Job Growth in Next Five Years for Women and Men in Established Business (EBO) 18-64 years, 2019	61
Figure 5.5a Innovation in Product or Services for Women and Men in Early-Stage Activity (TEA), 18-64 years, 2019	63
Figure 5.5b Innovation in Technologies or Processes for Women and Men in Early-Stage Activity (TEA), 18-64 years, 2019	64
Figure 5.6 Exporting for Women and Men in Early-Stage Firms (TEA), 18-64 years, Canada, 2019	65
Figure 5.7 Exporting for Women and Men in Established Firms (EB), 18-64 years, Canada, 2019	66
Table 1.4 Sample Size for all Western Provinces and Canada	14
Table 1.5 Unemployment, Women & Men, Canada and Western Provinces, 2015-19 (Annual Avg)	16
Table 3.3 Reasons for Discontinuance, Western Canada and Rest of Canada, 18-64 years, 2019	33

TABLES

EXECUTIVE SUMMARY

This report was prepared between April and July 2020, during the COVID-19 pandemic, when the provinces of Western Canada, along with the rest of Canada, and other countries around the globe, were working to manage unprecedented public health and economic challenges. Drawing on GEM Canada data collected in 2019, it offers a valuable baseline on the nature of women's entrepreneurship in the Western Canadian provinces prior to the COVID-19 pandemic, which can help to inform policy and debate on economic recovery and growth.

The main objective of the report is to provide a comprehensive and in-depth analysis of women's entrepreneurship in Western Canada (WC). Accordingly, it carefully examines key trends for women entrepreneurs in each of the four Western Canadian provinces— BC, Alberta, Saskatchewan, and Manitoba—while also comparing WC women's experiences to their female counterparts in the rest of Canada (RC), and to their male peers in Western Canada (WC). To facilitate in-depth analysis, the 2019 GEM Canada survey uses larger than normal samples in the Western provinces, thus comprising one of the largest datasets ever assembled on entrepreneurship in Western Canada. This allows for more disaggregated analysis at the provincial level than is normally possible.

Four broad questions are examined in this report. These questions emerge from ongoing academic and policy debates and provide a framework for an enhanced understanding of women-led enterprise in the Western provinces:

- What are the attitudes of women in the general population (non-entrepreneurs) in Western Canada (WC) towards entrepreneurship? Do WC women view entrepreneurship as offering a good career and providing strong economic opportunities? Do women's attitudes vary by age? How do they compare to women in the rest of Canada (RC), and to men in the Western provinces?

- Amongst active women entrepreneurs in Western Canada, what rates of business activity do we see for early-stage firms (less than 3.5 years old) and established businesses (3.5 years and older)? How do women entrepreneurs compare to their male counterparts in Western Canada, and to women entrepreneurs in the rest of Canada, with respect to their activity levels, motivations, and attitudes?
- Who are the women entrepreneurs in Western Canada? What are their personal characteristics (e.g. age, education, family status) and where do they launch and grow businesses (e.g. industry)? How do WC women entrepreneurs compare to women in the rest of Canada, and to male entrepreneurs in Western Canada?
- What is the economic impact of women-led business in Western Canada with respect to key outcomes, such as job creation, growth aspirations, innovation, and exporting? What types of variation do we see across the Western provinces, and how do the businesses led by WC women compare to those led by RC women and by WC men?

Below the key findings are discussed briefly. A more detailed summary, along with recommendations, is provided in Section 6.

ENTREPRENEURIAL ATTITUDES IN WESTERN CANADA

It is clear from the 2019 GEM Canada data that Western Canadian women in the general population (those who are not entrepreneurs) have highly positive attitudes towards entrepreneurship. The vast majority see it as a good career option with high status. Many WC women also perceive good opportunities and know other entrepreneurs, which is important, as personal connections to entrepreneurs can be important for generating interest in, and knowledge about, the experience of business ownership. Less positively, the majority of women in Western Canada have a fear of failure (55.6%), higher than women in the rest of Canada. Western Canadian women are also less likely than WC men to agree that they have the skills, knowledge, and experience for business success, and they have slightly lower intentions than men to start up a business in the next three years.

EXECUTIVE SUMMARY ***ACTIVITY, ATTITUDES AND MOTIVATIONS OF WOMEN ENTREPRENEURS***

Western Canadian women already involved in entrepreneurship show strong levels of activity and engagement. Across the four provinces, early-stage business activity (TEA) for women ranges from 11-17%, with Alberta being a key driver. Gender gaps in TEA exist, with an overall gap of roughly 3% in favour of WC men. But the gap varies, from a high of 5-6% in BC, Saskatchewan, and Manitoba, to virtually no gender gap in Alberta. With respect to established businesses (3.5 years or older), WC women have higher activity levels (6.7%) than women in the rest of Canada (5.4%). But gender gaps in activity again favour WC men, with notable variation by province. A small proportion of WC women also exit or discontinue their business each year; their reasons for discontinuing a business are somewhat different than men's, centering more on a lack of profitability, family and personal issues, and other jobs and opportunities. WC women have diverse motivations, both opportunity and necessity-related. Compared to RC women, they are less motivated by an interest in continuing a family business. Building wealth is also less important, though a majority still do report this factor. In terms of their outlook, WC women entrepreneurs have exceptionally positive attitudes across many indicators. Key strengths are their high level of connection with other entrepreneurs and perceived capabilities for success. But WC women are less likely to perceive good opportunities (64.4%) compared with RC women and (84.8%), and WC men (80.1%).

PERSONAL CHARACTERISTICS AND BUSINESS PROFILE

Younger women (18-34 years old) in Western Canada play an important role in entrepreneurship, with activity rates nearly double that of older WC women (35-64 years old). Young women in Alberta are especially active (26.8%). In contrast, established business is more the domain of older men in Western Canada. While younger WC women (aged 18-34 years) have especially low rates of EB, especially in Manitoba, older WC women (aged 35-64 years) are more active.

Of note, their EB activity rates surpass those of older women in the rest of Canada. In terms of education and human capital, Western Canadian women entrepreneurs are highly educated. Nearly two-thirds of WC women in TEA have either completed post-secondary (51.5%) or graduate training (11.7%). But they are less likely than RC women to have graduate training, an interesting point of difference. One important consideration for entrepreneurs, rarely captured in existing research, concerns unpaid caregiving responsibilities for children or elders. Special questions added to the 2019 GEM Canada survey show that roughly one-third of WC women in TEA and EB have caregiving responsibilities; this is somewhat lower than rates for RC women, but higher than rates for WC men, especially in established firms. In terms of industrial location, WC women are highly concentrated in services, either consumer services (49.5%) or business services (30.5%). A much lighter footprint exists in transforming (12.8%) and extractive (7.1%) sectors. Important variations exist across the four Western provinces, however, reflecting the economic base of each region. It is notable that consumer services are far more important for RC women (62.9%) while business services are less of a strength (17.5%).

ECONOMIC IMPACTS

Women entrepreneurs in Western Canada make valuable contributions to the economy. The vast majority, both early-stage and established, employ others in their businesses, mainly in the 1-5 jobs range. But a solid group (roughly 30%) are solo entrepreneurs, with no employees at all. Firm size varies across the Western provinces, with gender gaps favouring men. Cross nationally, WC women lag RC women in job creation overall. With respect to growth aspirations over the next five years, WC women in early-stage and established businesses have lower growth expectations than RC women, and WC men. Of special interest is the high level of ‘no-growth’ owners amongst WC women, much higher than rates for RC women and WC men. From the standpoint of innovation, roughly one-third of WC women are offering products or services that are either new to people in their communities, new to Canada, or new to the world. Yet, rates of innovation for WC women lag relative to those for RC women and WC men. We see similar

EXECUTIVE SUMMARY

patterns with respect to innovation in technologies and processes. WC men are far more innovative than WC women across the board, utilizing new technologies or procedures that are new at the locally, nationally, or internationally. In terms of exporting and the pursuit of new markets, a solid group (25-30%) of WC women in early-stage or established business are engaged, though there is strong provincial variation at the early-stage level, with BC women most export-oriented and Saskatchewan women the least. Under 5% of early stage and established WC women are export-intensive, earning more than 75% of their annual sales revenue from customers outside of Canada. This is much lower than rates for RC women and WC men.

Based on these findings, a number of recommendations are provided in Section 6. They focus on policy and programs that can boost innovation and growth for women-led enterprise in Western Canada, while also recognizing the diversity in motivations and aspirations amongst women entrepreneurs. Additional research opportunities are also identified in terms of further mining the 2019 GEM Canada dataset. It provides a wealth of information and is one of the most comprehensive datasets we currently have on entrepreneurship in Western Canada. A deeper dive on some of the key issues identified in this report (e.g. opportunity recognition, industrial location, growth, innovation, and perceived capabilities) could yield further insights for supporting women's enterprise.

1.1 GENDER AND THE RISE OF THE ENTREPRENEURIAL ECONOMY IN CANADA

Canada has seen a notable shift towards a more entrepreneurial economy in recent years. Evidence of this can be seen in the rising activity rates for start-ups and established business, as well as increasingly positive attitudes towards entrepreneurship on the part of the Canadian public (both those who are entrepreneurs and those who are not). According to the *2019 Global Entrepreneurship Monitor (GEM) Global Report*, Canada had the highest rate of early-stage entrepreneurship (TEA) amongst G6 countries, including the USA, United Kingdom, Germany, Italy and Japan.¹

Canadian women's engagement with entrepreneurship has been especially striking.² Since 2013, the Global Entrepreneurship Monitor (GEM) Canada surveys have found that Canadian women are playing a leading role with respect to early-stage, start-up activity when compared against other well-developed, high-income nations. This is also the case with respect to established business ownership (e.g. businesses 3.5 years and older) where Canadian women rank highly.³ Along with women's growing engagement with entrepreneurship, there is also a growing body of academic and policy-based research in Canada, and many other countries, exploring the gendered dimensions of entrepreneurial activity, with respect to attitudes and motivations towards business venturing, business characteristics and impacts, and entrepreneurial ecosystems.⁴

To date, the Global Entrepreneurship Monitor (GEM) Canada has produced several national reports on women's entrepreneurship, and one focused report on women's enterprise in Alberta. The report provides the first ever multi-province analysis of women's entrepreneurship, focusing on the four Western Canadian provinces—British Columbia (BC), Alberta, Saskatchewan, and Manitoba. The intent of the report is to provide insights into women's entrepreneurship in each of the four provinces, and in Western Canada as a region, and to provide comparative information about how women entrepreneurs in Western Canada compare to those in the rest of Canada (RC). The focus on Western Canada is an especially

1. INTRODUCTION

valuable one, since GEM Canada has observed some of the highest rates of women’s entrepreneurship in the Western provinces—typically Alberta and BC — since it began tracking trends in 2013. Detailed knowledge about women’s entrepreneurship in Western Canada is also very relevant to the current Western Canada Growth Strategy, *Grow-West*⁵, which focuses on economic diversification, increased trade, skill development and building innovative and resilient communities—all outcomes to which women-led businesses can contribute.

1.2 KEY QUESTIONS AND REPORT ORGANIZATION

Drawing on 2019 GEM Canada data, this report takes up a number of questions concerning women’s entrepreneurship in the four Western Canadian provinces. A central strength of the GEM Canada data is that it operates under the umbrella of the *Global Entrepreneurship Monitor (GEM) Project* — the largest and longest running study of entrepreneurship—offering robust and well-tested questions and measures that allow for an in-depth study of entrepreneurial attitudes, activity, outcomes and aspirations.

In terms of the organization of this report, the remainder of Section 1 introduces the GEM methodology. It outlines data sources used in the 2019 GEM Canada study, especially the adult population survey (APS).

Section 2 delves into questions of women’s attitudes towards entrepreneurship in Western Canada, outlining trends for women and drawing gender-based comparisons across the four Western provinces, and between Western Canada (WC) and the rest of Canada (RC).

Section 3 traces levels of entrepreneurial activity in the Western Canadian provinces, and the rest of Canada, focusing on women’s engagement with younger firms (TEA) which have been operating 3.5 years or less, and more established business (EB) which have been operating for 3.5 years or more. It also examines rates of business discontinuance and business exits, and the reasons why women and men may decide to exit business ownership. For early-stage entrepreneurs, it also explores women’s motivations and attitudes,

1. INTRODUCTION

providing gender-based patterns both within the Western Canadian provinces, and between Western Canada (WC) and the rest of Canada (RC).

Section 4 examines the socio-demographic characteristics of women engaged in entrepreneurship in the Western provinces, such as their age, education, and caregiving responsibilities. It also explores the industrial sectors where women and men operate across the Western provinces, drawing comparisons between the Western provinces, and between Western Canada (WC) and the rest of Canada (RC) as well.

Section 5 considers the current impact and potential of women-led businesses in the Western provinces, focusing on important issues such as job creation, exporting and innovation, and future growth aspirations. It also examines how women evaluate the success of their businesses and their satisfaction with business ownership, drawing comparisons across the Western provinces, and different regions (WC and RC).

Section 6 draws together key findings and offers policy recommendations based on the empirical results.

1.3 GEM CANADA DATA AND METHODOLOGY

The GEM Canada survey is conducted annually following the methodology and protocols developed by the *Global Entrepreneurship Monitor (GEM)*. Launched in 1999, as a joint project between London Business School (UK) and Babson College (USA), the *Global Entrepreneurship Monitor (GEM)* is the longest running and most comprehensive longitudinal study of entrepreneurship in the world. It operates as a consortium of national teams who are typically comprised of researchers at leading academic institutions in their countries. GEM is the only global academic partnership of its kind to collect data about the experience of entrepreneurship at the individual level, from entrepreneurs themselves. Over the past 20 years, GEM has gathered data from over 100 countries, with numbers varying each year. In 2019, there were 49 countries, including Canada, that participated in GEM (Bosma and Kelley, 2019).

1. INTRODUCTION

The primary goal of GEM is to understand entrepreneurship in national and global context, focusing on two key dimensions: i) the attitudes, activity, and aspirations of individual entrepreneurs; and ii) the national context and how it impacts entrepreneurial activity. Canada has participated in the GEM on a regular, annual, basis since 2013, with the GEM Canada team gathering data and producing a wide series of national and regional reports each year.⁶ These reports provide a much-needed picture of entrepreneurial activity in Canada. Though not focusing explicitly on women entrepreneurs, the national reports highlight broad gender trends on a number of indicators (e.g. types of entrepreneurial activity). In addition to the regular GEM Canada reports, three special reports have focused on gender-based trends in entrepreneurship, two focusing on national trends, and one focusing on Alberta.⁷

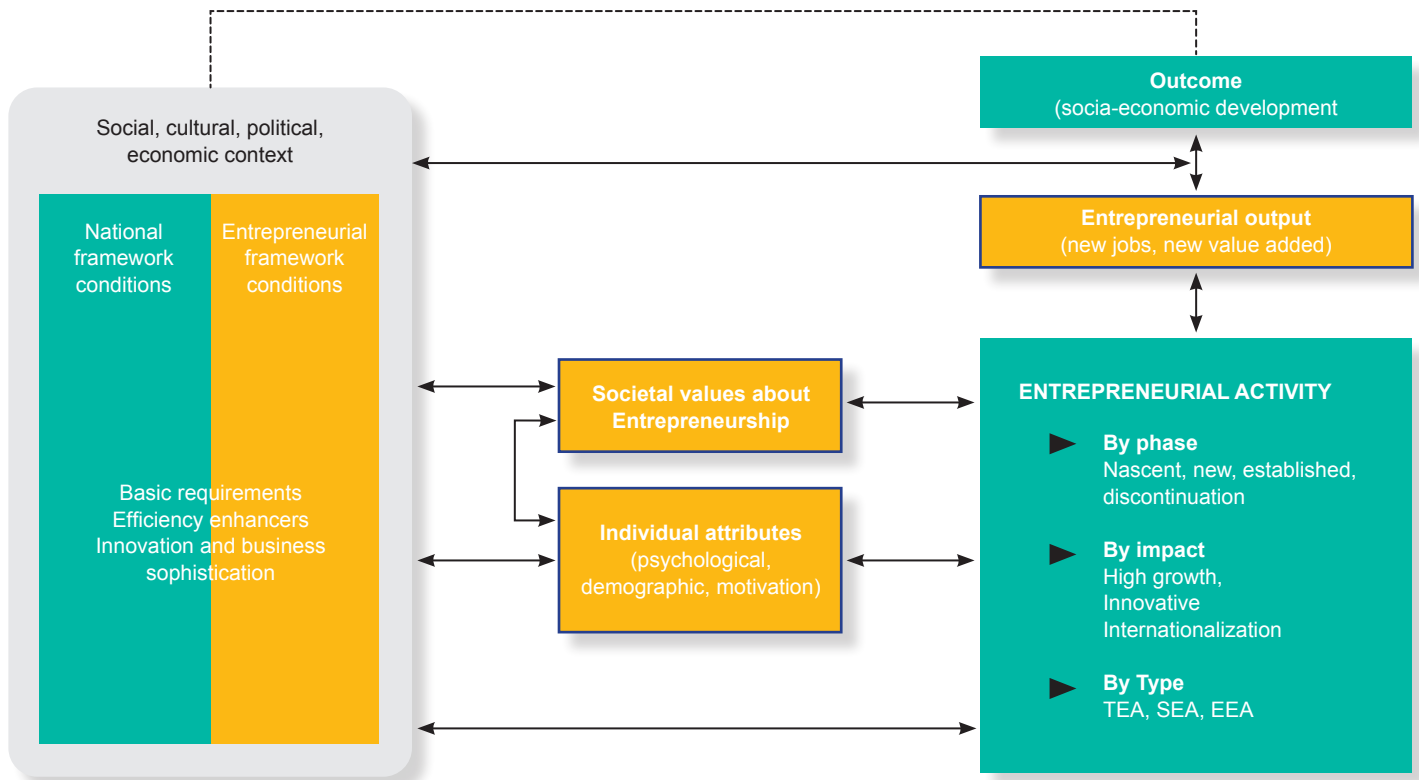
1.4 GEM MODEL AND METHODOLOGY

The Global Entrepreneurship Monitor (GEM) defines entrepreneurship as:

“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.”

At the heart of the GEM model is a focus on the individual entrepreneurs, and their attitudes, activities, and aspirations, as well as the entrepreneurial ecosystems in which they operate. The GEM Framework (see Figure 1.4a) is designed to capture comprehensive data on an economy’s entrepreneurial conditions, including the attitudes and social values attached to entrepreneurship, the background and characteristics of individual entrepreneurs (e.g. age, gender, education), types of entrepreneurial activity (e.g. early-stage, established) and the characteristics of the businesses that entrepreneurs are involved in (e.g. industry, region, job creation, innovation, exporting, financing, growth aspirations).

Figure 1.4a The GEM Framework



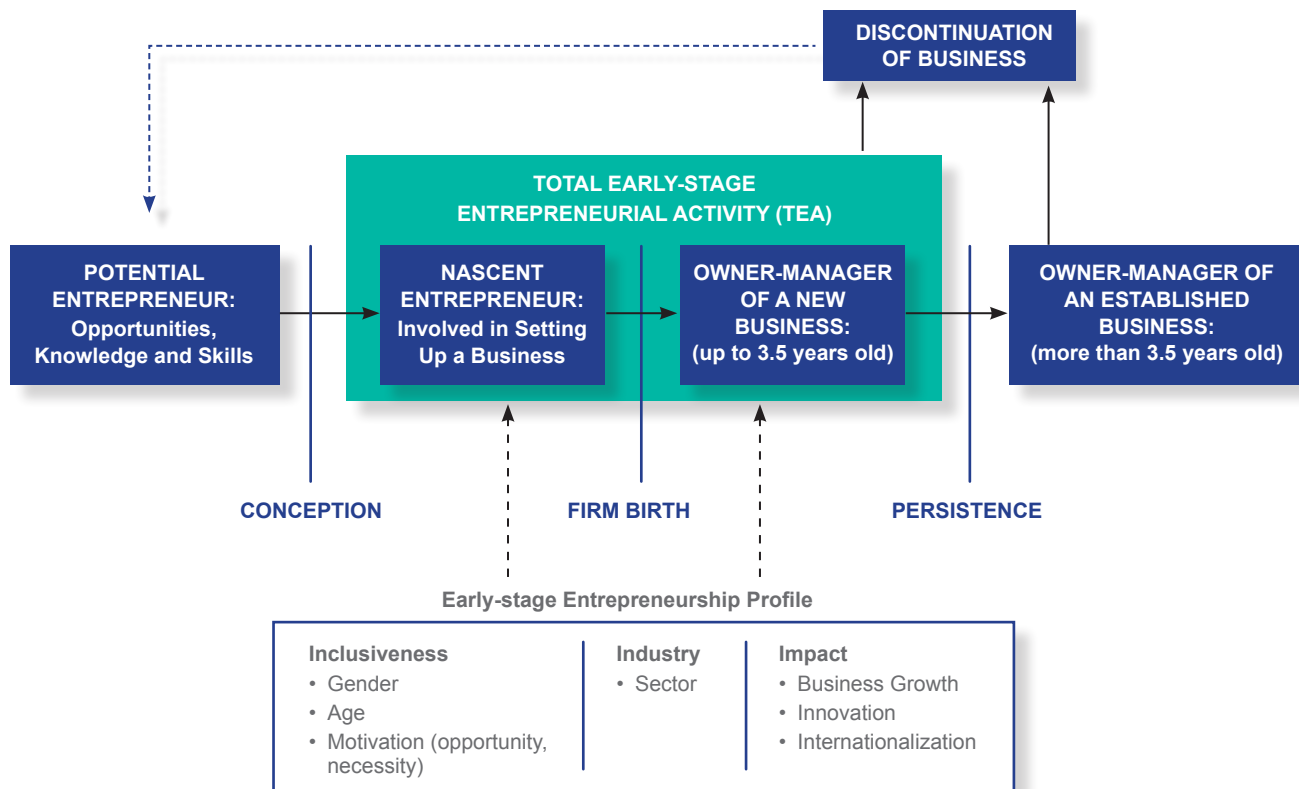
1. INTRODUCTION

Source: Bosma, N. & Kelley, D. (2019). *Global Entrepreneurship Monitor 2018/19 Global Report*.

Overall, the GEM model views entrepreneurship as a process with distinct phases. As depicted in Figure 1.4b, this process moves from exploring potential ideas and opportunities for a business, to nascent entrepreneurship involved in setting up a new business, to owner-managers of a relatively new business (up to 3.5 years), to owner-manager of a more established venture (3.5 years or more). Following this process approach, the GEM model also tracks business exits and discontinuance.

1. INTRODUCTION

Figure 1.4b The Phases of Entrepreneurship



Source: Bosma, N. & Kelley, D. (2019). *Global Entrepreneurship Monitor 2018/19 Global Report*.

A central measure of the GEM is *Total Entrepreneurial Activity (TEA)*. This includes those in the process of starting a business (nascent entrepreneurs), and those running a young business (3 – 42 months old), but excludes those in the established business phase (firms older than 42 months or 3.5 years). By exploring these various phases—and especially the difference between ‘early-stage’ (TEA) and ‘established businesses’ (EB)—the GEM project offers data not typically available from standard business statistics or official government measures.

With respect to data collection, the GEM collects information at the national level through two main sources:

1. INTRODUCTION

Adult Population Survey (APS)

Data for the APS is collected through a telephone survey of randomly selected adults, aged 18 years and older, conducted by an independent polling firm. Using the standard GEM questionnaire protocol, it covers a variety of questions on entrepreneurial attitudes, activities, and aspirations. The APS data provides a profile of representative data, weighted for age and gender to standard Canadian demographic data, or regional weighting where appropriate.⁹

National Expert Survey (NES)

Information is also collected through a National Expert Survey (NES). Areas of expertise that are specified by GEM include: government programs, policy, finance, education and training, support infrastructure, technology transfer, and wider socio-cultural norms. The questionnaire offers statements concerning support for entrepreneurship, and experts are asked to assess the degree to which each is true. A final section solicits open-ended responses.

For purposes of this report, the 2019 GEM Canada survey gathered data from larger than normal samples in the Western provinces in order to facilitate more detailed examination and disaggregation of specific patterns in each of the four provinces than would be possible with regular sample sizes. As noted in Table 1.4, the total sample size for the 2019 GEM Canada survey was 8,920, with 68.9% of respondents (6,144) located in Western Canada (WC) and 2,776 (31.1%) located in the rest of Canada (RC). A sample size of 1,536 in each of the Western provinces allows for further examination of gender-based trends.

1. INTRODUCTION

Table 1.4 Sample Size for all Western Provinces and Canada

	Male	Female	Total
Western Canada (WC)			
British Columbia (BC)	770	766	1,536
Alberta (AB)	768	768	1,536
Saskatchewan (SK)	725	811	1,536
Manitoba	742	794	1,536
Sub-total			6,144
Rest of Canada (RC)			
Newfoundland & Labrador	173	211	384
Prince Edward Island	180	204	384
Nova Scotia	202	182	384
New Brunswick	191	193	384
Quebec	172	302	474
Ontario	420	346	766
Sub-total			2,776
Total (CA Provinces)	4,343	4,577	8,920

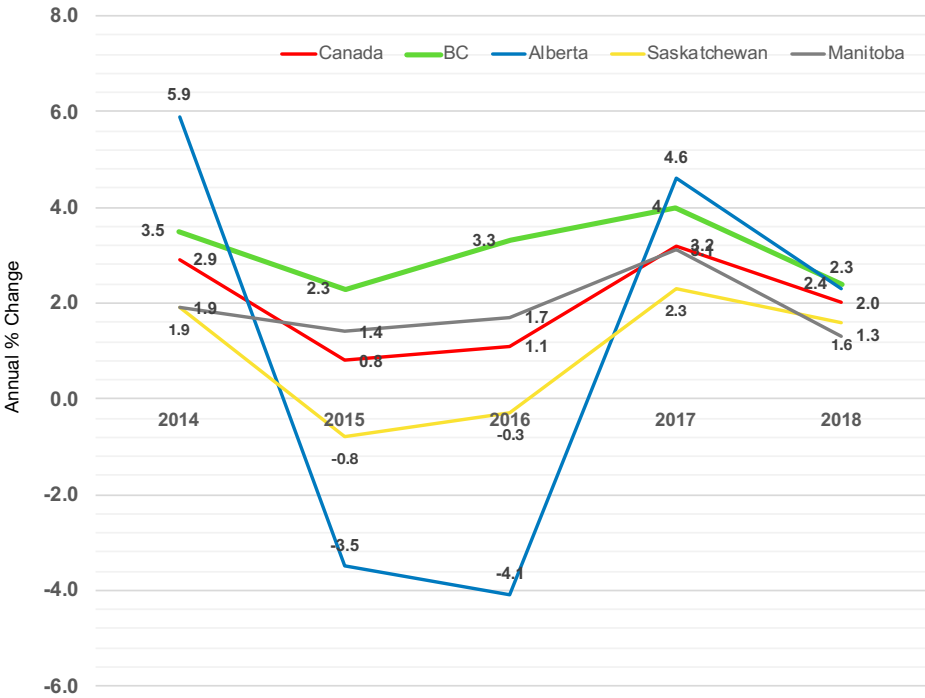
1.5 THE CONTEXT OF WOMEN'S ENTREPRENEURSHIP

In exploring women's entrepreneurship in the Western Canadian context, it is helpful to comment briefly on the broad economic conditions at play. An especially important issue is the overall level of GDP growth which, following from Stam's (2015) approach to entrepreneurial ecosystems, sets out one of the 'framework conditions' for ecosystems. Figure 1.5a outlines growth rates at the national and provincial level, based on Statistics Canada data. As we can see, growth at the national level has fluctuated in recent years, moving from 2.9% in 2014 to 2.0% in 2018, with a notable decline in 2015 and 2016, and rebound in 2017. Provincially, there are fairly distinct patterns for the four Western provinces, reflecting their economic base. Given the volatility in energy markets, Alberta has seen wider swings in annual GDP growth, both positive and negative, than the other provinces. BC

1. INTRODUCTION

has had the most positive growth profile, followed by Manitoba, and then Saskatchewan. As of March 2020, the COVID-19 pandemic has also brought an unprecedented shock to the Canadian economy. While its medium to long-term impacts are yet to be charted, it is clear in the short term that there will be dramatic consequences for economic growth and the entrepreneurial sector.

Figure 1.5a Annual GDP Growth, BC, Alberta, Saskatchewan, Manitoba, 2014-18¹⁰



A second indicator that is important to keep is unemployment rates, which have often been a focus of attention in relation to economic growth and opportunity on the assumption that job loss leads individuals into ‘necessity-based entrepreneurship’. As Figure 1.5b shows, using annual average rates from 2014 to 2019 from Statistics Canada, the national rate of unemployment has trended downward in recent years, from 6.9 in 2015 to 5.7 in 2019. We see great variation amongst the Western provinces, however, with Alberta having the highest rates of unemployment amongst the four provinces,

1. INTRODUCTION

and BC experiencing the lowest. While Figure 5.1b shows the total unemployment rate (male and female), a gender breakdown (see Table 1.5) confirms that women’s rates of unemployment, both nationally and in the Western provinces, have remained slightly below those of men during the reference period, with very few exceptions.

Figure 1.5b Unemployment, Canada and Western Provinces, 2014-19 (Annual Avg)¹¹

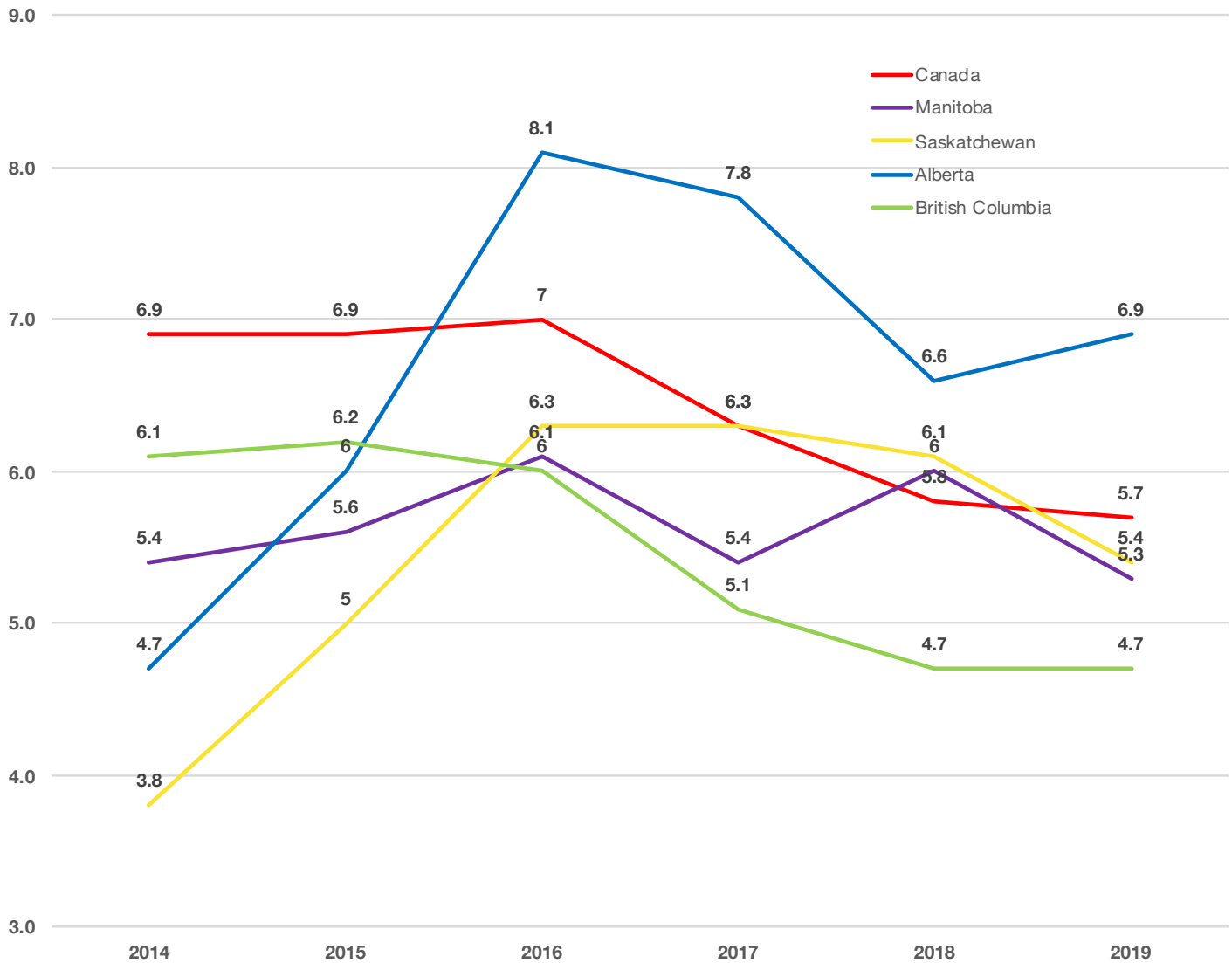


Table 1.5 Unemployment, Women & Men, Canada and Western Provinces, 2015-19 (Annual Avg)¹²

1. INTRODUCTION

	Males					Females				
	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
Canada	7.5	7.7	6.8	6.1	6	6.3	6.2	5.8	5.5	5.3
Manitoba	5.6	6.7	5.7	6.4	5.8	5.7	5.5	5.1	5.4	4.7
Saskatchewan	5.4	6.9	6.8	6.7	5.5	4.6	5.6	5.6	5.5	5.3
Alberta	6.4	8.9	8.3	6.9	7.5	5.6	7.3	7.3	6.2	6.2
British Columbia	6.7	6.5	5.5	4.8	4.7	5.5	5.5	4.8	4.6	4.7

A final point of importance in relation to women’s entrepreneurship concerns the federal government’s *Women’s Entrepreneurship Strategy (WES)*. Announced in the 2018 federal budget, this initiative involves a \$2 billion investment with the goal of doubling the number of women-owned businesses in Canada by 2025¹³ — by increasing the number of women involved in business start-up activity, and encouraging greater growth and longevity for more established women-led businesses. The WES is envisioned as “a comprehensive effort to break down the barriers to growth-oriented entrepreneurship that will include new direct funding from the regional development agencies targeted to women entrepreneurs, mentorship and skills training, as well as targets for federal procurement from women-led business” (Canada, 2018: 256). Funding has been targeted to a number of established initiatives; for instance, \$10 million will be used to expand the *Business Women in International Trade (BWIT)* initiative¹⁴ through women-focused trade missions, advisory services and access to global value chains (Canada, 2018: 244). Several new initiatives have also been launched, such as the *Women’s Entrepreneurship Fund*, the *WES Ecosystem Fund*, and the *Women’s Entrepreneurship Knowledge Hub (WEKH)*.¹⁵

It is important to note as well that the federal government has played a long-standing role in supporting and developing women’s enterprise through federally funded women’s enterprise centres, especially in the Western and Eastern provinces. Examples include Alberta Women

CHAPTER 1: INTRODUCTION

Entrepreneurs (AWE), funded through the federal department Western Economic Diversification, which is one of four such centres in the provinces of Manitoba, Saskatchewan, Alberta, and British Columbia. These centres have been early leaders around women's enterprise in Canada and have played a very important role in encouraging and supporting early-start up activity and increasingly more growth-oriented businesses.¹⁶

SUMMARY

This report examines trends in women's entrepreneurship in each of the four Western Canadian provinces, and in Western Canada as a region, as well as information about how women entrepreneurs in Western Canada (WC) compare to those in the rest of Canada (RC). It draws on data from the 2019 GEM Canada Adult Population Survey (APS) which runs under the umbrella of the *Global Entrepreneurship Monitor (GEM)*— the longest running and most comprehensive study of entrepreneurship in the world. To facilitate detailed examination of specific patterns in Western Canada, this report utilizes a larger than normal sample in each of the four Western provinces in order to disaggregate patterns more than is possible with regular sample sizes. This, along with additional special questions (e.g. caregiving status) added to the 2019 GEM Canada survey, provides one of the most robust examinations that we have of women's entrepreneurship in Western Canada. As such, it offers valuable baseline information on the state of women's enterprise prior to the COVID-19 pandemic which can help to inform thinking and policy development related to economic growth and recovery.

2. ATTITUDES TOWARDS ENTREPRENEURSHIP IN WESTERN CANADA

How do Western Canadians view entrepreneurship? How do the attitudes of women and men in Western Canada compare? And to what extent do attitudes in Western Canada (WC) vary from the rest of Canada (RC)? We examine these questions by discussing key attitudinal indicators gathered each year through the GEM Canada survey. Questions ask respondents, for instance, whether they feel that entrepreneurship appears to be a ‘good career choice’ and has a ‘high status’ in their community. Questions also tap into self-perceptions of entrepreneurial capabilities, such as whether individuals personally perceive good business opportunities in their community; whether they feel they have the skills, knowledge and experiences to be a successful entrepreneur; and whether they personally know other entrepreneurs. Respondents are also asked whether they fear failure in undertaking an entrepreneurial endeavour.

To place this analysis in context, we want to note here that the *Global Entrepreneurship Monitor* has generally found growing interest and positive attitudes towards entrepreneurship in many countries and regions around the world (Bosma et al., 2019). We also see growing attention to high-profile entrepreneurs and success stories in mainstream and social media which has the potential to shape attitudes about entrepreneurship as a career choice.¹⁷ In Canada, these trends are clearly evident, with recent GEM Canada surveys showing very positive attitudes towards entrepreneurship amongst the Canadian population as a whole (including entrepreneurs and non-entrepreneurs). These findings are important as a growing body of research suggests that cultural attitudes play an important role in spurring interest in entrepreneurship, actual start-up activity, and supportive entrepreneurial ecosystems.¹⁸

2. ATTITUDES TOWARDS ENTREPRENEURSHIP IN WESTERN CANADA

2.1 ATTITUDES TOWARDS ENTREPRENEURSHIP BY GENDER AND PROVINCE

Figures 2.1 (presented on the following pages) shows trends in attitudes amongst the general public towards entrepreneurship by gender and province. Key points of gender-based comparisons that can be made from this data are: a) a comparison of women in Western Canada (WC) to women in RC (Rest of Canada); b) a comparison of women in WC to men in WC; and c) a discussion of differences amongst each of the Western provinces (BC, AB, SK, MB).

Questions about attitudes can help us to assess how Canadians perceive entrepreneurship as a career option— for instance, whether they see good opportunities, whether they feel they have the skills and experience for successfully running a business, and whether they know other entrepreneurs in their professional and social networks who could be a source of learning and support.¹⁹

When looking at these data, several of the indicators reveal interesting features of entrepreneurship, including both notable variations and striking consistencies across the above-noted lines of comparison. With regard to social connections with other entrepreneurs, Figure 2.1 shows that female entrepreneurs in WC are more likely to know other entrepreneurs than women in the RC (57.2% vs 50.4%), and have roughly equal social capital to men in WC (57.2% vs 59.5%). When looking at the rest of Canada (RC), men are more likely (56.7%) than women (50.4%) to report knowing other entrepreneurs. On a province by province basis (for the Western provinces), scores for men and women fluctuate but there is relatively minor variation from one province to the other.

According to Figure 2.1, women in WC are much less likely to perceive opportunities than women in the RC (54.7% vs. 70%), and somewhat less likely than their male peers in WC (62.3%). When exploring perceived opportunities for each of the Western provinces, it can be seen that there are wide variations from province to province for both men and women, with lower perceptions of opportunity for those in Alberta (47.5% for women, 54.7% for men) and Saskatchewan (48.2% for women, 55.6% for men), in contrast to scores over 70% for men and women in the rest of Canada.

2. ATTITUDES TOWARDS ENTREPRENEURSHIP IN WESTERN CANADA

Perceived capabilities are skills, knowledge, and expertise that are relevant for success in business ownership. At first glance, the significant difference between men and women on this measure is evident. Whether examining province to province, WC to RC, or Canada overall, the strong gender differences remain, with a roughly 15-20% spread. There is, however, clear stability across regions and provinces, although women in Saskatchewan and Manitoba do score slightly lower than their female counterparts in other areas.

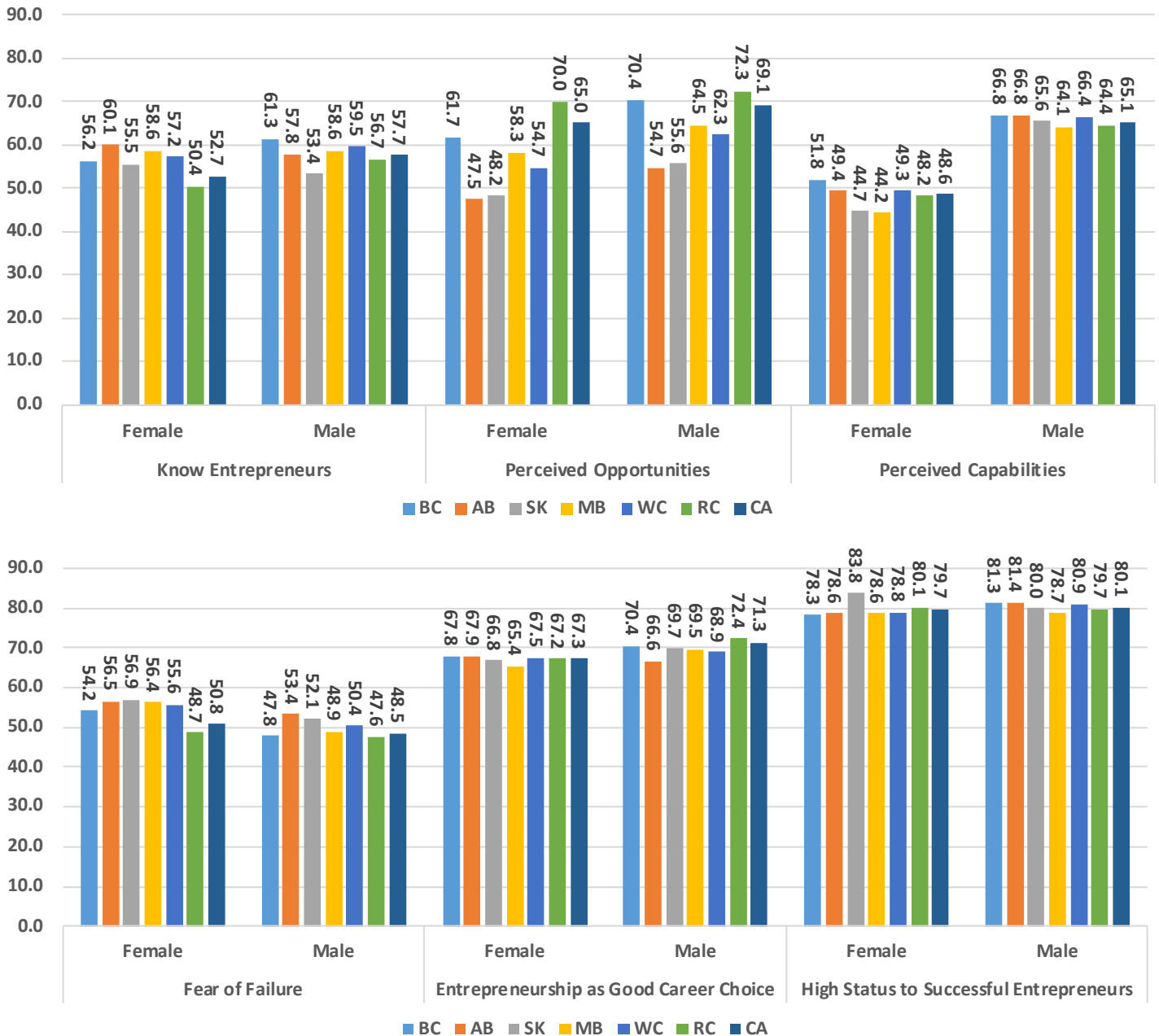
Perhaps related to perceived capabilities, women show an overall slightly higher fear of failure when compared to men. This fear of failure reveals itself to a slightly greater extent for women in WC (55.6%) than for women in the rest of Canada (48.7%) or Canadian women as a whole (50.8%). While men score slightly lower than women with respect to fear of failure, they score only approximately 1-5% lower than do women, depending on the region in focus. In short, the risks of entrepreneurship are acknowledged by all.

The remaining two indicators presented in Figure 2.1a deal with perceptions about entrepreneurship as a career choice and the status afforded to entrepreneurs. Assessments on both indicators are consistent and high and there is minimal variation across regions. For women, perceptions of entrepreneurship as a good career choice are almost identical for Western Canada, the rest of Canada, and Canada overall (67.2-67.5%), with very little difference among Western provinces. Results for men are similar, although Western Canadian men rate this slightly lower (68.9%) than do male respondents in RC (72.4%) and Canada as a whole (71.3%). Perceptions of the status of successful entrepreneurship are high, virtually across the board. Men rate this a fraction higher than do women, but the differences are negligible, as they are from region to region. Interestingly, women in Saskatchewan stand out somewhat with the highest assessment of the status of entrepreneurship.

2. ATTITUDES TOWARDS ENTREPRENEURSHIP IN WESTERN CANADA

In summary, there is considerable gender and regional variation in connectedness to other entrepreneurs and in perceived opportunities for entrepreneurship. Notably, women perceive their own entrepreneurial capabilities much lower than do men and report a slightly higher fear of failure, although WC women perceive this to a slightly lower degree. Entrepreneurship is consistently rated as a good career choice and high-status endeavour.

Figure 2.1 Attitudes Towards Entrepreneurship by Gender and Province, 18+ years, 2019



2.2 AGE DIFFERENCES ON ATTITUDES TOWARDS ENTREPRENEURSHIP

Figures 2.2 shows responses by region and gender, as on the previously measured indicators, but this time according to age group. As with gender, it is important to note that differing responses among age groups are not fixed or natural but rather a function of social and contextual experiences that impact perceptions at various life stages. In this section, comparisons are made across and within regions and genders, using two broad age groups (18-34 and 35-64 years old) as a key dimension of comparison.

With regard to connectedness to other entrepreneurs (Figure 2.2), there are noteworthy differences across age groups, although some trends are the same as reported above without reference to age. For instance, men are generally more likely to report knowing other entrepreneurs; this is true across age groups and for those in the non-Western provinces (RC) and in Canada as a whole. There is fluctuation, although not extreme, within the Western provinces. With the exception of young men in BC, younger respondents are much more likely to report connectedness to other entrepreneurs than are those in the older age category. This may be because of the rise of entrepreneurship as a career choice, which forms an encouraging milieu for new entrepreneurs, who might tend to be younger.

When asked about perceived opportunities, men, especially in the younger age group, are somewhat more likely than women to agree that opportunities exist. Overall, those in the younger age category perceive much greater opportunities than those who are in the 35-64 years old group. Respondents from the rest of Canada (RC) perceive better opportunities than do those from the Western provinces, across age group and gender. Generally, opportunities in Alberta and Saskatchewan are rated the lowest, except for younger males, whereas BC and Manitoba are seen as offering good opportunities, for men and women and younger and older alike.

2. ATTITUDES TOWARDS ENTREPRENEURSHIP IN WESTERN CANADA

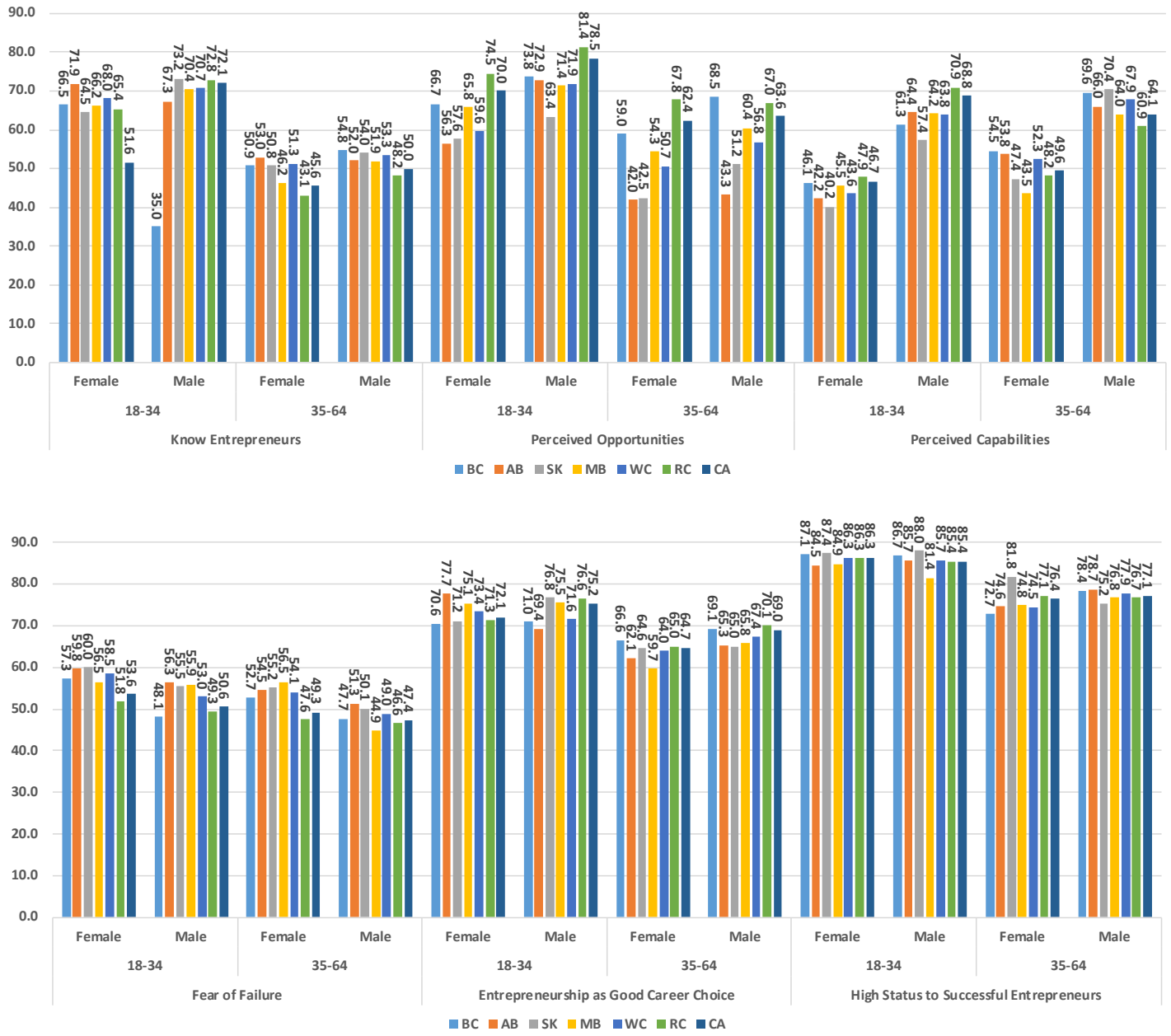
2. ATTITUDES TOWARDS ENTREPRENEURSHIP IN WESTERN CANADA

Again in this data, we see striking gender differences in perceived capabilities, with women rating this much lower than men, with similar profiles across province and age, although women in the older age group report slightly higher perceptions of their capabilities for entrepreneurship than do their younger counterparts. Younger people in the Western provinces rate their capabilities slightly lower than the rest of Canada or Canada as a whole, whereas this switches for the older age category in which Westerners tend to rate themselves higher than the rest of Canada. Ratings regarding fear of failure are fairly consistent, although Western women and men of all ages appear to worry about failure more than the rest of Canadians. Fear of failure declines to some extent with age, although it remains higher for women than for men.

Perceptions about the status of entrepreneurship and its suitability as a career choice are quite consistent across gender and region, with only minor irregular variations. Generally, we see entrepreneurship rated very strongly as a high-status undertaking and quite well as a career choice. What is most interesting in this age-based analysis is that older men and women (35-64 years) rate entrepreneurship lower than do those in the younger cohort as a both a career choice and high-status occupation. It may be that life stage or generation (or both) shapes people's assessments about entrepreneurship.

When analyzing these indicators in terms of age, we see that younger people tend to report more connectedness and greater perceived opportunities. Clear gender differences in perceived capabilities persist across the age groups, with women rating themselves much lower. Women express fear of failure more than do men, although this declines slightly with age. Entrepreneurship is seen as a good career choice with high status, but this drops noticeably with age.

Figure 2.2 Attitudes Towards Entrepreneurship by Gender, Age and Province, 18+ years, 2019



2. ATTITUDES TOWARDS ENTREPRENEURSHIP IN WESTERN CANADA

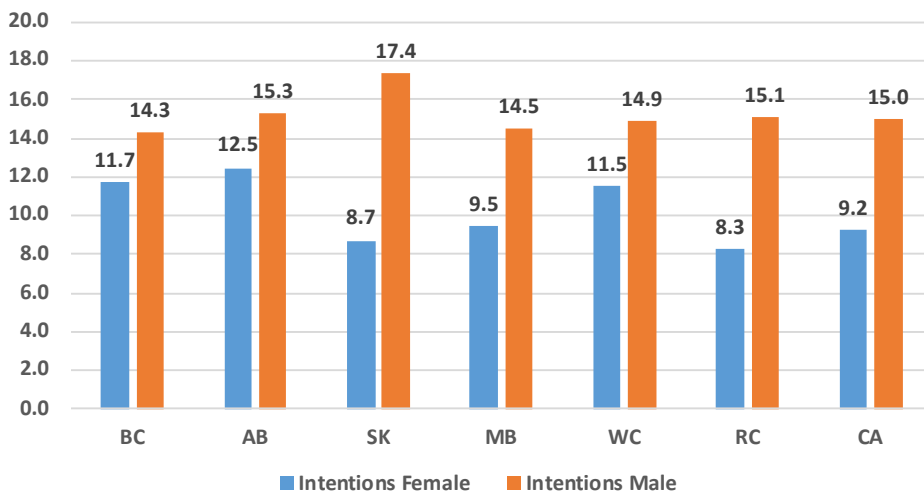
2.3 ENTREPRENEURIAL INTENTIONS AMONGST NON-ENTREPRENEURS

Beyond attitudes and self-perceptions, it is also useful to know whether and how ‘entrepreneurial intentions’ have shifted for Canadian women and men during this period. It is clear that Canadians increasingly view entrepreneurship as a good career choice. Generally, albeit with differences across age, gender, and region, they perceive good opportunities, personally know an entrepreneur (consistent with rising rates of entrepreneurship), and believe they have the skills, knowledge and experience to be successful. Given this, it seems reasonable to expect a rise in “entrepreneurial intentions” (EI), which GEM Canada measures as the plan to start a business in the next three years.²⁰

A first look at Figure 2.3 reveals notable gender differences in entrepreneurial intentions, with men across all regions reporting stronger intentions than women to start a new business in the near future. On balance, Western Canadian men have very similar entrepreneurial intentions as men in the rest of Canada (RC) and in Canada as a whole. Looking at this across individual provinces in the West reveals highs and lows on this measure. While men in Alberta (15.3) are roughly on par with RC (15.1) and Canada overall (15.0), we see a slight dip for men in BC (14.3) and Manitoba (14.5). Conversely, men in Saskatchewan report the highest intentions to launch a new business (17.4).

The picture is quite different for women. Overall, women report strikingly lower entrepreneurial intentions than do men – in some cases about half that of men. Western Canadian women (11.5) express higher intentions to start a new business than women in RC (8.3) and Canada in general (9.2). Variations are evident across Western Canadian provinces for women, with BC and Alberta women showing similar intentions as WC overall. Women’s intentions are low in Manitoba (9.5), especially when compared to men in that province. Most interesting is Saskatchewan (SK); while men in that province have the highest report level of entrepreneurial intention, women in SK have the lowest of the four Western provinces, at 8.7, although this is in line with responses on this measure for RC and Canada. Overall, Figure 2.3 suggests widely diverse entrepreneurial cultures across the West, and Canada, which are notably gendered.

Figure 2.3 Entrepreneurial intentions amongst non-entrepreneurs, 18-64 years, 2019



SUMMARY

The preceding figures have presented findings about attitudes towards entrepreneurship, measured in terms of region, gender, and age, as well as intentions to pursue entrepreneurship. While there are variations across region and gender in relation to connectedness to other entrepreneurs and in perceived opportunities for entrepreneurship, it appears that women and younger people are more likely to report knowing other entrepreneurs and feeling a greater sense of opportunity. Women’s perceptions of their own entrepreneurial capabilities are strikingly lower than men’s. Further research on this issue would be valuable. Women also report a slightly higher fear of failure, although WC women and women in the 35+ age group perceive this to a slightly lower degree. Entrepreneurship is consistently rated as a good career choice and high-status endeavour, although the rating drops noticeably with age. Entrepreneurial intentions are heavily gendered, with much lower intentions for women and more regional flux for women than men. While some perceptions are constant over gender, region, and age, responses to Canada’s entrepreneurial ecosystems reveal clear evidence of gendered experiences.

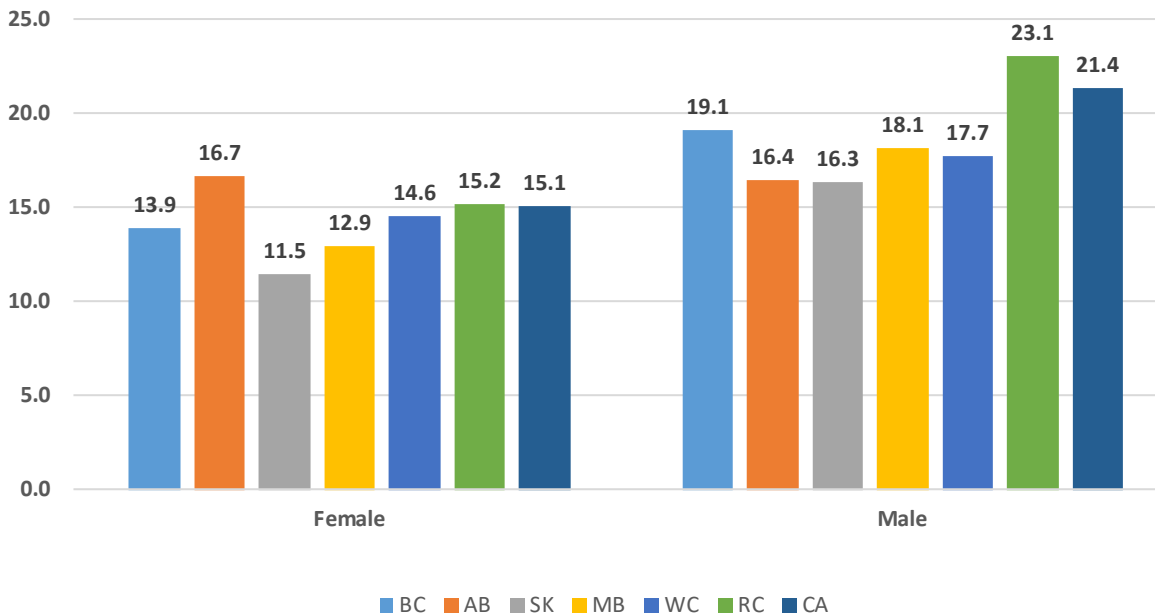
3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

In light of the discussion about attitudes in Section 2, what specific trends do we see in term of entrepreneurial activity for women in Western Canada? And how does it compare to women in the rest of Canada, and to men in the Western Canadian provinces? In this section, we focus on two types of activity: a) early-stage activity which involved a business 3.5 years or less, and b) established businesses (3.5 years or older). We also explore the rates of business discontinuance / exits, which occur each year by gender, and the specific reasons why women and men discontinue their businesses. Beyond these activity patterns, we explore the motivations that are reported for starting a business, and the attitudes that are held by those engaged in running a business. Again, we use several bases of comparison: a) a comparison of women in Western Canada (WC) to women in RC (Rest of Canada); b) a comparison of women in WC to men in WC; and c) a discussion of differences amongst each of the Western provinces (BC, AB, SK, MB).

3.1 WOMEN AND MEN IN TOTAL EARLY-STAGE ACTIVITY (TEA)

Figure 3.1 shows data regarding total early stage activity, which includes businesses that are 3.5 years old or less. Overall, it can be seen that women's total early stage business activity is lower than men's, with the exception of Alberta women (16.7%), who stand out, first, for having very high rates of TEA compared to other women in the Western provinces (14.6%) and across Canada (RC = 15.2%, CA = 15.1%), and, second, for entrepreneurial activity that exceeds that of men in Alberta (16.4%) and Saskatchewan (16.3%). Relatively low entrepreneurial activity for women in the three other Western provinces results in an overall lower score for Western Canadian women when compared with their counterparts across Canada. When comparing WC women (14.6%) to WC men (17.7%), there is a notable difference, and gender gaps in entrepreneurial activity are even greater between RC and CA for men and women. There is less variation across the Western provinces for men than for women, although BC stands out as a higher activity region for men at 19.1%, followed by Manitoba at 18.1%.

Figure 3.1 Percentage of Women and Men in Total Early-Stage Activity (TEA), 18-64 years, 2019

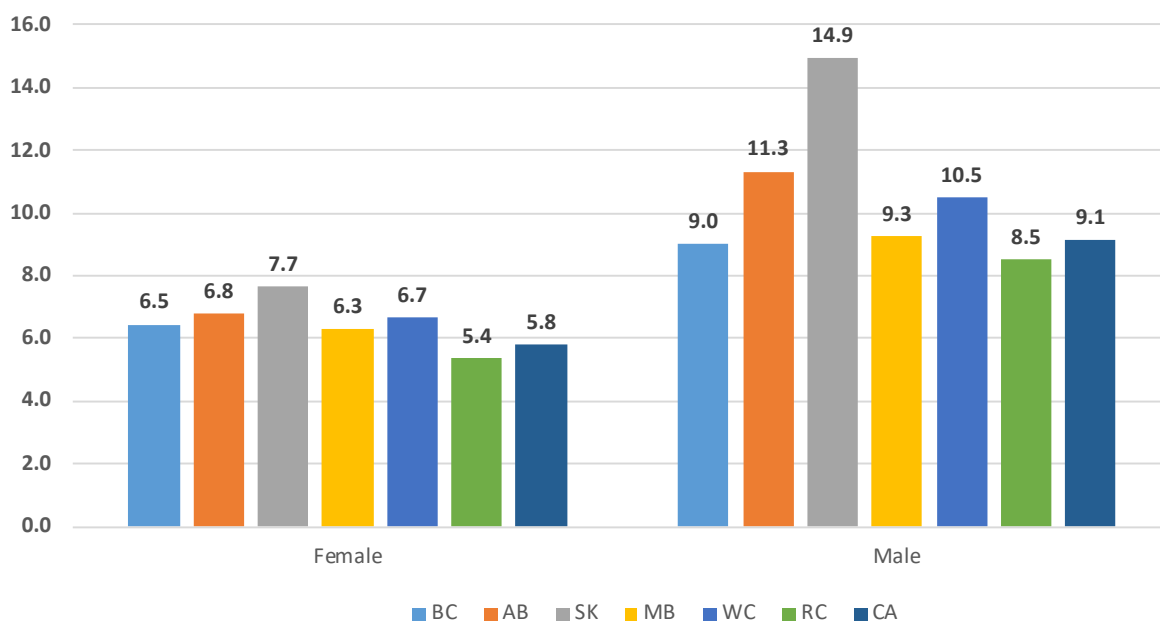


3.2 WOMEN AND MEN IN ESTABLISHED BUSINESS OWNERSHIP (EBO)

Turning to look at men and women in established businesses – 3.5 years and older – we see a similar, perhaps slightly more pronounced, gender gap in entrepreneurial activity. Women in WC (6.7%) have appreciably lower participation rates than WC men (10.5%), although both women and men in the West have higher business activity than RC and Canada overall. For women, business activity rates are fairly consistent across Western provinces, with the exception of Saskatchewan, which shows higher rates for women there. There is slightly more variation across the Western provinces for men and established business activity in Saskatchewan is significantly higher. This, as well as for SK women, is likely in part attributable to agriculture-based family businesses. Ratios of women to men in established businesses are approximately equivalent across regions, except again for Saskatchewan as an outlier.

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

Figure 3.2 Percentage of Women and Men in Established Business Ownership (EBO), 18-64 years, 2019



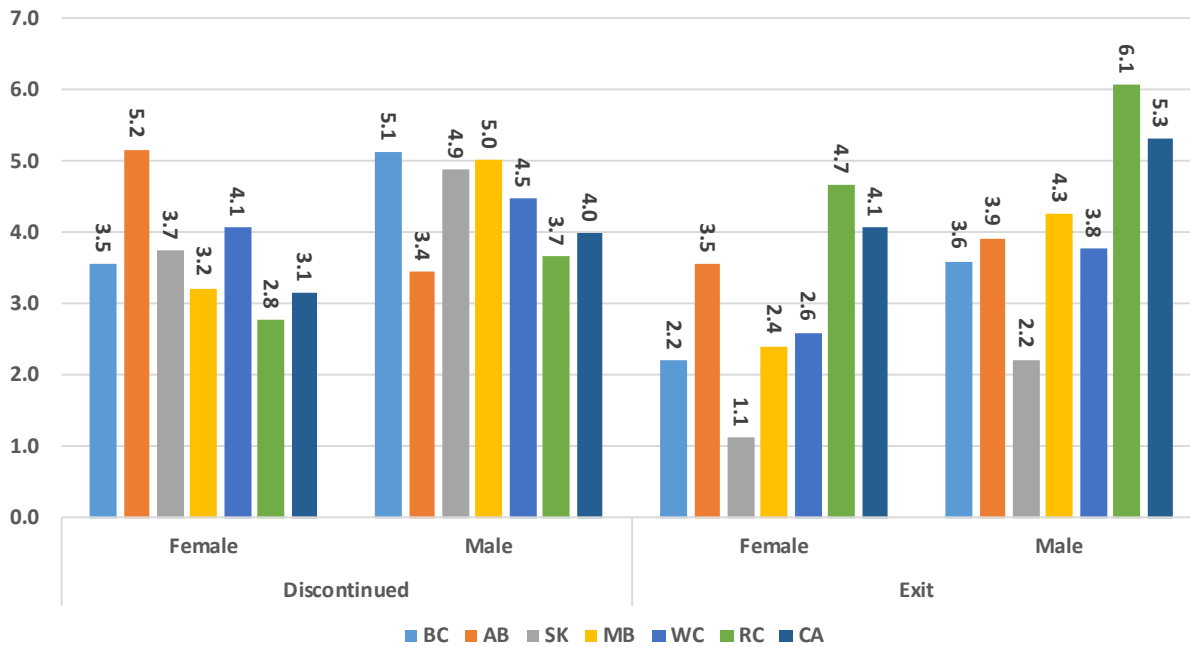
3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

3.3 BUSINESS DISCONTINUANCE AND EXITS

Beyond the start-up and establishment of businesses, the GEM model of entrepreneurship (discussed in Figure 1.4) also tracks the discontinuation of business activity. In the GEM Canada survey, this is captured in two different ways. “Business discontinuance” captures whether respondents have, in the previous twelve (12) months, sold, shut down, discontinued, or quit a business they owned and managed or, more generally, any form of self-employment. In this situation, the business no longer exists. In contrast, ‘exits’ captures a situation where the respondent has left a business but the business itself continues its operations.

As we can see from Figure 3.3a, a small proportion of women entrepreneurs in Western Canada either discontinued (4.1%) or exited (2.6%) a business in 2019. There is not a great deal of difference in proportions for WC and RC women, but the pattern is reversed, with RC women more likely to exit (4.7%) than to discontinue (2.8%) their firm. On a gender basis, there is little difference between WC women and men in trends around discontinuance, but WC men were slightly more likely to exit (3.8%) a business.

Figure 3.3a Discontinuance and Exits from Business, Women and Men, 18-64 years, 2019

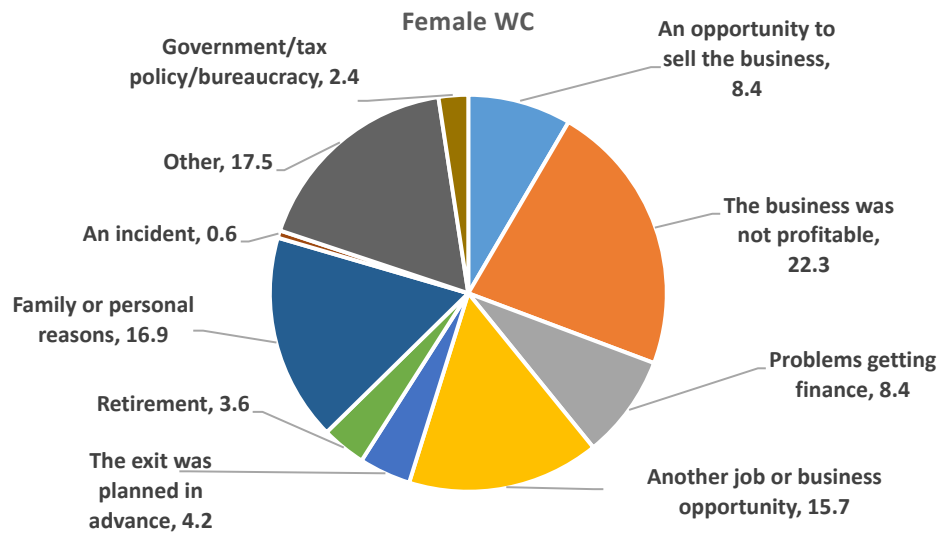


There are many reasons why someone might opt to discontinue a business. Figure 3.3b displays the reasons that were important for WC women. The most common reason for discontinuing a business was that it was not profitable (22.3%). Family and personal reasons were next, accounting for 16.9% of businesses closures for women. For 15.7% of WC women, another job or business opportunity arose, prompting them to shut down their business. Financing problems affected a fair number (8.4%) of WC women. Another 8.4% took an opportunity to sell their business. This may have been prompted by a desire to pursue new interests or to take advantage of interest in the business that allowed owners to cash out and pursue new opportunities. Of note, ‘other’ issues explain a substantial portion (17.5%) of the reasons why women discontinue their businesses. It would be helpful to know much more what these reasons are. Current lines of data collection may not connect with women’s unique reasons for business closures. Retirements, planned exits, and bureaucratic hassles are very low on the list of reasons for business shut-downs.

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

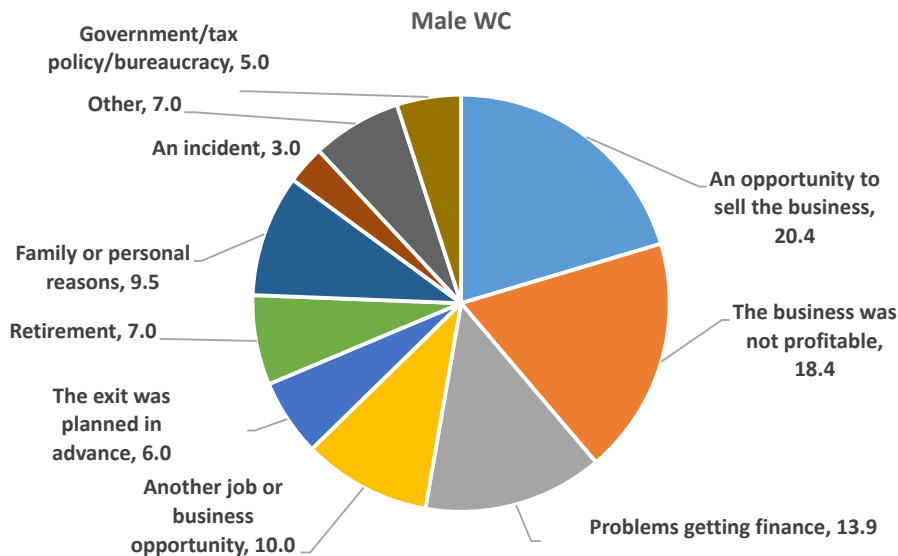
Figure 3.3b Reasons for Discontinuance, Women, Western Canada 18-64 years, 2019



For men in Western Canada (Figure 3.3c), an opportunity to sell the business was the main reason for discontinuance. This reason was closely followed by non-profitability at 18.4%. Interestingly here, WC men (13.9%) reported greater issues than did the WC women (8.4%) with getting financial support for their business, which runs contrary to some research and perceptions that women’s greater struggle with financial support. Ten percent (10%) of men opted to shut down their businesses to take up another job or business opportunity. Family and personal reasons explain 9.5% of WC men’s business discontinuances, a much smaller proportion than for WC women (16.9%). Planned exits, retirement, bureaucracy, and unknown other factors were less salient reasons for men.

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

Figure 3.3c Reasons for Discontinuance, Men, Western Canada 18-64 years, 2019



Looking beyond Western Canada, there are interesting comparisons to make between women and men in Western Canada and those in the rest of Canada. Gender shifts are evident on several measures from WC to RC. As we can see in Table 3.3, notable reasons for discontinuance of businesses across these regions include profitability, opportunities to sell, financing, and family or personal reasons. Women and men across the regions indicate, to a similar extent, that a lack of business profitability was a key reason for shutting down. In WC, women (22.3%) report this more than do men (18.4%), whereas this flips when looking at the rest of Canada, where 20.7% of women report this as compared to 24.8% of men.

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

**Table 3.3 Reasons for Discontinuance,
Western Canada and Rest of Canada, 18-64 years, 2019**

Reasons	Western Canada		Rest of Canada	
	Female (%)	Male (%)	Female (%)	Male (%)
An opportunity to sell the business	8.4	20.4	20.7	13.3
The business was not profitable	22.3	18.4	20.7	24.8
Problems getting finance	8.4	13.9	29.3	16.2
Another job or business opportunity	15.7	10.0	9.8	16.2
The exit was planned in advance	4.2	6.0	6.1	1.9
Retirement	3.6	7.0	8.5	3.8
Family or personal reasons	16.9	9.5	4.9	13.3
An incident	0.6	3.0	0.0	0.0
Other	17.5	7.0	0.0	10.5
Government/tax policy/bureaucracy	2.4	5.0	0.0	0.0
	100.0	100.0	100.0	100.0

Of note, having an opportunity to sell the business was an important reason for WC men to discontinue (20.4%), while this tends to be far less significant for WC women (8.4%). However, there is a switch between genders on this measure when looking at RC, with 20.7% of RC women ceasing their involvement in a business because of the opportunity to sell versus 13.3% of RC men. Comparing WC and RC, the larger gender gap in profitability in WC is certainly a cause for concern.

Likewise, while 8.4% of WC women cite financing difficulties as a cause of discontinuance, this shifts notably in the rest of Canada, with 29.3% of women expressing concern about financing. These ratios are more in keeping with what is already known about financing as barrier. Conversely, RC men (16.2%) report this more than do WC men but still less frequently than do RC women. Overall, the data highlights great variation on this issue.

A final key reason for quitting a business involves family and personal issues. In WC, 16.9% of women report this as a reason, while only 9.5% of men do. Interestingly, this reason drops considerably when looking at RC women, only 4.9% of whom cite this as a factor. Another switch in the gender ratios is evident here, with 13.3% of RC men indicating family and personal reasons as influencing a decision to discontinue

their businesses — much higher than for RC women and WC men. Taken together, these measures reveal quite different influences in entrepreneurial ecosystems for women and men when comparing experiences in Western Canada with the rest of Canada.

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

3.4 MOTIVATIONS FOR ENTREPRENEURSHIP BY GENDER

Figure 3.4a outlines the various motivations for starting a business, as held by those who are running a newer business (TEA), examining these according to gender and region (individual Western provinces, WC, RC, and CA). Motivations across these lines of analysis are not extreme; many similarities exist, although there are some differences worth mentioning.

The desire to make a difference in the world through entrepreneurship is a strong motivating factor. Western Canadian men (63.4%) and women (64.5%) rate this similarly but WC scores match up differently with RC scores on the basis of gender. When comparing WC women to women in the RC and Canada, a much stronger motive to make a difference is evident for the latter groups (RC = 73.4%, CA = 70.7%). For men, the rating is much more consistent across regions. Saskatchewan and Manitoba are fairly even for men and women. Interesting gender differences exist in BC and Alberta, with BC women trailing significantly behind women in other provinces and across Canada, while Alberta women rate this motivator very highly (in line with RC and CA). Alberta men, on the other hand, are less inclined to cite making a difference as a motivator.

Building wealth and earning a high income is clearly a motivator, although on this indicator, we can see evidence of gender differences as well as regional variations. Between women and men in WC, there is an approximately 13% spread, which is similarly evident from province to province. For example, women in BC, Alberta, and Manitoba vary dramatically from their male counterparts. These differences can be seen, to a slightly lesser extent, in Saskatchewan, as well. Women and men are much more similar on this measure in the rest of Canada and across Canada as a whole, varying just 5% in RC and not at all in Canada overall. Gender differences even out when averaged across the entire country but striking regional differences play out.

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

An interest in continuing a family tradition in business is the least influential among the measured motivators. It is, however, still a factor, especially for men. In Western Canada, 38.9% of men indicate a desire to continue a family tradition, whereas 32.5% of WC women express this same motivation. Agreement is notably lower in WC than in the rest of Canada and Canada, for both men and women, ranging from 41.4% (CA women) to 48.4% (RC men). There is definite interprovincial variation on this indicator, especially for women. Only slightly less than 30% of women entrepreneurs in BC and Manitoba cite this as a motivator, while in Alberta and Saskatchewan nearly four in ten women entrepreneurs (38%) claim this as a factor. Interestingly, Alberta men and women score almost the same on this measure and Saskatchewan men rate this in line with RC and CA scores – much higher than their Western provincial peers. This indicator may vary in relation to values placed on ‘tradition’ across different regions and may also link to family-owned agriculture endeavours.

Many of these early-stage entrepreneurs pursued entrepreneurship in order to earn a living within a context of job scarcity. On this factor, there is almost no variation when comparing Western Canada, the rest of Canada, and Canada overall, for both men and women, with scores in the 62-64% range across the board. Alberta stands out above all other regions for both men and women with 66% of women and 71.3% of men indicating that entrepreneurship allowed them to earn a living. Alberta’s volatile energy-based economy might explain this. In BC and Manitoba, more women than men indicate job scarcity as a motivator for entrepreneurship, while in Saskatchewan, men are more likely to express this.

Figure 3.4a Motivations for Women and Men in TEA 18-64 years, 2019



Turning to those in established businesses (Figure 3.4b), there is a decline in the reported importance of making a difference in the world as a motivating factor and a slightly more noticeable gender difference. Looking at the Western provinces individually, women rate this notably higher than do men. However, taken together, WC men and WC women differ only a small amount on this measure. Interestingly, while women on a provincial basis rate this higher, men in the rest of Canada and Canada overall ultimately rate this factor much higher than do women.

Once in established business, stated interest in building wealth or earning a high income becomes slightly lower overall and more gender imbalanced. For men, similar patterns are visible on a provincial basis when compared to early-stage entrepreneurs, although the percentages are slightly lower. This lowers the average for WC men, bringing it more in line with percentages for men in RC and CA, which are largely unchanged from early to more established ventures. For women, there is a dramatic decrease in wealth and income as motivating factors for established entrepreneurs, when compared to those in early-stage businesses. Western Canadian women (43.8%) do rank this higher than RC (31.7%) and CA (36.7%) women but significantly lower than men in WC, RC, and CA groupings.

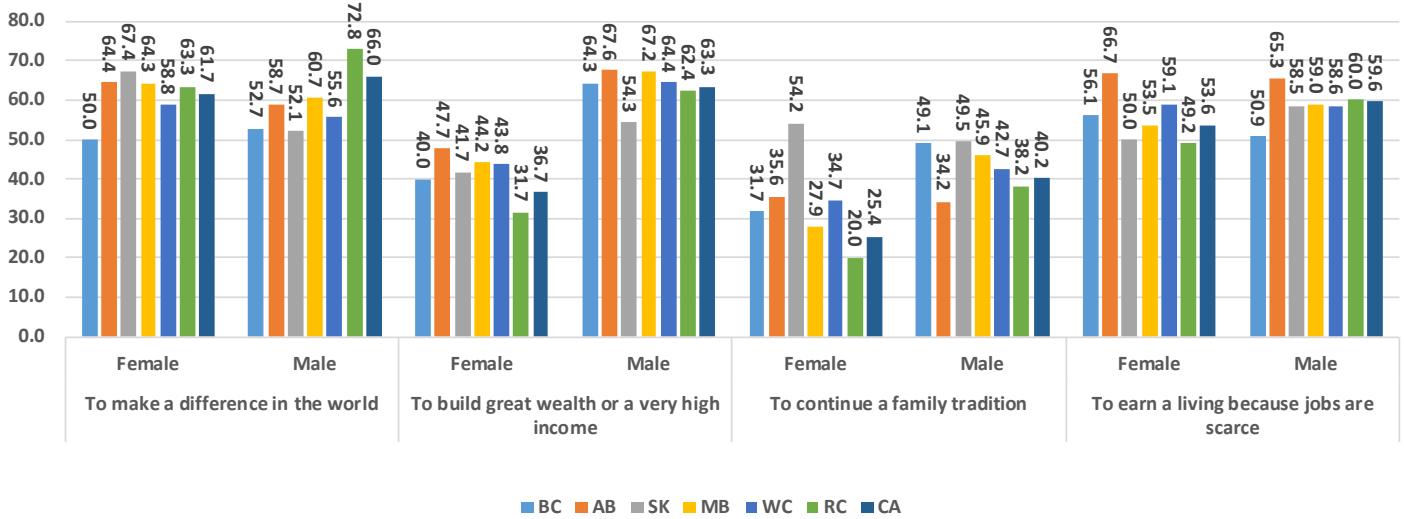
3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

Interestingly, family tradition is less of a motivator for established business owners than it is for early-stage entrepreneurs. It is more of an influencing factor for WC women (34.7%) than it is for women in the RC (20%) or Canada as a whole (25.4%), which is a reversal from the newer business owners. WC men also rate family tradition more highly than do those in RC or CA but the difference among these groupings is small. Saskatchewan women strongly convey (54.2%) their interest in continuing a family tradition through business. This is similarly true for Saskatchewan men (49.5%), along with men from BC (49.1%). Tradition, for men and women in Alberta and women in BC appears to be of relatively low importance.

Again, the motive to earn a living because jobs are scarce is also salient for established entrepreneurs, even if to a slightly lower degree than for early-stage owners. Where with early-stage entrepreneurs, there was minimal variation for men and women across regions, there is slight variation with established women business owners. WC women indicate an interest in earning a living given job scarcity notably more (59.1%) than their RC peers (49.2%) and somewhat more than their CA counterparts (53.6%). WC women are virtually the same as WC men on this measure and men score consistently across WC, RC, and CA. While there is some fluctuation among the four Western provinces, what is most striking is the extent to which Alberta women (66.7%) and men (65.3%) have sought out entrepreneurship as a way of earning a living. Again, this may reflect the unique economic circumstances in that province.

Figure 3.4b Motivations for Women and Men in EBO, 18-64 years, 2019



3.5 ATTITUDES OF WOMEN AND MEN IN EARLY-STAGE ACTIVITY (TEA)

Building on data presented in Section 2, representing attitudes amongst the general public, Figure 3.5 highlights attitudes on the same dimensions but this time amongst those who operate a business. We focus specifically on early-stage owners (TEA).

For respondents in early-stage businesses, the proportion who know other entrepreneurs is very high for both men and women and across provinces and regional categories – much higher than amongst the general population as might expect – with only minor variations. Here we see less gender variation, with the exception of women in Saskatchewan, who report less connectedness. WC women and men rate this slightly higher than do RC and CA women and men.

Perceptions of opportunities are also generally higher for those who have launched business than for the population in general. There is a visible gender gap on this measure – lower for women overall – and a lower assessment of opportunities for WC women (64.4%) compared to RC and CA women and to men overall. When looking at each Western province, similar patterns exist for the general public as for those operating early-stage ventures, with slight differences. As

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

Figure 3.5 shows, male entrepreneurs in BC perceive very high levels of opportunity, as do both men and women in Manitoba. Saskatchewan is between men and women, whereas Alberta women rate this about 10% lower than Alberta men. BC women see substantially lower opportunities (61.4%) than men in their province (88.3%).

There is still a gender gap regarding perceived capabilities between women and men, which, although quite pronounced among the general population, evens out considerably for early-stage entrepreneurs. There is consistency across regions but a couple of provinces stand out, most notably BC women who perceive greater capability than women in other Western provinces, as well as those across Canada. Manitoba women also rank relatively highly on this indicator. For men, perceptions of capabilities are consistent across the Western provinces and Canada, with Manitobans rating this somewhat lower.

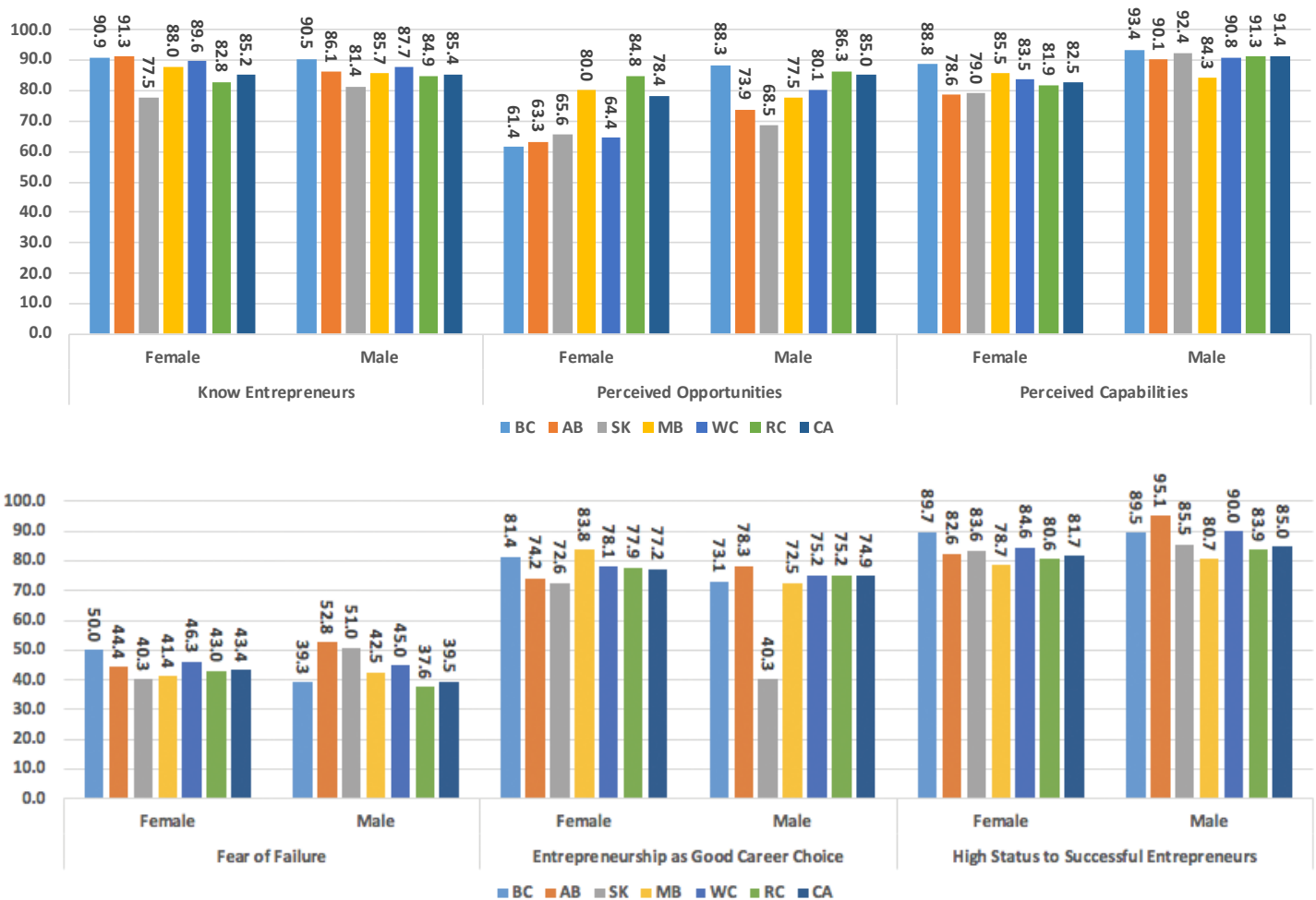
For fear of failure, gender differences appear to balance out once a business is launched. Whereas about half of men and more than half of women in the general population express a fear of failure when thinking of starting a business, as noted in Section 2, this declines approximately 10% overall for those who have already started a business. Women across all regions express this to a similar extent, although women in BC are slightly high at 50%, which brings up the WC average to 46.3%. Men's expressed fears of failure fluctuates more, with Alberta and Saskatchewan men rating this notably higher than men in other provinces or in RC and CA. Overall, WC men and WC women are similar on this indicator. Western Canadians (women and men) do express a fear of failure slightly more than others in the rest of Canada, and Canada as a whole.

The last two measures in Figure 3.5 deal with entrepreneurship as a career choice and the status afforded to successful entrepreneurs. As discussed in Section 2, the Canadian population rates entrepreneurship highly as a career choice, including men and women across regions (Figure 2.1). For those engaged in early-stage business, agreement on this indicator increases. Women have somewhat more favourable impressions (a few points higher) than men. Ratings for women and men in WC are generally on par with those of early-stage business

3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

owners in RC and CA. There is minor variation among the Western provinces for both genders except in Saskatchewan where men rate entrepreneurship significantly less favourably (40.3%) than all others. Overall, for those engaged in early-stage business, there is a slightly higher status attributed to entrepreneurs, and a small difference between genders, when compared to responses from the general population (Figure 2.1). Slightly more regional variation is evident among new business owners compared to the general public, although fluctuations are fairly minor. One notable difference is among male business owners in Alberta, who rate entrepreneurial status very highly at 95.1%, while men in Manitoba view this differently, rating status at 80.7%.

Figure 3.5 of Women and Men Involved in TEA, 18-64 years, 2019



3. ENTREPRENEURIAL ACTIVITY AND ATTITUDES, WESTERN CANADA, 2019

SUMMARY

This section explored entrepreneurial activity and attitudes among men and women across business stages. Women's total early stage business activity is lower than men's, with the exception of Alberta women who stand out with very high rates of TEA compared to other women in the Western provinces and across Canada and have slightly higher activity than that of Alberta men. In established businesses, the gender gap in activity widens with women in WC having notably lower participation rates than WC men but higher business activity than women across Canada. For women deciding to discontinue a business, non-profitability and family and personal reasons were key. Entrepreneurial ventures were motivated by making a difference, although WC women expressed this to a lesser extent than Canadian women overall. Building wealth and earning a high income was a strong motivator with variations across gender and region and this stated motive declines in established businesses. Entrepreneurship was also pursued to earn a living within a context of job scarcity with WC women citing this motive notably more than their cross-Canada peers. WC women and men rate connectedness with other entrepreneurs slightly higher than do RC and CA women and men. WC women assessed their opportunities lower than RC and CA women and men overall. The gender gap regarding perceived capabilities remains as do gender differences in fear of failure, but this balances out once a business is launched. Regarding the status of entrepreneurship as a career, for those engaged in early-stage business, there is a slightly higher status attributed to entrepreneurs, and a small difference between genders. Men and women have different activity levels and reasons for starting and ending businesses and there are unique perspectives about entrepreneurship in the West when compared to Canada overall.

4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

Media stories about entrepreneurship often give the impression that the majority of entrepreneurs are young, tech savvy, men launching start-ups in emerging sectors of the economy. But previous GEM Canada reports confirm that entrepreneurship engages quite a diverse range of the Canadian population. In this section, we explore the characteristics of women entrepreneurs in Western Canada, comparing them across the four Western provinces, and women in the rest of Canada, as well as to their male peers. We focus on a number of important demographic characteristics, including age, education and family caregiving status. We also examine the industrial sectors where early stage and established women entrepreneurs are located.

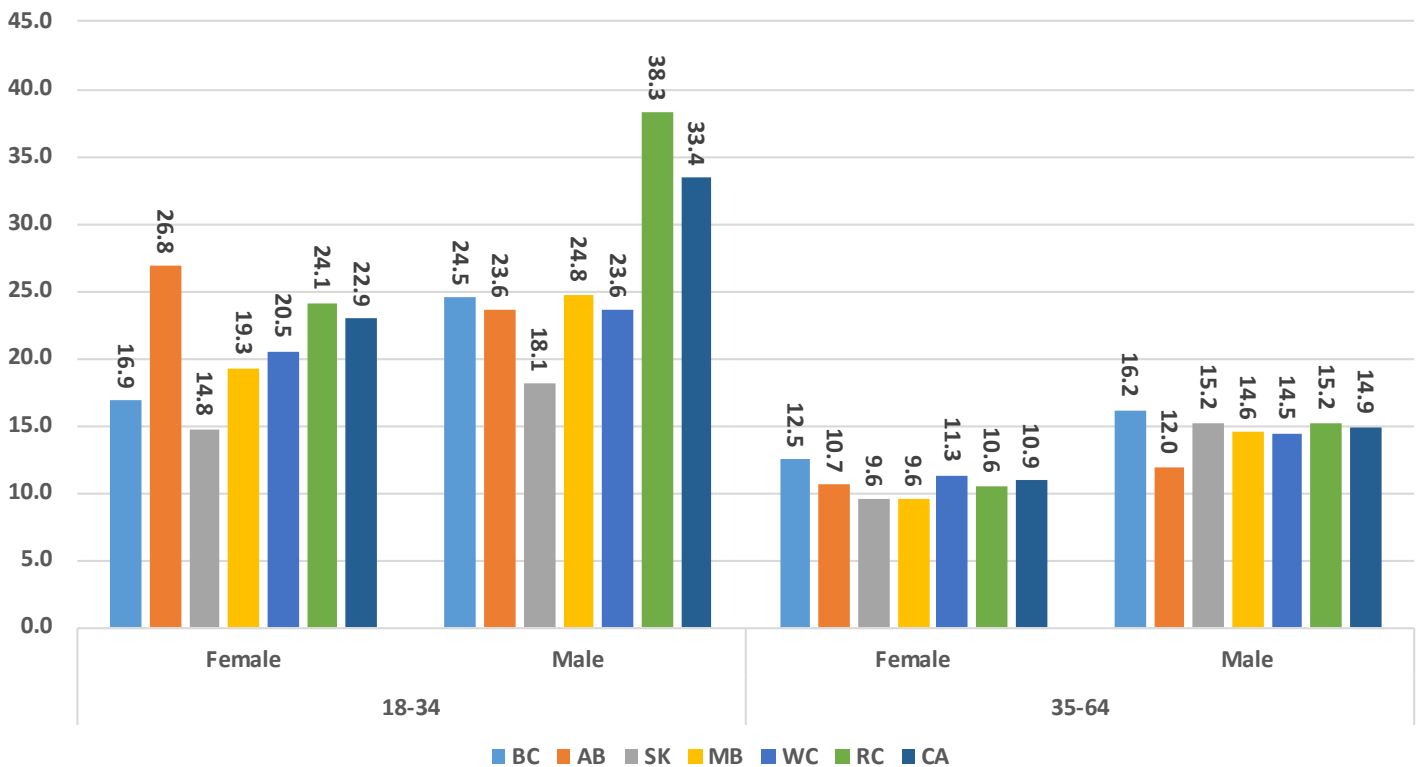
4.1 AGE PROFILES OF WOMEN AND MEN IN EARLY-STAGE ACTIVITY (TEA)

Figure 4.1 shows activity levels for women and men engaged in early-stage businesses. We focus on two broad age groupings, comparing 18-34 years and 35-64 years across each of the four provinces, and then for Western Canada (WC) and the rest of Canada (RC). Comparing first the two broad age groups, we see much higher TEA activity for younger women than for older women. This is especially evident in Alberta (26.8%), where early stage activity rates are well above those for the other Western provinces. Of note, younger women in Alberta also have higher activity rates (26.8%) than their male counterparts—the only Western provinces where this is the case. In contrast, in Saskatchewan, Manitoba, and BC there is a slight gender gap, with BC having the largest gap of all (7.6%). Finally, overall rates of TEA for young women are slightly lower in Western Canada (20.5%) than it is in the rest of Canada (24.1%). It needs to be emphasized, however, that start-up rates overall across the country are very high, relative to many other high-income countries. And the gender gap in TEA activity is much lower in WC, than in the rest of Canada (RC), driven largely by trends in Alberta.

4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

Turning to women aged 35-64 years of age, we see a very different activity profile. Overall the rates of early-stage activity in WC are much lower for older, than younger, women in WC. Gender gaps are apparent in all Western provinces, with the largest gaps being in Saskatchewan and Manitoba. Interestingly, the profile of early-stage activity for older women in Western Canada (11.3%) and the rest of Canada (10.6%) is comparable, as is the gender gap, which again is not the case for younger early-stage entrepreneurs aged 18-34.

Figure 4.1 Age Profile of Women and Men in Total Early-Stage Entrepreneurial Activity (TEA), 18-64 years, 2019



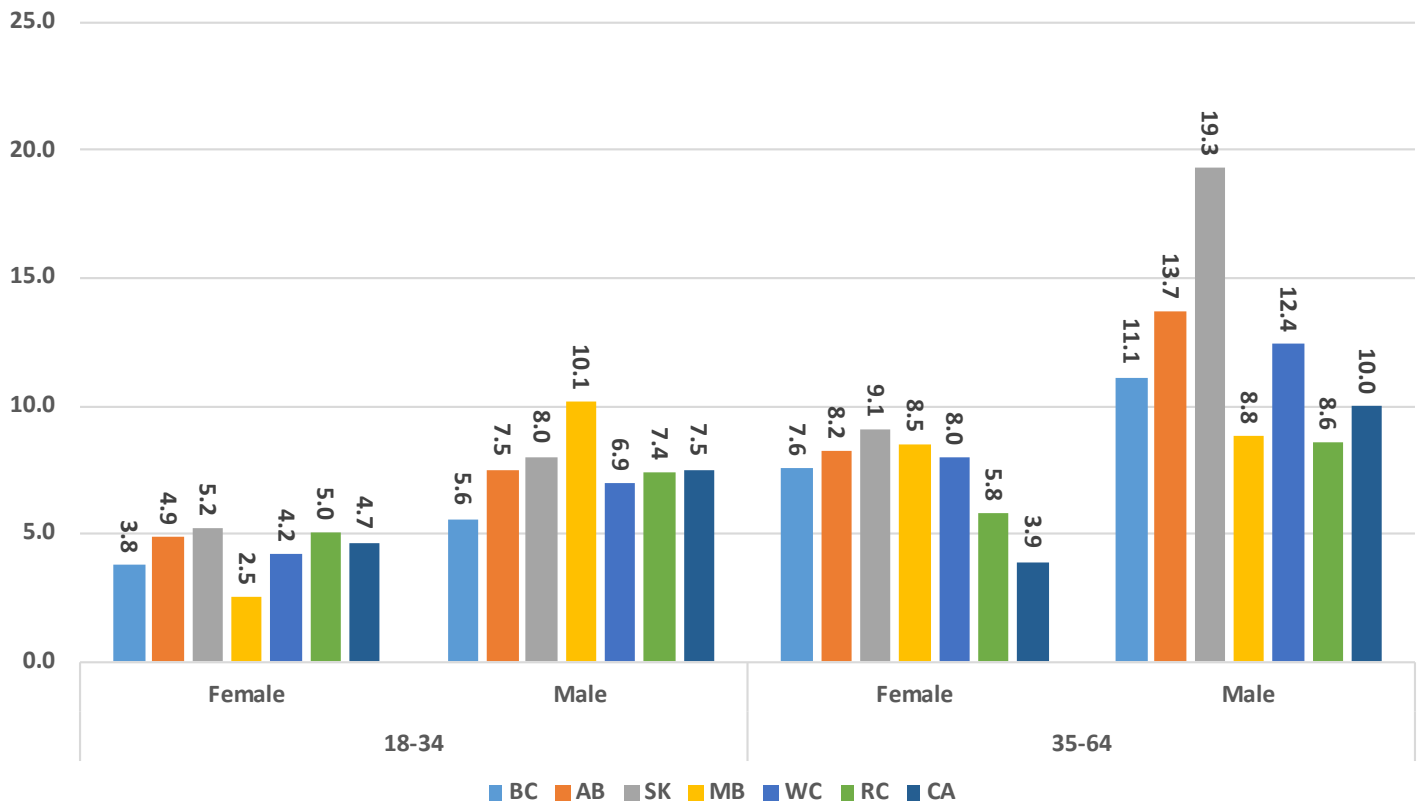
4.2 AGE PROFILE OF WOMEN AND MEN IN ESTABLISHED BUSINESS (EB)

What about women’s involvement in established business ownership? Figure 4.2 shows activity rates, again across the two age categories, by province and region. As we can see, established business is largely a domain of older men, who have the highest activity rates amongst this

group. Younger women aged 18-34 years of age have very low rates of participation at this business stage—something that is not surprising, given that it takes time and experience to develop a successful business over the long term. While activity rates for young women in Western Canada (4.2%) are somewhat lower than in the rest of Canada (5.0%), there is variation amongst the Western provinces, with young women in Saskatchewan (5.2%) and Alberta (4.9%) having the highest involvement. Finally, there is a small but consistent gender gap in activity amongst younger entrepreneurs across provinces and regions in the 2-3% range. The one exception is in Manitoba where there is a gender gap in activity of nearly 8%.

4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

Figure 4.2 Age Profile of Women and Men in Established Business, 18-64 years, 2019



4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

Turning to older women entrepreneurs, aged 35-64, we see higher levels of activity in established businesses, as we would expect. But there is less variation across the Western provinces, with activity rates in the 7-9% range. Of note, women's overall activity in Western Canada is much higher (8.0%) than for women in the rest of Canada (5.8%). There is variation in gender gaps in activity. For instance, in Manitoba the gender gap is non-existent (8.5% for women and 8.8% for men) amongst older entrepreneurs, whereas in Saskatchewan it is quite sizeable, at over 10% (with activity rates of 9.1% for women and 19.3% for men).

4.3 EDUCATION BACKGROUND OF WOMEN AND MEN IN EARLY-STAGE ACTIVITY (TEA)

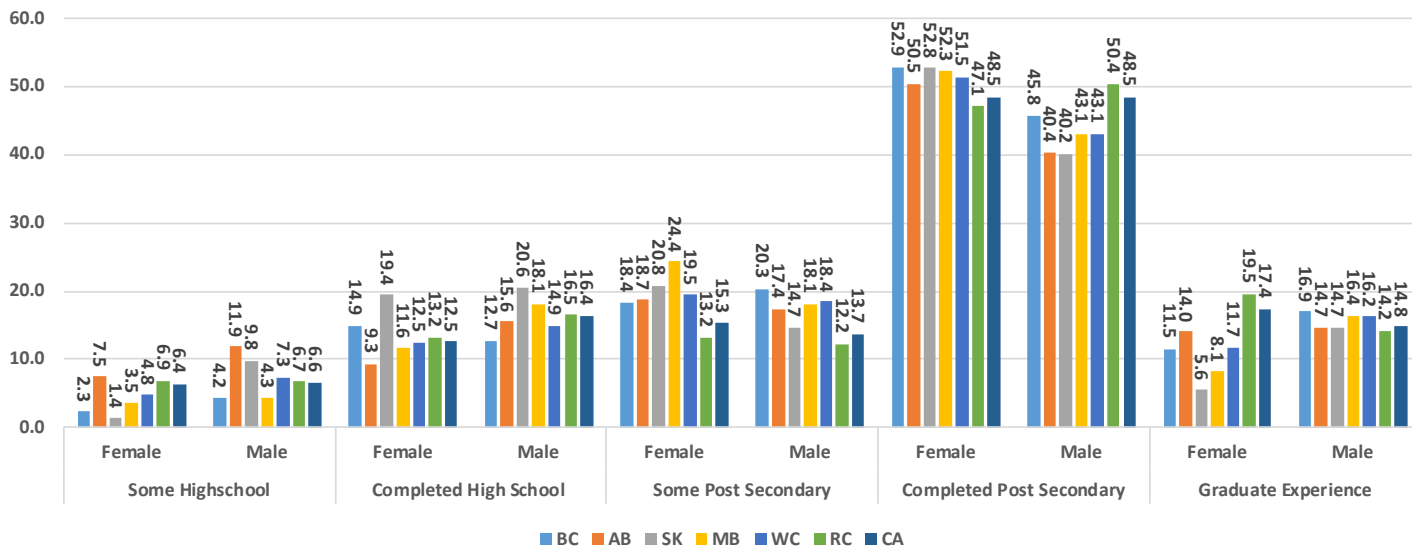
We know that human capital (e.g. education, skills, experience) plays a critical role in shaping the success of new ventures. Both formal and informal learning are important. In Canada, as in many other knowledge-based economies, education plays an especially important role in spurring the creation of innovative business. It has also critically important for expanding women's career aspirations and their entrance into business ownership.

Figure 4.3 profiles the educational backgrounds of women and men involved in early-stage activity. The figures shown are not activity rates by educational level but instead represent the proportion of all women or men in early-stage entrepreneurship with a certain level of educational attainment. So, as Figure 4.3 shows, the largest proportion of women involved in early-stage activity have completed post-secondary education—in fact, just over half (51.5%) of women in Western Canada compared to 47.1% of women in the rest of Canada. There is not a great deal of variation amongst women in the Western province in terms of post-secondary completion. In all provinces and regions, smaller proportions of women have just some post-secondary, high school completion, or high school only—the latter group making up the smallest proportion of women entrepreneurs. Some striking differences are seen for graduate level training, accounting for just over one in ten (11.7%) women entrepreneurs in Western Canada but nearly two in ten (19.5%) in the rest of Canada. In terms of gender, more female than male entrepreneurs in Western Canada have post-

secondary completion, but women in Western Canada are less likely to hold a graduate degree than their male peers.

4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

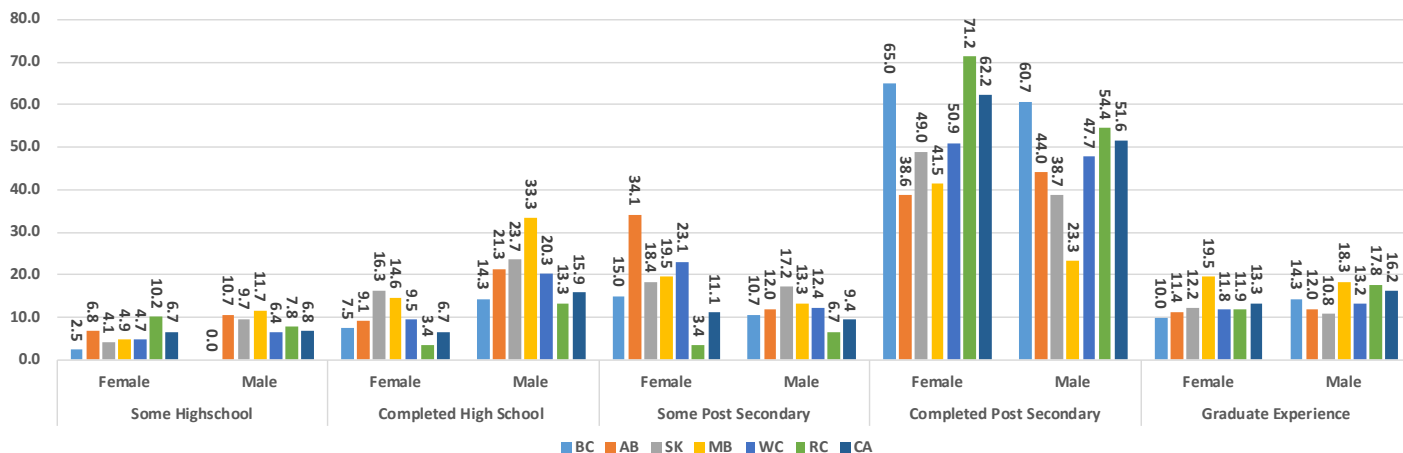
Figure 4.3. Education Background of Women and Men in Total Early-Stage Activity (TEA), 18-64 years, 2019



4.4 EDUCATION BACKGROUND OF WOMEN AND MEN IN ESTABLISHED BUSINESS

Given that established business owners are older, on average, we might expect to see somewhat lower levels of formal education, given that educational attainment has significantly increased in Canada in recent decades. Perhaps one of the most notable trends in Figure 4.4 is somewhat greater variation across the Western provinces at each level of educational attainment. For instance, while the largest proportion of women entrepreneurs in Western Canada has post-secondary completion, accounting for 50.9% of women, this ranges from a low of 38.6% in Alberta to a high of 65.0% in BC. Rates for women entrepreneurs in the rest of Canada are even higher, however, with nearly three-quarters (71.2%) having a post-secondary degree. For the most part, women are much more likely to have a post-secondary degree than are men across the provinces, especially in Manitoba. Interestingly, we see less variation for women entrepreneurs across the Western provinces at the graduate degree level, except in Manitoba. A slight gender gap in favour of men is also observed for Western Canada, though it is smaller than that found in the rest of Canada.

Figure 4.4. Educational Background of Women and Men in Established Business (EB), 18-64 years, 2019



4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

4.5 FAMILY STATUS IN EARLY-STAGE (TEA) AND ESTABLISHED BUSINESS (EB)

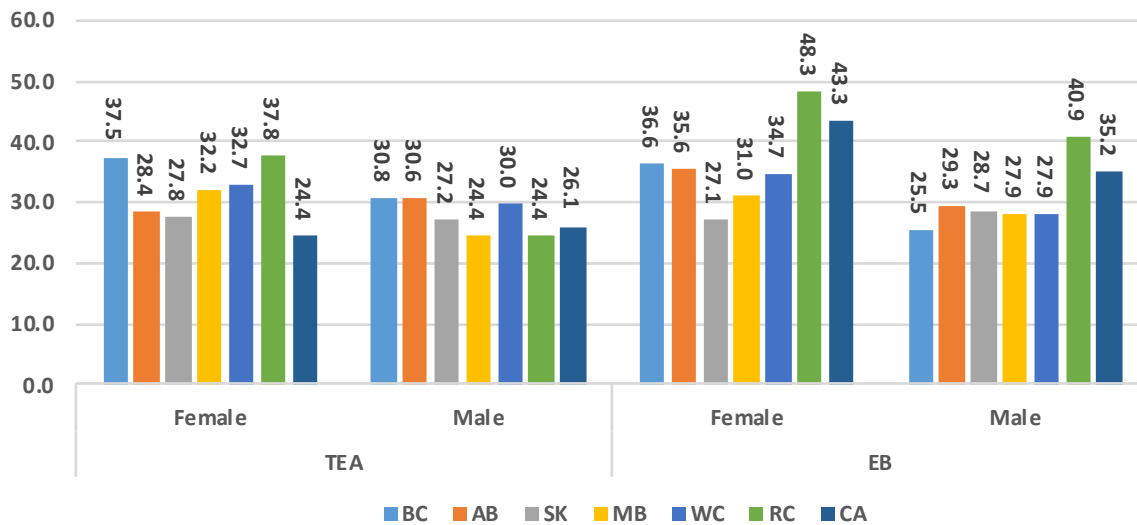
What about the family status of women entrepreneurs in Western Canada? Here we examine the responsibilities they have for family caregiving. This is an important issue with respect to the work-family demands carried by women entrepreneurs—a reality that the COVID-19 pandemic has really brought to light. A special question added to the 2019 GEM Canada survey asked respondents: “Do you currently provide unpaid care to children or elderly members living in your household?” Existing research shows that caregiving responsibilities can shape entrepreneurial activity in several ways. It can be an important motivating factor for setting up a business, in some cases, as a way to more easily blend work and family responsibilities than might be possible in traditional paid employment. Family caregiving may also influence the amount of time, energy, and focus that entrepreneurs are able to devote to their business, as well as to networking and travel that often goes along with developing and promoting a business.²²

As Figure 4.5 shows, while early-stage women entrepreneurs in Western Canada are slightly more likely than men, on average, to be providing unpaid family care, the difference is actually very small (32.7% for women versus 30.0% for men). Yet, there are important

4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

variation across the Western provinces. In BC, for instance, the gender gap is noteworthy (37.5% for women and 30.8% for men), whereas in Alberta, men (30.6%) are actually more likely to report family caregiving than women (28.4%)—a finding that many might find surprising. Comparing Western Canada (WC) to the rest of Canada (RC), we also see that early stage women entrepreneurs in WC are less likely to be providing family care, with about a 5% difference, whereas the situation is the reverse for men, with male entrepreneurs in the West more likely to have caregiving responsibilities.

Figure 4.5 Unpaid Caregiving by Women and Men in Early-Stage (TEA) and Established Business (EB), 18-64 years, 2019



Turning to established business owners, also shown in Figure 4.5, we see again that women entrepreneurs in the Western provinces are more likely than men to be providing care (34.7% for women versus 27.9% for men). In broad terms, there is little difference between early-stage and established women entrepreneurs in term of family status, with about one-third involved in providing unpaid care. Amongst established women business owners we do see some variation, with women in BC and Alberta most likely to be providing care, and those in Saskatchewan least likely. It is notable that established women business owners in the rest of Canada are much more likely to be involved in unpaid care work, with nearly half (48.3%) reporting this. This is also the case for men (40.9% in the rest of Canada versus 27.9%

4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

in Western Canada). Comparing women and men in Western Canada, we see a larger gap than amongst early-stage entrepreneurs, with over one-third of women (34.7%) but just over one-quarter of men (27.9%) involved in care.

4.6 INDUSTRIAL SECTOR FOR WOMEN AND MEN IN EARLY-STAGE ACTIVITY (TEA)

A final issue of interest concerns the industries in which women entrepreneurs launch and build their businesses. An extensive body of existing research finds that women entrepreneurs in high-income countries tend to cluster in a specific number of overcrowded sectors (e.g. retail, personal services) where profit margins are low and it is difficult to build long term success, create sufficient profits, or to scale business operations. This concentration in female dominant, low return, industries parallels long observed patterns of ‘gender segregation’ in salaried employment, where women and men cluster in different industries, occupations, and specialties.²³

Figure 4.6 shows the industrial location for early-stage women entrepreneurs in Western Canada, using the GEM categories of *extractive* (e.g. resource-based activity), *transforming* (e.g. manufacturing, processing), *business oriented services* (e.g. legal, accounting, computer services), and *consumer oriented services* (e.g. retail, food and accommodation, personal services).

Looking across the sectors, we can see that women entrepreneurs in Western Canada are heavily concentrated in consumer services, with roughly half of all women (49.6%) located there. They also have a strong presence in business services (30.5%), and a much lighter presence in the transforming (12.8%) and extractive sectors (7.1%). By comparison, women entrepreneurs in the rest of Canada are even more concentrated in consumer oriented services, with nearly two-thirds (62.9%) located there (62.9%). They have a smaller presence in business services (17.5%) and the transforming sector (8.2%), though their presence in the extractive sectors (11.3%) is somewhat higher than for women in Western Canada.

4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

Looking across the Western provinces in greater detail, we do see some notable variation by province in the importance of different sectors for women entrepreneurs. For instance, for women in Saskatchewan, the extractive sector is very important for with over one-quarter (28.0%) operating businesses there. In BC, women entrepreneurs have a strong presence in business services (35.1%) and transforming sectors (21.6%), and much less in consumer-oriented services. It is actually in Alberta where women entrepreneurs are most heavily concentrated in consumer services (59.0%) though business services (25.6%) is also a key sector. In Manitoba, consumer services (59.1%) and business services (29.6%) account for the vast majority of women-led business.

We can also note some important gender differences between early-stage women and men in Western Canada. As noted, women entrepreneurs are much more likely to be found in consumer-oriented services (49.6%), but roughly one-third (32.5%) of men are also operating in this sector. Interestingly, early-stage women are more likely to operate in extractive services (7.1%) than are men (3.8%). But a very large gender gap exists in transforming services (12.8% for women versus 30.6% for men). In contrast, business services has fairly comparable representation of women and men (roughly one-third).

Moving beyond the four fold GEM classification, we can also use the ISIC classification to provide a more detailed profile of women's early-stage activity (figures not shown). This indicates that nearly three-quarters of women cluster in five key sectors: retail, hotels and restaurants (27.1%); government / health / education / social services (17.9%); professional services (13.6%); manufacturing (7.9%); and information and communication (7.9%). In contrast, male-led business in Western Canada are spread across a wider range of sectors, with roughly three-quarters of entrepreneurs found in eight key sectors: professional services (13.1%); government / health / education / social services (13.1%); mining and construction (11.9%); retail, hotels and restaurants (11.9%); information and communication (9.4%); manufacturing (8.8%); and wholesale trade (8.1%); transportation and storage (6.9%). Similar patterns of gender segregation and concentration are found in paid employment, highlighting how educational and work experiences carry over into the industries women entrepreneurs operate within.

4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

4.7 INDUSTRIAL SECTOR FOR WOMEN AND MEN IN ESTABLISHED BUSINESS (EB)

Turning to established businesses, in Figure 4.7, we can see that women entrepreneurs in Western Canada have a different profile than women in early-stage businesses, with four in ten women (40.5%) operating in business services. This is followed by consumer services (24.3%), and then, in roughly equal proportions, by transforming (18.9%) and extractive (16.2%) industries. In contrast, established women entrepreneurs in the rest of Canada are far more heavily concentrated within consumer oriented services, with half of all businesses (50.0%) operating there. They have a smaller presence in business services (27.3%) and the extractive sectors (6.8%), but are equally likely to be found in transforming sectors (15.9%).

Of note, we can again observe some notable differences across the Western provinces in industrial location. Women in Saskatchewan, for instance, have a much stronger presence in the extractive sector (38.2%) than women in the other Western provinces, whereas women business owners in BC and Manitoba are very active in the transforming sectors, with roughly one-quarter operating there (25% and 27.3% respectively). In both Alberta and BC, women are also strongly represented in business services (49% and 42.9% respectively).

Finally, with respect to gender-based patterns, there is a gender gap in favour of men in extractive and transforming sectors in Western Canada, while the gap reverses in favour of women for business and consumer oriented services. These trends are not surprising as these sectors are typically gender stereotyped in exactly this way. But some surprises do emerge in within specific provinces. For instance, in Saskatchewan, a fairly comparable proportion of women (38.2%) and men (37.1%) are found in the extractive sector, which is typically seen as a male domain. In Alberta, the gender gap in the extractive sector is also relatively narrow (20.0% women vs. 23.3% men). In BC, the proportions of women (25.0%) and men (27.3%) in transformative industries is also quite close.

4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

Again, we can use the ISIC classification to get a more fine-grained profile of women’s established firm activity (figures not shown). Top sectors for established women include: professional services (19.6%); government / health / education / social services (15.2%); agriculture (12.5%); mining and construction (11.6%); financial intermediation and real estate (9.8%); administrative services (8.0%); and transportation and storage (7.1%). Compared to early-stage women, established women have a very light presence in retail, hotels and restaurants (4.5%) but also in sectors such as information and communication (3.6%). For established men in Western Canada, a small number of key sectors are important. These include: mining and construction (28.3%); agriculture (15.9%); professional services (15.2%); government / health / education / social services (10.1%); transportation and storage (7.2%); and manufacturing (5.8%). Interestingly, established men in Western Canada are slightly more concentrated on an industrial basis than established women, with over 80% of men found in six key sectors compared to roughly three-quarters of women.

Figure 4.6 Industrial Sector for Women and Men in Total Early Stage Activity (TEA), 18-64 years, 2019

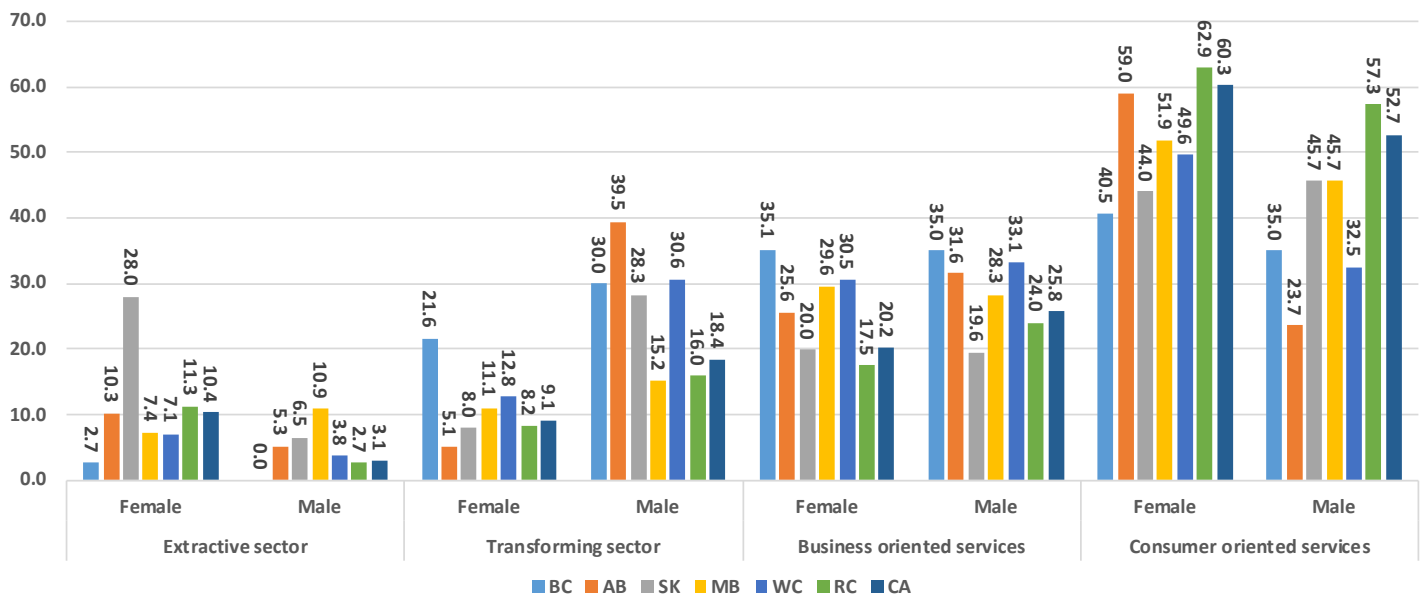
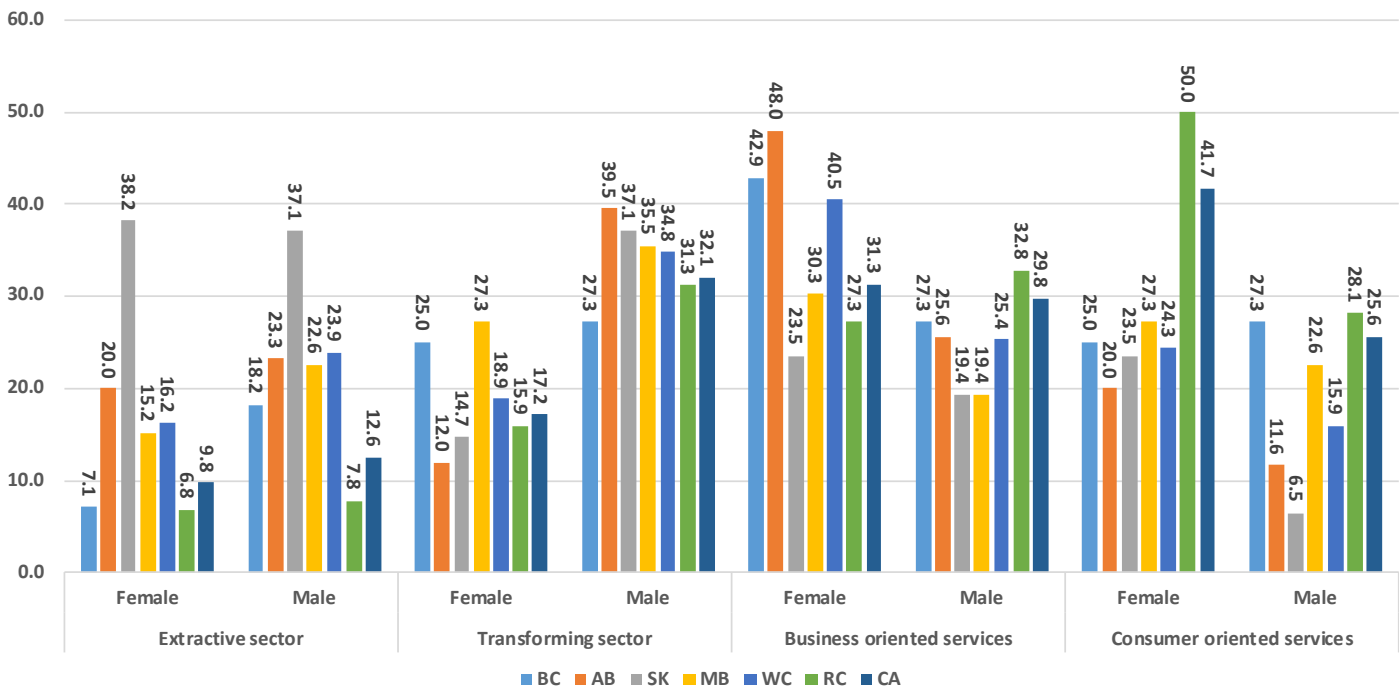


Figure 4.7 Industrial Sector for Women and Men in Established Business (EB), 18-64 years, 2019



4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

SUMMARY

This section has explored the demographic characteristics of entrepreneurs, including age, education and family caregiving status. We also examine the industrial sectors where early stage and established women entrepreneurs are located. TEA activity is much higher for younger women than for older women, especially in Alberta. Established business is largely a domain of older men. Notably, women’s overall activity in Western Canada is much higher than for women in the rest of Canada. Regarding education, the largest proportion of women involved in early-stage activity have education at the post-secondary level and more female than male entrepreneurs in Western Canada have post-secondary completion although men are more likely to have graduate degrees. Greater provincial variation in education attainment is evident in established business. Women entrepreneurs in Western Canada are slightly more likely than men to be providing unpaid family care. In some cases, men report family responsibilities more than do women but this declines

in established businesses. Men tend to form businesses in extractive and transforming sectors in Western Canada, while the gap reverses in favour of women for business and consumer-oriented services. There are pockets of women's representation in extractive sectors in Saskatchewan and the rest of Canada. In established businesses, there is a shift with consumer services taking a smaller proportion of industry types compared to the other sectors. Overall, women and men vary on these characteristics and have different types of businesses.

4. CHARACTERISTICS OF WOMEN ENTREPRENEURS IN WESTERN CANADA

5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

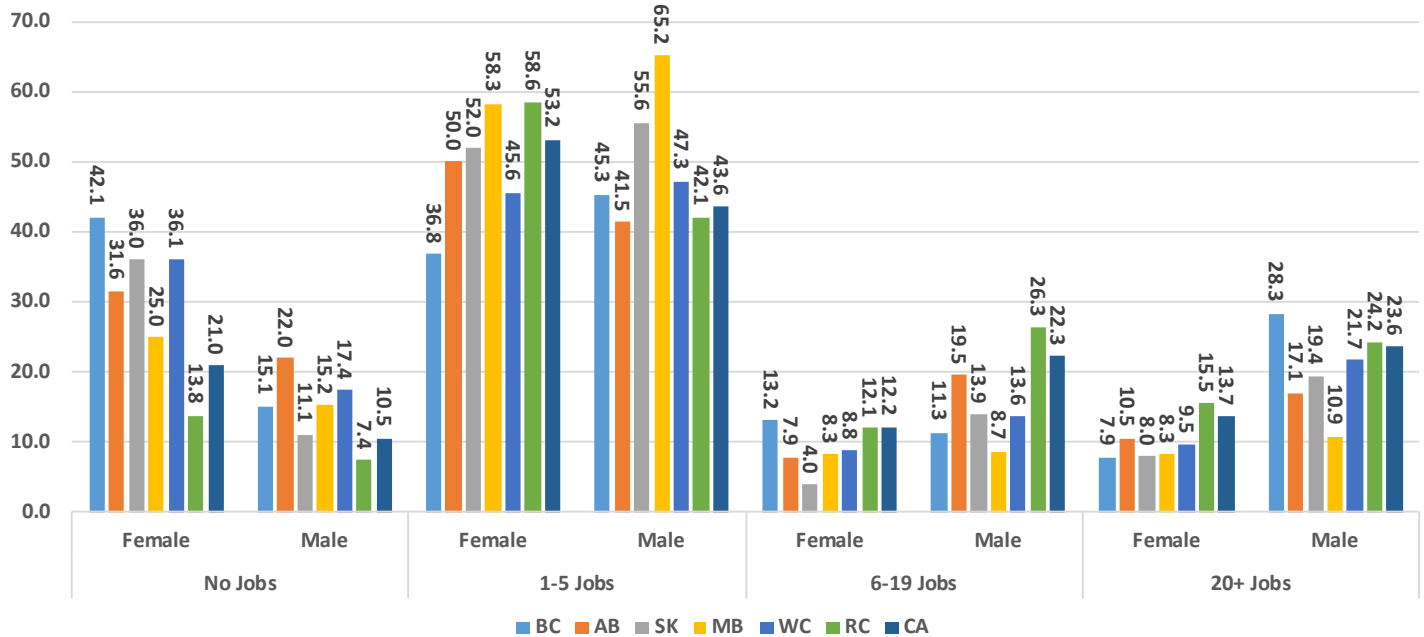
Entrepreneurship and the formation of new businesses has the potential to yield generative economic impacts such as job creation, product innovation, and expanded trade. This section considers each of these possible outcomes of entrepreneurship from a gendered perspective and across stages of business development.

5.1 EMPLOYMENT CREATION IN EARLY-STAGE FIRMS (TEA)

Figure 5.1 outlines the extent of job creation by gender in start-up businesses. A first glance at this data shows that both women and men in new businesses tend to employ between one (1) and five (5) people. Businesses that have 6-19 or 20+ employees tend to be run by men, although women do run larger businesses as well. Conversely, smaller businesses that do not create employment (solo entrepreneurship) are notably more likely to be headed by women. More specifically, when examining the '1-5 jobs' category, it can be seen that women employ this number of employees slightly more than do men, although there is regional fluctuation on this. Women (45.6%) and men (47.3%) in WC are fairly comparable on this measure, with men very slightly higher. However, when looking at the rest of Canada and Canada as a whole, women exceed men noticeably on this category (RC women = 58.6%, CA women = 53.2%; RC men = 42.1%, CA men = 42.6%). Provincially, men and women are fairly equivalent; men surpass women in most provinces but only slightly. In Alberta, women are slightly higher than men.

Women are represented greatly in businesses that create no jobs, exceeding men by roughly two to three times across all regions. In the '6-19 jobs' category, men in WC, RC, and CA are about 1.5 to 2 times more likely than women to have this many employees. In BC and Manitoba, this is fairly equal for men and women but men in Alberta and Saskatchewan rate this much higher than their female counterparts. For businesses with 20+ jobs, men strongly exceed women in all regions, except in Saskatchewan where it is roughly equal across gender.

Figure 5.1 Employment (Number of Jobs), for Women and Men in Total Early-Stage Activity (TEA), 18-64 years, 2019



5.2 EMPLOYMENT CREATION IN ESTABLISHED BUSINESS (EBO)

Similar patterns are evident among men and women in established businesses (Figure 5.2), with some shifts and nuances. Again, it can be seen that, for both men and women, most established businesses employ between one (1) and five (5) people. In established businesses, men and women are almost identical across all regions on this measure, with only British Columbian women (45.0%) scoring somewhat higher than men (38.3%) on this indicator.

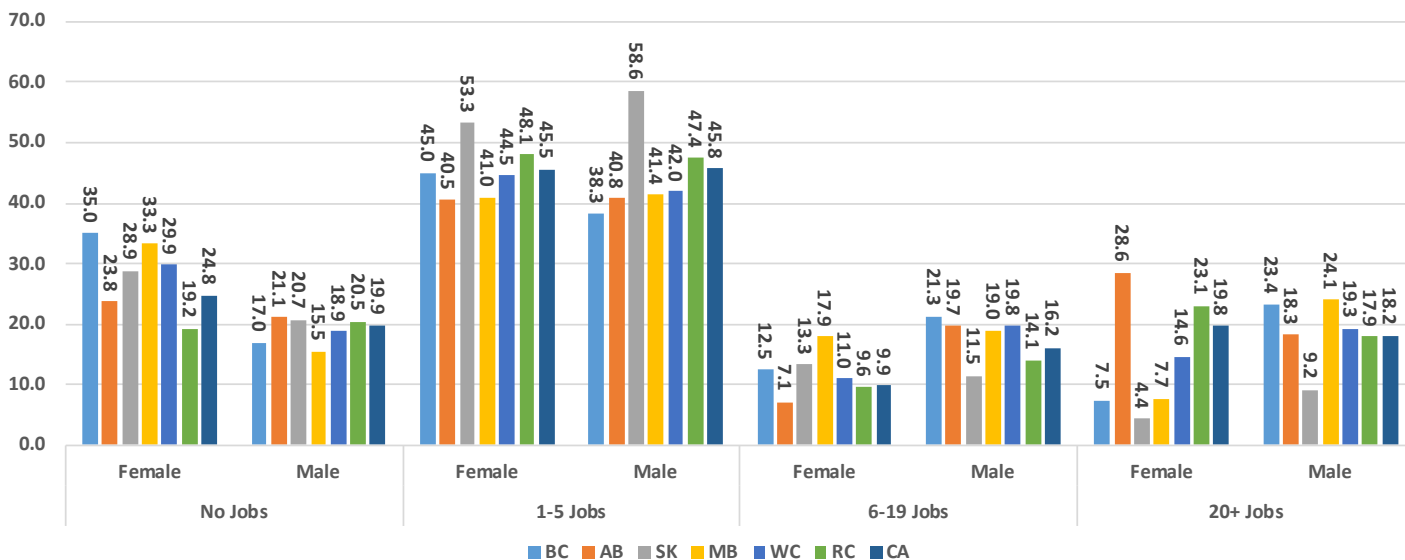
In businesses that create no employment (‘no jobs’), women still feature more prominently than men but there is some evening out compared to job creation in new businesses. Women and men in the rest of Canada (RC) score roughly the same and women across Canada (CA) score only a few points higher than do men. Within the Western provinces, there is more variation and some extremes are still evident, particularly in BC and Saskatchewan, where women largely outnumber men in businesses that create no jobs. This results in 29.9% of WC women overall indicating that they do not have employees, as compared to 18.9% of WC men.

5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

In businesses that employ 6-19 people, provincial extremes for men and women are evident. While Manitoba and Saskatchewan women and men are quite comparable, women’s significantly lower rates in BC and Alberta bring women’s WC overall rate to 11.0% and WC men to 19.8%. When looking at the rest of Canada and Canada as a whole, men (RC = 14.1, CA = 16.2) outnumber women (RC = 9.6, CA = 9.9) in businesses with 6-19 jobs.

Regional variations are notable, and in some cases extreme, in businesses with 20+ jobs. In the Western provinces, men are 2-4 times more likely than women to provide more than 20 jobs, although Alberta is a noteworthy outlier, with Alberta women (28.6) far exceeding men (18.3) on this indicator. Across WC, men still rate this higher than do women. This switches along gender lines when considering the rest of Canada and all of Canada, where women (RC = 23.1, CA = 19.8) are slightly more likely than men to have businesses with this number of employees (RC = 17.9, CA = 18.2).

Figure 5.2 Employment (Number of Jobs), for Women and Men in Established Business (EBO), 18-64 years, 2019



5.3 EXPECTED JOB GROWTH IN NEXT 5 YEARS IN EARLY-STAGE FIRMS (TEA)

This section shifts the focus toward the future to explore expectations about job growth among entrepreneurs in new businesses. A snapshot view of this data shows that women are more oriented than men toward job growth in the range of 1-5 employees, although women are also more likely than men to indicate that they anticipate no job creation in the near future. On the other hand, men tend more than do women to anticipate high job growth in their emerging businesses.

There is provincial variation in the '1-5 jobs' category, especially for men. Looking across genders, women in BC and Alberta are much more likely than men in those provinces to expect the addition of 1-5 jobs to their firms in the next five years. This switches for Saskatchewan women, who rate this slightly lower than their male counterparts, whereas this is relatively equal for men and women in Manitoba. Overall, then, WC women (58.1%) score significantly higher than men (36.7%) when asked about job growth in the order of 1-5 jobs. Women also remain higher than men on this measure when looking at the rest of Canada and Canada as a whole.

Looking across regions, women are about twice as likely as men to expect no job growth in the next five years, with the exception of Alberta, where perceptions about job growth are equal between men and women in that province. The pattern is consistent among Western Canadians, the rest of Canada, and Canada overall.

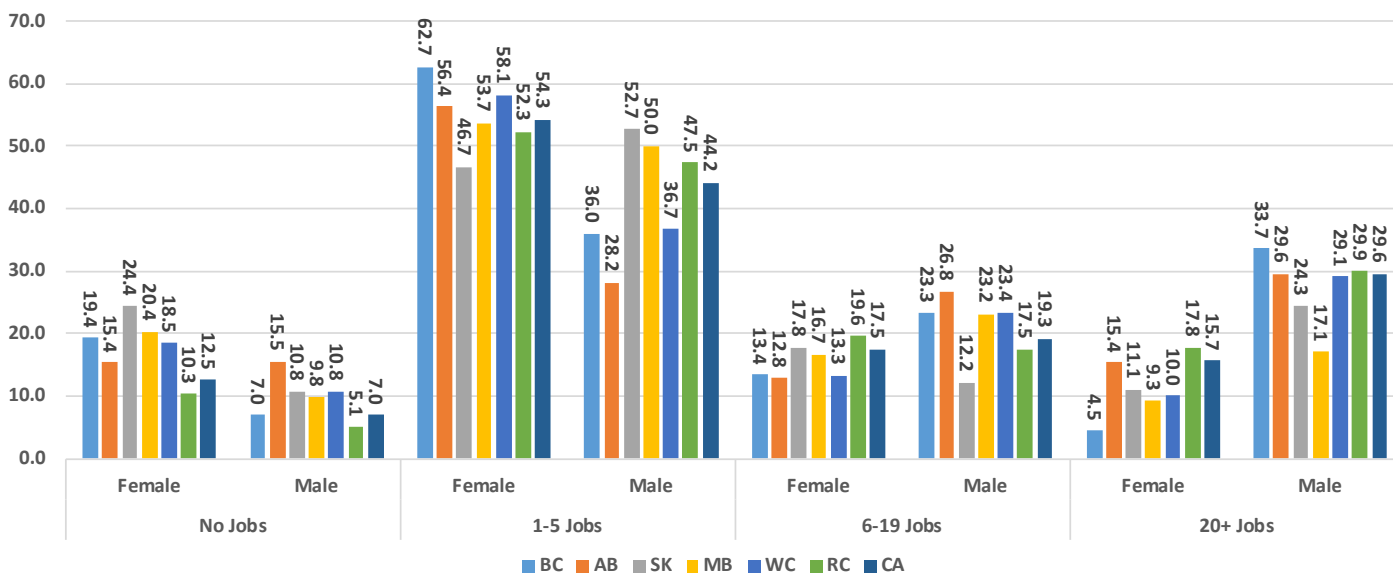
Across Western Canada, women are quite consistent with each other, as are men, when considering whether they will see employment growth in the range of 6-19 jobs, with men rating this higher than women. Saskatchewan is an outlier, with women rating this higher than SK men. Taken together, WC men rate this measure at 23.4% (the highest of all regions), while WC women score 13.3%. In the rest of Canada, men and women are fairly close, with women very slightly higher, while in Canada as a whole, men are slightly higher than women, although both are similar.

5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

A much greater gender difference is evident when looking at expected growth on the measure of 20+ jobs. Women score in the neighbourhood of less than half what men do in this category. The pattern is consistent across regions, although British Columbia is a striking exception, with 4.5% of women in BC anticipating growth on this magnitude, while BC men, at 33.7%, outscore all other regions.

Figure 5.3 Expected Job Growth in Next Five Years for Women and Men in Total Early-Stage Activity (TEA), 18-64 years, 2019



5.4 EXPECTED JOB GROWTH IN NEXT 5 YEARS IN ESTABLISHED BUSINESS (EBO)

In established businesses, we again see shifts in gender-based expectations about job growth as well as considerable regional variation, especially when considering categories measuring higher numbers of jobs created (i.e. 6-19 jobs and 20+ jobs).

Women in established businesses are significantly more likely than men to expect no additional jobs in their businesses over the next five years; this is especially true for women in the Western provinces. Manitoba women are most likely to anticipate no job growth (43.8%), a few points higher than their Western colleagues, and much higher than

5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

Manitoba men (14.3%). Women in BC are second at 36.8%, whereas men in BC (13.3%) are the least likely of all to expect no job growth. Western Canadian women are twice as likely as WC men to anticipate no additional jobs in the next five years. Men in the rest of Canada (21.5%) rate this slightly higher than women (17.4%), whereas men in Canada overall (20.5%) are slightly less likely than CA women (25.3%) to predict no growth in jobs.

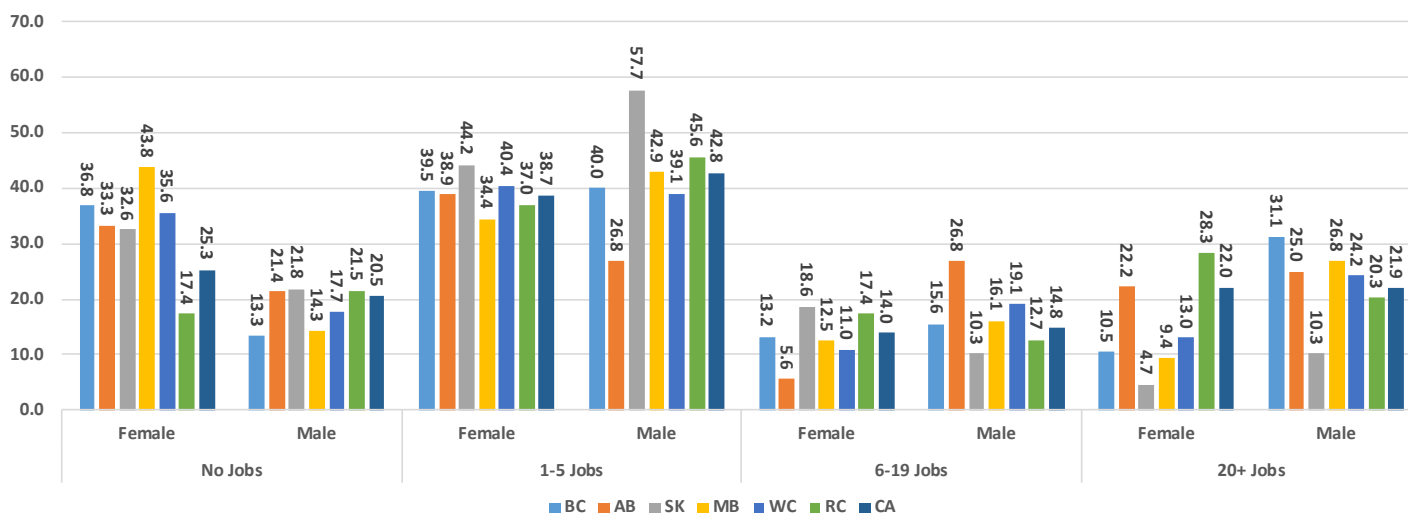
As seen on previous indicators in this section, men and women across regions are more likely to employ and expect to employ 1-5 people in their business and this is true for those in established businesses as well. For established women-led businesses, there is consistency across region, with roughly around 40% of these entrepreneurs anticipating job growth in the range of 1-5 jobs over the next five years (range = 34.4-44.2%). Among men in Western provinces, there is much more variation, with a low of 26.8% of men in Alberta foreseeing job growth in the order of 1-5 jobs, ranging upward to a high of 57.7% of men in Saskatchewan with this expectation. On balance, men and women in WC are virtually equal regarding their expectations of employment growth in the range of 1-5 jobs. Within the rest of Canada and Canada overall, men are slightly more likely (RC = 45.6%, CA = 42.8%) than women (RC = 37.0%, CA = 38.7%) to anticipate growth of this level.

Turning to expectations of job growth in the range of 6-19 jobs, it can be seen that there is a fairly low expectation of job growth in this range, although there is regional variation and men anticipate this somewhat more than do women. 11% of WC women expect this level of job growth, with a range from a low of 5.6% in Alberta to a high of 18.6% in SK. Similar regional fluctuations are evident for Western men in established businesses, from a low in SK of 10.3% to a high in Alberta of 26.8%, representing a reversal from the women's trends in these provinces. Overall, 19.1% of WC men anticipate this level of growth. In the rest of Canada, women (17.4%) outscore men (12.7%) but looking at Canada overall, regional and gender variations are evened out and men and women are virtually equal.

5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

When exploring expectations about high job growth within firms (20+), we again see that men expect this order of growth more so than do women, although this is very different from region to region. For WC men, 24.2% expect this level of job creation, compared to 13.0% for WC women. Among women in the Western provinces there is a wide range, from 4.7% in SK to 22.2% in Alberta, with BC and Manitoba falling about halfway in between. Similar provincial fluctuations exist for men in the West, with a range from 10.3% for SK men to 31.1% for BC men. In the rest of Canada, there is a surprisingly higher number of women (28.3%) compared to men (20.3%) who anticipate this order of growth, whereas this becomes almost equal between men and women when considering the whole of Canada.

Figure 5.4 Expected Job Growth in Next Five Years for Women and Men in Established Business (EB0), 18-64 years, 2019



5.5 INNOVATION IN PRODUCT OR MARKET IN EARLY-STAGE FIRMS (TEA)

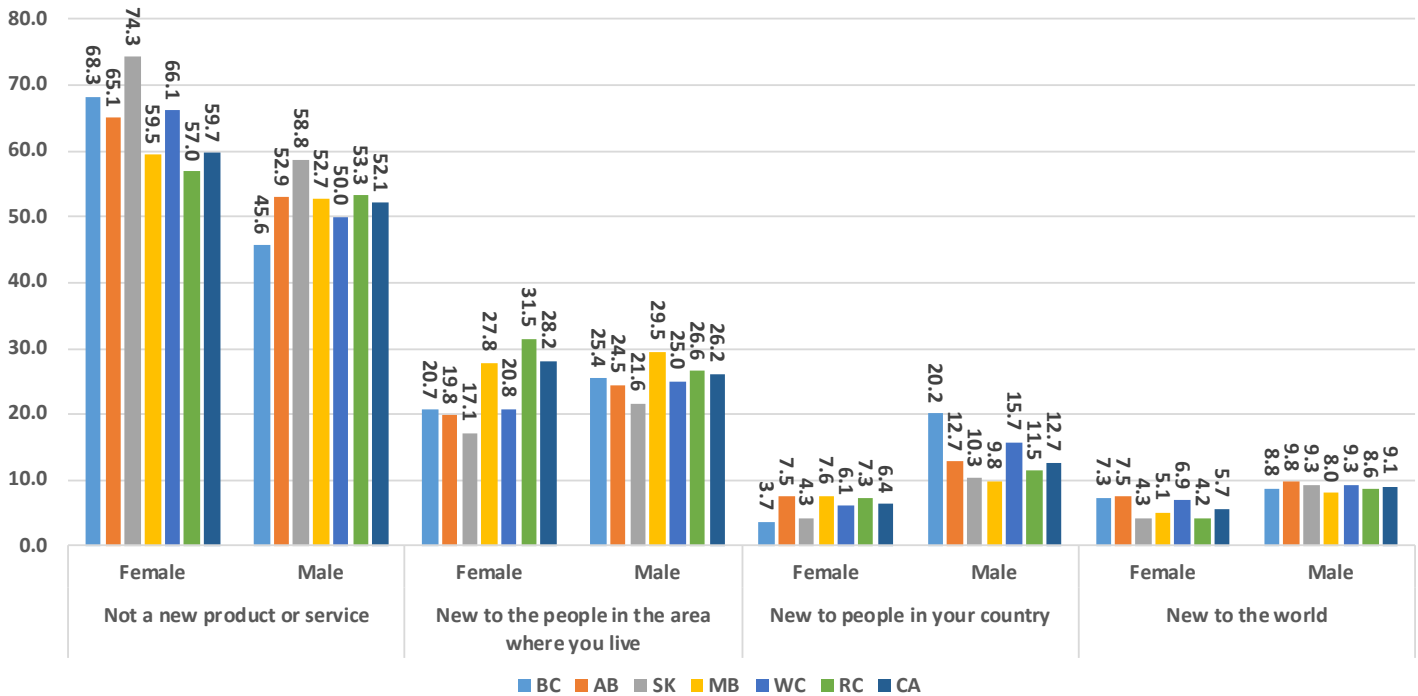
Creating businesses that are successful and sustainable over the long-term, depends on innovation— new products or services, or new technologies and processes, that create economic and / or social value. Studies of women’s entrepreneurship however find that women are often more involved in ‘imitative’ rather than ‘innovative’ forms of business activity—for instance, they may run retail shops

or restaurants that are quite similar to other businesses, rather than offering something truly new, making it difficult to compete and be successful.²⁴ While these concerns are important, it must be noted that ‘innovation’ is often conceived of narrowly, reflecting specific types of activity where males predominate (e.g. information and communication technologies). Standard definitions, and ways of thinking, about innovation, therefore, may overlook or exclude new forms of innovation that are found in women-led businesses.²⁵

We can see trends in innovation for early-stage business owners with respect their products and service offerings in Figure 5.5a. What stands out immediately is that the vast majority of women entrepreneurs in WC (66.1%) do not offer new or unique products or services, about 10 percentage points above women in the rest of Canada (57.0%). For the remaining women in WC who do offer new products, about one in five (20.8%) offer something new to their immediate region, 6% are new to the country and 6.9% are new to the world. Women in the rest of Canada are more likely to offer new products in their own communities (31.5%), while innovation nationally or internationally is similar to WC trends. A gender gap amongst WC women and men is notable across all categories, especially at the local (a gap of over 15%) and national level (a gap of nearly 10%).

5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

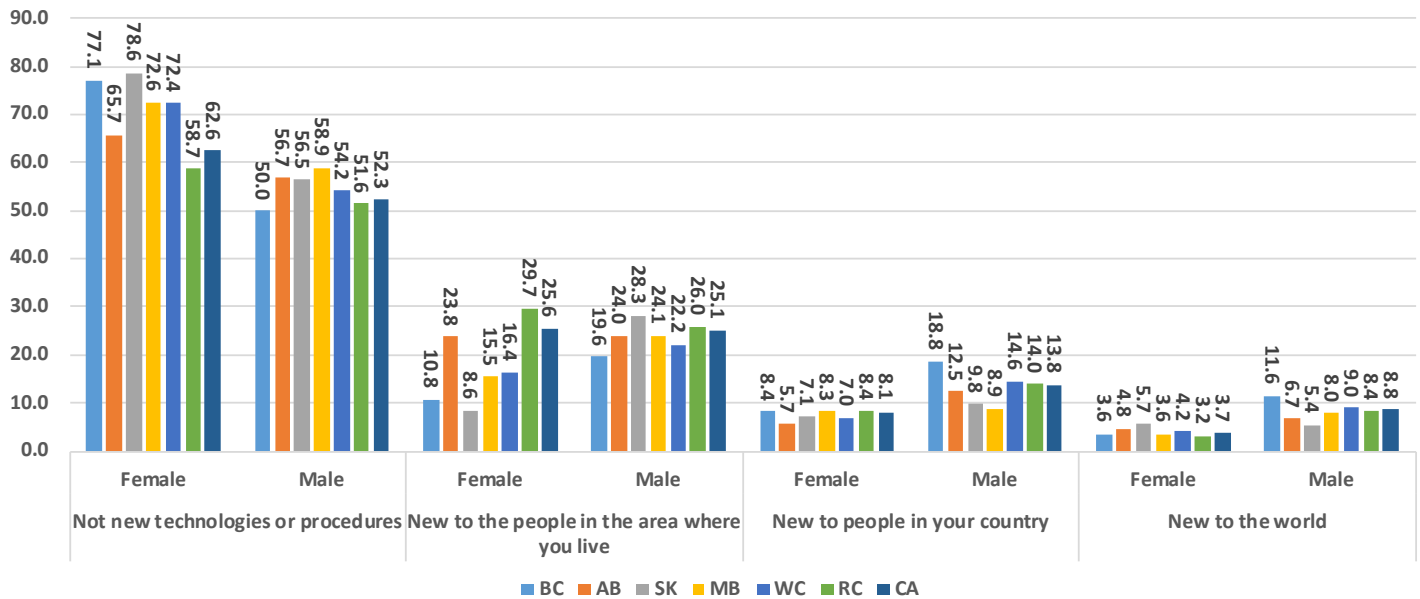
Figure 5.5a Innovation in Product or Services for Women and Men in Early-Stage Activity (TEA), 18-64 years, 2019



5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

Turning to innovations in technologies and procedures, again for early-stage business owners, we see similar trends though magnified in some places. Nearly three quarters of WC women (72.4%) report not offering utilizing new technologies or procedures, higher than women in the rest of Canada (58.7%). Innovation profiles are similar for WC and RC women nationally and globally, but there is a very wide gap at the local level, with just 16.4% of WC women using innovative technologies or processes compared to 29.7% in the rest of Canada. With respect to gender gaps, established firms led by men are more innovative, though it should be noted that over half (54.2%) have not engaged in technological or process innovation. While WC men are more innovative locally, nationally and internationally, the gender gap is most sizeable, in relative terms, at the international level (4.2% for women vs. 9.0% for men).

Figure 5.5b Innovation in Technologies or Processes for Women and Men in Early-Stage Activity (TEA), 18-64 years, 2019



5.6 EXPORTING FOR WOMEN AND MEN IN EARLY-STAGE FIRMS (TEA)

Given the relatively small domestic market in Canada, exporting products and services is an important way for entrepreneurs to grow and expand their businesses. Yet, research in Canada suggests that female entrepreneurs are often less likely to engage in exporting, due to their smaller size, sectoral location, and growth intentions.²⁶ Given the importance of exporting for business growth, women’s enterprise centres in Canada—such as the Alberta Women Entrepreneurs (AWE) and those in BC, Saskatchewan, and Manitoba—have put significant effort into raising awareness of trade missions and helping women entrepreneurs identify opportunities.

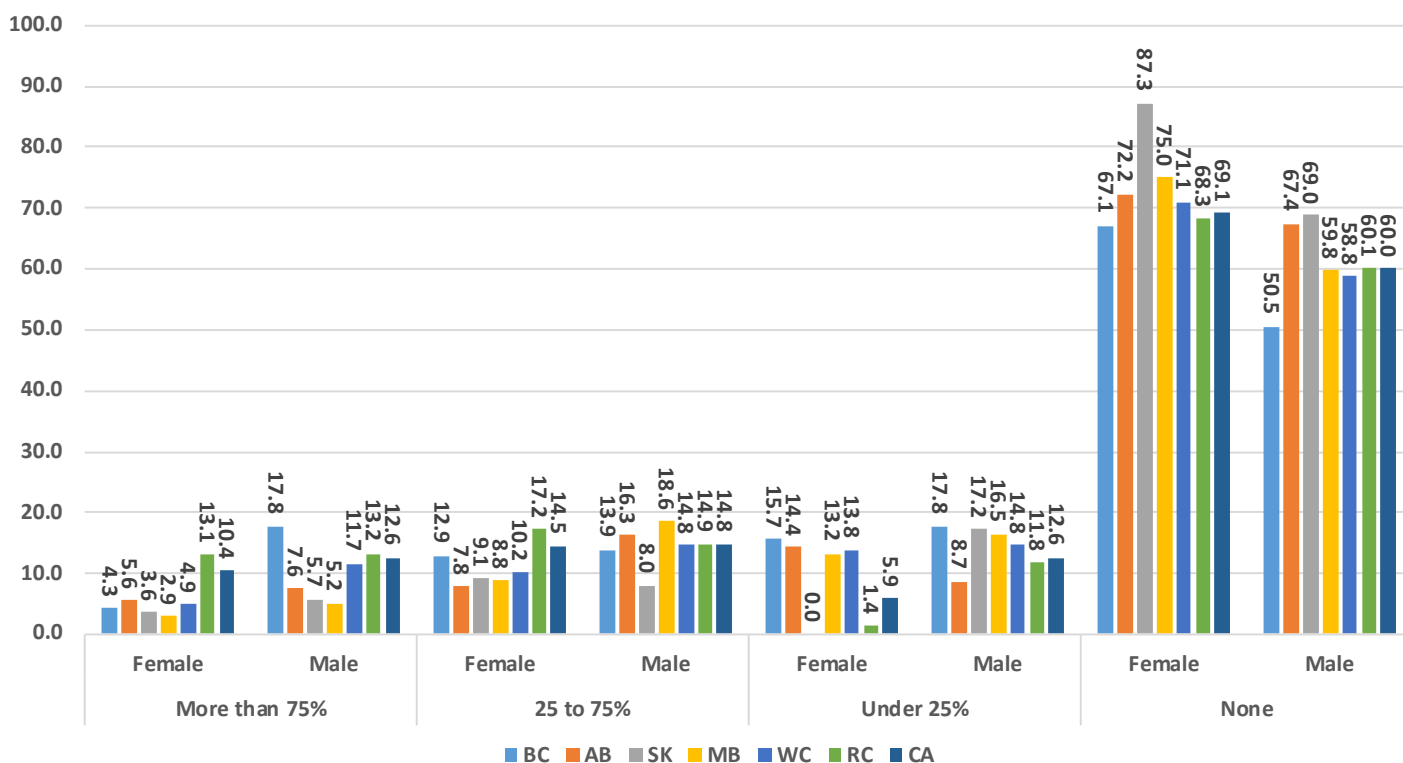
Current trends in exporting for early-stage women entrepreneurs can be seen in Figure 5.6. The data captures responses to the following question: “What percentage of your annual sales revenues will usually come from customers living outside your country?” We can see that the vast majority of early-stage women in WC (71.1%) do not engage

5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

in any export activity at all, which is also true for women in the rest of Canada (68.3%). Another one-quarter of WC women fall in the under 25% (13.8%) and 25-75% (10.2%) threshold, with just 4.9% being heavily export oriented, with more than 75% of their annual sales revenues from such activity. Patterns for women in the rest of Canada who do export are reversed, with nearly one-third of them in the two most intensive exporting categories. From a gender standpoint, WC men are much more likely to be export-oriented than WC women, with large gender gaps especially in the 25-75% and more than 75% export categories.

Figure 5.6 Exporting for Women and Men in Early-Stage Firms (TEA), 18-64 years, Canada, 2019

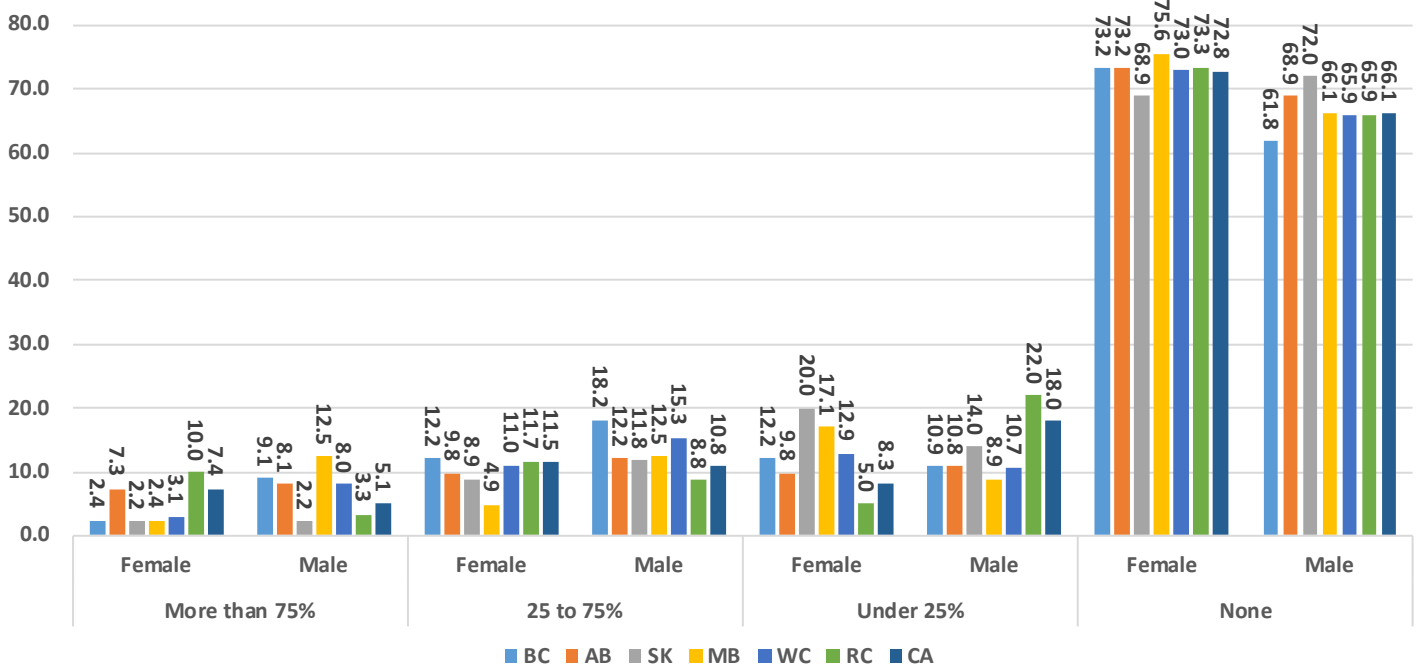


5.7 EXPORTING FOR WOMEN AND MEN IN ESTABLISHED FIRMS (EB)

For established businesses, we see a relatively similar pattern for WC women, with nearly three quarters (73.0%) reporting they are not engaged in exporting. This trend is mirrored for women in the rest of Canada. Amongst women in WC, only a handful (3.1%) earn more than 75% of their annual sales revenues through exports, with the remainder spread between the two middle categories. RC women are much more active at the most export-intensive level (10.0%). Gender gaps again can be seen, and are much larger in the upper two categories, much as with early-stage entrepreneurs.

5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

Figure 5.7 Exporting for Women and Men in Established Firms (EB), 18-64 years, Canada, 2019



5. NATURE OF WOMEN-LED BUSINESSES IN WESTERN CANADA

SUMMARY

This section explored the nature of businesses in Canada in relation to job creation, growth, innovation, exporting, and satisfaction. While women do run large businesses, it is evident that men tend to have a larger number of employees. Smaller businesses that do not create employment (solo entrepreneurship) are clearly more likely to be headed by women. When considering job growth, women are more oriented than men toward growth in the range of 1-5 employees and some anticipate no job creation in the near future, whereas men tend to foresee high job growth in both new and established businesses. These trends are reflected for women in established businesses as well, especially in the Western provinces. In terms of innovation, the vast majority of women entrepreneurs in WC do not offer new or unique products or services, which is higher than women in the rest of Canada. Women who do offer new products focus on their immediate region. Similarly, there is a striking tendency among women not to engage in any export activity at all. In general, women and men create businesses of different natures.

6. DISCUSSION & CONCLUSIONS

This report offers an in-depth analysis of women's entrepreneurship in Western Canada (WC), focusing on trends for women in the four Western provinces—BC, Alberta, Saskatchewan, and Manitoba. It draws on 2019 GEM Canada data, with larger than normal sample sizes in the four Western Canadian provinces, to examine key trends for WC women entrepreneurs, and to compare their experiences with women entrepreneurs in the rest of Canada (RC) and male entrepreneurs in the Western provinces.

The report draws on data gathered in 2019, prior to the COVID-19 pandemic. It thus offers an important baseline for understanding women's enterprise in Western Canada at a particular historical time. It is now clear that the COVID-19 pandemic marks an unprecedented shock to the entrepreneurial sector in Canada and other countries, with women-led business appearing to be especially vulnerable due its size, sectoral location, and other factors. Six months into the pandemic, with public health and economic challenges ongoing, it is difficult to predict future trends or offer straightforward recommendations as might normally be the case. With these caveats in mind, this section highlights key findings and offers select recommendations, recognizing that the future trajectory for entrepreneurship and recovery remains uncertain.

From the analysis of the 2019 GEM Canada data, several broad conclusions are clear. First, the Western Canadian context is characterized by a high level of interest in entrepreneurship. This is a key strength. With respect to the general population in Western Canada (not those engaged in business ownership), several trends stand out:

- WC women in the general population have highly positive attitudes towards entrepreneurship. A strong majority see entrepreneurship as having high status (78.8%) and offering a good career choice (67.5%). Overall, these indicators confirm a very favourable orientation towards business ownership amongst WC women in the population at large.

6. DISCUSSION & CONCLUSIONS

- Equally important, many women in WC perceive good opportunities (54.7%) and know other entrepreneurs (57.2%), with connections to other entrepreneurs being higher than for women in the rest of Canada (50.4%). Such connections, or ‘social capital,’ can be very important for generating interest in, and knowledge about, the experience of business ownership.
- Less positively, WC women in the general population report a strong fear of failure (55.6%), higher than women in the rest of Canada (48.7%). And less than half of WC women (49.3%) feel they are capable of leading a business successfully. In contrast, far more WC men (66.4%) believe they are well-prepared for business ownership. This gender gap in ‘perceived capabilities’ requires attention.
- Gender gaps are also evident with respect to ‘entrepreneurial intention’ (EI)—defined as the plan to start a business in the next three years. Roughly 14-17% of WC men express EI, compared to 9-12% of WC women, depending on the specific province. Gender gaps are small in BC and Alberta, but larger in Manitoba and especially Saskatchewan. Despite these gaps, WC women have higher intentions (11.5%) than women in the rest of Canada (8.3%), again highlighting the strong entrepreneurial culture that exists in Western Canada.

Second, the analysis of Western Canadian women already engaged in entrepreneurship confirms strong levels of activity and engagement, but also varied dynamics around business stage, motivations, and attitudes. Key highlights here include:

- Across the four provinces, early-stage business activity (TEA) for women ranges from 11-17%, with Alberta being a key driver. Overall TEA rate for WC and RC women are quite comparable. Gender gaps in TEA exist in Western Canada, with an overall gap of roughly 3% in favour of men. But the gap varies, from a high of 5-6% in BC, Saskatchewan, and Manitoba, to virtually no gender gap in Alberta.

6. DISCUSSION & CONCLUSIONS

- WC women have higher rates of established business (6.7%) than do women in the rest of Canada (5.4%), an encouraging sign with respect to business longevity. But gender gaps in activity levels in favour of WC men are evident, with notable variation by province, ranging from an 7% gap in Saskatchewan to a low of 2.5% in BC.
- While early-stage and established business activity is strong, a small proportion of WC women also exit or discontinue their business each year. Comparing WC women and men, we find little by way of a gender gap on business continuance but men are slightly more likely to exit than women. WC women's reasons for discontinuing a business differ somewhat from those of men. For WC women, the top reasons for discontinuing a business include: a lack of profitability (22.3% reporting this reason); family and personal reasons (16.9%); and other jobs or opportunities (15.7%). WC men are more likely to report opportunities to sell, and are less likely to report family and personal reasons. But a lack of profitability is also a problem for WC men (18.4%).
- Motivations for WC women vary. For early-stage women, making a difference in the world (64.5%), economic necessity (63.3%), and building wealth (58.1%) are most important. Continuing a family tradition motivates just a minority of WC women (32.5%). By gender, building wealth motivates far more WC men (70.9%) than women (58.1%). On necessity motivations, the high level of agreement for both genders (around 63%) in Western Canada is a concern.
- One of the most striking attributes of WC women entrepreneurs concerns their exceptionally positive attitudes, amplifying patterns in the general population. Key strengths are the high levels of connection with other entrepreneurs and perceived capabilities for success. But WC women are far less likely to perceive good opportunities (64.4%) compared to women in the rest of Canada (84.8%), and WC men (80.1%). This gap requires attention. Moreover, despite little difference in fear of failure between WC and RC women, and WC women and WC men, the overall reported levels are higher than we would hope to see.

6. DISCUSSION & CONCLUSIONS

Third, concerning the characteristics of women entrepreneurs in Western Canada and the nature of their businesses, several unique features stand out:

- Younger women (18-34 years old) are playing a very important role in entrepreneurship in Western Canada, with activity rates that are nearly double that of older WC women (35-64 years old) —20.5% and 11.3% respectively. Young women in Alberta are especially active (26.8%).
- Established business is clearly the domain of older men in Western Canada. But this is true for the rest of Canada as well. Younger WC women (aged 18-34 years) have low rates of EB, especially in some provinces (e.g. Manitoba 2.5%). But older WC women (aged 35-64 years) are much more active, with rates roughly double. Their activity rates also surpass those of older women in the rest of Canada by a small margin. With respect to gender gaps in EB rates in Western Canada, there is roughly a 3-4% gap, in favour of men overall.
- Western Canadian women entrepreneurs are highly educated, which is a key resource for their business. Nearly two-thirds of WC women in TEA have either completed post-secondary (51.5%) or graduate training (11.7%). While the education profile of RC women is comparable, more RC women have graduate level training (19.5%), an interesting point of contrast.
- Amongst established business owners, the most distinct educational difference is that WC women are much less likely to have completed post-secondary education (50.9%) than RC women (71.2%). WC women and men have a fairly similar education profile at the post-secondary and graduate completion level.
- An important consideration for entrepreneurs, rarely captured in existing research, concerns unpaid caregiving responsibilities for children or elders. Currently, with the COVID-19 pandemic, the importance of this issue has come clearly into view. Special questions added to the 2019 GEM Canada survey show that roughly one-third of WC women in TEA have caregiving responsibilities, similar to WC men (30.0%) but slightly lower than RC women (37.8%).

6. DISCUSSION & CONCLUSIONS

- Similar proportions of established female business owners in WC are running a business while also juggling family caregiving (34.7%). But this is much lower than RC women (48.3%), suggesting a different dynamic. And WC men in established businesses are somewhat less likely to report providing care (27.9%).
- Industrially, WC women in early-stage firms are highly concentrated in services, either consumer services (49.6%) or business services (30.5%). A much lighter footprint exists in transforming (12.8%) and extractive (7.1%) sectors. Important variations exist across the four Western provinces, however, reflecting the economic base of each region. It is notable that consumer services are more important for RC women (62.9%) while business services are less of a strength (17.5%).

Concerning the outcomes of women-led businesses, such as job creation, growth, and innovation, several key trends stand out:

- The vast majority of WC women (nearly two-thirds) contribute to job creation and growth through their business. But they lag RC women with respect to job creation overall. More than one-third of WC women are solo entrepreneurs (36.1%), compared to just 13.8% of RC women. RC women also have an advantage over WC women in job creation at both the 1-5, 6-19, and 20+ jobs band. Gender gaps amongst WC women and men are also notable—with WC women far more likely to be in solo enterprise and half as likely to have 20+ employees as their male peers.
- In established businesses we also see a strong portion of WC women operating solo businesses (30%) and just under half have 1-5 employees. In contrast, RC women are less likely to be solo entrepreneurs (19.2%) and much more likely to have employees at the 20+ job band. While not all entrepreneurs, whether female or male, aspire to high growth, the small size of established women-led business in Western Canada deserves further attention and exploration.

6. DISCUSSION & CONCLUSIONS

- Expected job growth in the next five years is also an important indicator but needs to be read critically. Is it a realistic estimate or an aspirational goal? Gender differences in self-assessment can also play role. That said, WC women in early-stage and established businesses have consistently lower growth expectations than WC men and RC women. They are especially less likely to expect high growth (20+ jobs). For early-stage WC women, the vast majority expect to create either no jobs (18.5%) or 1-5 jobs (58.1%) in the next five years.
- Similar trends exist for WC women in established business, with about the same proportion (24.0%) aiming for higher growth in the 6+ jobs band, as we see with early-stage WC women. But this is roughly half that of RC women (45.7%) and WC men (43.3%). Again this is an area for attention. Of related interest is the high level of ‘no-growth’ owners—over one-third of WC women indicate they expect to create no jobs, with especially high rates in Manitoba (44%). This is much higher than rates for RC women (17.4%) and WC men (17.7%).
- From the standpoint of innovation, roughly one-third of WC women are offering products or services that are novel—that is, new to people in their communities, new to Canada, or new to the world. But most WC women are not offering new products or services (66.1%), higher than RC women (57.0%) and WC men (50.0%). Compared to RC women, WC women are less innovative locally, but somewhat more innovative globally. A deeper understanding of these trends would be beneficial.
- Innovation in technologies and processes can be equally important for business growth and success. But the majority (72.4%) of WC women do not report innovation of this kind, much higher than RC women (58.7%) and WC men (54.2%). WC men are far more innovative than WC women across the board, at the local, national, or global levels, with roughly 46% of men versus 27% of women reporting innovation at any of these levels.

6. DISCUSSION & CONCLUSIONS

- Exporting data also shows that early-stage women-led businesses in Western Canada have low levels of engagement in exporting, with over 70% reporting no export activity. This ranges, however, from a high of 87.3% in Saskatchewan to a low of 67.1% in BC. Just under 5% of WC women are export intensive, earning more than 75% of their annual sales revenue from customers outside of Canada. This is much lower than RC women (13.1%) and WC men (11.7%).
- For WC women in established business, we see similar patterns for exporting with nearly three-quarters (73.0%) reporting no activity. Again RC women are much more active at the most export-intensive level (10.0%) than are WC women (3.1%). Gender gaps also exist with WC men being more involved at higher levels of exporting.

Based on these findings, this report offers a number of recommendations for women entrepreneurs in Western Canada, focusing both on *individual-level strategies* (e.g. training, skill development) as well as *system-level initiatives* that can aid the development of supportive and inclusive entrepreneurial ecosystems. The goal is to contribute to productive entrepreneurship that boosts the economic prospects of individuals and the prosperity of the Western Canadian economy, while recognizing the diverse motivations and aspirations at play.

- Develop programs and initiatives that build upon WC women's already strong interest in entrepreneurship as a career option, especially that of younger women. A key strength of the Western Canadian context is the high level of interest in entrepreneurship in the general population. This is especially important in the post-COVID context, where high unemployment (especially for youth) may prompt greater interest in business ownership out of necessity, but also make the prospect of launching a business seem more daunting. Education and training programs, as well as social media campaigns, can play a key role in prompting a shift from 'general interest' to 'active exploration,' and help to build the skills, self-efficacy, mindset, and resources needed for success.

6. DISCUSSION & CONCLUSIONS

- Explore how successful women entrepreneurs in Western Canada can play a more influential role in their respective ecosystems — for example, as inspirational thought leaders, advisors to policy making groups, mentors to high potential women entrepreneurs, or as subjects of social media campaigns. Programs such as Alberta Women Entrepreneurs (AWE) *Peer Spark* program offers a valuable example of the impact that established entrepreneurs can have in mentoring and inspiring the next generation of entrepreneurs.²⁷
- Address gender gaps in WC women’s lower entrepreneurial intention through programming in the K-12 school system and post-secondary sector. In universities there are opportunities to embed certificate programs and micro-credentials in entrepreneurship into a variety of program areas (e.g. engineering, design, social sciences). This can prepare students to have an entrepreneurial mindset and explore the real possibility of business ownership, whether in the short or long term.
- Tackle women’s lower perceptions of entrepreneurial opportunity through targeted workshops that can help them identify promising opportunities and think about how to parlay their own skill set, either individually or with co-founders, into viable and unique business models. Workshops should combine academic and experiential learning, with a strong emphasis on strategic thinking and innovation vis-a-vis products, services, technologies and processes.
- Explore how the gender gap in perceptions of capabilities (e.g. skills, knowledge, experience) can be narrowed. Given that Canadian women have higher education levels than men, it is surprising to see their much lower perceptions of capabilities, even taking gender differences in self-assessment into account. Attention should be given to developing capabilities and self-efficacy, both in programs aimed at exploring entrepreneurship and in those targeted more specifically to early-stage and growth-oriented entrepreneurs.

6. DISCUSSION & CONCLUSIONS

- Consider strategies that can encourage and support shifts in the sectoral location of women-led business in Western Canada and their business models. Currently there are far too many businesses in competitive, low return areas such as consumer services. This issue has been a concern for some time in Canada with respect to women's enterprise. Now it is an increasingly urgent issue, in light of the COVID-19 pandemic which brings heightened risks to consumer service firms (e.g. retail stores, restaurants) which rely on face-to-face interaction and are vulnerable to reduced operating capacity and profitability due to lockdowns and social distancing measures.
- Undertake further research and exploration to understand the reasons for cross-provincial variation in the industrial location of women-led business. For instance, early-stage women in BC women entrepreneurs have a much lower presence in consumer services, and strong representation in business services and transforming sectors, which typically ensures longer-term economic viability and returns. While the economic base of each province explains some of the observed trends, the patterns are not entirely predictable. Better understanding the dynamics at play could be valuable for reshaping the industrial profile of women-led business in Western Canada.
- Continue to develop and support 'scale-up' programming that is designed to support high potential, growth-oriented, firms. While not all business owners aspire to be high growth, it is clear that WC women lag in business size and growth aspirations. Understanding the reasons for this (e.g. financing, business development skills, lack of understanding of benefits of scale, desire for controlled growth) and working to support women owners who wish to expand their businesses seems especially important for increasing productive enterprise activity in the Western Canadian context.

6. DISCUSSION & CONCLUSIONS

- Explore how innovation and exporting can be increased. While a number of women-focused initiatives already exist, both federally and through the Western Canadian women's enterprise centres, a fairly small portion of women-led businesses in Western Canada are currently engaged in efforts to expand their markets through export activity. Identifying the reasons for this, and developing supports to help women innovate and pursue new markets, could be beneficial.

Additional research opportunities also exist in terms of further mining the 2019 GEM Canada dataset. It provides a wealth of information and one of the most comprehensive datasets we currently have on entrepreneurship in Western Canada. A deeper dive on key issues identified here (e.g. opportunity recognition, industrial location, growth, innovation, and perceived capabilities) could yield further insights for supporting women's enterprise into the future.

SELECTED RESOURCES ON WOMEN ENTREPRENEURS

- Bosma, N. & Kelley, D. (2019). *Global Entrepreneurship Monitor 2018/19 Global Report*. Available at: <https://www.gemconsortium.org/report/gem-2018-2019-global-report>
- Brush, C.G., N. Carter, E.J. Gatewood, P. Greene & Hart, M. (Eds.). (2006). *Growth-oriented Women Entrepreneurs and their Businesses*. Edward Elgar Publishing.
- Canada. Innovation, Science and Economic Development Canada. (2016). *A comparison of the performance of majority female-owned small and medium-sized enterprises*. Available at: https://www.ic.gc.ca/eic/site/061.nsf/eng/h_03034.html
- Elam, A., Brush, C.G., Greene, P., Baumer, B., Dean, M. & Heavlow, R. (2019). *Global Entrepreneurship Monitor 2018/2019 Women's Entrepreneurship Report*. Available at: <https://www.gemconsortium.org/report/gem-20182019-womens-entrepreneurship-report>
- Gregson, G., Saunders, C. & Josty, P. (2019). *GEM Canada 2018 National Report*. Available at: <http://thecis.ca/index.php/gem/>
- Hughes, K.D. (2005). *Female Enterprise in the New Economy*. University of Toronto Press.
- Hughes, K.D. (2017). *GEM Canada 2015/16 Report on Women's Entrepreneurship*. Available at: <http://thecis.ca/index.php/gem/>
- Hughes, K.D. & Yang, T. (2020). Building gender-aware ecosystems for learning, leadership and growth. *Gender in Management*, 35(3), 275-290.
- Hughes, Karen D. & Jennings, J.E. (Eds). 2012. *Global Women's Entrepreneurship Research: Diverse Settings, Questions and Approaches*. Cheltenham/Northampton: Edward Elgar Publishing.
- Jennings, J.E. & Brush, C. 2013. Research on women entrepreneurs: challenges to (and from) the broader entrepreneurship literature?. *The Academy of Management Annals*, 7(1), 663-715.
- Orser, B. & Elliott, C. (2015). *Feminine Capital: Unlocking the Power of Women Entrepreneurs*. Stanford University Press.
- Orser, B., Elliott, C. & Cukier, W. (2019). *Strengthening Ecosystem Supports for Women: Ontario Inclusive Innovation (i2) Action Strategy*.
- Welter, F. (2019). *Entrepreneurship and Context*. Cheltenham: Edward Elgar Publishing.
- Welter, F. (2020). Contexts and gender—looking back and thinking forward. *International Journal of Gender and Entrepreneurship*, 10(1), 27-38.

**GEM CANADA TEAM
2019**

Peter Josty <i>Team Leader</i>	The Centre for Innovation Studies (THECIS), Calgary
Adam Holbrook <i>Deputy Team Leader</i>	Centre for Policy Research on Science and Technology (CPROST), Simon Fraser University, Vancouver
Geoff Gregson	University of Alberta, Edmonton and THECIS
Blair Winsor	Memorial University, St John's, Newfoundland
Jacqueline S. Walsh	Memorial University, Cornerbrook, Newfoundland
Harvey Johnstone	Cape Breton University, Sydney, Nova Scotia
Kevin McKague	Cape Breton University, Sydney, Nova Scotia
Yves Bourgeois	University of New Brunswick, Moncton, New Brunswick
Matthew Pauley	University of Prince Edward Island, Charlottetown, PEI
Étienne St-Jean	UQTR, Trois Rivières, Québec
Marc Duhamel	UQTR, Trois Rivières, Québec
Sandra Schillo	University of Ottawa
Charles Davis	Ryerson University, Toronto
Dave Valliere	Ryerson University, Toronto
Howard Lin	Ryerson University, Toronto
Nathan Greidanus	Asper School of Business University of Manitoba, Winnipeg
Chris Street	University of Regina
Chad Saunders	University of Calgary
Richard Hawkins	University of Calgary
Amanda Williams	Mount Royal University, Calgary
Karen Hughes	University of Alberta, Edmonton
Murat Erogul	Thompson Rivers University, BC
Brian Wixted	Centre for Policy Research on Science and Technology (CPROST) Simon Fraser University, Vancouver

ABOUT THECIS

THECIS (The Centre for Innovation Studies) is a not for profit organization devoted to study and promotion of innovation. Based in Calgary, Alberta, and Incorporated in 2001, it operates through a network of 35-40 **THECIS** Fellows.

THECIS has three **core functions** – research, networking and education.

- **Research.** Creating new knowledge and building insights into how the innovation systems functions and policies that can improve it.
- **Networking.** Providing opportunities for exchange of ideas through breakfast meetings, workshops and conferences.
- **Education.** Dissemination of information through Newsletters, events and other informal education activities, particularly for graduate students.

For more information about THECIS go to www.thecis.ca

The Centre for Innovation Studies (THECIS)

#125, Alastair Ross Technology Centre
3553 31 Street NW
Calgary, Alberta, Canada T2L 2K7

More information

For more information on the GEM global reports and on GEM, please contact the GEM Executive Director, *Aileen Ionescu-Somers*, at asomers@gemconsortium.org

The Woman's Entrepreneurship in Western Canada: Results from the GEM Canada Survey 2019 is available at www.gemconsortium.org

Although GEM data were used in the preparation of this report, their interpretation and use are the sole responsibility of the authors and the GEM Canada team.

SPONSOR RECOGNITION & ACKNOWLEDGEMENTS

The GEM Canada project would not be possible without the support of many sponsors. We would like to thank the following organizations for supporting this report on Women’s Entrepreneurship in Western Canada. The authors also wish to thank Peter Josty for helpful feedback and comments on an earlier draft of the report and Sarah Stahlke for her excellent research and editorial assistance. Work on this report was supported in part by the Social Sciences and Humanities Research Council (Grant No. 435-2014-0657).



Innovation, Science and
Economic Development Canada

Innovation, Sciences et
Développement économique Canada



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

REPORT AUTHORS

Karen D. Hughes is a Professor in the Department of Strategy, Entrepreneurship and Management (Alberta School of Business) and Department of Sociology (Faculty of Arts) at the University of Alberta. She holds a PhD from the University of Cambridge. She has published widely in leading journals on women's entrepreneurship, women's leadership, and gender and economic change and is the author of several books, including *Female Enterprise in the New Economy*. She is a GEM Canada team member, and an editorial board member for the journals *International Small Business Journal* and *Gender in Management: An International Journal*. She is also a member of the Diana International Research Institute (DIRI) at Babson College, a leading global network for research on women-led enterprise.

Chad Saunders is an Assistant Professor in Entrepreneurship & Innovation at the Haskayne School of Business, University of Calgary. Saunders holds adjunct appointments with the Department of Community Health Sciences and the Department of Medicine at the Cumming School of Medicine, where he is the eHealth Services and Strategy Lead with the healthcare innovation incubator w21c.org.

Saunders received both a BSc (Applied Mathematics) and MBA from Memorial University of Newfoundland and a PhD (Management Information Systems) from the Haskayne School of Business. He also holds the ICD.D designation from the Institute of Corporate Directors.

Saunders has developed and taught various courses in entrepreneurship, innovation management, information systems, and project management at Memorial University of Newfoundland, Athabasca University, the University of San Francisco and the University of Calgary.

His research interests include the support that entrepreneurs draw upon in starting and scaling their ventures, the ethical decision-making processes that entrepreneurs engage in, and the role of disruptive technology in enabling and constraining ventures within a healthcare context. His work is published in leading journals, including *Entrepreneurship Theory & Practice*, *Journal of Business Venturing*, *IEEE Transactions on Software Engineering*, and *Research Policy*.

NOTES

¹ See Gregson, G., Saunders, C. & Josty, P. (2019). *2018 GEM Canada National Report*, p. 19. Available at: <http://thecis.ca/index.php/gem/>

² For valuable academic studies of women's entrepreneurship in the Canada context, see Hughes, K.D. (2005). *Female Enterprise in the New Economy*. University of Toronto Press; Orser, B. & Elliott, C. (2015). *Feminine Capital: Unlocking the Power of Women Entrepreneurs*. Stanford University Press.

³ See Hughes, K.D. (2017). *GEM Canada 2015/16 Report on Women's Entrepreneurship* and Hughes, K.D. (2015). *GEM Canada 2013/14 Report on Women's Entrepreneurship*. Available at: <http://thecis.ca/index.php/gem/>

⁴ For current trends in entrepreneurship amongst innovation-based countries, see Bosma, N. & Kelley, D. (2019). *Global Entrepreneurship Monitor 2018/19 Global Report* at: <https://www.gemconsortium.org/report/gem-2018-2019-global-report>. For discussions of trends in women's entrepreneurship globally, see Elam, A. et al. (2019). *Global Entrepreneurship Monitor 2018/2019 Women's Entrepreneurship Report* at: <https://www.gemconsortium.org/report/gem-20182019-womens-entrepreneurship-report>

⁵ For details, see Western Canada Growth Strategy <https://www.wd-deo.gc.ca/eng/19700.asp>

⁶ For past reports, see Langford, C.H., Josty, P. & Holbrook, J.A. (2014). *2013 GEM Canada National Report*; Langford, C.H. & Josty, P. (2015). *2014 GEM Canada National Report*; and Langford, C.H., Josty, P. & Saunders, C. (2016). *2015 GEM Canada National Report*. All reports available at: <http://thecis.ca/index.php/gem/> and <http://www.gemconsortium.org/>

⁷ See note 2 for details of national reports. For Alberta, see Hughes, K.D. (2018) *GEM Canada 2016/17 Report on Women's Entrepreneurship in Alberta*. Available at: <http://thecis.ca/index.php/gem/>

⁸ Reynolds, P., Hayand, M. & Camp, S.M. (1999). *Global Entrepreneurship Monitor, 1999 Executive Report*.

⁹ For the bulk of analysis, we focus on the working age population (18-64 years old). For some topics (e.g. attitudes towards entrepreneurship), we examine trends for the entire adult population (18-79 years old).

¹⁰ Statistics Canada Tables 36-10-0402-01 and 36-10-0434-03. Compilation available at: <https://www150.statcan.gc.ca/n1/daily-quotidien/190501/too1a-eng.htm>

¹¹ Statistics Canada Table: 14-10-0020-01 (formerly CANSIM 282-0004). Available at: <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=1410002001>

¹² Statistics Canada Table: 14-10-0020-01 (formerly CANSIM 282-0004). Available at:

<https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=1410002001>

¹³ For details, see the announcement by federal Minister of Small Business and Export Promotion, Mary Ng, at:

<https://www.canada.ca/en/innovation-science-economic-development/news/2019/08/minister-ng-announces-women-entrepreneurship-strategy-investment.html>

¹⁴ For details, see Business Women in International Trade (BWIT) at <http://tradecommissioner.gc.ca/businesswomen-femmesdaffaires/index.aspx?lang=eng>

and WEConnect at <https://weconnectinternational.org/en/>

¹⁵ Further details can be found at:

<https://www.ic.gc.ca/eic/site/107.nsf/eng/home>

¹⁶ For a discussion of the history and current programming of Alberta Women Entrepreneurs, see Hughes, K.D. & Yang, T. (2020). Building gender-aware ecosystems for learning, leadership and growth. *Gender in Management*, 35(3), 275-290.

¹⁷ For a valuable discussion, see Lewis, K. V. (2014). “Public Narratives of Female Entrepreneurship: Fairy Tale or Fact?.” *Labour & Industry*, 24(4), 331-344; Achtenhagen, L., & Welter, F. (2011). “Surfing on the Ironing Board’ –The Representation of Women’s Entrepreneurship in German Newspapers.” *Entrepreneurship & Regional Development*, 23(9-10), 763-786; Hamilton, E. (2013). The discourse of entrepreneurial masculinities (and femininities). *Entrepreneurship & Regional Development*, 25(1-2), 90-99.

¹⁸ GEM Canada data for the Canadian population includes all adults 18-79 years of age. In later sections, we focus on the Canadian labour force which includes adults 18-64 years of age.

¹⁹ See Leitch, C. M., McMullan, C., & Harrison, R. (2010). The development of entrepreneurial leadership: The role of human, social and institutional capital. *British Journal of Management*, 24(3), 347-366; Hughes, K.D. & Yang, T. (2020). Building gender-aware ecosystems for learning, leadership and growth. *Gender in Management*, 35(3), 275-290.

²⁰ For a valuable overview of entrepreneurial intentions, see Haus, I., Steinmetz, H., Isidor, R., & Kabst, R. (2013). “Gender Effects on Entrepreneurial Intention: A Meta-analytical Structural Equation Model.” *International Journal of Gender and Entrepreneurship*.

NOTES

²¹ Dolinsky, A.L., R.K. Caputo, K. Pasumarty and H. Quazi (2003) “The Effects of Education on Business Ownership: A Longitudinal Study of Women.” *Entrepreneurship Theory and Practice*, 17.1: 43-53; Ettl, K. and F. Welter (2010) “Gender, Context and Entrepreneurial Learning.” *International Journal of Gender and Entrepreneurship*, 2.2: 108-129; Rivard, P. (2014) *Growth or Profitability First? The Case of Small and Medium-Sized Enterprises in Canada*. Ottawa: Industry Canada; Hughes, K.D. (2001) *Self-Employment, Skill Development and Training in Canada*. Ottawa: Human Resources Development Canada;

²² For valuable discussions, see Hughes, K. D., & Jennings, J. E. (2020). A legacy of attention to embeddedness in gendered institutions. *International Journal of Gender and Entrepreneurship*, 12: 53-76; Loscocco, K., & Bird, S. R. (2012). Gendered paths: Why women lag behind men in small business success. *Work and Occupations*, 39(2), 183-219.

²³ See Charles, M., & Grusky, D. B. (2005). *Occupational Ghettos: The Worldwide Segregation of Women and Men*. LIT Verlag Münster; Krahn, H., Hughes, K.D., and Lowe, G.S. (2015) “Gender and Paid Employment” in *Work, Industry and Canadian Society*. Toronto: Nelson.

²⁴ For instance, see Shane, S. and S. Venkataraman (2000) “The Promise of Entrepreneurship as a Field of Research.” *Academy of Management Review* 25: 217 – 226; Cliff, J., Jennings, P.D. and R. Greenwood (2005) “New to the Game and Questioning the Rules: The Experiences and Beliefs of Founders who Start Imitative Versus Innovative Firms.” *Journal of Business Venturing* 21: 633-663; Strohmeier, R. et al. (2017) “Jacks-(and Jills)-or-all-trades: On whether, how and why gender influences firm innovativeness.” *Journal of Business Venturing* 32: 498-518.

²⁵ For instance, see Shane, S. and S. Venkataraman (2000) “The Promise of Entrepreneurship as a Field of Research.” *Academy of Management Review* 25: 217 – 226; Cliff, J., Jennings, P.D. and R. Greenwood (2005) “New to the Game and Questioning the Rules: The Experiences and Beliefs of Founders who Start Imitative Versus Innovative Firms.” *Journal of Business Venturing* 21: 633-663; Strohmeier, R. et al. (2017) “Jacks- (and Jills)-or-all-trades: On whether, how and why gender influences firm innovativeness.” *Journal of Business Venturing* 32: 498-518.

²⁶ For a valuable discussion, see Orser, B., M. Spence, A. Riding. and C. Carrington (2010) ‘Gender and export propensity.’ *Entrepreneurship Theory and Practice* 34: 933–957.

²⁷ For a study of AWE *Peer Spark*, see Hughes, K.D. & Yang, T. (2020). Building gender-aware ecosystems for learning, leadership and growth. *Gender in Management*, 35(3), 275-290.

NOTES



Global Entrepreneurship Monitor

Global Entrepreneurship Research Association

London Business School
Regents Park, London NW1 4SA, UK.

+44 796 690 81 71
info@gemconsortium.org

www.gemconsortium.org



The Centre for Innovation Studies (THECIS)

#125, Alastair Ross Technology Centre
3553 31 Street NW
Calgary, Alberta, Canada T2L 2K7

www.thecis.ca

