

The Canadian Trade Commissioner Service

## **Facts and Figures on Canadian Women Entrepreneurs**

- According to Statistics Canada's Labour Force Survey reports there were 950,000 self-employed women in Canada in 2012, accounting for 35.6% of all self-employed persons. <sup>1</sup>
- In 2010, Quebec had the highest proportion of majority-owned female SMEs at 19 percent, followed by Atlantic Canada, Ontario, and then the Prairies and British Columbia. <sup>2</sup>
- According to Industry Canada, 47% are SME's were entirely or partly owned by women.<sup>3</sup>
- When a woman does decide to start a business, she tends to stay in business longer. In other words, their survival rates are higher.4
- The proportion of women-owned businesses that plan to expand their business is generally higher than men. 5
- Approximately 51% of Aboriginal-owned SMEs belong partly or wholly to women. <sup>6</sup>
- Among established businesses (non start-ups), the percentage of female entrepreneurs rose from 27% in the early 1990s to 33% in 2012.7
- The average net profit before tax of female-owned businesses has increased from 52% of maleowned business profits in 2000 to 89% in 2007.8

<sup>&</sup>lt;sup>1</sup> Statistics Canada. "Labour Force Survey." Statistics Canada. (2012). Web. 20 November 2013.

<sup>&</sup>lt;sup>2</sup> Industry Canada. "How many small business owners are women?" SME Statistics and Research. (2012). Web. 20 November 2013.

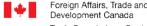
<sup>&</sup>lt;sup>3</sup> Gulati, Sonya. "Canada's Small and Medium-Sized Business Owners: Diverse Society in a Microcosm." TD Economics Specials Report. (2012). Web. 20 November 2013.

 $<sup>^4</sup>$  Gulati, Sonya. "Canada's Small and Medium-Sized Business Owners: Diverse Society in a Microcosm."  $\it TD$   $\it Economics$   $\it Specials$ Report. (2012). Web. 20 November 2013.

<sup>&</sup>lt;sup>5</sup> Gulati, Sonya. "Canada's Small and Medium-Sized Business Owners: Diverse Society in a Microcosm." TD Economics Specials Report. (2012). Web. 20 November 2013.

<sup>&</sup>lt;sup>6</sup> Gulati, Sonya. "Canada's Small and Medium-Sized Business Owners: Diverse Society in a Microcosm." *TD Economics Specials* Report. (2012). Web. 19 September 2013.

<sup>&</sup>lt;sup>7</sup> Tal, Benjamin. "Start-ups – Present and Future." CIBC Economics in Focus. (2012). Web. 19 September 2013.





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- In terms of employee growth rates, majority female-owned firms with growth intentions are significantly more active in hiring new employees than majority male-owned firms. 9
- Majority women-owned small and medium-sized enterprises represented over \$117 billion per annum of economic activity in Canada. 10
- A greater concentration of women-run SMEs is present in certain sectors, such as professional services and accommodation and food services. 11
- The percentage of young women (25-34) with a postsecondary degree or diploma has increased from 43% in 1990 to 71% today.  $^{12}$

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<sup>&</sup>lt;sup>8</sup> Caranci, Beata, and Leslie Preston. "The Venus vs. Mars Approach to entrepreneurial Success in Canada." TD Economics Observation. (2012). 19 September 2013.

Jung, Owen. "SME Financing Data Initiative Women Entrepreneurs." Industry Canada. (2010). Web. 19 September 2013. <sup>10</sup> "Action Strategies to Support Women's Enterprise Development." *Telfer School of Management, University of Ottawa*. (2011). Web. 19 September 2013.

<sup>&</sup>lt;sup>11</sup> Gulati, Sonya. "Canada's Small and Medium-Sized Business Owners: Diverse Society in a Microcosm." TD Economics Specials Report. (2012). Web. 19 September 2013.

<sup>&</sup>lt;sup>12</sup> Gulati, Sonya. "Canada's Small and Medium-Sized Business Owners: Diverse Society in a Microcosm." TD Economics Specials Report. (2012). Web. 19 September 2013.