



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.¹
- 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.²
- According to Industry Canada, 47% of SME's were entirely or partly owned by women.³
- 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.⁶
- 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 male-owned business profits in 2000 to 89% in 2007.⁸

¹ Statistics Canada. "Labour Force Survey." Statistics Canada. (2012). Web. 20 November 2013.

² Industry Canada. "How many small business owners are women?" *SME Statistics and Research*. (2012). Web. 20 November 2013.

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

⁴ Gulati, Sonya. "Canada's Small and Medium-Sized Business Owners: Diverse Society in a Microcosm." *TD Economics Specials Report*. (2012). Web. 20 November 2013.

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

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

⁷ 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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⁸ Caranci, Beata, and Leslie Preston. "The Venus vs. Mars Approach to entrepreneurial Success in Canada." *TD Economics Observation*. (2012). Web. 19 September 2013.

⁹ Jung, Owen. "SME Financing Data Initiative Women Entrepreneurs." *Industry Canada*. (2010). Web. 19 September 2013.

¹⁰ "Action Strategies to Support Women's Enterprise Development." *Telfer School of Management, University of Ottawa*. (2011). Web. 19 September 2013.

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

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