

Women entrepreneurship

Key findings: Canada

Who wants to be an entrepreneur?

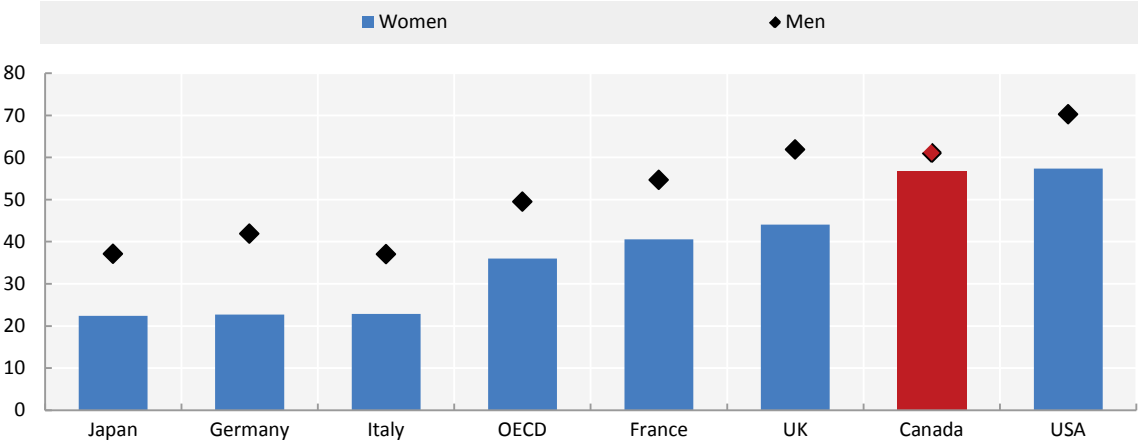
Entrepreneurship is crucial to economic development, promoting social integration and reducing inequalities. *OECD Entrepreneurship at a Glance* presents an original collection of indicators that measure the state of entrepreneurship, providing an important reference for policy insights and policy making.

Perceived risks are higher for women...

One important determinant of entrepreneurship relates to the relative risk involved, or rather assessment of risk. This is to a large extent determined by risk of failure but also reflects other factors, such as social security safety nets, access to finance, access to child-care, and indeed potential rewards; which helps to explain the significant differences across countries on how entrepreneurial risk is perceived. One pattern, however, is remarkably consistent: women, the world over, are less prone to taking the entrepreneurial plunge.

Although Canada is no exception to this pattern, the gap between men and women is the smallest among G7 countries (Figure 1), with 61% of men and 57% of women expressing a preference for starting their own business rather than working for someone else. These scores are significantly above the OECD average.

Figure 1. How is the entrepreneurial risk perceived?
Percentage of individuals who agree with the statement “I would rather take a risk and build my own business than work for someone else”, 2013

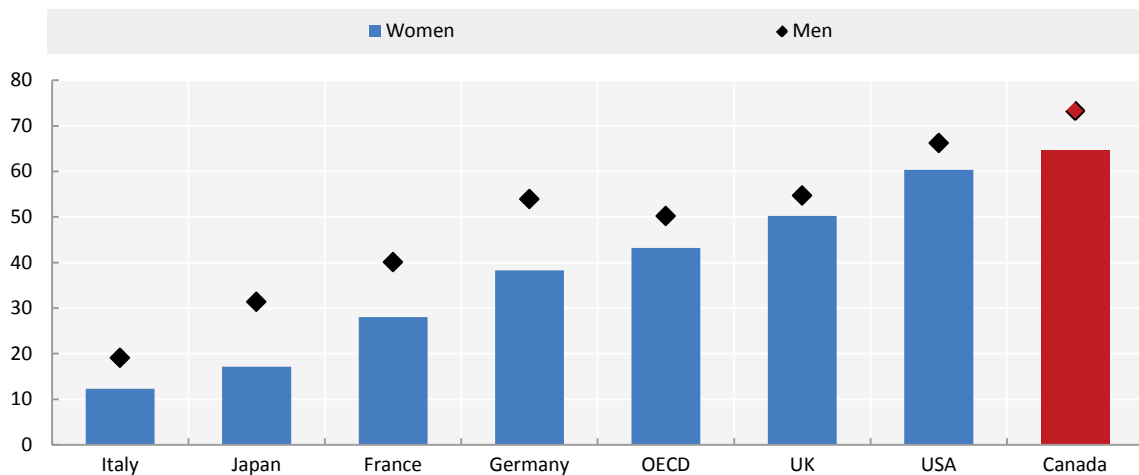


Source: OECD based on Gallup data.

... reflecting perceived gaps in opportunities for: training...

Most countries in the OECD area exhibit a significant gender gap, with regards to access to training to create and grow a start-up. In Canada, 65% of women declare they would have access to training to set up a business compared to 73% of men, and 50% of women declare they would have access to money compared to 60% of men (Figure 2). Despite the gender difference it is worth noting that for both men and women these are the highest shares among G7 countries.

Figure 2. Is it possible to access training on how to start or grow a business?
 Percentage of individuals who consider they have access to formal or informal training on how to start or grow a business, 2013

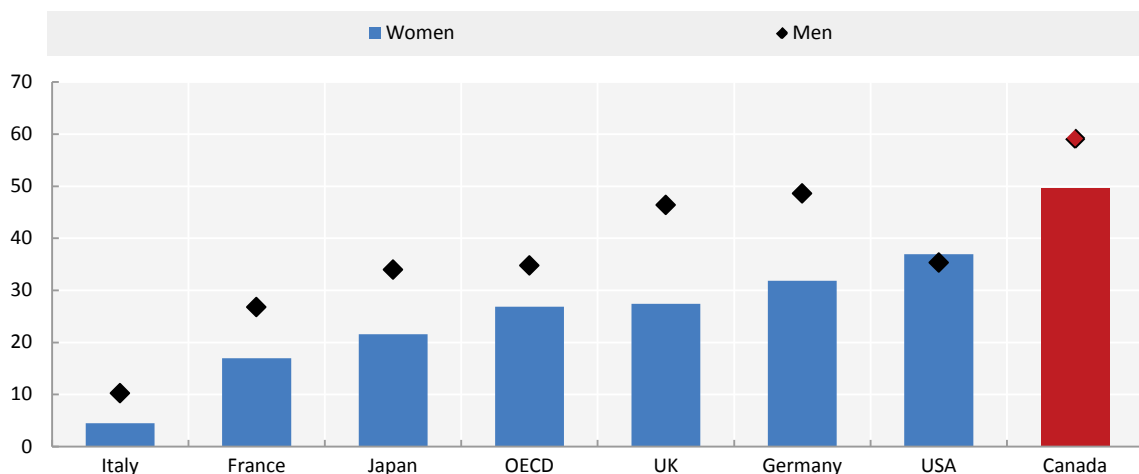


Source: OECD based on Gallup data.

... and finance

Figure 3. Is it possible to access money to start a business?

Percentage of individuals who consider they have access to money (own savings or any other source) they would need if they wanted to start or grow a business, 2013

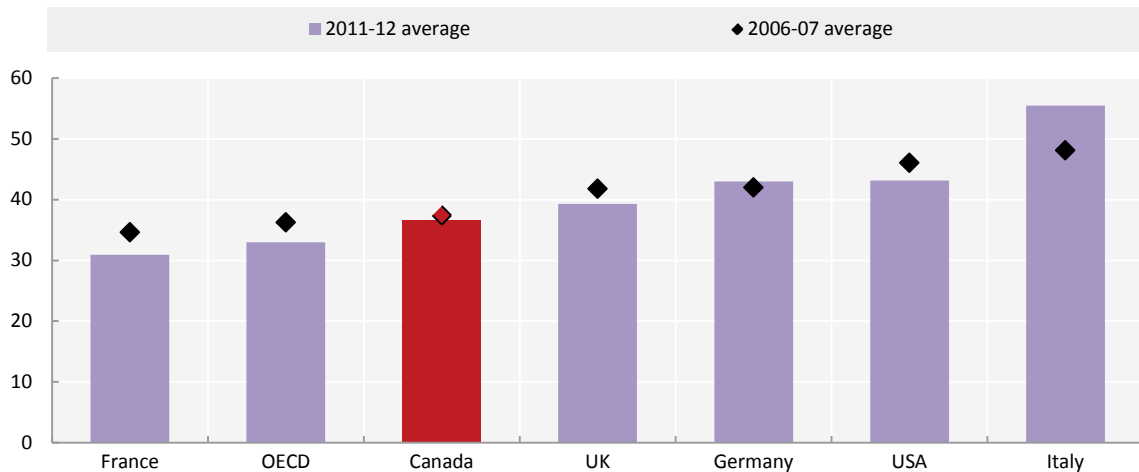


Source: OECD based on Gallup data.

..as well as gaps in earnings from self-employment

Another possible factor contributing to the gender gap in the perception on risk are earnings from self-employment, which are usually lower for women than they are for men. Canadian women entrepreneurs earned 37% less than their male counterparts in 2011-12, a gap that is slightly above the OECD average (in terms of a larger earnings gap; see Figure 4). Between 2006 and 2012 the gender gap in self-employment earnings in Canada became somewhat smaller (a decrease of 0.8 percentage point).

Figure 4. Gender gap in self-employment earnings
Difference between male and female earnings as a percentage of male earnings

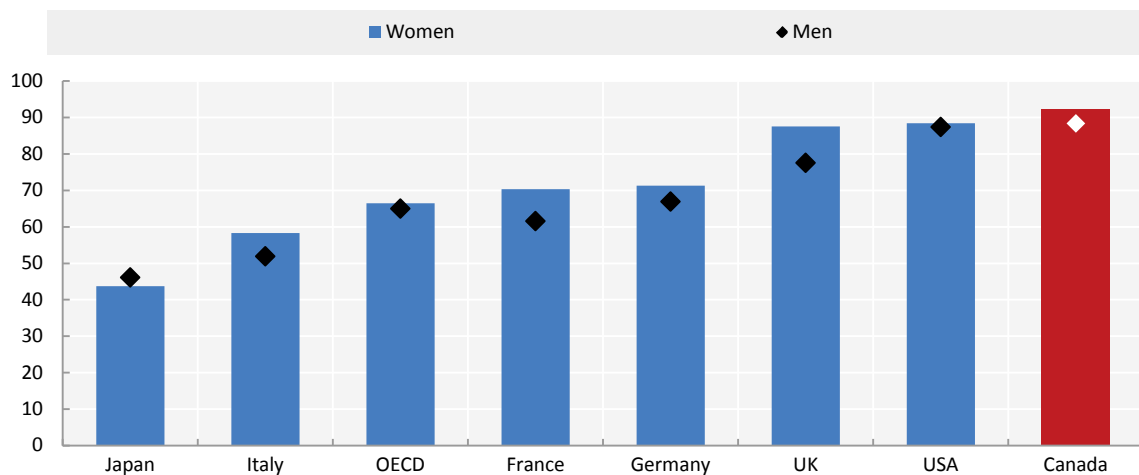


Source: OECD based on Labour Force Surveys.

But perceptions towards entrepreneurship show little gender bias

Importantly, there is no general aversion of women towards entrepreneurship. Indeed, in Canada a vast majority of women see entrepreneurs as positive role models, and, as in most other OECD countries, the share is higher than that of men (Figure 5).

Figure 5. In my country, people who run their own business are considered good role models for youth
Percentage, 2013



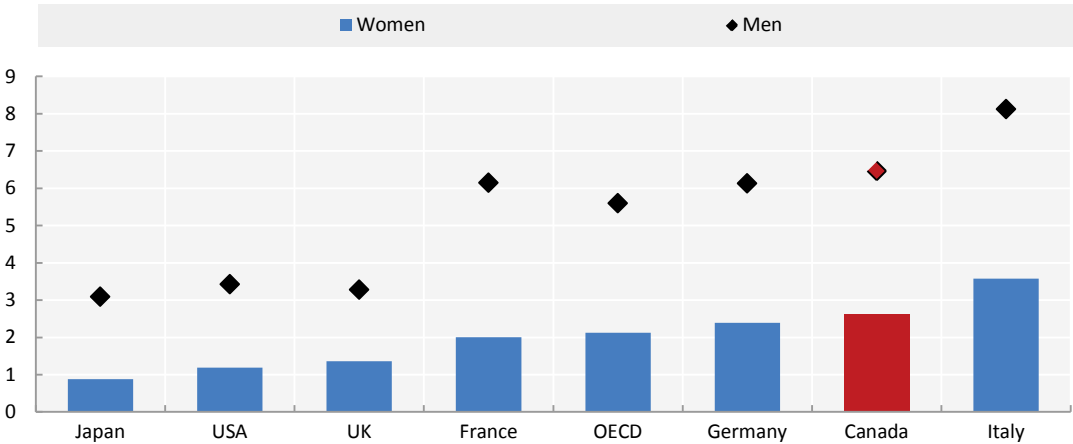
Source: OECD based on Gallup data.

Current trends in women entrepreneurship

Self-employment rates are often used as an important indicator of entrepreneurialism. Despite a growing self-employment rate among women in Canada over the last decades ([Statistics Canada, self-employment data](#)), the share of employed persons who are entrepreneurs with employees remains significantly lower for women than for men (Figure 6). The gender gap in the share of employed persons who are own-account workers is also pronounced (Figure 7).

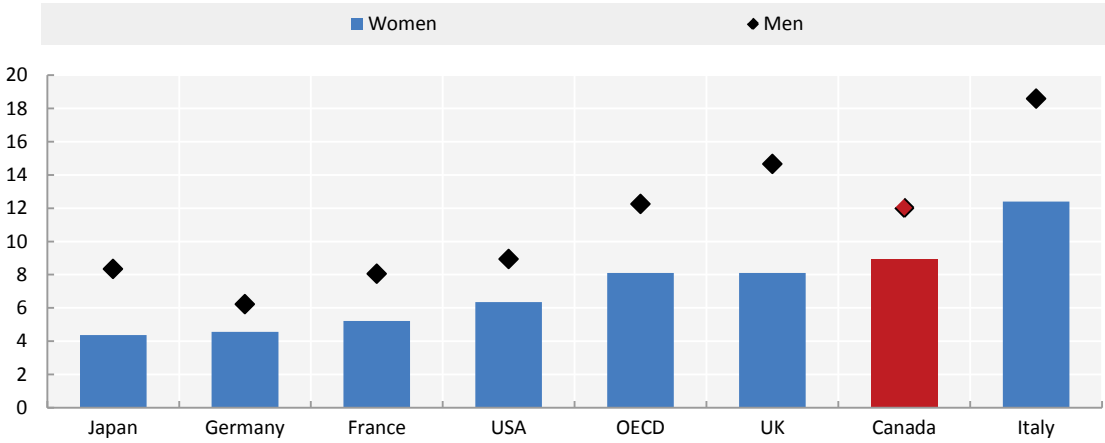
Canadian women entrepreneurs work predominantly in the services sector, as is the case in most OECD countries (Figure 8). In many countries, however, evidence for young women entrepreneurs points to considerable diversity.

Figure 6. Share of employed women and men who are self-employed with employees
Percentage, 2014



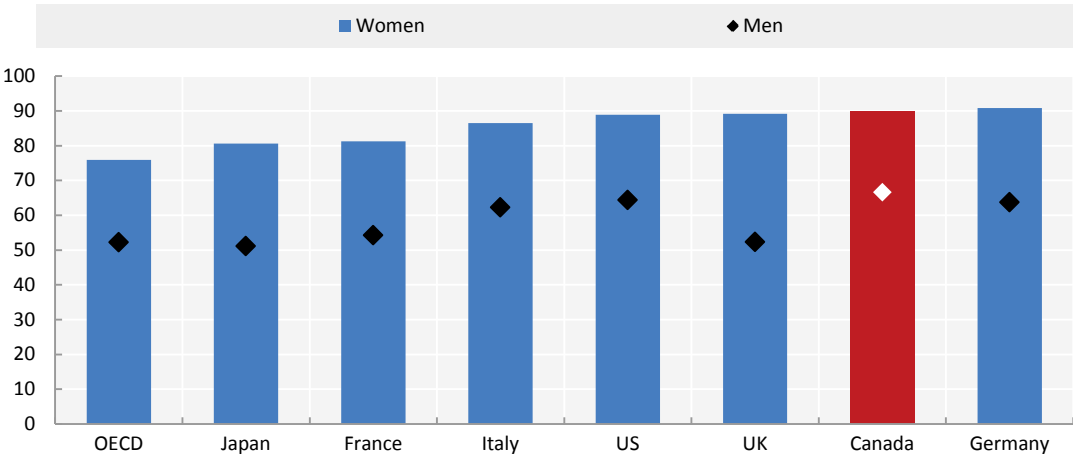
Source: *Entrepreneurship at a Glance 2016, forthcoming*, OECD Publishing, Paris.

Figure 7. Share of employed women and men who are own-account workers
Percentage, 2014



Source: *Entrepreneurship at a Glance 2016, forthcoming*, OECD Publishing, Paris.

Figure 8. Self-employed whose activity is in services
Percentage, 2014 or latest



Source: OECD Gender Data Portal.

Further reading

Entrepreneurship at a Glance, OECD publishing, Paris. http://www.oecd-ilibrary.org/industry-and-services/entrepreneurship-at-a-glance_22266941

OECD Gender Data Portal: <http://www.oecd.org/gender/data/entrepreneurship.htm>