



# Women Entrepreneurs in Saskatchewan *November 2021*



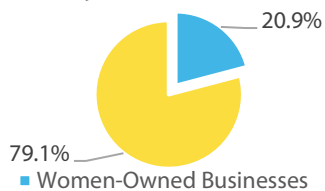
<b>Key Facts .....</b>	<b>1</b>
<b>1. INTRODUCTION .....</b>	<b>2</b>
Data Sources and Technical Note .....	2
<b>2. WOMEN-OWNED BUSINESSES AND SELF-EMPLOYMENT .....</b>	<b>3</b>
Women-Owned Businesses in Saskatchewan .....	3
Female Self-Employment in Saskatchewan .....	3
<b>3. CHARACTERISTICS OF WOMEN-OWNED BUSINESSES AND SELF-EMPLOYMENT .....</b>	<b>4</b>
Self-employment by Sector .....	4
Share of Females and Males Who Are Self-Employed in Each Sector .....	5
Employment, Assets and Revenues .....	5
Regional Distribution of Women-Owned Businesses .....	7
<b>4. SASKATCHEWAN WOMEN-OWNED BUSINESSES AND COVID-19 .....</b>	<b>9</b>

## Key Facts

Women entrepreneurs contribute significantly to Saskatchewan's economy. This report uses statistics on women-owned businesses (where 51.0% or more ownership shares are held by women) and self-employed women to describe that contribution.<sup>1</sup>

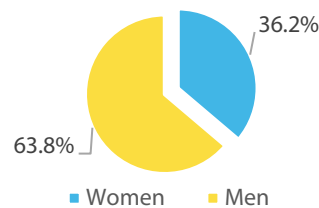
In 2018, 20.9% of Saskatchewan businesses where ownership gender could be determined were majority owned by women.<sup>2</sup> The national average was 26.5%. This share of women-owned businesses in Saskatchewan has grown 1.7% since 2007, above the national growth rate of 1.4%.

**Saskatchewan Business Ownership  
by Gender, 2018**



Source: Statistics Canada CCEEDD Business Owner Module

**Self-Employment by Gender, 2020**



Source: Statistics Canada CCEEDD Business Owner Module

In 2020, there were 34,200 women who were self-employed in Saskatchewan. This represents 36.2% of the 94,700 people who were self-employed in total. Most of these 34,200 self-employed women work in agriculture (17.8%) and health care and social assistance (19.9%). Certain sectors have higher numbers of self-employed women than self-employed men. The majority of self-employed people in the business support, health care and social services and education sectors are women.

Businesses owned by women are significant employers. Women-owned businesses employed the same number of employees, on average, as men-owned businesses (three per business). However, businesses owned by women generated 56.0% of the revenues of men-led businesses, 60.0% of assets and 72.0% of average payroll expenditures.

Many women-owned businesses (38.9%) were based outside of Saskatchewan's top 11 urban centres. Combined, Saskatoon and Regina were home to 45.3% of businesses.

Saskatchewan women business owners have been impacted by the Covid-19 pandemic. However, 2020 Statistics Canada surveys on business conditions and expectations indicated that women-owned businesses in Saskatchewan were more likely, in comparison to the national average, to have remained fully open during the pandemic. They also had a greater likelihood of having reopened after a temporary shutdown than the national average of women-owned businesses.

Saskatchewan women-owned business respondents tended to do less than 1.0% of their sales on-line, comparable to their male counterparts. They were more likely to respond that they found factors, such as ensuring data security and sourcing skilled workers, as extremely challenging for technology adoption or incorporation.

<sup>1</sup> Self-employed women are defined as those who own businesses as well as those who do freelance work, unpaid work and operate without a business registration.

<sup>2</sup> In 2018, Saskatchewan had a total of 153,438 businesses.

## 1. Introduction

Women entrepreneurs are important contributors to Saskatchewan communities and the province's economic growth. The Government of Saskatchewan, through the Status of Women Office, created the Saskatchewan Advisory Committee on the Gender Entrepreneurship Gap in May 2019. The Advisory Committee, led by Women Entrepreneurs of Saskatchewan, released a report entitled "Enabling Scale in Saskatchewan" in July 2020. This report highlights the importance of women entrepreneurs to Saskatchewan's economy and job creation. It also highlights the potential for further contribution by supporting women to scale their businesses. It identifies four priority areas for action including, "Enhancing awareness and support by building momentum." This statistical profile of women-led businesses and self-employed women is one step the Government of Saskatchewan is taking to increase understanding and awareness of the successes of women entrepreneurs and their contribution to Saskatchewan's economy.

This report provides characteristics of women entrepreneurs in the Saskatchewan business economy. It covers the years 2007-2020 and provides the share of women-owned businesses in Saskatchewan and female self-employment by sector. The report also includes a comparison of how women-owned businesses compare to men-owned businesses in Saskatchewan and Canada. Responses from women-owned businesses regarding the impact of COVID-19 on their businesses are also included.

### *Data Sources and Technical Note*

The data for this report was obtained from Statistics Canada's Labor Force Survey, Statistics Canada's Business Register<sup>3</sup>, Canadian Survey on Business Conditions (CSBC)<sup>4</sup> and the Annual Demographic Estimates<sup>5</sup>. Data from these sources is collected on an annual basis, up to 2020.

Another important source of data are custom tabulations procured from Statistics Canada's Canadian Employer Employee Dynamics Database (CEEDD)<sup>6</sup>, with data available annually up to 2018. Information from this database provides a sample of gender-based business ownership shares that can be identified<sup>7</sup>.

Anne Calladine, member of the Lac La Ronge Indian Band, is the owner/operator of NorthWinds Bus Lines and NorthWinds Disposal Services. The company provides transportation services to school divisions, nearby First Nations and Northlands College, as well as disposal services to construction and mining sites in northern Saskatchewan.

Calladine is a female owner in a male-dominated industry. "I love the fact that when somebody walks through the door and says 'Can I speak to the boss?' I say 'You are.'"

When she bought the company in 2008, it was small. Since then, it has quadrupled in size and workforce. To Calladine it is important to be part of and contribute to community. Running a successful business helps create jobs and build community in La Ronge, where she wants to raise her children and watch her grandchildren grow up.

Source: Saskatchewan Business Minutes

Watch the video: [Northwinds Bus Lines | Saskatchewan Small Business - YouTube](#)

**Anne Calladine**  
Owner, NorthWinds  
Bus Lines  
La Ronge, SK



<sup>3</sup> The Business Register contains stratification, collection and response information from Canadian businesses. The Business Register maintains a complete, up-to-date and unduplicated list of all active businesses in Canada that have a corporate income tax (T2) account, are an employer or have a GST account. Industry breakdowns are based on the North American Industry Classification System (NAICS).

<sup>4</sup> The CSBC is collected periodically and is a survey-based collection of business expectations on conditions in Canada targeting active establishments on the Business Register (BR) that have addresses in Canada and have employees.

<sup>5</sup> This publication presents annual estimates of population for sub provincial areas of Canada, such as census metropolitan areas (CMAs), census agglomerations (CAs), economic regions (ERs) and census divisions (CDs)

<sup>6</sup> The Canadian Employer-Employee Dynamics Database (CEEDD) is a set of linkable files maintained by Statistics Canada to provide linkage between employees and employers in the Canadian labor market. This linkable employer-employee dataset is based on administrative data from Statistics Canada (STATCAN), Canada Revenue Agency (CRA), Employment and Social Development Canada (ESDC) and Immigration, Refugees, and Citizenship Canada (IRCC).

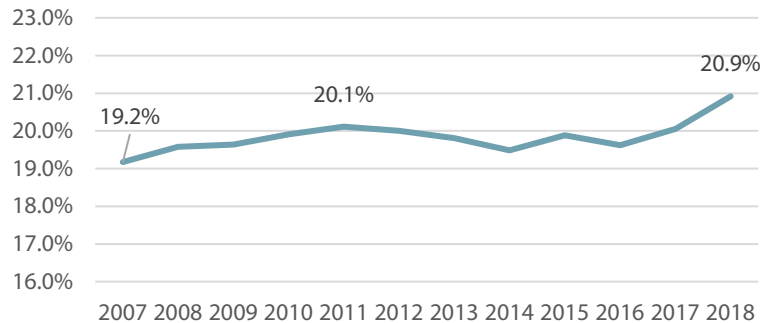
<sup>7</sup> Further information on this database can be found in *The Measurement of business Ownership by Gender in the Canadian Employer-Employee Data Base*. Grekou et al., 2018. <https://www150.statcan.gc.ca/n1/pub/11-633-x/11-633-x2018017-eng.htm>.

## 2. Women-Owned Businesses and Self-Employment

### *Women-Owned Businesses in Saskatchewan*

In Saskatchewan, women-owned businesses (where 51.0% or more ownership shares are held by women) have consistently made-up approximately one-fifth of total businesses<sup>8</sup>. In 2018, 20.9% of businesses were owned by women. This share of business ownership has grown 1.7% since 2007. The national average of women-owned businesses was 26.5% in 2018, a growth of 1.4% since 2007.

Figure 1: Share of Women-Owned Businesses, All Industries in Saskatchewan



Source: Statistics Canada CCEEDD Business Owner Module

### *Female Self-Employment in Saskatchewan*

In Saskatchewan, female employment in 2020 made up nearly 46.0% of total employment, a share that has not changed more than one percentage point in the last 15 years. In 2020, the 34,200 females who were self-employed made up 6.3% of the 544,100 people employed in Saskatchewan, and 36.2% of the 94,700 people who are self-employed in the province. These shares of employment are comparable to the national averages of 5.8% and 37.8% respectively. Female employment and self-employment<sup>9</sup> are presented below.

Table 1: Female Employment Shares, 2018-2020, Canada and Saskatchewan

Year	Canada			Saskatchewan			Total Females Self-Employed
	Female Employment as a Share of Total Employment	Female Self-employment as a Share of:		Female Employment as a Share of Total Employment	Female Self-employment as a Share of:		
		Total Employment	Total Self-Employment		Total Employment	Total Self-Employment	
2018	47.4%	5.7%	37.4%	46.1%	6.1%	34.5%	34,000
2019	47.5%	5.6%	37.2%	45.8%	5.8%	33.2%	33,300
2020	47.1%	5.8%	37.8%	45.8%	6.3%	36.2%	34,200

Source: Statistics Canada Table 14-10-0027-01, Employment by Class of Worker

<sup>8</sup>The most recent publicly collected information on the distribution of women-owned business in Saskatchewan comes from the CCEEDD and its Business Owner Module. This data is lagged by two years. This database is a matched data set between a series of different Canadian firms and individual worker files such as tax documents, in which 51.0% of gender-ownership of the business can be clearly defined.

<sup>9</sup> The variable types (business owners and self-employed females) are not exactly interchangeable. Self-employment can occur without a business, such as unpaid labor or freelance work.



### 3. Characteristics of Women-Owned Businesses and Self-Employment

#### Self-employment by Sector

In 2020, there were 94,700 self-employed people working in Saskatchewan. Out of the total number of self-employed people, most worked in the agricultural (28.7%) and construction (11.8%) sectors.

Table 2: Share of Total Self-Employment, by Sector in Saskatchewan

Sector	%
Agriculture	28.7%
Forestry, fishing, mining, quarrying, oil and gas	2.0%
Construction	11.8%
Manufacturing	2.0%
Wholesale and retail trade	7.0%
Transportation and warehousing	4.2%
Finance, insurance, real estate, rental and leasing	5.0%
Professional, scientific and technical services	7.6%
Business, building and other support services	5.3%
Educational services	2.4%
Health care and social assistance	9.3%
Information, culture and recreation	1.9%
Accommodation and food services	3.5%
Other sectors	9.3%
All Sectors	100.0%

Source: Statistics Canada Table 14-10-0027-01, Employment by Class of Worker

Of those who were self-employed in 2020, 36.2% (34,200) were female. Out of the total number of self-employed women, most worked in the agricultural (17.8%) and health care and social assistance (19.9%) sectors.

Table 3: Share of Total Female Self-Employment, by Sector in Saskatchewan

Sector	%
Agriculture	17.8%
Construction	3.8%
Manufacturing	2.0%
Wholesale and retail trade	7.0%
Transportation and warehousing	1.8%
Finance, insurance, real estate, rental and leasing	5.0%
Professional, scientific and technical services	8.2%
Business, building and other support services	8.2%
Educational services	4.7%
Health care and social assistance	19.9%
Information, culture and recreation	2.0%
Accommodation and food services	4.7%
Other Sectors	14.0%
All Sectors	100.0%

Source: Statistics Canada Table 14-10-0027-01, Employment by Class of Worker

Lisa Mumm is a fifth-generation farmer who took over the family business, Mumm's Sprouting Seeds. Her family has been farming organically since the 1970s near Shellbrook. With a warehouse located in Parkside, they ship anywhere in Canada, the United States and even overseas.

In 2009, after completing a BA in International Studies at the University of Saskatchewan, Lisa returned home to join the family business and pursue her passions of organic agriculture and sustainable food systems. The company sources most of its seed from Saskatchewan farmers, except for seed that doesn't grow well here and is sourced from organic farms outside the province or country.

Lisa feels it is important to support women entrepreneurs and help close the entrepreneurship gender gap in Saskatchewan. "There are so many creative, innovative women leading interesting businesses in this province!" she says.

Source: Women Entrepreneurs of Saskatchewan

Watch the video: [Women Entrepreneurship Wednesday - Lisa Mumm](#)

4

**Lisa Mumm**

Owner, Mumm's Sprouting Seeds  
Parkside, SK



## Share of Self-Employment by Gender and Sector

The table below shows how self-employment within each sector was split between male and female in 2020 in Saskatchewan. Women make up the majority of self-employed workers in the business support sector (56.0%), health care and social assistance sector (77.3%), and education (69.6%) sector. Women represent close to half of the people self-employed in the accommodation and food services sector. Self-employment is predominantly male in other sectors. For example, in construction, over 88% of self-employed people are male and almost 12% are female. In agriculture, 22% of self-employed people are female and over 77% are male.

Table 4: Select Female Self-Employment Statistics, by Sector in Saskatchewan

Sector	2020		Over Time		
			SK Female Self-Employment		
	Share of Sector Self-Employment by Gender		2020	2015	2010
	Female	Male	Persons x 1,000		
All Sectors	36.1%	63.9%	34.2	36.1	34.6
Agriculture	22.4%	77.6%	6.1	7.9	9.1
Construction	11.6%	88.4%	1.3	2.1	1.9
Manufacturing	36.8%	63.2%	0.7	0.6	0.7
Wholesale and retail trade	36.4%	63.6%	2.4	2.8	3.8
Transportation and warehousing	15.0%	85.0%	0.6	0.6	0.5
Finance, insurance, real estate, rental and leasing	36.2%	63.8%	1.7	1.5	1.5
Professional, scientific and technical services	38.9%	61.1%	2.8	3.4	2.6
Business, building and other support services	56.0%	44.0%	2.8	2.5	2.5
Educational services	69.6%	30.4%	1.6	1	0.8
Health care and social assistance	77.3%	22.7%	6.8	6.4	4.3
Information, culture and recreation	38.9%	61.1%	0.7	0.9	0.9
Accommodation and food services	48.5%	51.5%	1.6	1.7	1.6

Source: Statistics Canada Table 14-10-0027-01, Employment by Class of Worker

## Employment, Assets and Revenues

Statistics Canada's CEEDD provides the average number of employees, assets, and payroll of women-owned and men-owned businesses across Canada up to 2018.

Table 5 provides the average values of women-owned business revenues, assets and payroll from 2007-2018, across all sectors. In 2018 women-owned businesses, on average, had three employees, the same as men-owned businesses. In addition, they generated an average \$510,447 in revenues, had an average \$874,304 in assets and paid an average \$32,022 in payroll.

Since Jennifer Denouden and her husband started Avana, a real estate development and property management company in 2014, they have grown Avana to over \$400 million in assets, leading it to be named one of Canada's Top 10 Fastest Growing Companies in 2020 by Canadian Business and Maclean's magazines. Over the past year, the company has expanded from its Regina base to now have developments in Edmonton and Kelowna.

Denouden left a successful career in private banking to found Avana with her sights set on breaking down the "old boys clubs" in the real estate industry. Avana has since gone on to display almost 1,000% growth over five years and now holds 40% of new development permits in Regina – a massive undertaking for a young firm.

She has built a "purpose-led company" that focuses on giving back to the communities Avana serves. She created the Avana Foundation to help women and children escape domestic abuse through attainable, safe, and quality housing.

Source: Saskatchewan Business Minutes  
Watch the video: [Avana | Sask Business Minute - YouTube](#)

**Jennifer Denouden**  
President & CEO, Avana  
Regina SK



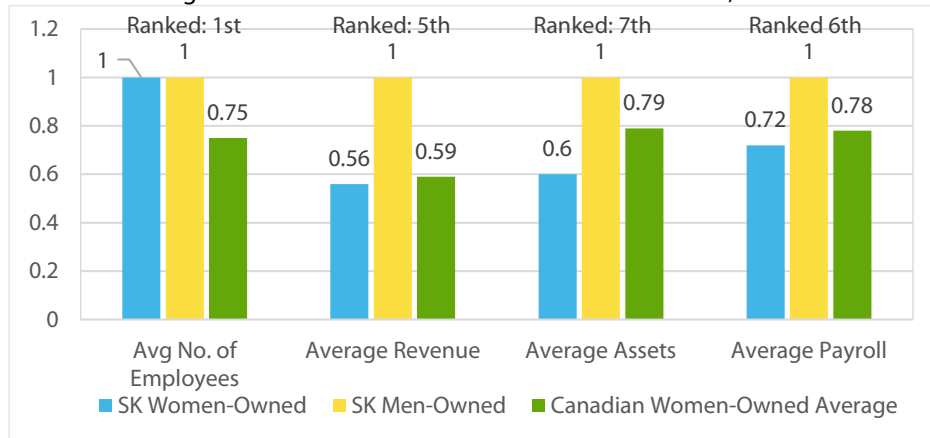
Table 5: Average Employment, Assets and Revenues of Women- and Men-Owned Businesses in Saskatchewan

Year	Average Number of Employees		Average Revenue (\$)		Average Assets (\$)		Average Payroll (\$)	
	Women-owned	Men-owned	Women-owned	Men-owned	Women-owned	Men-owned	Women-owned	Men-owned
2007	3	4	\$556,256	\$899,734	\$500,028	\$789,231	\$24,959	\$33,574
2008	3	4	\$576,307	\$994,040	\$537,639	\$894,379	\$26,815	\$35,464
2009	3	4	\$537,732	\$943,245	\$553,156	\$921,291	\$28,557	\$37,083
2010	3	4	\$550,059	\$959,453	\$610,285	\$968,290	\$30,097	\$38,463
2011	3	4	\$599,137	\$1,044,841	\$670,140	\$1,082,616	\$30,351	\$40,727
2012	3	4	\$625,166	\$1,067,841	\$741,327	\$1,158,213	\$31,927	\$42,092
2013	3	3	\$576,353	\$1,018,098	\$738,567	\$1,186,059	\$32,360	\$44,489
2014	3	3	\$575,294	\$1,034,732	\$771,755	\$1,262,947	\$32,502	\$46,555
2015	3	3	\$558,755	\$986,632	\$794,945	\$1,303,081	\$31,616	\$46,250
2016	3	3	\$505,533	\$940,835	\$826,986	\$1,354,764	\$30,278	\$44,258
2017	3	3	\$513,356	\$922,496	\$848,215	\$1,414,879	\$31,248	\$44,901
2018	3	3	\$510,447	\$910,977	\$874,304	\$1,454,674	\$32,022	\$44,525

Source: Custom tabulation of the CEEDD

Figure 2 presents how women-owned businesses compared to men-owned businesses for average number of employees, and average value of revenues, assets and payroll. In 2018, the average number of employees of Saskatchewan women-owned businesses equalled the average number of employees in men-owned businesses (both average three per business). This was the highest ranking for women-owned businesses in Canada. In Saskatchewan, average revenues of women-owned businesses were 56.0% of the value of men-owned businesses (a share that was 5<sup>th</sup> highest among the provinces) and payroll was 72.0% of the value of men-owned businesses (a share that was 6<sup>th</sup> highest among the provinces).

Figure 2: Gender Based Business Indicator Statistics, 2018



Source: Custom tabulation of the CEEDD

Table 6 compares average number of employees, average revenues, assets and payrolls between women- and men-owned businesses on a sector-by-sector basis. There are some notable sectors where women-owned businesses exceed the provincial average. Women-owned businesses in the transportation and warehousing sector had higher employment, revenues and assets than men-owned businesses. Revenues and assets of the women-owned businesses in the information and cultural industries also surpassed the averages of men-owned businesses.



Table 6: Gender Based Business Indicators by Sector, Saskatchewan and Canada 2018

Sector	Average No. of Employees		Average Revenue		Average Assets		Average Payroll	
	SK	Can	SK	Can	SK	Can	SK	Can
Agriculture, forestry, fishing and hunting	1.00	0.67	0.77	0.71	0.81	0.74	--	0.93
Mining and Oil and Gas Extraction	0.50	1.00	0.27	0.53	0.52	0.75	0.84	0.85
Construction	0.50	0.75	0.89	0.81	1.30	1.43	0.87	0.94
Manufacturing	--	0.70	0.57	0.56	0.62	0.56	--	0.87
Wholesale Trade	0.40	0.67	--	0.53	0.42	0.62	0.82	0.92
Retail Trade	0.63	0.75	0.43	0.48	0.40	0.52	0.74	0.83
Transportation and Warehousing	2.00	1.50	1.29	1.34	1.64	1.49	0.74	0.99
Information and Cultural Industries	--	0.33	1.10	0.47	1.80	0.59	--	0.76
Finance and Insurance	1.00	1.00	0.34	0.80	0.46	0.91	--	0.78
Real estate and rental and leasing	--	1.00	0.87	0.68	0.76	0.81	--	0.86
Professional, scientific and technical services	0.50	0.50	0.66	0.67	0.86	0.72	0.81	0.82
Management of companies and enterprises	--	0.20	--	0.35	0.62	0.58	--	0.69
Administrative and support	0.80	0.83	0.56	0.79	0.54	0.69	0.63	0.90
Arts, entertainment and recreation	--	1.00	0.46	0.76	--	0.72	--	0.94
Accommodation and food services	0.54	0.69	0.53	0.69	0.51	0.70	0.93	0.98
Other services (except public administration)	1.33	1.00	--	0.52	0.45	0.51	0.64	0.69
All Industry	1.00	0.75	0.56	0.59	0.60	0.79	0.72	0.78

Source: Custom tabulation of the CEEDD

### Regional Distribution of Women-Owned Businesses

Table 7 details the share of women-owned businesses in the eleven largest urban centers in Saskatchewan. In 2018, the urban centers of Saskatoon and Regina were major hubs with 27.0% and 18.3% of women-owned businesses. Nearly 40.0% of all women-owned businesses were based outside of the eleven largest cities and distributed across the province. In the last five years of available data (2013-2018), Saskatoon, Regina, Lloydminster and Kindersley saw growth in women-owned businesses.

Table 7: Saskatchewan's Distribution of Women-Owned Businesses

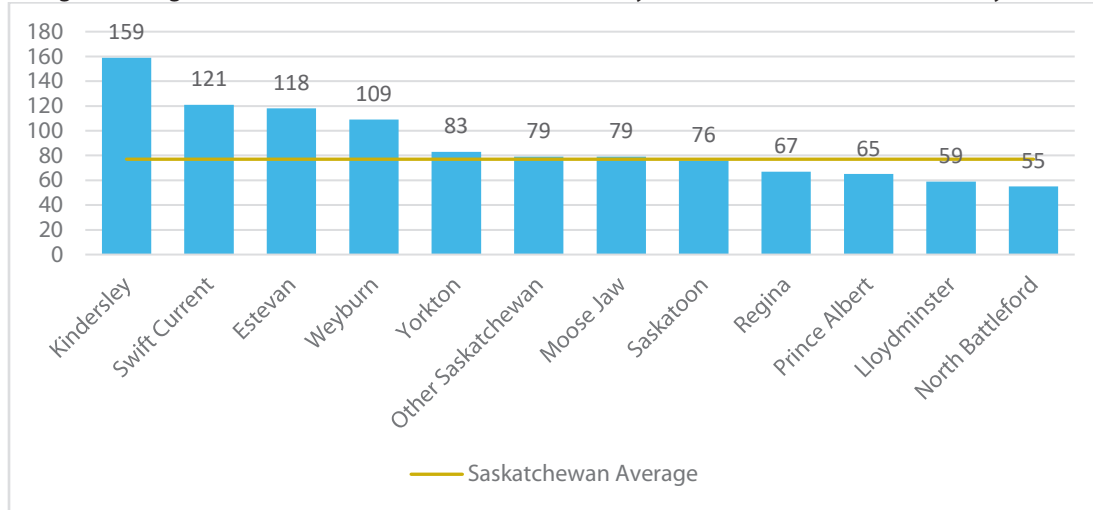
Major City	2018	Change from 2008-2013	Change from 2013-2018
Saskatoon	27.0%	-1.0%	10.0%
Regina	18.3%	-3.1%	1.1%
Estevan	1.5%	2.6%	-23.2%
North Battleford	1.3%	-7.6%	-12.2%
Prince Albert	2.4%	-15.3%	-12.2%
Moose Jaw	2.6%	25.1%	-18.9%
Yorkton	1.3%	-7.6%	-12.2%
Swift Current	2.2%	-13.4%	-2.4%
Weyburn	1.5%	34.7%	-12.2%
Lloydminster	1.5%	-45.0%	23.0%
Kindersley	1.5%	-23.0%	23.0%
Other Saskatchewan <sup>10</sup>	38.9%	5.7%	-3.0%

Source: Custom tabulation of the CEEDD

<sup>10</sup> "Other Saskatchewan" includes any center outside of the 11 largest urban centers indicated in Table 7.

Even though Saskatoon and Regina had the greatest absolute number of women-owned businesses, regions outside these two centres had a greater number of women-owned businesses relative to their population size. For example, in Saskatoon there were 76 women-owned businesses for every 1,000 women aged 15 to 64.<sup>11</sup> In Kindersley, there were 159 women-owned businesses for every 1,000 women in this age group.

Figure 3: Regional Women-Owned Businesses for every 1,000 Women (between 15-64 yrs old)



Source: Custom tabulation of the CEEDD

To Monique Simair disruption is an opportunity to create positive change. That mindset is part of why Maven Water & Environment has been able to more than double in size during the COVID-19 pandemic.

After starting her water treatment consulting company in 2019, Simair had ambitious plans to grow, opening a \$5-million water treatment pilot scale testing and technology development facility in Saskatoon in 2020.

The 8,000-square-foot facility is the first of its kind in North America, providing clean water solutions for the sustainable development of natural resources globally. The company now has clients in multiple countries and continues to expand. Maven plans to hire 100 scientists and engineers by 2023.

"We are thrilled about our plans for growth," said Simair. "Because of my background in science, I know that growth is essential: when an organism isn't growing, it's dying. Now is the time to keep building, because the pandemic isn't going to last forever and those of us who have kept momentum are going to move forward and grow in big ways."

Source: SREDA enewsletter, March 9, 2021

Read article: [Maven Water & Environment growth to create 100 new jobs in Saskatoon | SREDA Saskatoon cleantech startup opens \\$5M testing and technology facility](#)

**Monique Simair**  
CEO & Founder, Maven Water  
& Environment  
Saskatoon SK



<sup>11</sup> This population was chosen because it represents the majority of the working age female population.

#### 4. Saskatchewan Women-Owned Businesses and Covid-19

The Covid-19 pandemic continues to affect businesses in Saskatchewan. In 2020 and 2021, Statistics Canada conducted surveys among female business owners on key factors that might affect a business' ability to fully recover from the pandemic. These surveys considered business openings and closings, online sales, and challenges to technology adoption.

More women-owned businesses in Saskatchewan (41.7%) reported they remained fully open during the pandemic than women-owned businesses across Canada (37.2%).

Table 8: Covid-19 Business Responses from Women-Owned Businesses

Region	Due to the Economic Impacts of Covid-19 the business or organization has:			
	Shut down temporarily but has since reopened	Shut down temporarily and remained shut down	Has remained partially operational	Has remained fully operational
Canada	27.3%	2.4%	33.1%	37.2%
Saskatchewan	34.6%	0.2%	23.5%	41.7%

Source: Statistics Canada Table 33-10-0276-01, Impact of COVID-19 on business or organization status, by business characteristics, third quarter of 2020. Release date November 13, 2020.

Technology has become an increasingly important component of business activity, particularly with restricted access to in-person sales during the pandemic. During 2019 and 2020, the majority of women-owned businesses in Saskatchewan (75.9%) did less than 1.0% of their sales online. In comparison, 80% of Canadian women-owned businesses and 82% of all Saskatchewan businesses did less than 1.0% of their sales online. Saskatchewan had a greater share of women-owned businesses who did 1-30% of their sales online (20.7%) than the national level (13.2%).

Table 9: Responses on Share of Online Business by Ownership Type

	Canada	Canada	Saskatchewan	Saskatchewan
Percentage of Sales Done Online in 2020 and 2019	All Ownership Types	Woman-Owned Business	All Ownership Types	Woman-Owned Business
0% to less than 1%	82.6%	80.1%	82.4%	75.9%
1% to less than 30%	9.5%	13.2%	11.2%	20.7%
30% to less than 50%	1.1%	1.6%	0.7%	0.9%
50% to less than 80%	2.3%	2.8%	3.5%	0.8%
80% to less than 100%	1.4%	0.6%	1.2%	0.2%
80% to less than 100%	3.1%	1.6%	1.0%	1.6%

Source: Statistics Canada Table 33-10-0316-01, Percentage of total sales made online in 2019 and 2020, by business characteristics. Release date March 5, 2021.

Many businesses faced a variety of challenges adapting to the pandemic. Table 10 summarizes survey responses by business owners on what they considered challenging or irrelevant to incorporating new technologies. In Saskatchewan, nearly 40.0% of surveyed businesses owned by women responded that hiring skilled workers was a major challenge prohibiting additional technology adoption. Among the other challenges considered in the survey, most items were rated as somewhat to extremely challenging by women-owned businesses. Considerably fewer women-owned business owners identified challenges as "irrelevant" compared to their male counterparts.

Table 10: Challenges to Adoption or Incorporation of Technologies in Saskatchewan Businesses

Extent of the challenge:	Somewhat to Extremely Challenging		Irrelevant	
	SK Woman-Owned Businesses	SK Businesses, All Ownerships	SK Woman-Owned Businesses	SK Businesses, All Ownerships
<b>Challenges faced when adopting or incorporating technologies</b>				
Hiring workers with skills in technologies	39.8%	32.2%	17.3%	41.4%
Having access to financial resources to invest in new technologies	38.5%	32.0%	15.6%	27.4%
Ensuring high-speed connectivity	35.2%	33.4%	8.4%	11.2%
Retraining employees with skills to use new technologies and processes	34.9%	28.9%	17.4%	30.9%
Ensuring security and privacy of data	29.2%	31.4%	1.7%	12.2%
Reorienting business strategy and processes	27.9%	26.0%	14.0%	24.1%
Integrating new digital technologies into this business's or organization's existing technology infrastructure	20.3%	25.4%	11.5%	23.3%
Finding suitable hardware or software vendors	9.1%	16.4%	19.1%	23.8%

Source: Statistics Canada Table 33-10-0357-01, Challenges faced when adopting or incorporating technologies, by business characteristics.  
Release date: May 28, 2021

Expectations of price increases and profitability decreases are consistent across businesses in Saskatchewan and Canada, with approximately 25.0% of business owners responding that they expected price increases and profitability decreases to happen between October and December of 2021.

An above-average number of women-owned businesses in Saskatchewan expected increases in job vacancies during the last quarter of 2020, compared to national averages and compared to all businesses in Saskatchewan. Expectations of increases in training expenditures were also above the average. A summary of these responses is included in Table 11.

Table 11: Business Changes Expected between October and December 2021, Saskatchewan and Canada

Business Characteristic	Change Expected	Canada		Saskatchewan	
		All	Woman-Owned	All	Woman-Owned
Number of Employees	Increase	14.5%	18.6%	11.1%	13.9%
	Decrease	7.2%	8.5%	7.5%	14.6%
Vacant Positions	Increase	8.3%	10.2%	7.2%	13.1%
	Decrease	5.8%	5.8%	5.7%	9.9%
Sales of Goods and Services Offered	Increase	21.3%	24.5%	17.9%	19.4%
	Decrease	15.4%	15.8%	15.5%	14.5%
Selling price of goods and services offered	Increase	22.9%	22.9%	21.9%	25.2%
	Decrease	5.7%	3.9%	5.6%	7.1%
Imports	Increase	2.6%	2.1%	1.9%	2.4%
	Decrease	2.2%	1.5%	3.8%	3.1%
Exports	Increase	1.7%	0.8%	0.8%	0.7%
	Decrease	1.7%	0.5%	2.8%	0.2%
Operating Expenses	Increase	38.2%	38.9%	35.8%	37.7%
	Decrease	5.7%	3.9%	8.4%	6.1%
Profitability	Increase	14.3%	15.7%	12.7%	21.0%
	Decrease	28.3%	28.9%	28.7%	25.9%
Capital Expenditures	Increase	16.7%	16.8%	12.8%	11.7%
	Decrease	7.4%	5.2%	9.2%	5.6%
Training Expenditures	Increase	16.2%	18.2%	16.1%	20.0%
	Decrease	3.8%	4.9%	5.4%	5.1%

Source: Statistics Canada Table 33-10-0363-01, Business or organization expectations over the next three months, third quarter of 2021.  
Release date: August 27, 2021.

**For more information, please contact us:**

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