

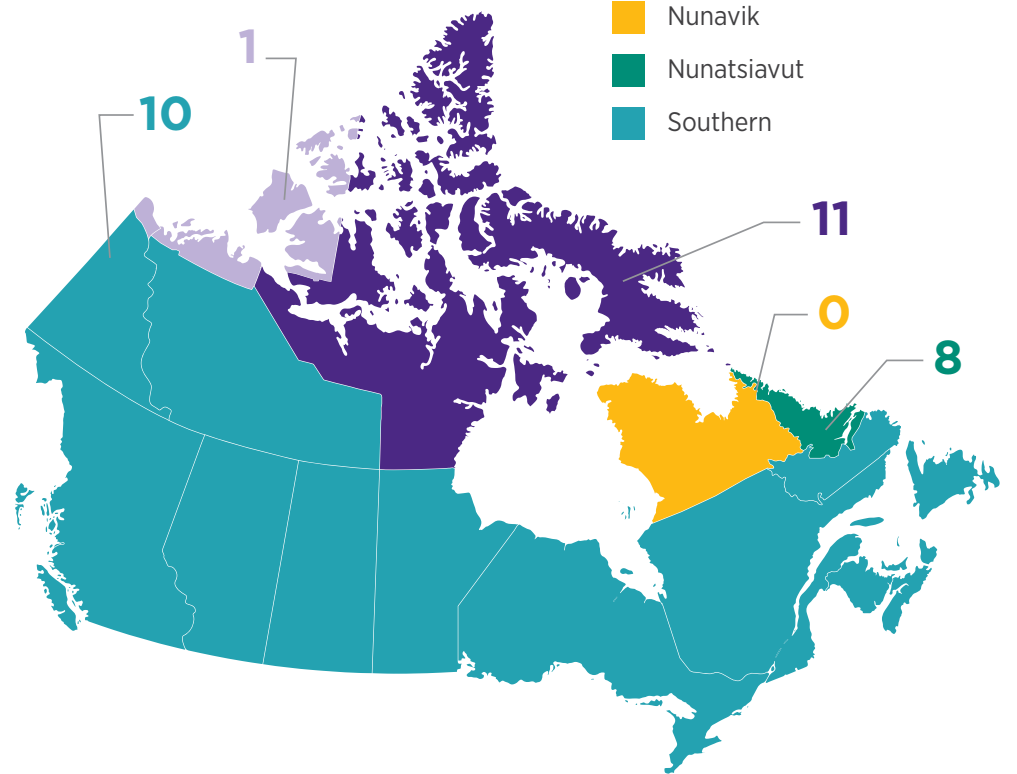
Pauktuutit Inuit Women of Canada: Gender-Based Analysis of Inuit Women-Owned Business

Perspective: Inuit Women in Business

This data is from a 2021 study called Gender-Based Analysis of Inuit Women-Owned Business conducted by Pauktuutit Inuit Women of Canada. Interviews were conducted with 30 Inuit Women Business Owners (IWBO), as well as six Economic Development Officers (EDO) and nine Service Providers, to better understand and support the needs, priorities, challenges and gaps for Inuit women's economic development.

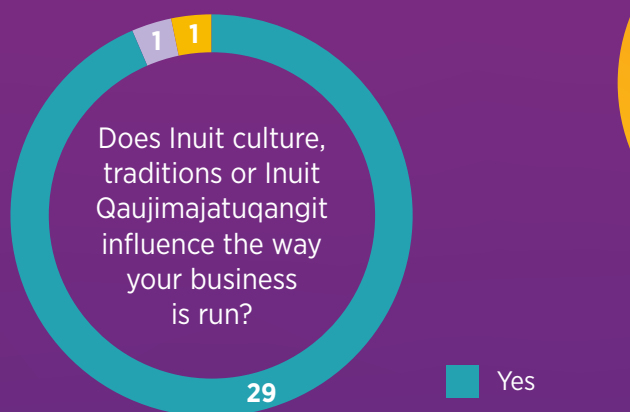
Breakdown of Respondents by Group and Geography

- Inuvialuit Settlement Region
- Nunavut
- Nunavik
- Nunatsiavut
- Southern



Influence of Culture and Gender

When asked about the influence of culture and gender on their businesses, more IWBOs say Inuit culture, traditions or Inuit Qaujimajatuqangit influence the way in which their businesses are run, than gender.



"Women have different challenges than men - childcare, home life. Although I'm lucky, my husband has been cooking lunch and dinner for me and he has been supportive."

"Inuit are expected to operate like a southern business when the environment up here is so different. Different mentality."

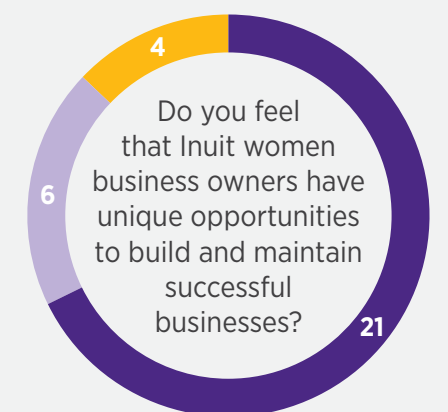
"Looking at the virtual business nowadays with Inuit women who can live solely off their jewellery making and selling online. Using their talents and their culture in a modern world."

"Well there are a lot of people interested in Inuit art, culture, creations. I've seen a lot of Inuit women businesses do amazing."

Challenges and Opportunities

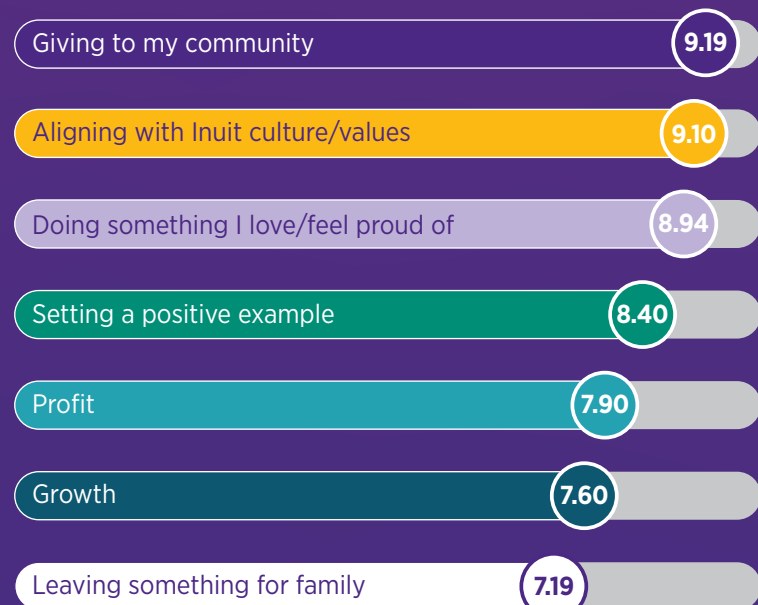
The IWBOs interviewed are facing unique challenges. Comments included childcare and family obligations, the high cost of doing business in the North, and the need for networks and support.

- Yes
- No
- Don't know



Measures of Business Success

When asked about core values for business success, on a scale of 1-10, Inuit Women Business Owners ranked Inuit culture and values higher than profits.



Perceptions of Gender and Culture

The sample group felt that there are both enabling and limiting impacts of gender roles on business, and the presence of successful Inuit women in business is evidence that the traditional female role definition may be evolving.

- Agree
- Disagree
- Unsure

Inuit have the same access to business support, advice and resources as non-Inuit



Inuit are able to access business supports that are designed just for Inuit



Inuit women have the same access to business support, advice and resources as Inuit men



There are certain expectations or responsibilities that Inuit women have that Inuit men do not have that make it difficult to have success in business



I sometimes have to choose between addressing business needs and taking part in traditional activities

