**Gross Domestic Product (GDP)**

* the total value of a country’s output of goods and services in a given year
	+ Canada - 1.789 Trillion USD - GDP in 2014 (CIA Worldbook)
	+ Increased 2.5% from 2013
* GDP per capita (per person) is the total GDP divided by the number of people in the country.
	+ Canada 44,800 USD – 2014 (CIA Worldbook)
* The goal is to improve the GDP each year
* the main way of increasing the GDP is by increasing productivity
* Productivity is measured by dividing the total output of goods and services of a given quality by the total hours of labour required to produce them
* An increase in productivity is achieved by:
	+ producing a greater quantity of a certain quality for a given amount of work hours
	+ producing the same quantity with fewer work hours.
* Canada’s productivity has increased in the last century mainly due to the introduction of increasingly efficient machinery, equipment and processes.
* Although it has risen over time, Canada’s GDP has slipped relative to the US and a number of other countries.
* Economists cite a number of reasons for our lower GDP
	+ Canada has not invested enough money in research and development
	+ our manufacturing plants have not invested in technology as much as they should
	+ our taxes are too high
	+ we are not sufficiently promoting our image and products abroad