Population Survey Data: Evidence and lessons from the Global Entrepreneurship Monitor

Maria Minniti
Professor and L. Bantle Endowed Chair of Entrepreneurship and Public Policy
UN – NYC, December 2013

Graphs, charts and data included in this presentation were provided by the GEM consortium and are based on 2011 GEM data.
About GEM

• Co-founded by Babson College and London Business School
  – First survey conducted in 1999
  – 2013 survey represents GEM’s 15 year

• Global Sponsors
  – Babson College, USA
  – Universidad del Desarrollo, Chile
  – Universiti Tun Abdul Razak, Malaysia

• Measures individual participation in multiple phases of entrepreneurship
  – Also exhibits the profile of entrepreneurs

• Assess entrepreneurship globally; across multiple economic development levels and geographic regions
GEM Program Objectives

- To measure differences in the level of entrepreneurial activity between countries

- To uncover factors leading to alternative levels of entrepreneurship

- To identify conditions that may enhance the national level of entrepreneurial activity
More than 80 economies have participated since 1999.
The GEM Model

Social, Cultural, Political Context

Basic requirements
- Institutions
- Infrastructure
- Macroeconomic stability
- Health and primary education

Efficiency enhancers
- Higher education & training
- Goods market efficiency
- Labor market efficiency
- Financial market sophistication
- Technological readiness
- Market size

Innovation and entrepreneurship
- Entrepreneurial finance
- Government policy
- Government entrepreneurship programs
- Entrepreneurship education
- R&D transfer
- Internal market openness
- Physical infrastructure for entrepreneurship
- Commercial, legal infrastructure for entrepreneurship
- Cultural and social norms

Established Firms

Employee Entrepreneurial Activity

Efficiency enhancers

Entrepreneurship

Attitudes:
- Perceived opportunities
- Perceived capacity

Activity:
- Opportunity-driven, Early-stage
- Persistence
- Exits

Aspirations:
- Growth
- Innovation
- Social value creation

From GEM 2011 Adult Population Surveys (APS)

From GEM Adult Population Surveys (APS)

From other available sources
Total Entrepreneurial Activity: GEM 2011

Percentage of adult population between 18-64 years

Factor-driven economies
Efficiency-driven economies
Innovation-driven economies

GEM
Inclusiveness: Women’s Participation in Entrepreneurship

Percentage of Male / Female Population 18-64 years

Factor-Driven Economies

Efficiency-Driven Economies

Innovation-Driven Economies

GEM
Inclusiveness: Women’s Participation in Entrepreneurship
Challenges and lessons learned

- Sample size and representativeness
- Weights
- Phone penetration – Cell phones – Face to face
- Translation and language issues
- Costs issues

For additional and detailed information, please go to www.gemconsortium.org