

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

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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

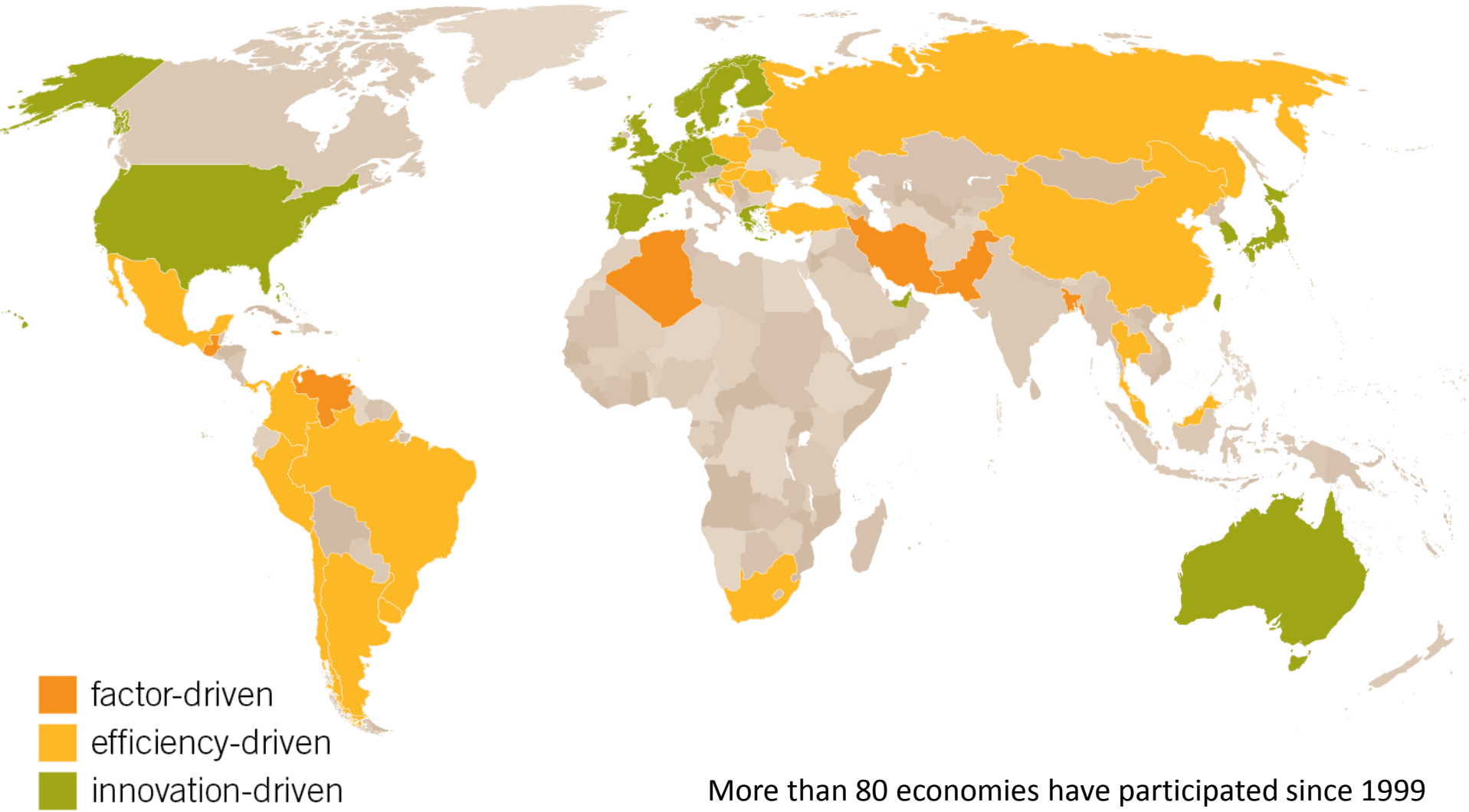


GEM Program Objectives

- *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*



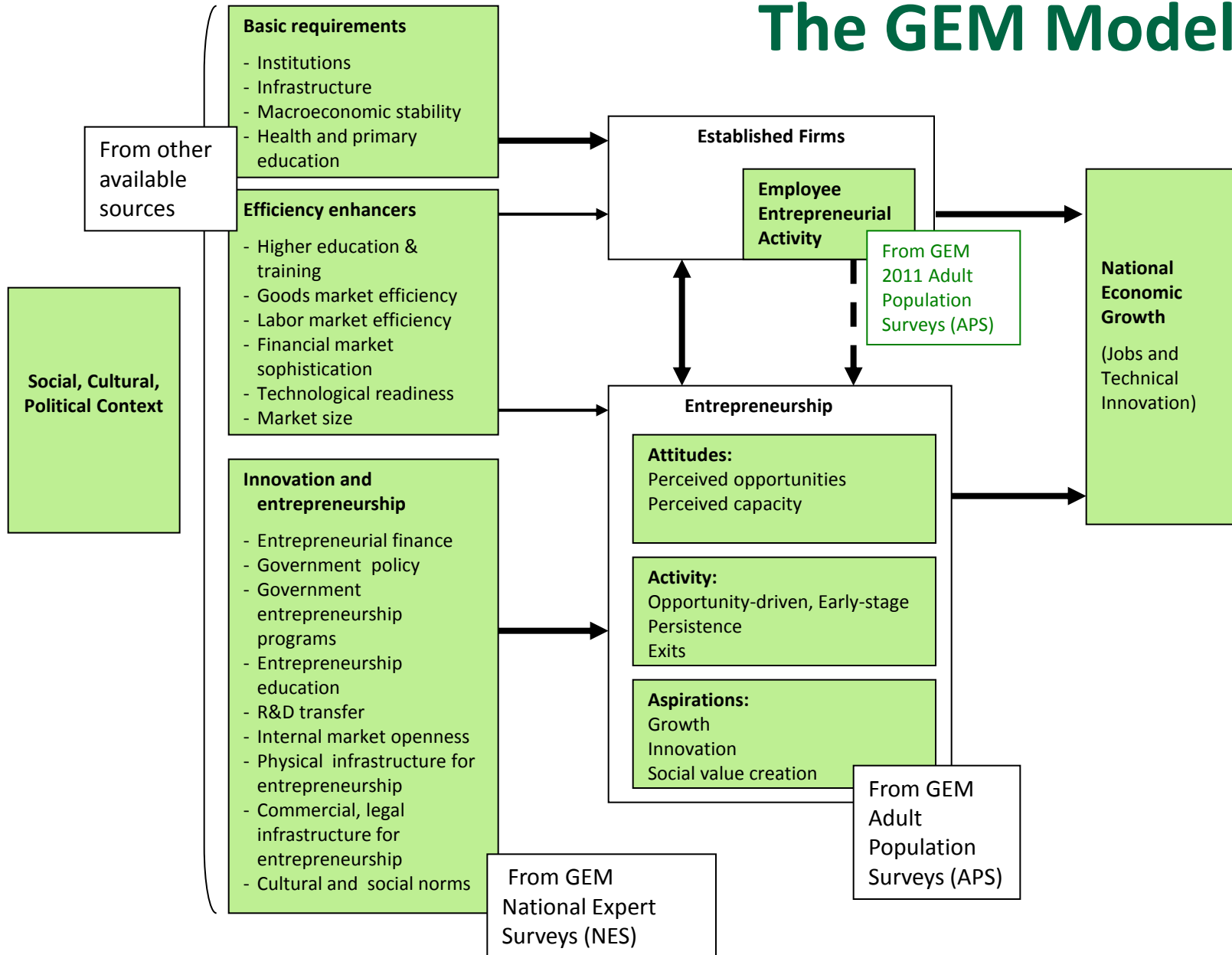
GEM 2011: 54 Economies



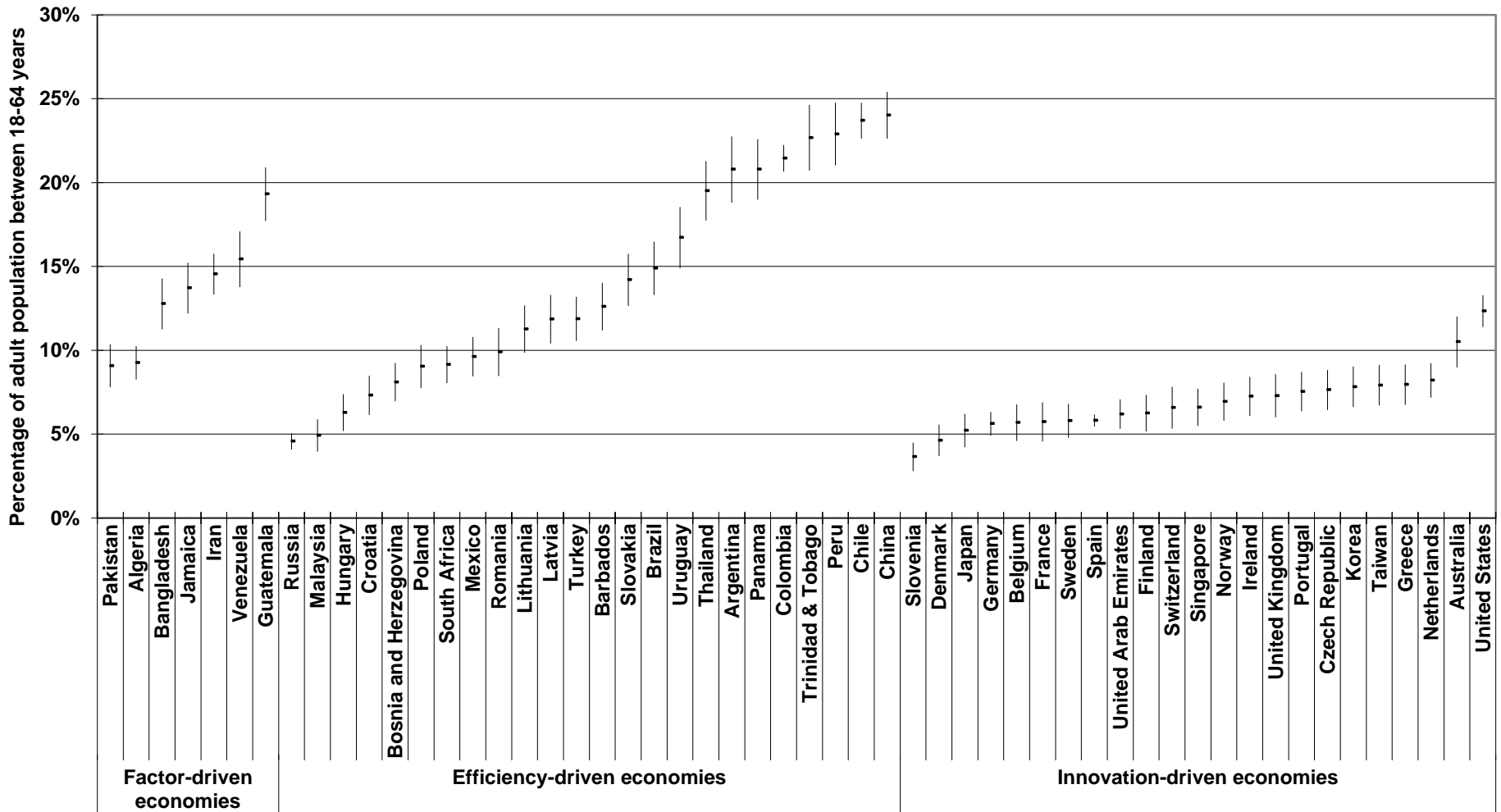
More than 80 economies have participated since 1999



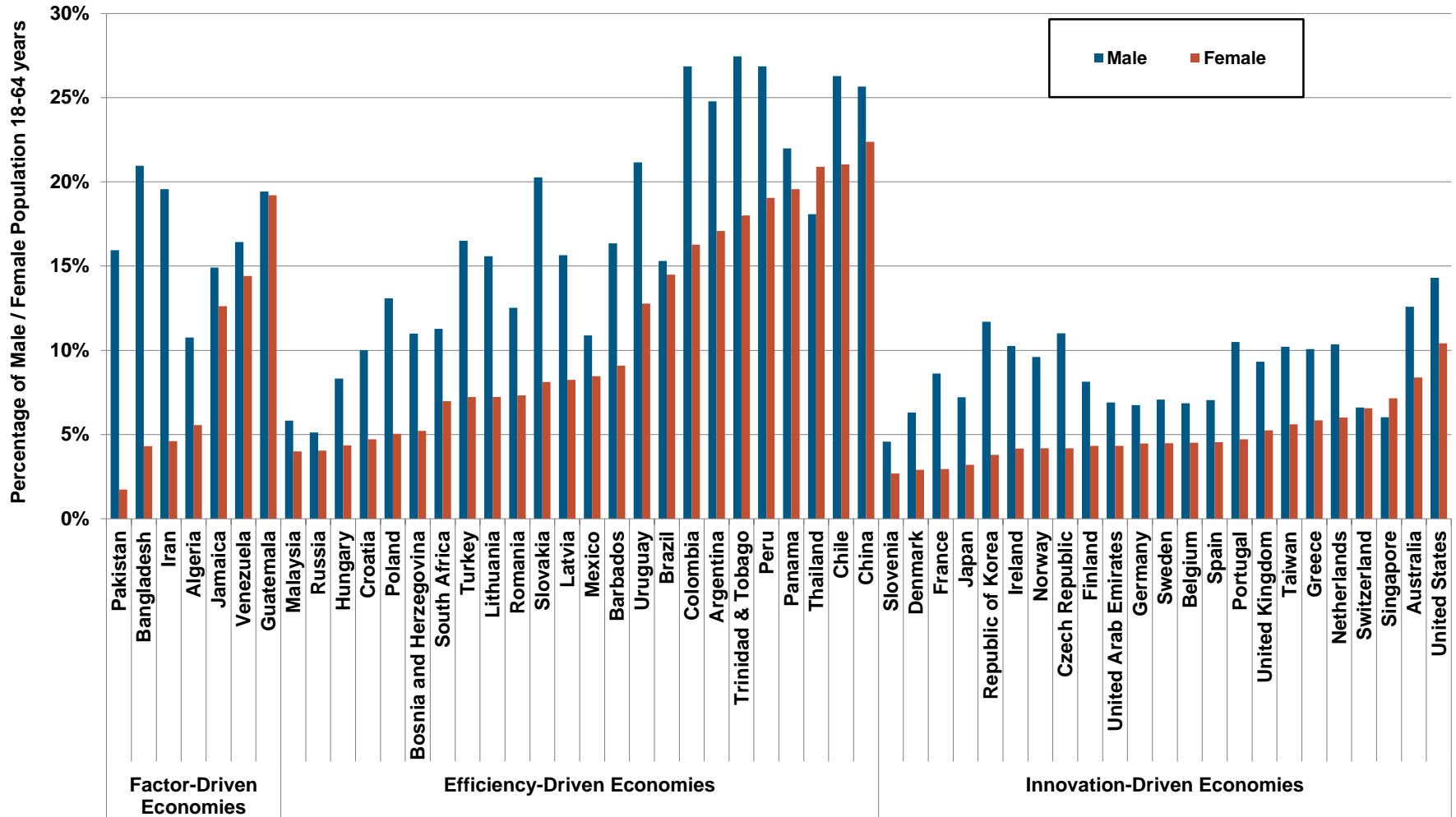
The GEM Model



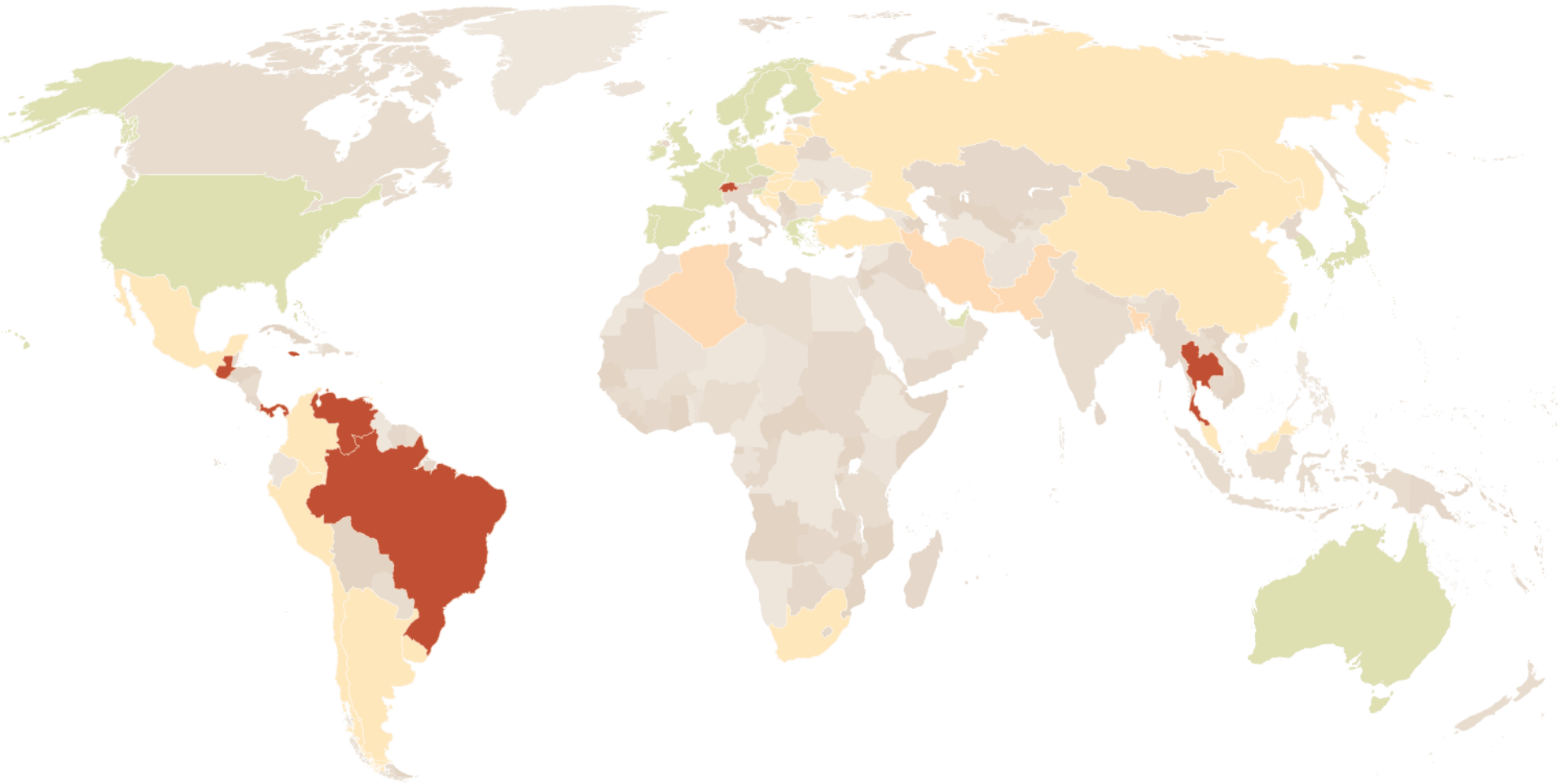
Total Entrepreneurial Activity: GEM 2011



Inclusiveness: Women's Participation in Entrepreneurship



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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*

