

## 22. Culture: The image of entrepreneurs

The entrepreneurial culture in a country affects the attitude that individuals have towards entrepreneurship, the likelihood of choosing entrepreneurship as a career, the ambitions to succeed and to start again after a failure, or the support provided to family and relatives planning to set up a business. All these aspects play a role, although there is scarce empirical evidence on their relative importance and differences across countries. This section provides examples of indicators that measure certain aspects of the entrepreneurial culture, in particular the image that people have of entrepreneurs and the understanding of entrepreneurs' role in the economy.

### Definitions

The indicators for the image of entrepreneurs correspond to the following two questions:

- “What is your opinion about entrepreneurs (self-employed, business owners)”, where respondents choose among rather favourable, neutral or rather unfavourable; and
- “My school education helped me to better understand the role of entrepreneurs in society”, where respondents indicate whether they strongly agree, agree, disagree or strongly disagree with the statement.

### Comparability

Data are drawn from the Flash Eurobarometer on Entrepreneurship, which is a general survey of adult population conducted periodically for the European Commission Directorate-General Enterprise and Industry. The survey is meant to gather information about peoples' entrepreneurial mindset and gain insights on how these differ across countries. It examines the motivation, choices, experiences and obstacles linked to entrepreneurship; the survey con-

siders self-employed and business owners as entrepreneurs.

The 2010 survey covered 36 countries: the EU27, China, Croatia, Iceland, Japan, Korea, Norway, Switzerland, Turkey and the United States. The size of the target sample was of 500 or 1000 individuals depending on the country (except for China). Each national sample is representative of the population aged 15 years and above. In China, interviews were conducted with randomly selected individuals (aged 15 and over) in 50 cities; this sample covered 115 000 000 of the 615 000 000 urban inhabitants – and accurately represented the total urban population.

Interviews were conducted between the 10/12/2009 and the 16/01/2010.

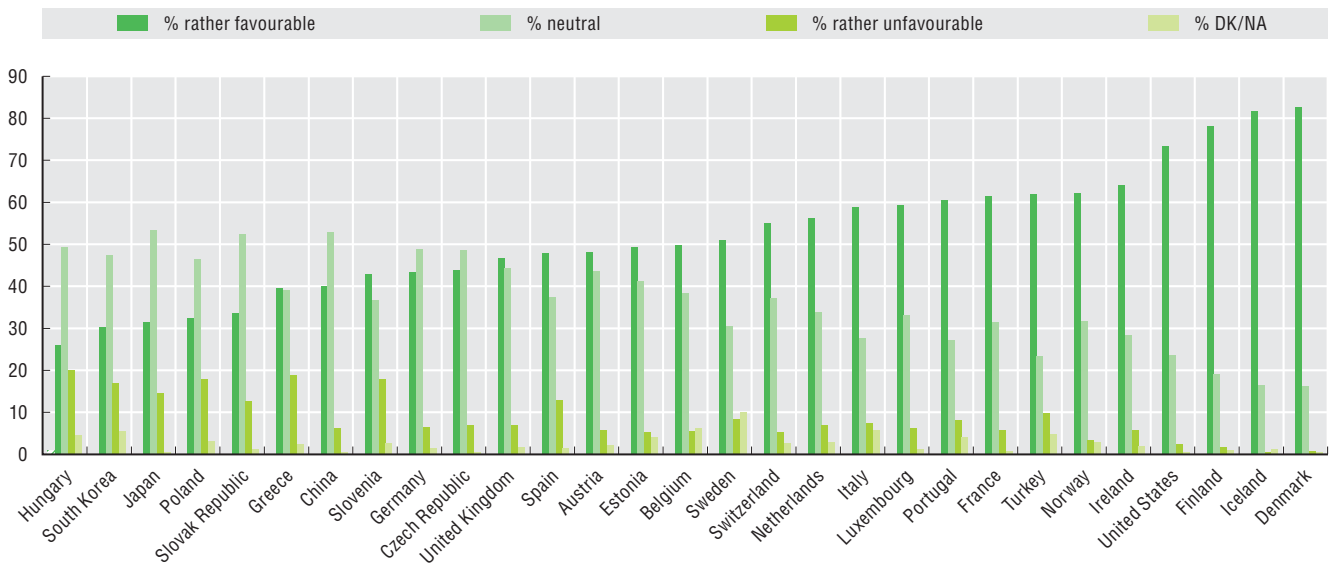
### Highlights

There are significant cross-country differences in the way people perceive entrepreneurs. The highest shares of adults who have a rather favourable image of entrepreneurs are found in a group of Nordic countries and the United States, while in the Eastern European countries and Asian countries only one person in three or less has a rather positive image of entrepreneurs. The opinions on the role that school had in forming a view on entrepreneurs are also very diverse from one country to the other. Interestingly, the ranking of countries related to the perceived role of school in understanding entrepreneurs presents many differences compared to the ranking based on the share of adults having a favourable image of entrepreneurs.

### Source

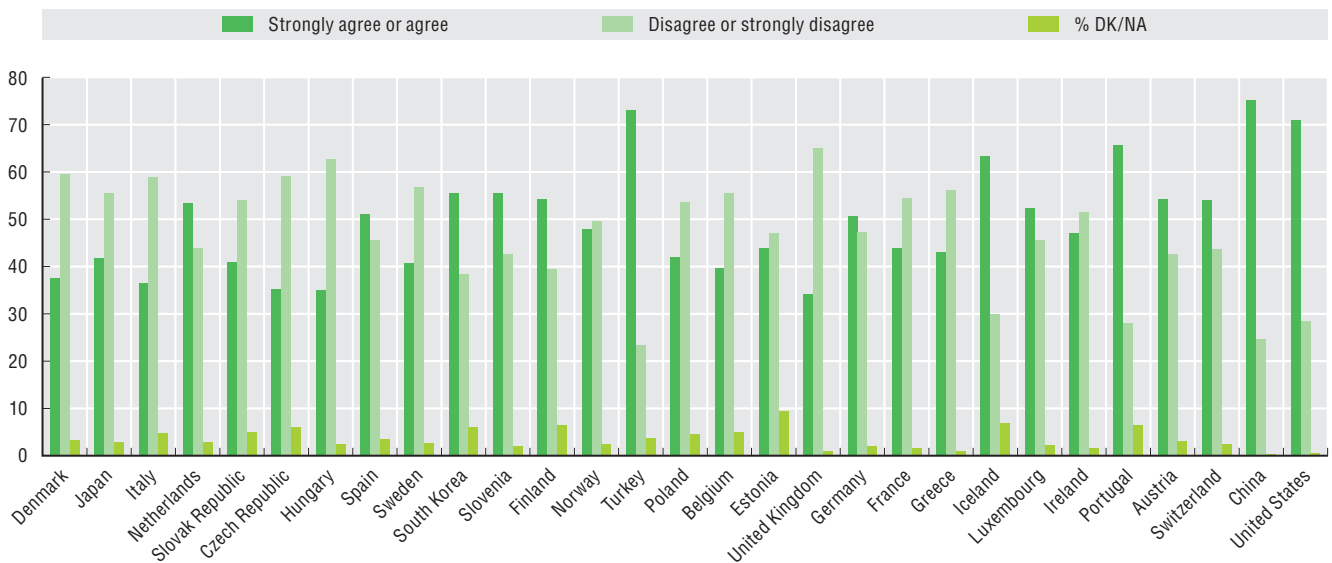
European Commission (2010), *Flash Eurobarometer Series*, No. 283, Entrepreneurship in the EU and beyond. A survey in the EU, EFTA countries, Croatia, Turkey, the US, Japan, South Korea and China. Analytical report.

Figure 22.1. Image of entrepreneurs, 2010

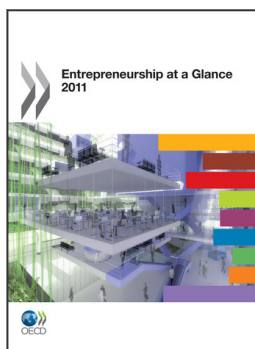


StatLink <http://dx.doi.org/10.1787/888932385142>

Figure 22.2. School helped in understanding the role of entrepreneurs, 2010



StatLink <http://dx.doi.org/10.1787/888932385161>



**From:**  
**Entrepreneurship at a Glance 2011**

**Access the complete publication at:**  
<https://doi.org/10.1787/9789264097711-en>

**Please cite this chapter as:**

OECD (2011), "Culture: The image of entrepreneurs", in *Entrepreneurship at a Glance 2011*, OECD Publishing, Paris.

DOI: <https://doi.org/10.1787/9789264097711-26-en>

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