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 success and 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 have been developed to measure certain aspects of the entrepreneurial culture related to the image of entrepreneurs and to individuals’ perceptions of their own ability as would-be entrepreneurs.

**Definition**

The six indicators shown in figures 8.7. and 8.8. respectively describe the following:

- Perceived opportunities: the percentage of 18–64 age group who see good opportunities to start a business in the area where they live.
- Perceived capabilities: the percentage of 18–64 age group who believe to have the required skills and knowledge to start a business.
- Fear of failure rate: the percentage of 18–64 age group with positive perceived opportunities who indicate that fear of failure would prevent them from setting up a business.
- Entrepreneurship as desirable career choice: the percentage of 18–64 age group who agree with the statement that in their country, most people consider starting a business as a desirable career choice.
- High-status successful entrepreneurship: the percentage of 18–64 age group who agree with the statement that in their country, successful entrepreneurs receive high status.
- Media attention for entrepreneurship: the percentage of 18–64 age group who agree with the statement that in their country, they will often see stories in the public media about successful new businesses.

**Comparability**

Data on entrepreneurial perceptions and attitudes are produced by the Global Entrepreneurship Monitor (GEM) project. Since 1999, the GEM consortium coordinates an annual adult population survey of at least 2,000 individuals aged between 18 and 64 in each country participating in the GEM project. The same survey questionnaire and methodology are used by national teams in participating countries to ensure the harmonisation of data.

The process of data collection varies slightly between national teams. The method by which they identify the 2,000 participants depends largely on the percentage coverage of the landline telephone network. Where landline coverage is greater than 85% of all households, the teams are permitted to use a landline-based survey outreach to generate a suitable list of participants to contact. For those countries where landline telephone coverage is not as wide-spread, face-to-face interview techniques and/or mobile phones are also used.

**Highligths**

With the exception of Japan, the perceptions that individuals have of entrepreneurial opportunities and of their own capabilities of starting up a business appear as largely distinct from their attitudes toward entrepreneurship (image of entrepreneurs and entrepreneurship as a career choice). The perceptions of opportunities in particular are likely to be affected by the economic cycle.

**Source s/Online databases**

Global Entrepreneurship Monitor data: www.gemconsortium.org/Data.

**For further readings**

8. DETERMINANTS OF ENTREPRENEURSHIP: SELECTED INDICATORS

Culture: Entrepreneurial perceptions and attitudes

Figure 8.7 Entrepreneurial perceptions, 2011 or latest available year

Figure 8.8 Attitudes towards entrepreneurship, 2011 or latest available year