


PUBLIC PERSPECTIVES



**Entrepreneurialism is Alive
and Well and Taking on
Today's Social Challenges**

November 2018 | Issue 87



ENTREPRENEURIALISM

The number of self-employed Canadians continues to rise and contribute to job gains in the country. Fortunately, the face of entrepreneurialism in Canada is alive and well... and changing.

In this issue of Public Perspectives, we explore some new territory on entrepreneurialism, including charity & interest group entrepreneurialism, and the attributes and emotions of entrepreneurialism. We also examine entrepreneurial experience, entrepreneurial engagement in society, and expectations for government assistance.

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WHAT DOES THE DATA SHOW?

- There is a considerable level of entrepreneurial spirit in Canada. Two-thirds of Canadians have the characteristics generally agreed upon to be important for entrepreneurs, placing Canada 12th out of 24 countries on the index.
- Although entrepreneurialism is manifested mostly in a traditional way – by starting a business – Canadians are also creating charities, community, and interest groups, leading to the development of a new kind of social entrepreneurialism. This is especially interesting for Millennials.
- Current and likely entrepreneurs are much more likely than non-entrepreneurs to participate in society generally (e.g., attend a public meeting, change a purchase behaviour because of social, environmental, have ethical concerns, contribute time/money to a charity/cause, etc.).
- The emotions generated at the prospect of starting a new business are more positive than negative. But emotional barriers to entrepreneurship include feelings of nervousness and fear.
- While technology is an extremely useful tool for facilitating entrepreneurial activity, it would be unwise to assume that current and likely entrepreneurs are technological wizards. Many report that they are having a hard time keeping up with new technology and lack trust in artificial intelligence.
- Government is seen as having some role in fostering entrepreneurialism in Canada – four-in-ten believe government has a responsibility to actively assist entrepreneurs. But expectations are low compared with other countries.

ENTREPRENEURIAL SPIRIT

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ENTREPRENEURIAL SPIRIT

What drives the entrepreneurial spirit? We developed an index by combining responses to a series of attributes most commonly associated with successful entrepreneurs. These attributes were culled from a broader list of 100+ items produced through an extensive literature review.

ENTREPRENEURIAL SPIRIT INDEX

The index uses the following scale:

Very High	= average rate 6+ on the items
High	= average rate 5 on the items
Moderate	= average rate 4 on the items
Low	= average rate 3- on the items

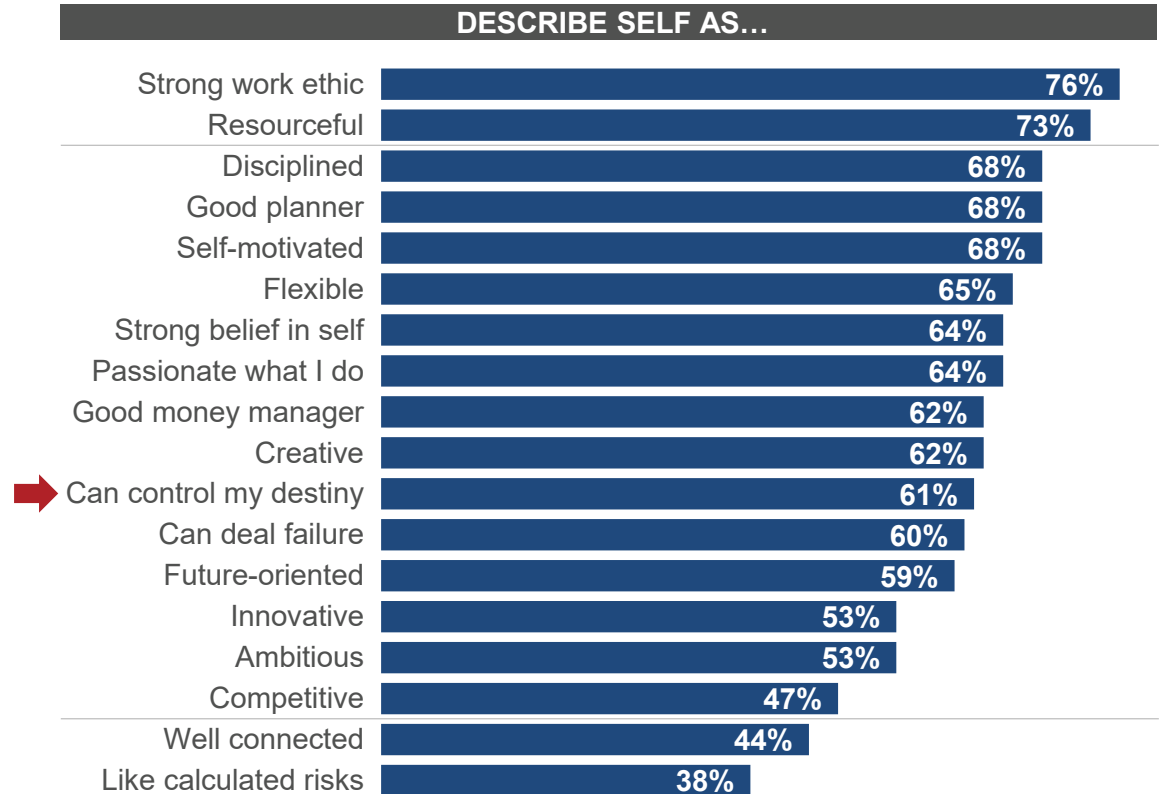
To what extent do the following words/phrases describe you...

1 not at all to 7 completely?

- Passionate about what I do in life
- Like to take calculated risks
- Creative
- Future oriented
- Resourceful
- Strong self-belief (strong belief in my abilities)
- Self-Motivated
- Have a strong work ethic
- Disciplined
- Competitive
- Can control my own destiny
- Flexible
- Am well connected
- Am a good planner
- Am a good manager of money
- Can deal with failure
- Innovative
- Ambitious

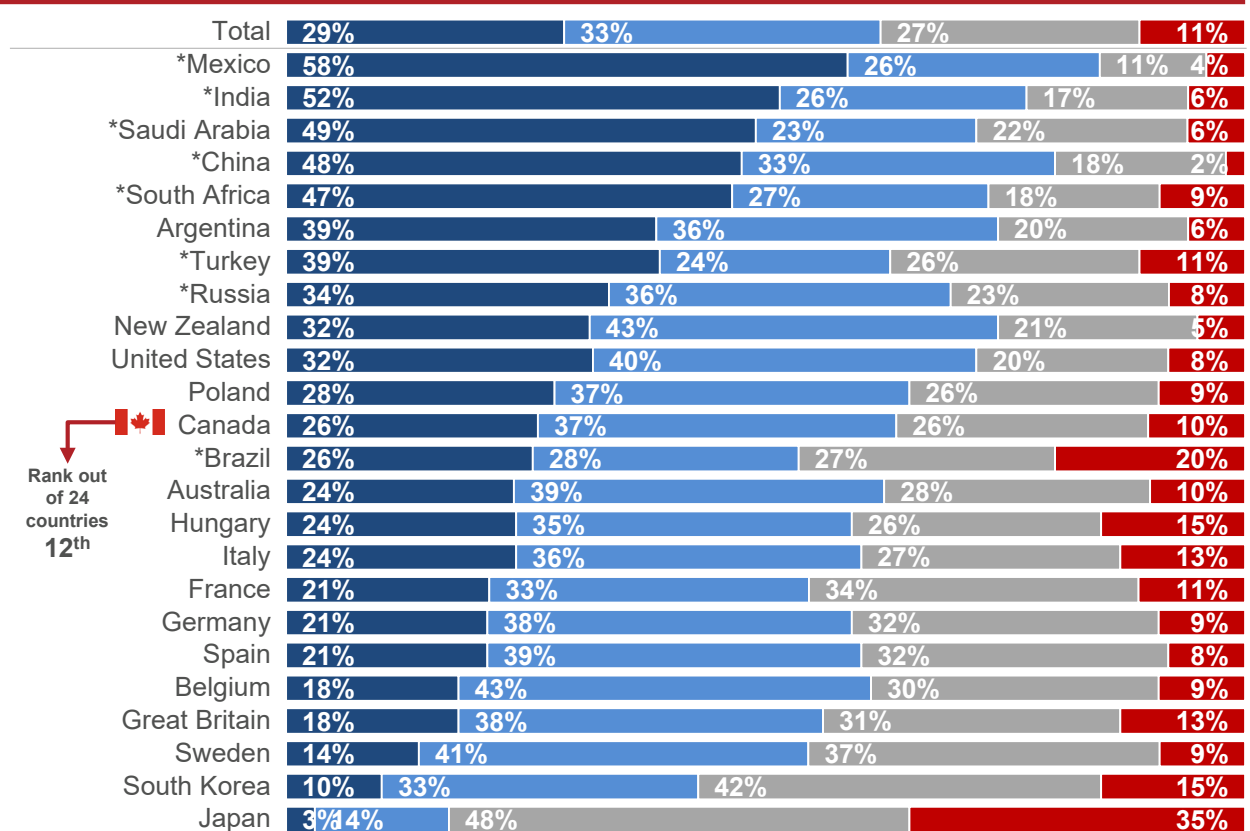
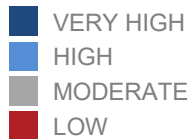
ATTRIBUTES OF AN ENTREPRENEURIAL SPIRIT

- A majority of Canadians describe themselves as having most of the attributes considered important for entrepreneurs.
- Canadians are most likely to describe themselves as having a strong work ethic and being resourceful.
- They are least likely to describe themselves as liking to take calculated risks and being well connected.
- While a majority, there is not an overwhelming belief that they can control their own destiny (Self-Serving Bias).



ENTREPRENEURIAL SPIRIT INDEX

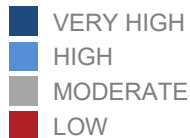
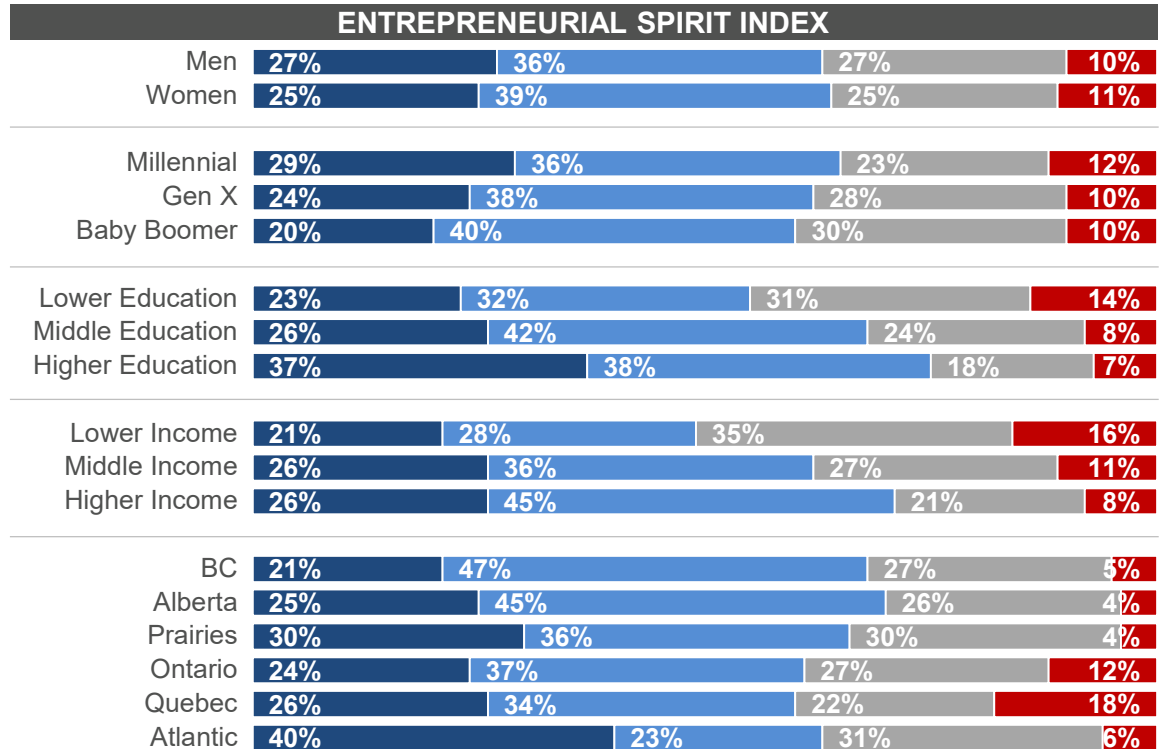
- Given the individual attribute results, it is not surprising to find that there is a significant degree of entrepreneurial spirit in Canada.
- In the index, which rolls up all individual attributes, 63% of Canadians have a high or very high entrepreneurial spirit.
- However, Canada ranks well behind other countries on the spirit index, ranking 12th out of 24 countries examined.



*samples represent a more affluent, connected population.

ENTREPRENEURIAL SPIRIT INDEX BY DEMOGRAPHICS

- While the entrepreneurial spirit in Canada is highest among higher education and higher income Canadians, and somewhat among Millennials, it is evident in a majority of all demographic groups, differing little by sex.



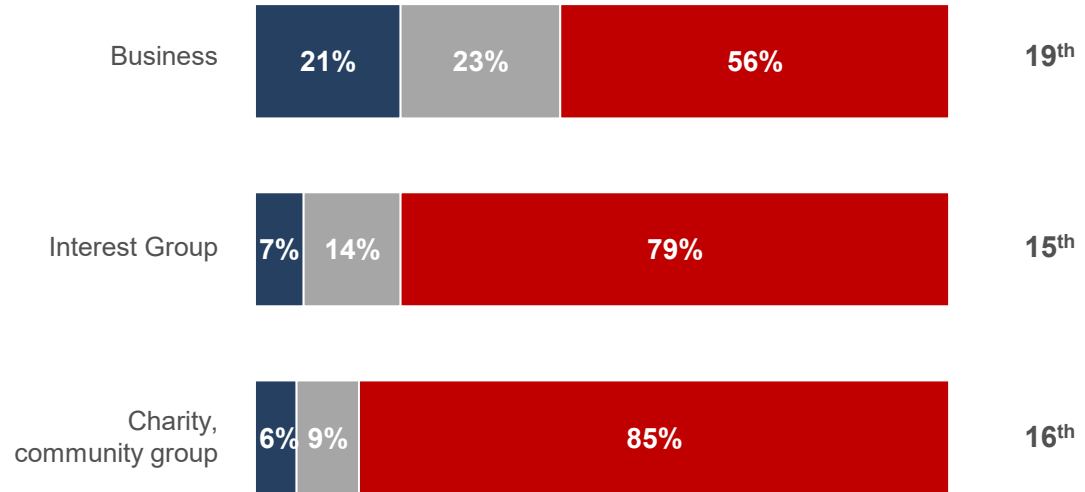
ENTREPRENEURIAL EXPERIENCE

ENTREPRENEURIAL EXPERIENCE

- Two-in-ten Canadians say that they have started a business in the past, under one-in-ten say they have started a charity, community group or interest group.
- Canada ranks well down the list of the 24 countries examined in each of these areas.

HAVE STARTED IN THE PAST

Have started rank out of 24 countries



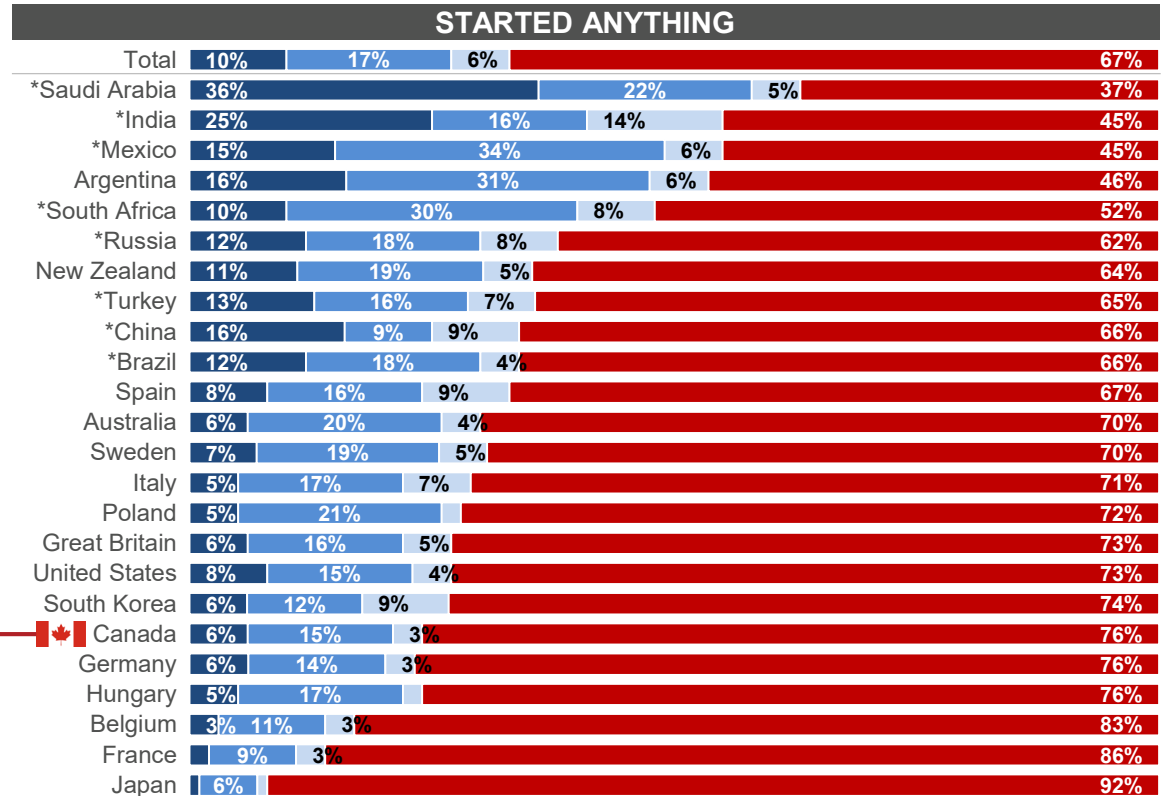
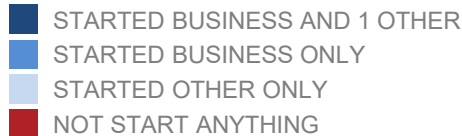
- HAVE STARTED
- NOT BUT SERIOUSLY CONSIDERED
- NOT STARTED

TOTAL ENTREPRENEURIAL EXPERIENCE

Business + Charity/ Community Group + Interest Group

- Combining the experience of starting a business, charity, community, or an interest group, Canada ranks 19th out of 24 countries in beginning an entrepreneurial enterprise in the past.

Rank out of
24 countries
19th

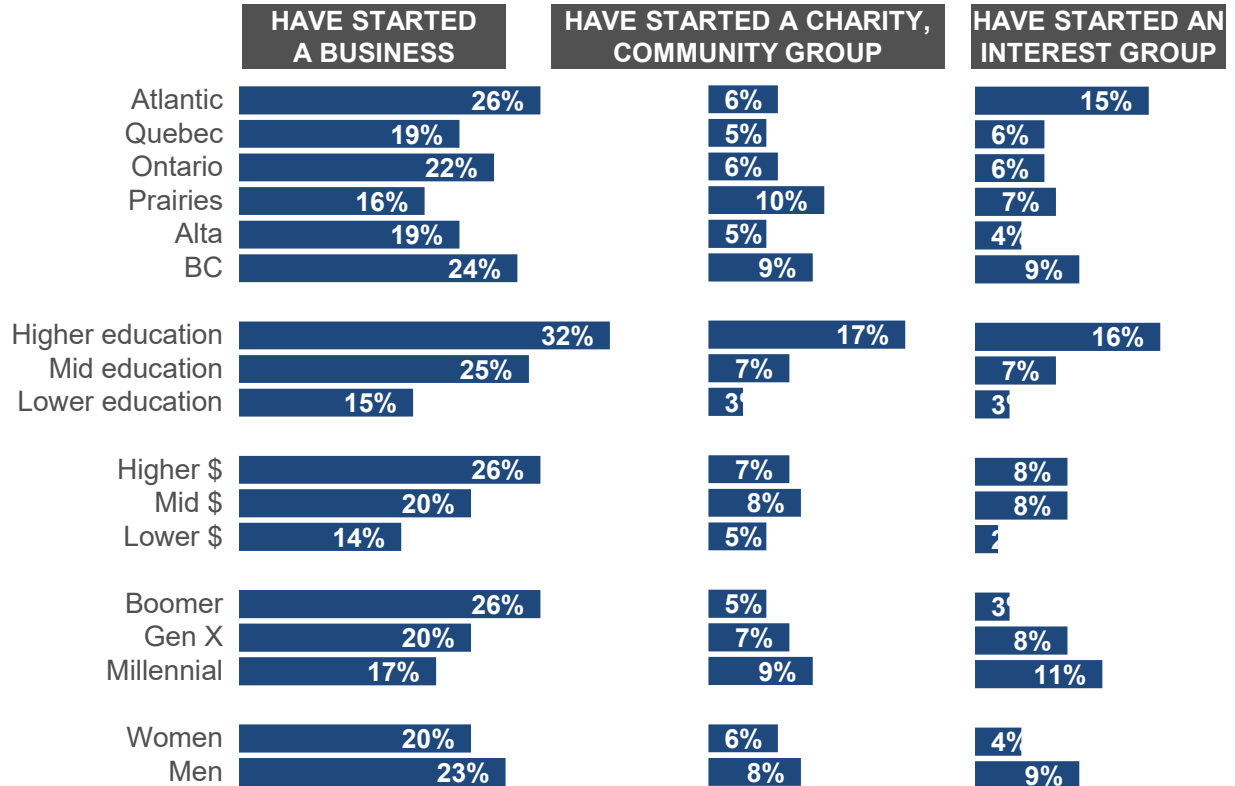


Data < 3% not labelled

*samples represent a more affluent, connected population

ENTREPRENEURIAL EXPERIENCE BY DEMOGRAPHICS

- Having experience starting a business does not vary much by sex. While it is higher among higher education, higher income, Boomers, and Atlantic and BC residents, a sizeable proportion of other demographic groups have started a business as well.
- Experience starting a charity, community group or interest group is also higher among higher education, but also among Millennials. Charity, community group is also higher among Prairies and BC residents. For interest groups, it is higher among men, BC and Atlantic residents.



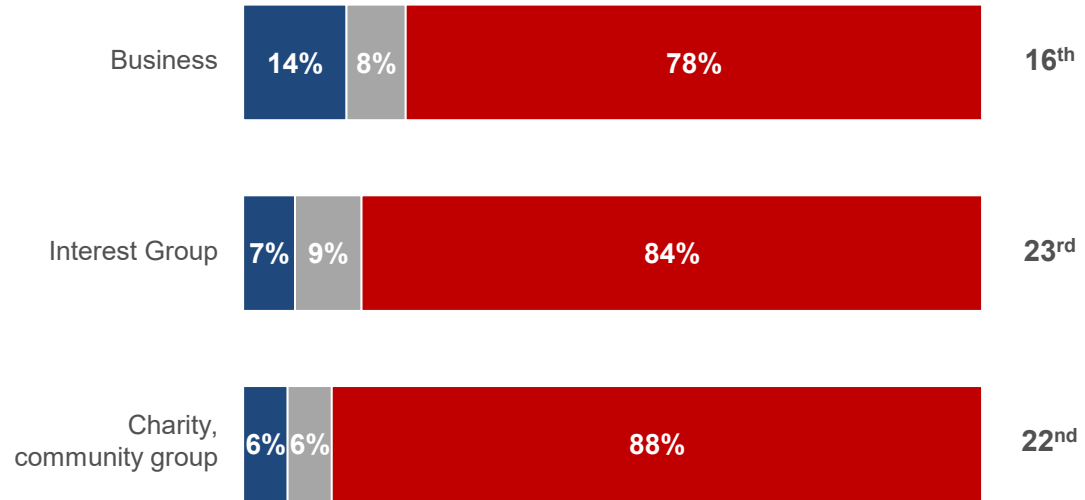
ENTREPRENEURIAL ASPIRATIONS

ENTREPRENEURIAL ASPIRATIONS

- About one-in-six Canadians say that they are likely to start a business in the next two years, under one-in-ten say they are likely to start a charity, community group or interest group.
- Again, Canada ranks well down the list of the 24 countries examined in each of these areas.

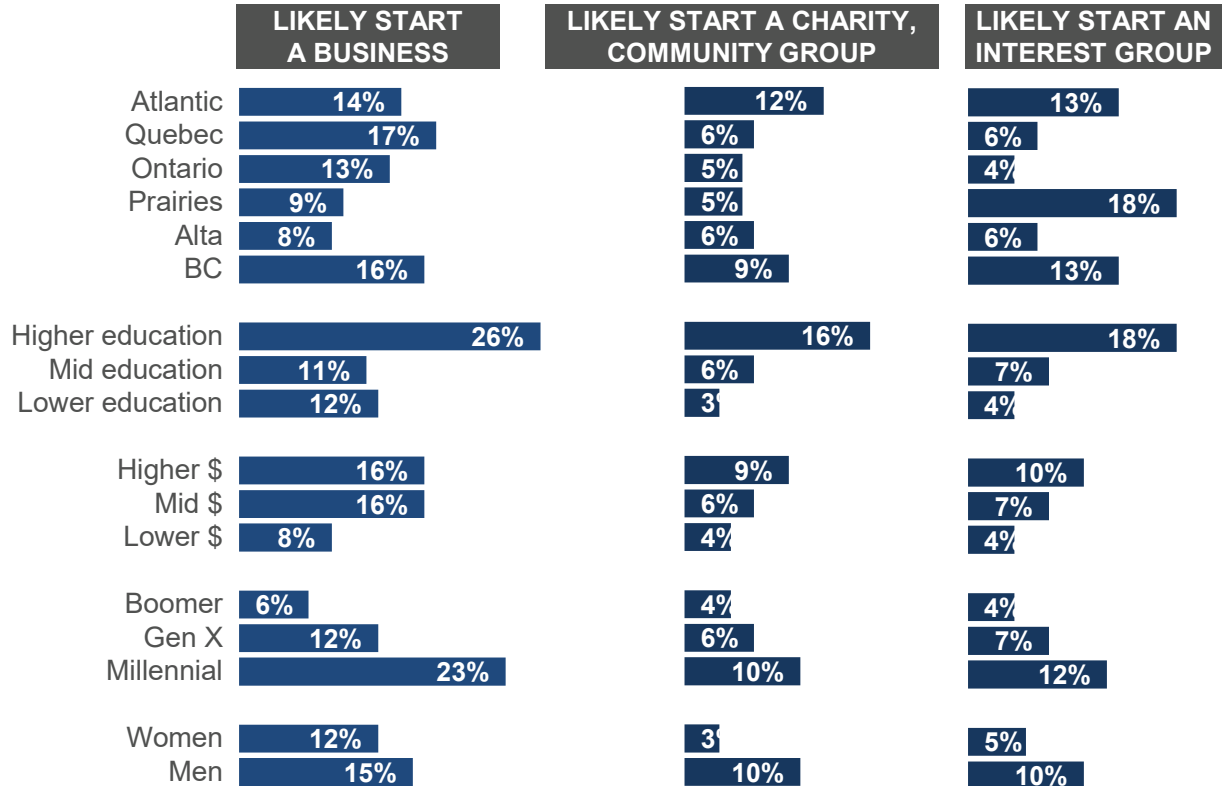
LIKELY START IN NEXT 2 YEARS

Likely start rank out of 24 countries



ENTREPRENEURIAL ASPIRATIONS BY DEMOGRAPHICS

- A special challenge for those wanting to promote entrepreneurialism for economic growth is the situation among Millennials.
- Millennials are more likely than Gen X or Boomers to say they are likely to start a business.
- But, Millennials are also most likely to say they will start a charity, community or interest group. So, their entrepreneurial energy will not be focused exclusively on starting a business.

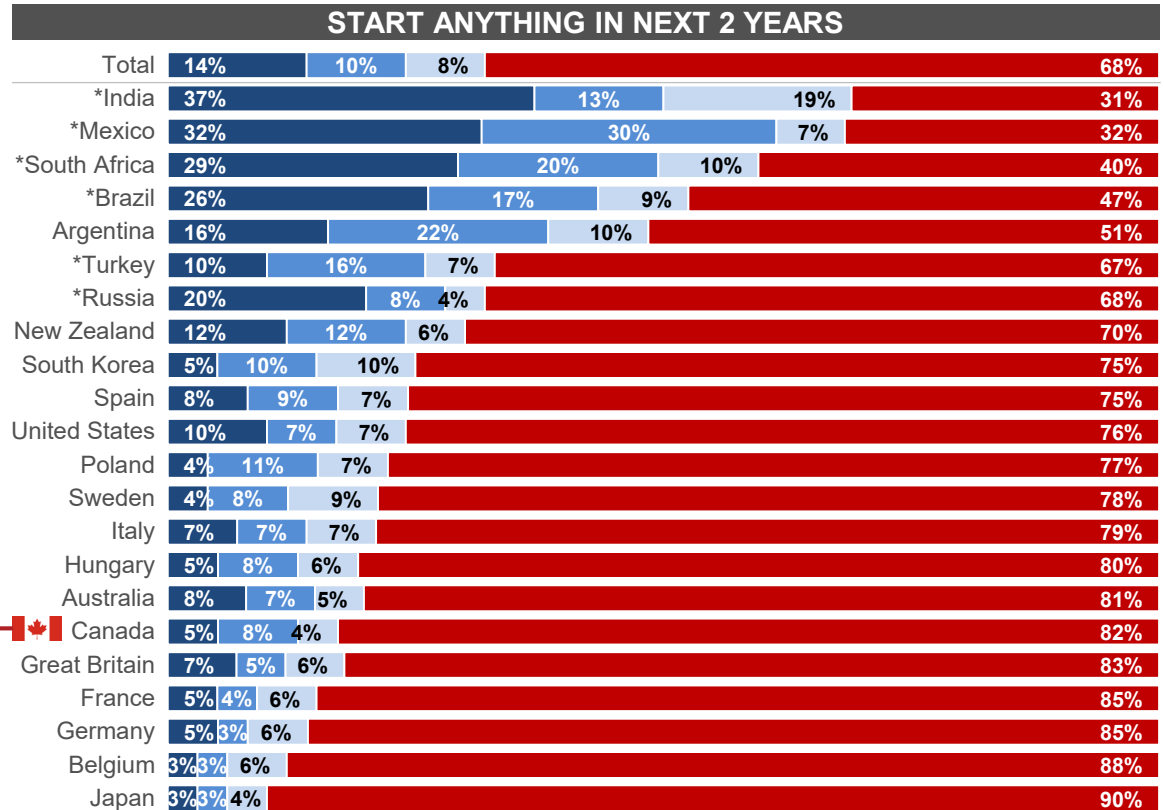
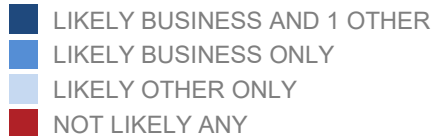


TOTAL ENTREPRENEURIAL ASPIRATIONS

Business + Charity/ Community Group + Interest Group

- Combining likelihood to start a business, start a charity, community group and start an interest group, Canada ranks 17th out of 22 countries in likely entrepreneurial activity in the next two years.

Rank out of
22 countries
17th



*samples represent a more affluent, connected population

Not asked in China or Saudi Arabia

ENTREPRENEURIAL EMOTIONS

EMOTIONAL DRIVERS OF ENTREPRENEURIALISM

How does the thought of starting a new business make people feel? We explored the emotional drivers related to entrepreneurialism.

EMOTIONAL DRIVERS INDEX

An emotional drivers index was created by combining responses to reflect the net emotional environment around starting a new business, which were then categorized into three groups:

“More positive than negative”

“Mixed”

“More negative than positive”

using the items to the right:

To what extent do the following describe how you feel when you think about possibly starting a new business...

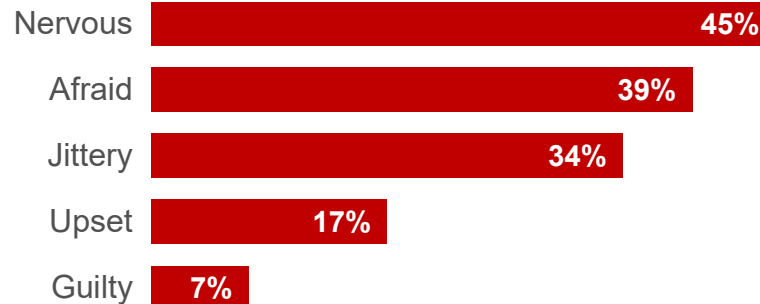
*1 does not describe at all to 7 describes completely? [RANDOMIZE]
Please respond quickly to each, based on your first gut reaction.*

- Interested
- Excited
- Determined
- Inspired
- Proud
- Jittery
- Afraid
- Upset
- Nervous
- Guilty

ENTREPRENEURIAL EMOTIONS ATTRIBUTES

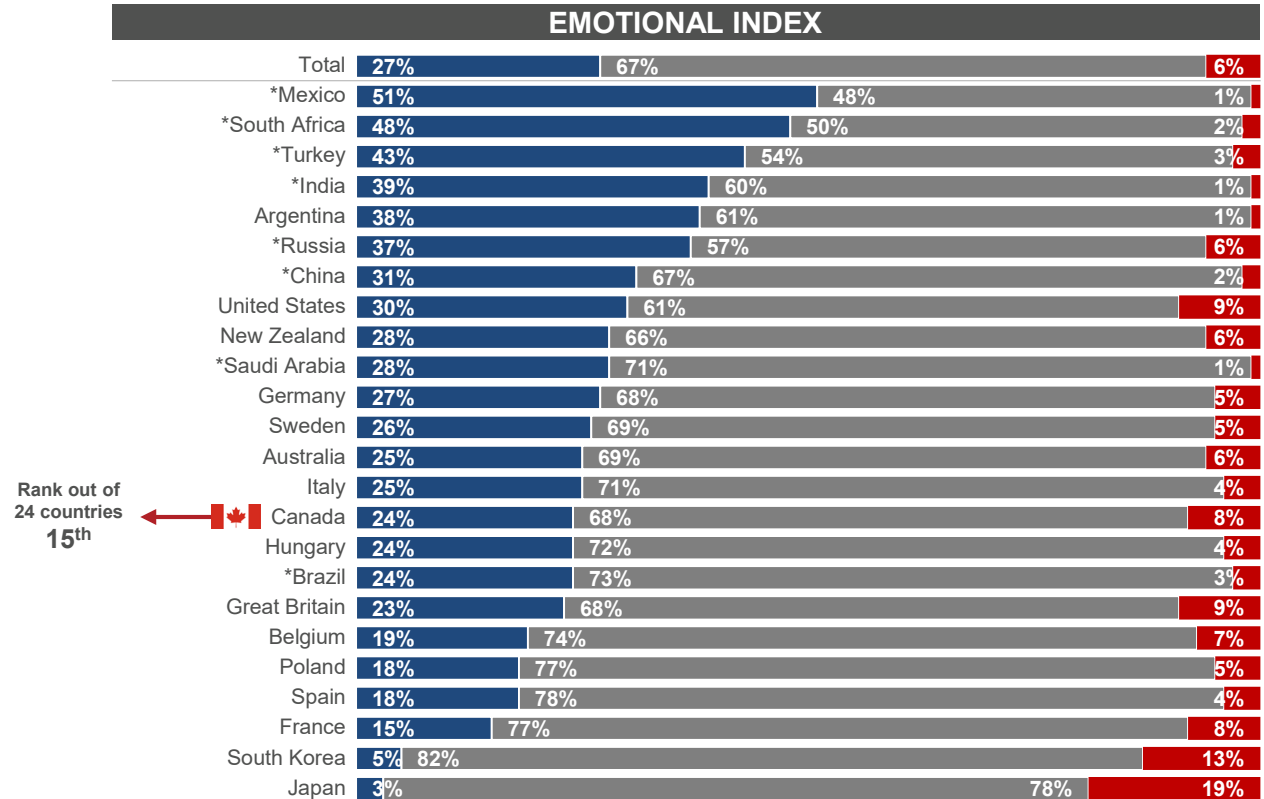
- Canadians have a mix of emotions when they think of the prospect of starting their own business. “Proud” is the highest of the positive emotions, while “nervous” tops the list of the negative emotions.

EMOTIONS FELT WHEN THINK START OWN BUSINESS



ENTREPRENEURIAL EMOTIONS INDEX BY COUNTRY

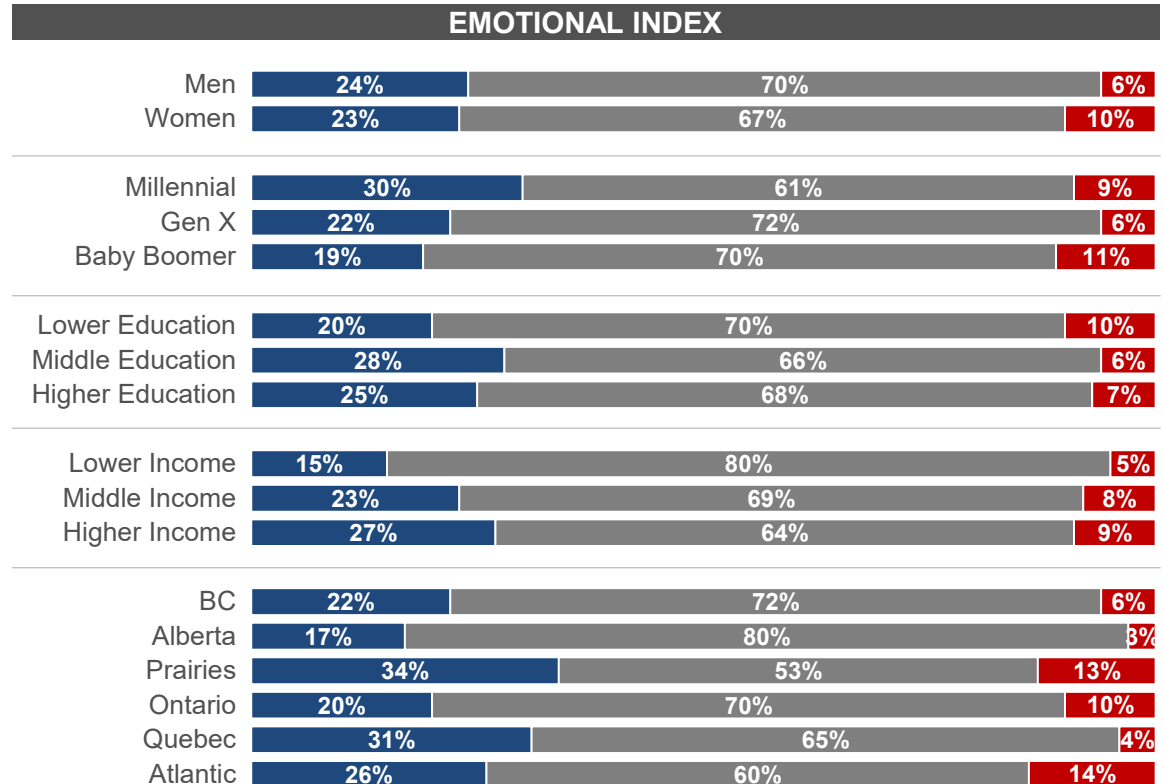
- Combining the emotion attributes into an index, Canadians are slightly more positive than negative overall when they think about starting a new business, although a majority have mixed feelings.
- Compared with other countries, Canada ranks 15th of 24 countries in positive emotions.



*samples represent a more affluent, connected population

ENTREPRENEURIAL EMOTIONS INDEX BY DEMOGRAPHICS

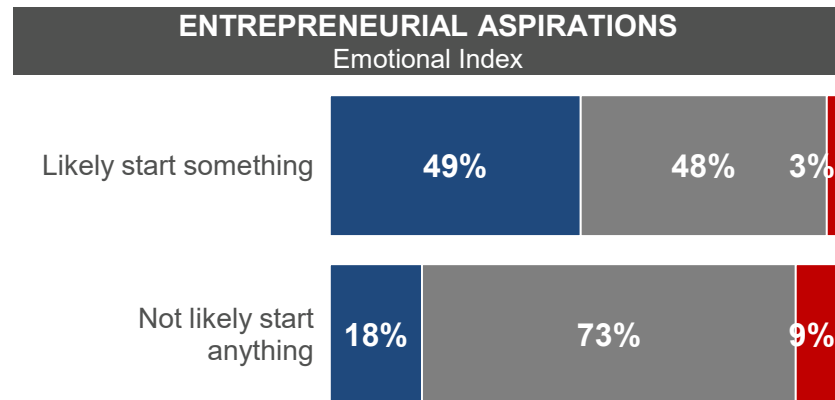
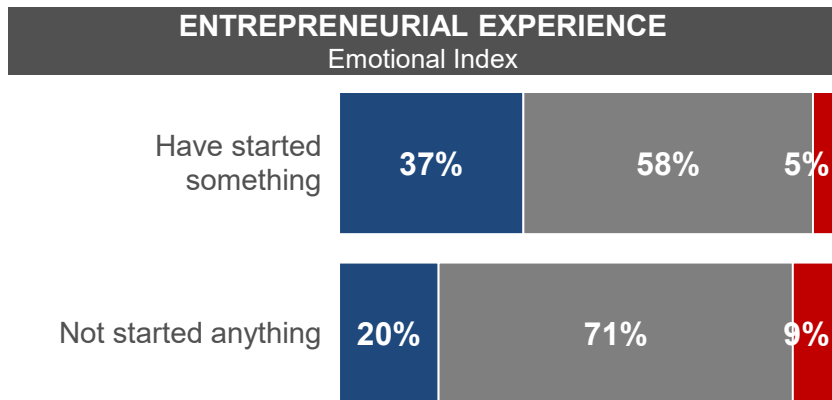
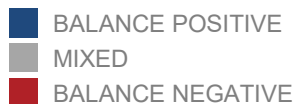
- A majority of all demographic groups have mixed emotions when thinking about starting a new business.
- Millennials, middle education, higher income, and residents of the Prairies and Quebec are more likely to report a positive emotional balance.



■ BALANCE POSITIVE
■ MIXED
■ BALANCE NEGATIVE

ENTREPRENEURIAL EMOTIONS INDEX BY ENTREPRENEURIAL EXPERIENCE AND ASPIRATIONS

- The importance of considering emotions related to entrepreneurialism is evident in findings that show that those who have started something (a business and/or a community group, charity, and/or interest group) in the past or are likely to in the next 2 years, are much more likely to feel positive emotions about it than those who have not started something or report being unlikely to do so.



TECHNOLOGY AND ENTREPRENEURIALISM

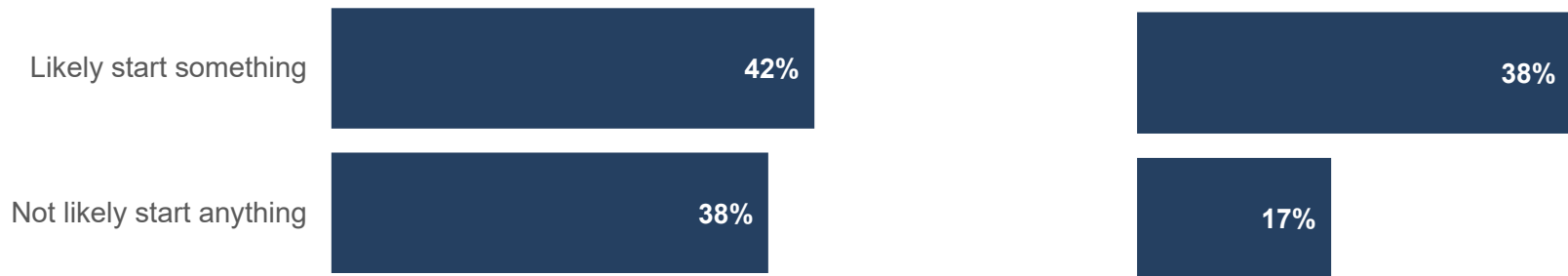
ATTITUDES TOWARD TECHNOLOGY BY ENTREPRENEURIAL ASPIRATIONS

- While technology is an extremely useful tool for facilitating entrepreneurial activity, it would be unwise to assume that current and likely entrepreneurs are technological wizards. A significant proportion of those likely to start a business, community group or interest group report that they are having a hard time keeping up with new technology, and that they lack trust in AI.

■ AGREE

“TECHNOLOGY IS CHANGING SO QUICKLY THESE DAYS THAT I AM HAVING A HARD TIME KEEPING UP”

“I TRUST ARTIFICIAL INTELLIGENCE”



ENTREPRENEURIALISM AND SOCIAL ENGAGEMENT

ENTREPRENEURIALISM AND SOCIAL ENGAGEMENT

How socially engaged are Canadians? And are entrepreneurs more likely to be socially engaged? We developed an index to measure social engagement activities.

SOCIAL ENGAGEMENT INDEX

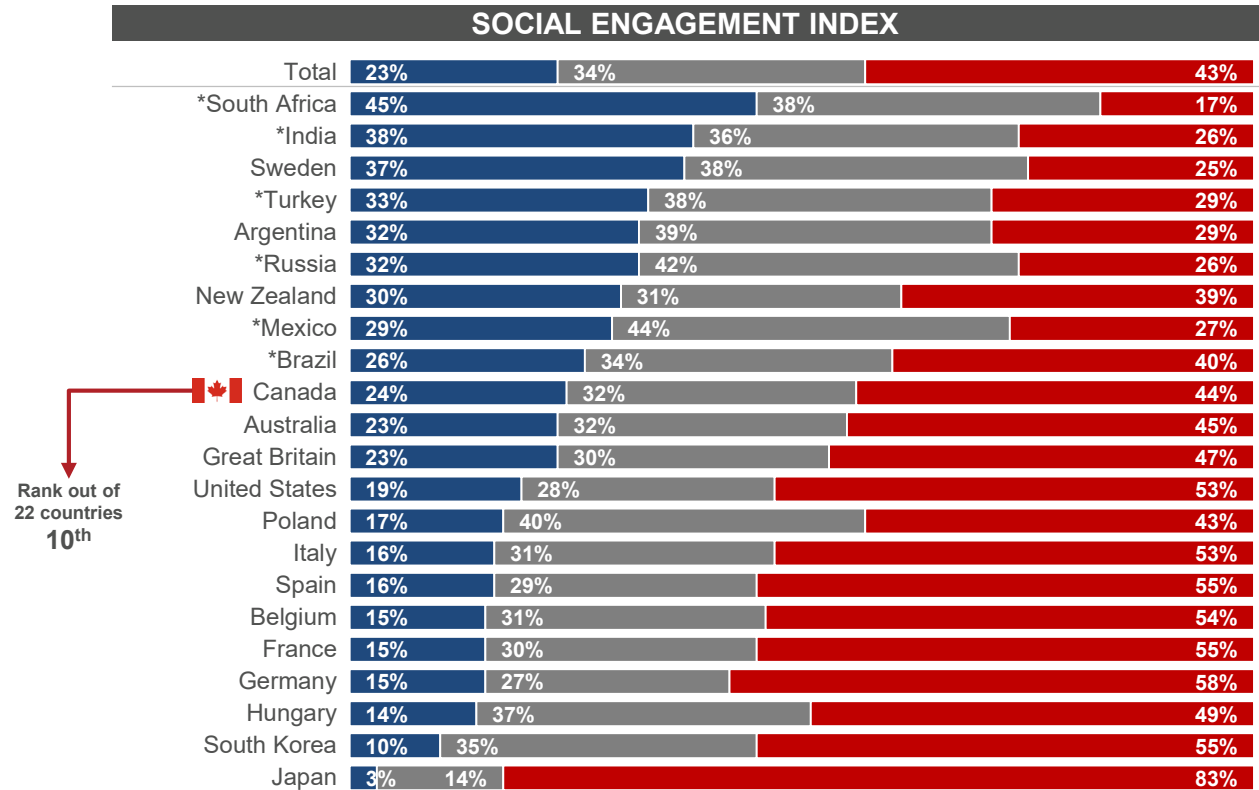
A Social Engagement Index was created by combining responses to the below, using the following scale:

High Participation	= done 4+ items
Moderate Participation	= done 2-3 times
Low Participation	= done 0-1 items

- **Which of these things, if any, you have done in the last 12 months?**
(Select all that apply) [RANDOMIZE]
- Attended a public meeting, rally, speech or protest
- Changed a purchase behaviour/boycotted a product/company because of social, environmental, ethical concerns
- Contributed time/money to a charity/cause/community organization
- Written a comment or original ideas online regarding a social issue or political issue
- Engaged in discussions with friends or family on political or social issues and tried to convince them of your point of view
- Spent time searching out information to inform yourself/learn more about a particular social, political or consumer issue you might be concerned with/interested in
- Regularly stayed up-to-date on news and current events
- (NONE ASKED IN CHINA OR SAUDI ARABIA)

SOCIAL ENGAGEMENT INDEX BY COUNTRY

- One-quarter (24%) of Canadians can be classified as having “high” social engagement.
- This puts Canada in the middle of countries measured on social engagement – ranking 10th out of 22 countries.



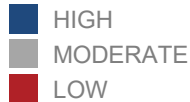
■ HIGH
■ MODERATE
■ LOW

Not asked in China and Saudi Arabia

*samples represent a more affluent, connected population

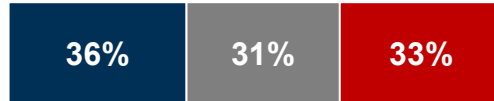
ENTREPRENEURIAL EXPERIENCE AND ASPIRATIONS BY SOCIAL ENGAGEMENT

- While we cannot determine which comes first, actions related to entrepreneurialism are related to actions related to “social engagement.” Those who have started something (a business and/or a community group, charity, and/or interest group) or are likely to do so in the future rate much higher on “social engagement” than those who have not or are unlikely to do so.

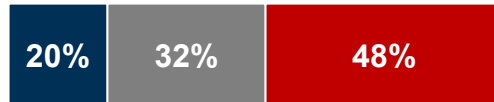


ENTREPRENEURIAL EXPERIENCE AND SOCIAL ENGAGEMENT INDEX

Have started something

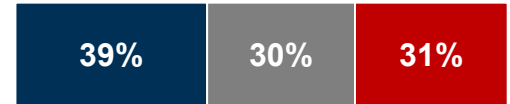


Have not started anything

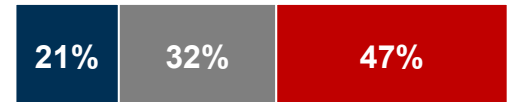


ENTREPRENEURIAL ASPIRATIONS AND SOCIAL ENGAGEMENT INDEX

Likely start something



Not likely start anything



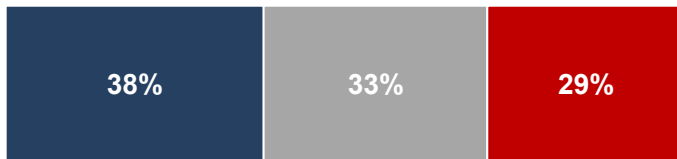
GOVERNMENT AND ENTREPRENEURIALISM

ATTITUDES TOWARD GOVERNMENT AND ENTREPRENEURIALISM

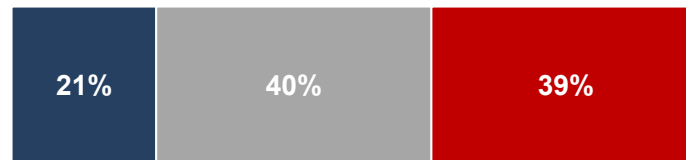
- While not overwhelming, a sizeable minority (about four-in-ten) Canadians believe that government has a responsibility to actively assist entrepreneurs, but just two-in-ten believe the government does a good job doing this.



“GOVERNMENT HAS A RESPONSIBILITY TO ACTIVELY ASSIST ENTREPRENEURS”



“GOVERNMENT IN CANADA DOES A GOOD JOB IN ACTIVELY ASSISTING ENTREPRENEURS”



NET GOVERNMENT DOING GOOD JOB MINUS GOVERNMENT HAS RESPONSIBILITY

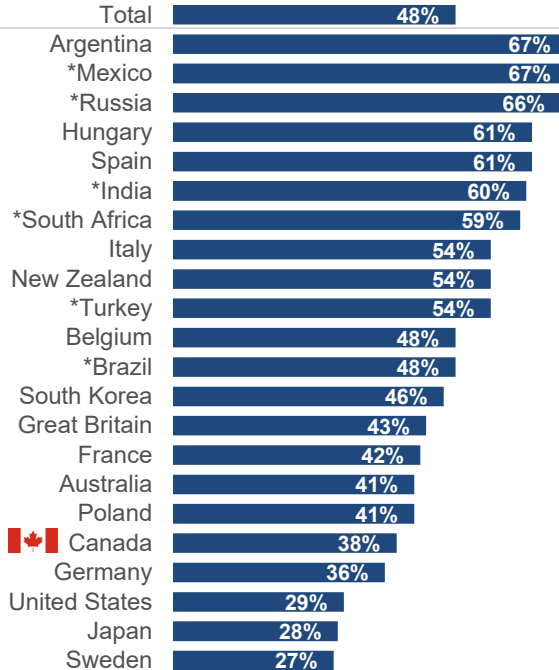
-17%

GOVERNMENT AND ENTREPRENEURIALISM BY COUNTRY

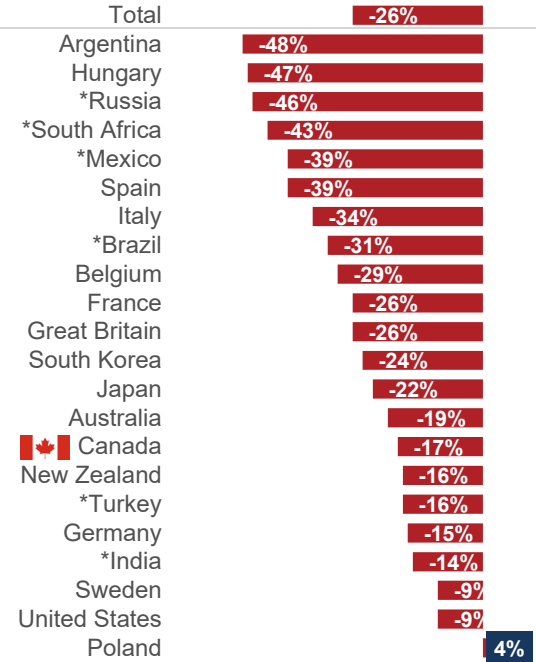
- While Canada often leads world opinion in support for government involvement in society, Canadians have among the lowest expectations when it comes to government assistance for entrepreneurs. Canadians are also among the least critical in evaluating their expectations of government performance in this area.



GOV'T IN MY COUNTRY HAS A RESPONSIBILITY TO ACTIVELY ASSIST ENTREPRENEURS



NET SCORE GOVERNMENT DOING GOOD JOB MINUS GOVERNMENT HAS RESPONSIBILITY



Not asked in China and Saudi Arabia

*samples represent a more affluent, connected population.

AGREE NET SCORE

METHODOLOGY

- The survey was conducted in 24 countries via the Ipsos Online Panel system between September 20-28, 2018.
- Interviews were conducted with 18,000 adults aged 18-64 in Canada and the U.S. and 16-64 in all other countries.
- Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Hungary, India, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample of approximately 500+.
- In 16 of the 24 countries surveyed internet penetration is sufficiently high to think of the samples as representative of the wider population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, New Zealand, Poland, South Korea, Spain, Sweden, Great Britain and United States.
- Brazil, China, India, Mexico, Russia, Saudi Arabia, South Africa and Turkey have lower levels of internet penetration and so these samples should not be considered to be fully nationally representative, but instead to represent a more affluent, connected population. These are still a vital social group to understand in these countries, representing an important and emerging middle class.
- Weighting has been employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country census data.
- A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a 500 sample 19 times out of 20.

CONTACTS

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