

TRENDS IN CONTEXT: ENTREPRENEURIALISM

**POWERED BY
IPSOS CONTEXT
ADVANTAGE:**
A DATA-DRIVEN ADVISORY
SERVICE TO HELP YOUR
ORGANIZATION ADAPT &
THRIVE IN A CHANGING
LANDSCAPE.

Is entrepreneurialism dead or alive amidst COVID-19?

“Innovation and entrepreneurship are recognized as key building blocks of competitive and dynamic economies. Countries and regions with vibrant innovation and entrepreneurship ecosystems tend to witness higher productivity rates, leading to increased economic growth and more robust job creation...”



Entrepreneurialism has often been identified as a key driver to help economies recover from the pandemic. But this depends, of course, on the participation of citizens/consumers.

So, where do we stand now with respect to entrepreneurialism? Are citizens/consumers becoming more or less entrepreneurial as they navigate their new reality? Have they dipped their toes into the entrepreneurial world? Do they plan to in the near future? Have they received sufficient support?

Before governments and companies engage on entrepreneurialism programs and messages, they need to know the current lay of the land and what citizen/consumers are thinking and expecting. Otherwise, making any forays into such an important issue can do more harm than good.

Ipsos started tracking entrepreneurialism in a 28-country benchmark survey in late 2018. Our most recent report tracks that study and features new knowledge and thinking, including the results from a new international study conducted in November 2020.

This report explores how things have changed in the COVID world:

- Where do people stand on the “Entrepreneurial Spirit Index” that we developed? Who demographically are the highest, who are the lowest?
- What proportion of the population has recently created a business and in what area?

- Are people’s entrepreneurial spirit being focused on business, or has it been extended to social causes (i.e., creating interest groups)?
- Do entrepreneurs think that they are receiving the support they need from the government?
- Is new technology perceived as a help or hindrance by entrepreneurs?
- What are the key supports that citizens/consumers say would help them in their entrepreneurial goals?

The report is available as a stand-alone or part of the Context Advantage advisory service. Contact us for additional deliverables, including in-person presentations and activation workshops. Current Context Advantage client partners receive a presentation at no charge.

Base price is \$7,500 for current Context Advantage client partners, \$11,500 for non-partners (plus taxes).

The report will be ready by mid-December 2020.

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