



# ENTREPRENEURSHIP IN IRELAND 2021

Global Entrepreneurship Monitor (GEM)





# A SURVEY OF ENTREPRENEURSHIP IN IRELAND

GLOBAL ENTREPRENEURSHIP MONITOR (GEM)  
THE 2021 SURVEY OF ENTREPRENEURSHIP IN IRELAND

**PAULA FITZSIMONS**

Fitzsimons Consulting

&

**COLM O'GORMAN**

Dublin City University

JULY 2022

---

GEM research in Ireland and this report are sponsored by Enterprise Ireland,  
with the support of the Department of Enterprise, Trade and Employment

---



---

The Global Entrepreneurship Monitor (GEM) is the world's foremost study of entrepreneurship.

GEM is unique.

- GEM collects primary data on entrepreneurship.
- GEM focuses on the individual entrepreneur.
- GEM allows for international comparisons as data is collected in the same format across the world.

GEM is a trusted resource of data, analysis and expert opinion on entrepreneurship for key organisations such as the United Nations, World Economic Forum, World Bank, and the Organisation for Economic Co-operation and Development.

The sponsorship of Enterprise Ireland, with the support of the Department of Enterprise, Trade and Employment, funded the inclusion of Ireland in the 2021 GEM project.

The GEM adult population study was conducted in the summer of 2021. 2020 had been a skip year given the prevailing circumstances.

The Irish GEM team would like to thank the two thousand members of the public who participated in the GEM survey and the entrepreneurs and expert informants that were consulted as part of this research project.

The findings of this independent report do not necessarily represent the views of Enterprise Ireland or the Department of Enterprise, Trade and Employment. Although data used in this report is collected by the Global Entrepreneurship Monitor consortium, its analysis and interpretation is the sole responsibility of the authors. The authors, for their part, have attempted to ensure accuracy and completeness of the information contained in this publication. No responsibility can be accepted, however, for any errors and inaccuracies that occur.

# AUTHORS



**PAULA FITZSIMONS** is the founder of Fitzsimons Consulting, which specialises in entrepreneurship and growth.

Paula has been the national coordinator for the Global Entrepreneurship Monitor (GEM) for Ireland since 2000. She previously served for several years on the governing body of GERA, the Global Entrepreneurship Research Association, as President of the national teams.

Fitzsimons Consulting has designed and implemented several peer support initiatives to address gaps in enterprise development. The award winning Going for Growth is completing its 14th year of supporting ambitious female entrepreneurs to realise their growth ambitions. It is supported by Enterprise Ireland and KPMG. ACORNS, an initiative to support early stage female entrepreneurs in rural Ireland, was designed and is implemented by Fitzsimons Consulting on behalf of the Department of Agriculture, Food and the Marine. It has just completed its 7th year. The most recent of these initiatives, Back for Business, is focused on returning emigrants who wish to set up a business on their return to Ireland. The Department of Foreign Affairs continues to support this initiative.

**CONTACT DETAILS:** Tel: +353 1 845 0770 • E-mail: paula@fitzsimons-consulting.com



**COLM O'GORMAN** is Professor of Entrepreneurship at Dublin City University Business School.

His research focuses on entrepreneurship, innovation, and growth in new firms and in small and medium sized enterprises (SMEs). Specifically, he has studied the growth strategies of SMEs, the nature of managerial work in high growth SMEs, mission statements in SMEs, and internationalisation processes in International New Ventures, and in SMEs.

His research has explored the emergence of high-tech firms in the context of cluster dynamics, including a study of the factors that led to the rapid emergence of the software industry in Ireland during the 1990s. He has examined innovation processes in large firms.

Colm has published in international peer-reviewed journals such as Entrepreneurship and Regional Development, European Planning Studies, Journal of Small Business Management, International Marketing Review, Organisational Dynamics, R&D Management, Small Business Economics, and Venture Capital. He has completed several European Union funded research projects. He has co-authored eight teaching cases studies on entrepreneurship published by the European Case Clearing House, including several award winning cases.

**CONTACT DETAILS:** Tel: +353 1 700 6941 • E-mail: colm.ogorman@dcu.ie

# FOREWORD



I believe that anyone with a good business idea, no matter their background, should be able to start and grow a company in Ireland and should be encouraged to do so. In the Department of Enterprise, Trade & Employment, we are working with entrepreneurs, business leaders and other stakeholders to improve our ecosystem for starting new businesses. I want Irish entrepreneurs, men and women, regardless of age, ethnicity, background or location in Ireland, to flourish and pursue their entrepreneurial ambitions.

It's good to see in this year's report that the number of early-stage entrepreneurs in Ireland continues at a high level, despite the economic challenges of Covid and Brexit. Support for entrepreneurs among the public is very apparent and its increasing attractiveness as a career option is evident in the latest research.

The rate of entrepreneurial activity of 18-24 year olds continues to increase. While those most likely to be early-stage entrepreneurs are aged in their mid-twenties to mid-forties, individuals in Ireland across all the age groups are active as entrepreneurs.

It is a long-held goal of government to increase the rate of female entrepreneurs. The gender gap between men and women early stage entrepreneurs is the narrowest it has been since Ireland first participated in GEM research over twenty years ago. However, it's somewhat concerning that the gap seems to have narrowed not simply because more women are starting businesses, but because fewer men are.

Starting a business is the first step. I want to ensure that entrepreneurs are helped along the way by Government and its agencies. Many entrepreneurs expect to have customers in overseas markets, and Enterprise Ireland will support these entrepreneurs to realise their international ambitions. We will also help entrepreneurs to embrace the possibilities of the digital and green transitions.

For many years now, GEM research has indicated that the number of individuals investing in a new business being started by another was low compared to other similar countries. I am delighted that the latest GEM

research reports that the number of informal investors in Ireland has increased considerably and is now relatively high, both in comparison with previous years and with other European countries.

We will continue to listen and respond to entrepreneurs, seeking to strengthen the ecosystem in which they operate and remove the challenges that inhibit them.

Finally, I would like to thank the authors of this report, whose regular reporting helps our understanding of the changes in entrepreneurial activity and the relative position of Ireland compared to other countries.

Leo Varadkar, T.D.,  
*Tánaiste and Minister for Enterprise, Trade and Employment*



# CONTENTS



---

EXECUTIVE SUMMARY	09
RATES OF ENTREPRENEURSHIP, INTRAPRENEURSHIP, AND EXITS	11
SOCIETAL ATTITUDES TO ENTREPRENEURSHIP, SELF-PERCEPTIONS OF OPPORTUNITIES AND SKILLS, ENTREPRENEURIAL ECO-SYSTEM	17
IMPACT OF EARLY STAGE ENTREPRENEURS - SECTOR, JOBS, INTERNATIONALISATION, INNOVATION, ENVIRONMENTAL AND SOCIETAL	21
WHO ARE IRELAND'S ENTREPRENEURS? (PERSONAL CHARACTERISTICS AND MOTIVES)	27
GENDER AND ENTREPRENEURSHIP	31
NEW BUSINESS OWNERS	37
OWNER-MANAGERS OF ESTABLISHED BUSINESSES	41
INVESTORS AND BUSINESS ANGELS	45
COMPARATIVE INTERNATIONAL DATA	49
GEM GLOBAL RESULTS	71
METHODOLOGY AND DEFINITIONS	75

---

# EXECUTIVE SUMMARY

---



The GEM adult population survey (APS) was conducted in the summer of 2021 as part of the Global Entrepreneurship Monitor research. This was the first survey since 2019, as 2020 had been a skip year given the prevailing circumstances.

Ireland's participation in GEM research is funded by Enterprise Ireland, with the support of the Department of Enterprise, Trade and Employment. Ireland has been participating in GEM since 2000.

The rate at which adults in the population (aged 18 to 64 inclusive) who are new business owners, and more broadly early stage entrepreneurs, has remained fairly constant from 2019 to 2021. Those aspiring to start a new business in the next three years is very high again in 2021, as it was in 2019. There has been a significant increase in entrepreneurship among young people.

The level of closures of businesses by entrepreneurs and owner-managers has increased, however, and is relatively high compared to selected comparator countries.

There has been a significant decline in employment growth aspirations, while market focus remained broadly similar, with over half (58%) focused entirely on the Irish market. The rate of those involved in high or medium technology sectors declined.

With an increase in the rate at which women are early stage entrepreneurs and a decrease in the rate among men, there has been a significant narrowing of the gender gap between men and women to a ratio of 1.2 to 1. The rate of women who are early stage entrepreneurs has increased each year since 2018.

What is apparent is that more than half of all female new business owners (54.5%) are focused on consumer services, are less engaged in high/medium tech sectors and are more focused on the domestic market than are men. Both men and women expect to become employers: but a greater proportion of male compared to female new businesses owners expect to achieve high growth (24% compared to 17%).

There is a very significant increase in the rate of informal investors in Ireland. This is the first significant increase observed in Ireland in recent years. The rate now compares favourably with other developed countries.

The perception among the general population of the ease with which a business can be started in Ireland is relatively high compared to selected comparator countries, as is the perception of entrepreneurial opportunities. The rate at which entrepreneurship is considered as a positive career choice has increased significantly.

Two in every three early stage entrepreneurs in Ireland expect to use more digital technology to reach customers in the next six months. This is at a higher rate than is the case across Europe or in North America.

More than three in five Irish entrepreneurs are trying to minimize the environmental impact of their business and more than half of them are trying to maximize its social impact.



GLOBAL ENTREPRENEURSHIP MONITOR : SURVEY OF ENTREPRENEURSHIP IN IRELAND 2021

# RATES OF ENTREPRENEURSHIP, INTRAPRENEURSHIP, AND EXITS





---

One in seven people in Ireland aspires to start a business in the next 3 years

---

---

The rate of early stage entrepreneurs in Ireland continues at the high level

---

---

Rates of early stage entrepreneurship are higher in North America than in Ireland, while the rate of intrapreneurship in Ireland is higher than in either the US or Canada

---

---

Intrapreneurship rates in Ireland, while still relatively high, are significantly lower in 2021 than in previous years

---

# ENTREPRENEURSHIP ACTIVITY

---

## ASPIRING ENTREPRENEURS

The Global Entrepreneurship Monitor (GEM) research indicates that the pipeline of *latent* entrepreneurs in Ireland continues to strengthen with one in five aspiring to start a business in the next five years. While not all of these will follow through on their aspiration, the trend reflects a continuing high level of potential entrepreneurs in Ireland. In this regard, Ireland is ranked fourth in Europe of 21 countries, which participated in the research. Ireland has a similar rate of aspiring entrepreneurs as has the US.

## EARLY STAGE ENTREPRENEURS

GEM's annual Total Early Stage Entrepreneurs Activity (TEA) Index indicates that the greatly increased rate of early stage entrepreneurship observed in 2019 in Ireland was sustained in 2021, despite the significant societal and cultural changes brought about by Covid - 19. In 2019 it was observed that the rate of early stage entrepreneurs in Ireland increased by almost 30% on the previous year. The relatively high rates of early stage entrepreneurship in 2021 (12.5%), as evident in the TEA index, places Ireland 4<sup>th</sup> highest across the 21 participating European countries.

In Ireland, as many as 13 in every 100 people (adults, aged 18-64) report that they are early stage entrepreneurs, either *nascent entrepreneurs*, that is actively engaged in the very early stages of starting a business (8 in every 100) or *new business owners*, that is having recently started a business (5 in every 100). This equates to over 40,000 people starting a business each year. (There is more comprehensive information in a separate section on new business owners, later in this report).

With a high prevalence of early stage entrepreneurs among the adult population (12.5%), Ireland ranks higher than many developed European economies, such as France (7.7%), Germany (6.9%), and Italy (4.8%).

Ireland has a lower rate of early stage entrepreneurial activity compared to Latvia (15.1%), and the Netherlands (14.2%) and is broadly similar to the UK (12.6%). All countries in Europe, however, have a lower rate compared to the US, where nearly 17 in every 100 people report they are engaged in early stage entrepreneurial activity, and Canada where more than 20 out of every 100 are early stage entrepreneurs.

The rate of early stage entrepreneurial activity in Ireland in 2021 is similar to the rate reported before the pandemic, in 2019, when one in eight were at the early stages of entrepreneurial activity (12.4%).

Early stage entrepreneurship is measured by the TEA index which consists of two groups of entrepreneurs: **nascent entrepreneurs** and **new business owners**.

**Nascent entrepreneurs** are people who are at a very early stage, for example, planning the start-up, organising the start-up team, saving money for a start-up, as well as those that have progressed further and recently started the new business, but have not paid salaries for more than 3 months. The rate of nascent entrepreneurs is broadly similar for 2021 (8.1%) as it was for 2019 (8.4%) and is higher than it was in 2018 (6.5%).

**New business owners** are people who have started a new business since January 2018 and have paid salaries for at least three months. These entrepreneurs at least part own and manage the new business. In 2021, 4.9% of the



---

Irish population reported they were involved in starting a new business in the recent past. This rate is slightly above the European average (3.3%), but is lower than Canada's, where the rate is extremely high (11.1%) and outstrips even the US (6.0%).

## INTRAPRENEURS

The rate of intrapreneurship is relatively high in Ireland, with 8.5% of the employed adult population reporting that they have been involved in the development of new activities for their employer in the last three years. A range of activities are covered by intrapreneurship including developing or launching new goods or services, setting up a business unit, a new establishment or subsidiary.

With more than one in 12 employees (8.5%) reporting that they have been engaged in intrapreneurial activities for their employer in the last three years, Ireland is ranked 5<sup>th</sup> across 21 European countries. This rate of intrapreneurship among employees in Ireland in 2021 is higher than the rate in North America. Within Ireland, the intrapreneurship rate is considerably higher than it is for new business owners (4.9%) but lower than the overall rate of early stage entrepreneurs (12.5%). The rate of intrapreneurs is higher among employed men than it is among employed women in Ireland.

There is a declining trend in intrapreneurship in Ireland over the last four years. Intrapreneurship rates in Ireland are lower in 2021 (8.5%) than they were in 2019 (10.8%) and in 2018 (13.4%). This has resulted in a decline in Ireland's ranking against other European countries.

## EXITS

As well as high levels of entrepreneurship in Ireland, there are many owner-managers that exit a business each year (6.9% of the adult population). These businesses may continue, for example when a business is sold or when it is passed on to a family member, or it may be closed and discontinued.

More than a third of owner-managers that exited a business in 2021 report that their businesses were continued, either by being sold or by being passed on to a family member.

Across the participating European countries, Ireland has the highest rate of entrepreneurs who exited their businesses in the previous 12 months and the business was closed (4.3% of the adult population). The US has a similar rate and the only country with higher rates is Canada (5.6%).

In Ireland, 4.3% of people report they have recently exited a business that was discontinued (62% of all those owner-managers exiting a business in 2021). The most frequently cited reason by far (25% of all exits) was the influence of the coronavirus pandemic. Other primary reasons cited for exiting in Ireland were the lack of profitability from the business (16%) family or personal reasons (16%), finding another job or business opportunity (11%), problems getting finance (9%), and opportunity to sell the business (9%).

There are five other countries in Europe, where entrepreneurs discontinued their business in the previous twelve months, at a higher rate than was the case in Ireland, citing difficulties caused by the pandemic. Poland is the most pronounced of these, with half of former owner managers in that country attributing to the pandemic their sole reason for closing their business (51%). This trend was also very pronounced in Slovakia and Slovenia (47% in each country).

---

**6.9% of the adult population have recently exited a business in Ireland**

---

---

**Ireland, with a similar rate to the US, has the highest rate in Europe of people who have recently exited and closed a business**

---

---

**The Covid-19 pandemic is the most cited single reason for owner managers discontinuing a business in Ireland in 2021**

---

---

**In 38% of exits by owner-managers in Ireland, the business continued (sold or passed to family member), while in the remaining 62% of exits, the business was discontinued**

---

## ENTREPRENEURSHIP ACTIVITY

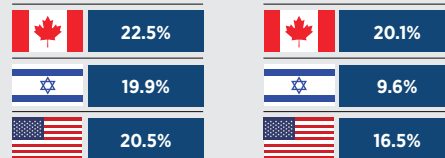
Aspiring entrepreneurs



Early Stage Entrepreneurs (TEA)



International comparator countries



## INTRAPRENEURSHIP ACTIVITY

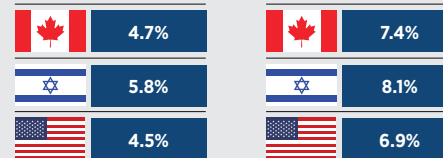
Intrapreneurs in past 3 years (% of adults)



Intrapreneurs in past 3 years (% of employed adults)



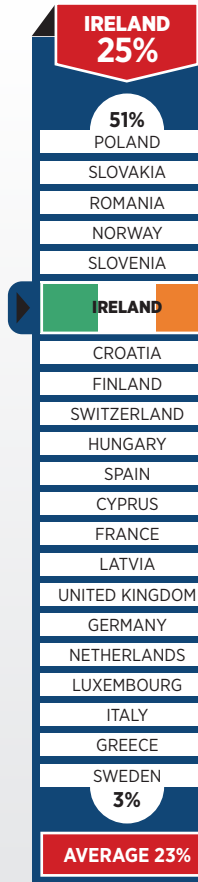
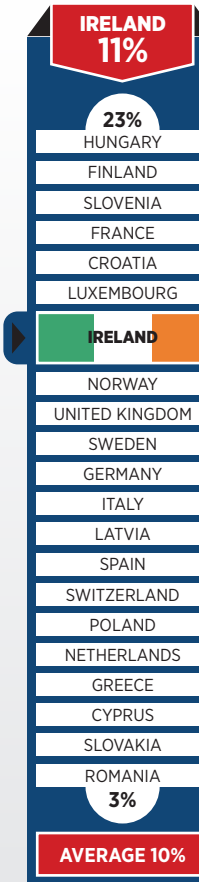
International comparator countries



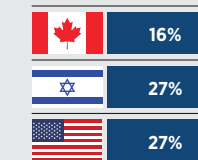
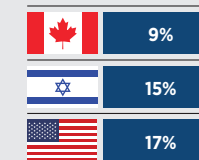
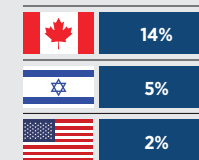
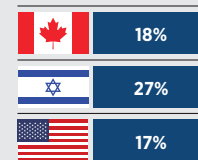
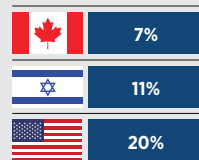
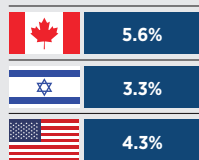
# BUSINESS EXITS: RATES AND REASONS FOR DISCONTINUED BUSINESSES

Entrepreneurs exited in last 12 months and business DISCONTINUED

## REASONS FOR DISCONTINUED BUSINESSES



### International comparator countries





GLOBAL ENTREPRENEURSHIP MONITOR : SURVEY OF ENTREPRENEURSHIP IN IRELAND 2021

# **SOCIETAL ATTITUDES TO ENTREPRENEURSHIP, SELF-PERCEPTIONS OF OPPORTUNITIES AND SKILLS, ENTREPRENEURIAL ECO-SYSTEM**



---

**Almost 60 percent in Ireland perceive entrepreneurial opportunities in their local area, an increase on previous years**

---

---

**Successful entrepreneurs continue to be held in high regard by most Irish people**

---

---

**More people in Ireland consider entrepreneurship as a good career choice**

---

---

**Three in five adults in Ireland report knowing a recent entrepreneur and believe that they have the skills and the knowledge to start a business**

---

---

**Fear of failure, which would deter entrepreneurial activity, is on the rise**

---

---

## **ATTITUDES TO ENTREPRENEURSHIP**

Popular culture in Ireland continues to be very supportive of entrepreneurial activity. Over 80% of the adult population in Ireland hold successful entrepreneurs in high regard. Ireland is once again among the top three European countries in that category. There is general agreement that stories of successful entrepreneurs also feature frequently in the media.

While the attractiveness of entrepreneurship as a career among the general population declined at the time of the recession and in the years immediately afterwards, there has been a significant rise in the positive support for an entrepreneurial career during 2021 (67%), whereas in 2018 for example, only 55% considered it a good career choice.

Using these measures as an indicator of societal support for entrepreneurship, Ireland is placed well above the European average and just ahead of the US .

## **SELF-PERCEPTIONS OF OPPORTUNITIES AND SKILLS**

Almost 60% of adults in Ireland perceive entrepreneurial opportunities in their local area, an increase on previous years. Ireland is now ranked 8th in Europe on this measure, slightly above the European average. Across Europe, Sweden is once again a significant outlier in this regard, with the great majority of people in that country perceiving entrepreneurial opportunities (80%). Sweden also topped the European rankings in 2017 and 2018. The perception of opportunities is higher in Canada (70%) and the United States (63%) than it is in Ireland.

This trend of slightly above average is noticeable in other areas related to the perception of opportunities and capabilities in the general population such as the perception of having the skills and knowledge to start a business (58% of the adult population in Ireland believe that they have the knowledge and skills to successfully start a business, with the European average being 50%). In Europe, people in Croatia, Cyprus and Poland are the most confident concerning their skills as would-be entrepreneurs, with Ireland taking the fifth place. Additionally, more confidence is displayed among adults in the United States in this regard (65%) than it is in Ireland. In Canada, entrepreneurship confidence levels are broadly similar to those in Ireland.

59% of adults in Ireland perceive it is easy to start a business in Ireland, which is above the average in Europe (52%). This is not the perception among most adults in some European countries, such as Germany (38%), Spain (36%), Greece (35%), and Italy (17%).

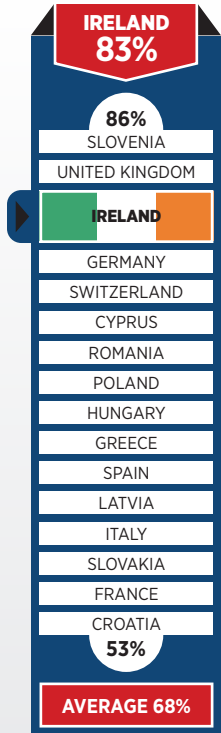
GEM research has previously shown the power of role models in influencing entrepreneurial behaviour. Three in five Irish adults report that they know a recent entrepreneur. Ranking fifth in Europe, the rate of acquaintance with recent entrepreneurs in Ireland is similar to that of the United States and slightly ahead of Canada.

Fear of failure would inhibit more than half the population in Ireland from starting a business. Fear of failure, which would inhibit participation in entrepreneurial activity, was reported at a rate of 41% in Ireland in 2018. The rate had risen to 54% in 2021.

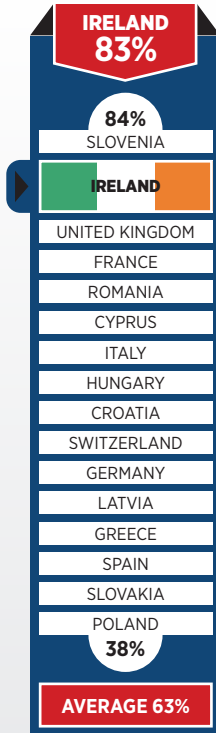
Although Canada has a very high rate of early stage entrepreneurs (20.1%), one in two adults in that country continue to report that fear of failure would deter them from starting a business.

## A "CULTURE" OF ENTREPRENEURSHIP

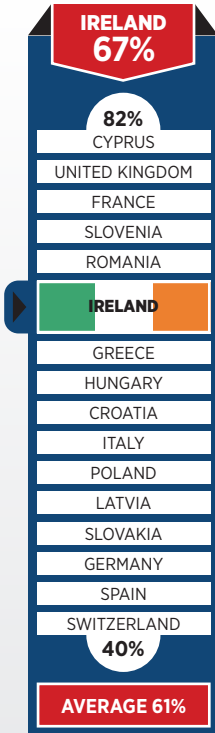
Successful entrepreneurs are held in high regard



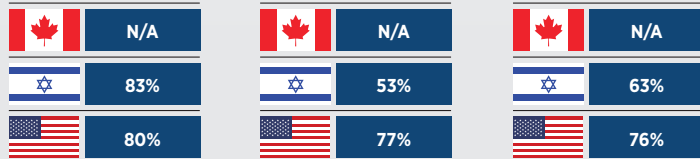
There are many stories of successful entrepreneurs in the media



Entrepreneurship is a good career choice

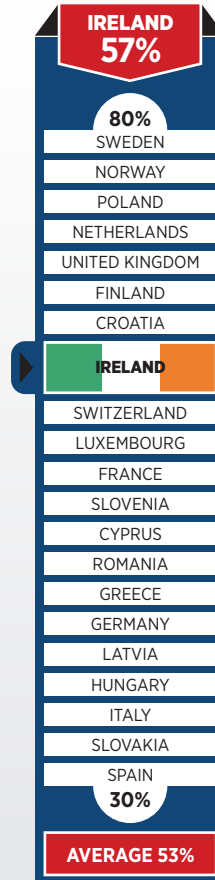


### International comparator countries



## PERCEPTIONS OF OPPORTUNITIES AND CAPABILITIES IN THE GENERAL POPULATION

Opportunities in local area



Skills & knowledge to start-up



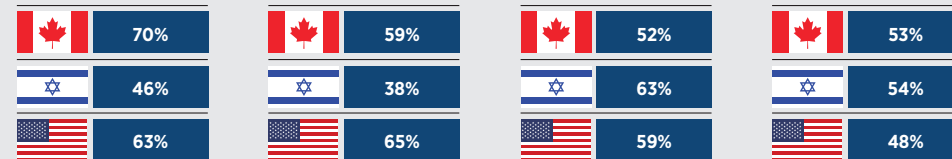
Role models: know a recent entrepreneur



Fear of failure prevent start-up



### International comparator countries





## ENTREPRENEURIAL ECO-SYSTEM

GEM assesses the environment for enterprise by defining a number of specific National Entrepreneurship Framework Conditions, as set out below. These conditions taken together specify a local environment for enterprise that, for the person trying to start a new venture, will be supportive in some ways and constraining in others. Individually and collectively, these conditions influence how easy, or how difficult, it is to start a new business and then develop the new venture into a sustainable established business.

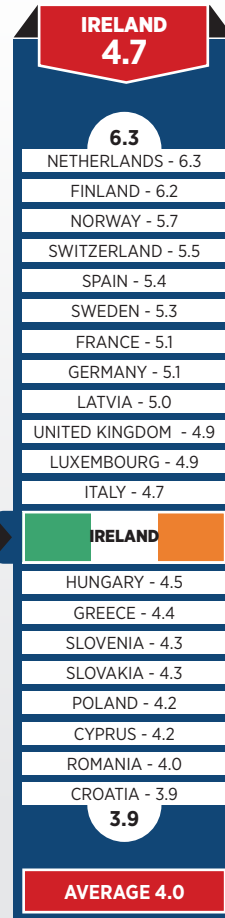
GEM teams survey at least 36 relevant experts including entrepreneurs in their country. These experts evaluate statements about the Framework Conditions indicating the extent to which they agree on a nine-point Likert scale. Each expert also provides an importance score for each statement, representing the extent this aspect plays a key role in stimulating and supporting entrepreneurship in their country in the current year.

GEM reports on the relative strength of the national context for entrepreneurship as a National Entrepreneurship Content Index (NECI). In Ireland, the experts and entrepreneurs scored Ireland as sufficient (score of 5 or higher) on just six of thirteen Entrepreneurial Framework Conditions (EFCs). On the NECI, Ireland is ranked joint 12th across the European comparator countries, below the European average (4.9). The Netherlands (6.3) and Finland (6.2) rank highest in Europe. The US scores 5.3, Canada 5.1 and Israel 4.9.

TABLES D AND E IN THE COMPARATIVE INTERNATIONAL DATA SECTION CONTAINS FULL DATA FOR EACH COUNTRY

## ENTREPRENEURIAL ECO-SYSTEM

National Entrepreneurship Context Index (NECI) 2021 (score out of 10)



### NATIONAL ENTREPRENEURSHIP FRAMEWORK CONDITIONS

- ACCESS TO ENTREPRENEURIAL FINANCE.** Are there sufficient funds available to new startups, from informal investment and bank loans to government grants and venture capital?
- GOVERNMENT POLICY: SUPPORT AND RELEVANCE.** Do government policies promote entrepreneurship and support those starting a new business venture?
  - GOVERNMENT POLICY: TAXES AND BUREAUCRACY.** Are business taxes and fees affordable for the new enterprise? Are rules and regulations easy to manage, or an undue burden on the new business?
- GOVERNMENT ENTREPRENEURSHIP PROGRAMMES.** Are quality support programmes available to the new entrepreneur at local, regional and national levels?
- ENTREPRENEURSHIP EDUCATION AT SCHOOL.** Are schools introducing ideas of entrepreneurship, and instilling students with entrepreneurial values such as enquiry, opportunity recognition and creativity?
  - ENTREPRENEURSHIP EDUCATION POST-SCHOOL.** Do colleges, universities and business schools offer effective courses in entrepreneurial subjects, alongside practical training in how to start a business?
- RESEARCH AND DEVELOPMENT TRANSFERS.** To what extent can research findings, including from universities and research centres, be translated into commercial ventures?
- COMMERCIAL AND PROFESSIONAL INFRASTRUCTURE.** Does access to affordable professional services such as lawyers and accountants support the new venture, within a framework of property rights?
- EASE OF ENTRY: MARKET DYNAMICS.** Are there free, open and growing markets where no large businesses control entry or prices?
  - EASE OF ENTRY: MARKET BURDENS AND REGULATIONS.** Do regulations facilitate, rather than restrict, entry?
- PHYSICAL INFRASTRUCTURE.** To what extent are physical infrastructures, such as roads, Internet access and speed, the cost and availability of physical spaces and such like, adequate and accessible to entrepreneurs?
- SOCIAL AND CULTURAL NORMS.** Does national culture stifle or encourage and celebrate entrepreneurship, including through the provision of role models and mentors, as well as social support for risk-taking?

Source: GEM Global Report 2021-22





GLOBAL ENTREPRENEURSHIP MONITOR : SURVEY OF ENTREPRENEURSHIP IN IRELAND 2021

# **IMPACT OF EARLY STAGE ENTREPRENEURS – SECTOR, JOBS, INTERNATIONALISATION, INNOVATION, ENVIRONMENTAL AND SOCIETAL**



---

The majority of early stage entrepreneurs in Ireland are focused on the Consumer Services sector

---

---

Two in every 3 entrepreneurs expect to use more digital technology to sell products or services in the next six months

---

---

Ireland ranks 3rd in Europe for entrepreneurs with 'high jobs growth' expectations

---

---

## SECTOR FOCUS

The sectoral focus of the ideas and activities of nascent entrepreneurs and new business owners differs across countries. In recent years, Irish entrepreneurs have been particularly focused on consumer service sectors and this trend continues, with more than half of all early stage entrepreneurs (54%), focused on activities in this sector. It includes retail, motor, lodgings, restaurants, personal services, health, education, and recreation. This is a further increase on the degree of focus on the consumer services sector reported in 2019 (49%).

As the focus on the consumer services sector increased, the focus on the business to business sector decreased between 2021 and 2019 (from 29% to 22%). It is now considerably behind the concentration on consumer services. The business to business services sector includes finance, insurance, real estate, and all business services.

Just slightly lower, 19% of early stage entrepreneurs are engaged in 'transformative' sectors, activities such as construction, manufacturing, transport, wholesale, and more general utilities. These rates have remained relatively stable in recent years.

A decreasing rate of early stage entrepreneurs, however, are solely focused on high or medium technology sectors (6.3%), placing Ireland below the European average of 8.4% in this respect. Slovenia is the country with the greatest focus on high and medium technology sectors (17.1%) closely followed by Luxembourg (16.8%).

Irrespective of sector, two in every three early stage entrepreneurs in Ireland (66%) expect to use more digital technology to sell products or services in the next six months. This is at a higher rate than is the case across Europe or in North America.

---

## JOB'S IMPACT

Many nascent entrepreneurs and new business owners (72%) in Ireland are already employing someone or expect to become an employer within the next five years. This rate is slightly lower than in 2019 (79%).

Many Irish entrepreneurs have high growth expectations. A quarter of the respondents (24%), who are early stage entrepreneurs, expect to employ 10 or more, and to double the number of jobs, within 5 years. 16% of the entrepreneurs in Ireland have *very high* growth expectations, that is, they expect to employ 20 or more within 5 years. High growth employment expectations are more common in Ireland, than in most other European countries.

In terms of employment growth expectation, Ireland is in the top three/top four countries across Europe in respect of high growth and very high growth and is ahead of North America. However, the aspiration by early stage entrepreneurs in Ireland to achieve high (24%) or very high (16%) job creation in their new business within five years, declined in 2021 from that reported in 2019, when the rates were 34% and 21% respectively.



---

## INTERNATIONAL ORIENTATION

In 2021, a year marked by the Covid-19 pandemic, almost 60% of early stage entrepreneurs in Ireland reported no revenues from international customers. This was broadly similar to the rate observed in 2019. The average across the participating European countries illustrates that the great majority of early stage entrepreneurs are selling to customers in national markets (70%) and do not have customers in international markets.

Just over one in ten early stage entrepreneurs are *born global* in that they reported that between 76% and 100% of their revenue is from customers outside of Ireland, placing Ireland joint third with Croatia across Europe, in that respect. In Luxembourg (14%), and Greece (14%) more early stage entrepreneurs were *born global*.

## INNOVATION

Across all countries, including Ireland, few early stage entrepreneurs perceive that they are very innovative, in that they typically provide a product or service to local markets and that are familiar to customers. Nearly 1 in 5 (18%) Irish early stage entrepreneurs that are selling to national or international markets perceive that their product/service is new to customers. In this regard Ireland is at the European average. The number of early stage entrepreneurs claiming “newness” is significantly lower for those selling into international markets– only 6% of Irish nascent and new business owners report that they are selling a product/service that is ‘new’ to international customers.

## ENVIRONMENTAL AND SOCIAL IMPACT

Internationally, many entrepreneurs are reporting that they consider environmental impacts when making business decisions. Ireland is no exception. Three in four early stage entrepreneurs in Ireland report that they always consider the environment in making business decisions (76%).

Furthermore, two in every three early stage entrepreneurs in Ireland (64%) report that they have taken measures to minimise the environmental impact of their business in the past year, compared to an average of 51% in European countries. The rates are higher in just two European countries, Croatia (67%) and Greece (65%).

Just over half (55%) of early stage entrepreneurs in Ireland report they have taken steps to maximize the social impact of the business. In Europe just Poland (58%) and Croatia (56%) are higher.

Ireland ranks third on both of these measures (taking steps to minimizing environmental impact and taking steps to maximize the social impact) across Europe and is well ahead of the United States.

---

One in ten of the Irish nascent entrepreneurs and new business owners report that more than three quarters of their revenues will be or are already from customers outside of Ireland

---

---

Most early stage entrepreneurs (58%) are focussed on the Irish market

---

---

Nearly 1 in 5 Irish entrepreneurs are relatively innovative – in that they perceive that their product or service is new to all their national or international customers

---

---

More than three in five Irish entrepreneurs are trying to minimize the environmental impact of their business

---

---

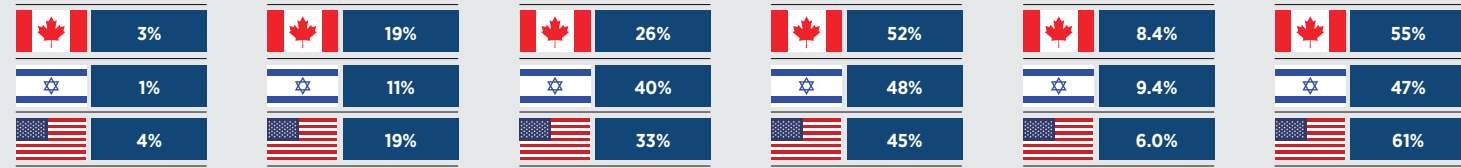
One in two Irish entrepreneurs are taking steps to maximize the social impact of their business

---

# IMPACT: SECTORS (EARLY STAGE ENTREPRENEURS)



## International comparator countries



# IMPACT: JOBS, JOBS GROWTH ASPIRATIONS, INTERNATIONALISATION (EARLY STAGE ENTREPRENEURS)

Early stage entrepreneurs with any jobs now or any jobs expected in five years



5 year jobs growth expectations (10+ jobs and to double jobs)



5 year jobs growth expectations (20+ jobs)



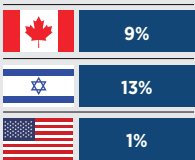
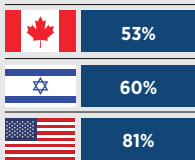
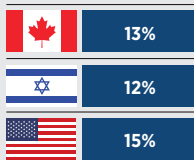
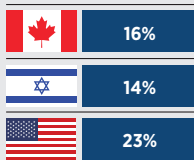
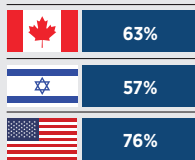
No revenues from customers outside country



76-100 % of revenue from customers outside country



## International comparator countries



## IMPACT: ENVIRONMENTAL AND SOCIAL (EARLY STAGE ENTREPRENEURS)

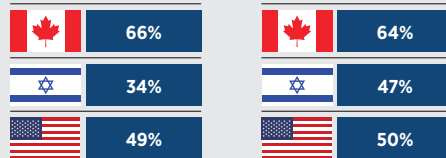
Taken steps to minimize the environmental impact of business (in past year)



Taken any steps to maximize the social impact of business (in past year)



### International comparator countries



TABLES F, G, H AND I IN THE COMPARATIVE INTERNATIONAL DATA SECTION CONTAINS FULL DATA FOR EACH COUNTRY



GLOBAL ENTREPRENEURSHIP MONITOR : SURVEY OF ENTREPRENEURSHIP IN IRELAND 2021

# **WHO ARE IRELAND'S ENTREPRENEURS? (PERSONAL CHARACTERISTICS AND MOTIVES)**



---

There is a considerable rise in the number of young (18-24) entrepreneurs in Ireland

---

---

More than half of the early-stage entrepreneurs are in the 25-44 age group

---

---

Early stage entrepreneurship in the older age group (55-64 years) continues to increase in Ireland

---

---

Three in four Irish early stage entrepreneurs have post-secondary education

---

---

59% of Irish entrepreneurs stated the desire to become wealthy was one factor influencing them to start a business

---

---

56% of Irish entrepreneurs stated the desire to “earn a living” was one factor influencing them to start a business

---

---

## PERSONAL CHARACTERISTICS – AGE AND EDUCATION

There is an increase in youth entrepreneurship, the proportion of 18 to 24 age group that are early stage entrepreneurs. In 2018, just 6.7% of this age group were early stage entrepreneurs. In 2019, the rate increased to 14.2%. In 2021, this rate was 16.4%. This means that in respect of youth entrepreneurship in 2021, Ireland (16.4%) was third in Europe, behind Latvia and the UK. Ireland is lower than the US (18.9%). Of all early stage entrepreneurs in Ireland, 18% are aged between 18 and 24.

The highest rates of activity for early stage entrepreneurs in Ireland, however, is the age group 25 to 34 (where 16.9% of those in this age group are early stage entrepreneurs). Given the relatively high number of adults in this age category, 29% of all early stage entrepreneurs in Ireland are aged between 25 and 34. If the age category is expanded to include those between 25 and 44, this group accounts for 54% of all early stage entrepreneurs.

10% of all early stage entrepreneurs in Ireland are aged 55 to 64 inclusive. For those within this age category, 7.4% are active as early stage entrepreneurs – compared to 8% in 2019 and 7.6% in 2018, and to a European average of 4.3% in 2021.

## EDUCATION

Early-stage entrepreneurs tend to be well educated. Across Europe and international comparator countries, the great majority of entrepreneurs have stayed in education beyond secondary school. This is also the case in Ireland – three in four early-stage entrepreneurs have post-secondary education (74%). In Ireland rates of entrepreneurship are higher for those with post-secondary

education (13.7% of those with this as their highest level of education are early stage entrepreneurs in 2021) and graduate education (12.7% of this group are early stage entrepreneurs), compared to those who have secondary school as their highest level of education (though still 9.9% of this group are early stage entrepreneurs), compared to those who report not completing secondary education (just 6.5% of this smaller group are active as early stage entrepreneurs).

## WHY START A BUSINESS? MOTIVATIONS

When early stage entrepreneurs are asked the reasons that they were starting a business, with multiple reasons permitted, the three most common responses were to build great wealth or a very high income (59%), to make a difference in the world (58%), and to earn a living because jobs are scarce (56%). Irish entrepreneurs rank fourth across Europe when it comes to starting a business because they are motivated to become wealthy and fifth in terms of the number that reported they wanted to make a difference in the world.

The 56% of early stage entrepreneurs citing the need to earn a living because jobs were scarce is a significant increase on the 41% whom reported this reason in 2019, perhaps reflecting the effects of the pandemic. The scarcity of employment during the pandemic was evident across Europe. The most extreme example was Slovakia where 90% of early stage entrepreneurs reported that they were motivated to start a business because jobs were scarce. Entrepreneurs from prosperous countries like Norway, Sweden, and Luxembourg seemed least concerned with job scarcity.

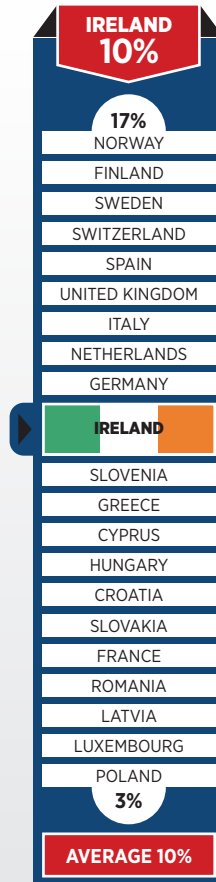


## WHEN TO START? (AGE OF EARLY STAGE ENTREPRENEURS)

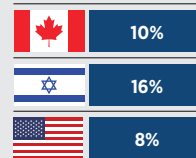
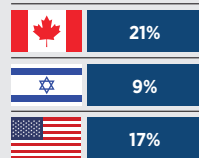
Age 18-24  
(YOUTH)



Age 55-64  
(SENIOR)



### International comparator countries

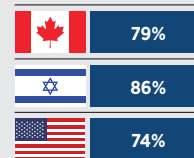


## WHO STARTS? EDUCATION LEVELS

Early stage entrepreneurs with post secondary education



### International comparator countries

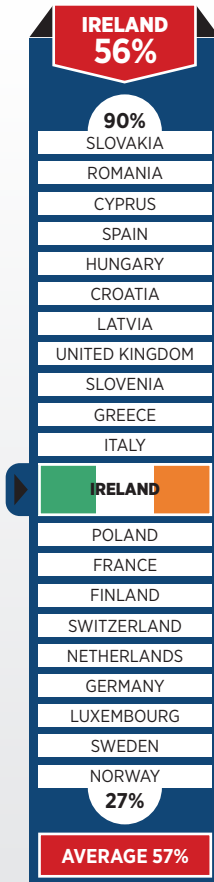


## WHY START A NEW BUSINESS? SELECTED MOTIVES

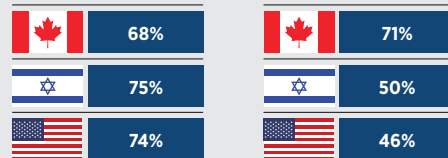
To build great wealth or a very high income



To earn a living because jobs are scarce



### International comparator countries



TABLES J, K AND L IN THE COMPARATIVE INTERNATIONAL DATA SECTION CONTAINS FULL DATA FOR EACH COUNTRY



GLOBAL ENTREPRENEURSHIP MONITOR : SURVEY OF ENTREPRENEURSHIP IN IRELAND 2021

# GENDER AND ENTREPRENEURSHIP



---

**There has been a steady increase in the rate of early-stage female entrepreneurs**

---

---

**Ireland has the third-highest rate for early-stage female entrepreneurs across European countries**

---

---

**The gender gap between men and women as early stage entrepreneurs is the narrowest it has ever been in Ireland (1.2:1)**

---

---

## **ENTREPRENEURIAL ACTIVITY**

The rate of early stage entrepreneurial activity has been increasing among women in Ireland in the past few years (from 7.5% in 2018 to 9% in 2019, to 11.3% in 2021). As a result, Ireland is placed third across participating European countries, just behind the Netherlands and Latvia. The rate for men as early stage entrepreneurs, while still relatively high, decreased slightly from 15.9% in 2019, to 13.7% in 2021 (it was 11.9% in 2018). The United States and Canada have considerably higher rates of female entrepreneurship (15.8% and 15.2% respectively) than even the highest-ranked European country (the Netherlands, 13%).

The rate of early stage entrepreneurial activity in Ireland is well above the European norm for both men and women. In most countries, more men than women are early stage entrepreneurs. The exception is Spain. Interestingly, two Nordic countries, Norway (2.5:1) and Sweden (2:1) have the largest gender gap

As a result of the continuing increase in the rate at which women are early stage entrepreneurs, and the decrease in the equivalent rate for men, the ratio in Ireland has become the narrowest it has ever been (1.2:1). It was 1.8:1 in 2019 and 1.6:1 in 2018. Ireland now has the same ratio of men to women early stage entrepreneurs as the United States and France (though these countries differ in that the US reports relatively high rates of entrepreneurship for both men and women, while France reports relatively lower rates of entrepreneurship for both men and women).

In terms of new business owners, on average 2,000 men

and 1,400 women are starting a new business every month. That is a lot of new businesses.

Men and women are starting quite different business, with female early stage entrepreneurs focused on the consumer services sector (64%) to a much great extent that is the case for their male counterparts (46%). Men have a greater focus than women on business services and on the extractive or transformative sector, including construction and manufacturing (54% for men compared to 36% for women). While a relatively small percentage of early stage entrepreneurs are active in medium/high tech sectors, men report a greater focus on these sectors (9.6%), than do women (2.6%).

Compared to 2019, both male and female early stage entrepreneurs are less optimistic in terms of their employment creation expectations. The rates are still relatively high, however, with 76% of men and 69% of women expecting to become an employer. This may also be observed in terms of high growth expectation (10 jobs in five years) with a decrease in the rate since 2019, but still at a relatively strong level. One in three male early stage entrepreneurs have this expectation (29%). This rate was significantly higher in 2019 (39%). A decline can also be observed among female entrepreneurs in terms of their employment growth expectation 18% in 2021, compared to 24% in 2019.

In terms of export focus and those early stage entrepreneurs with more than 25% of their customers outside the country, men and women are broadly similar (25% and 26% respectively). It is interesting to note that this rate has decreased for men since 2019 (30%) as it has increased for women (15% in 2019).



---

There is a high rate for both men and women aspiring to start a business in the next three years. The rate is 23% of all adult men and 17.3% for all adult women. While not all will follow through on their aspiration, it suggests a strong pipeline of early stage entrepreneurs into the future and a continuing relatively good gender balance (1.3:1)

The rate for women who are owner-managers of established businesses is higher than it was in 2019. It is now 4.8%, as it was in 2018. The ratio of male to female owner-managers of established businesses is higher (1.9:1) than it is among early-stage entrepreneurs. One could expect this ratio to tighten over time as more female early stage entrepreneurs become established owner managers.

## **PERCEPTION OF OPPORTUNITIES AND ENTREPRENEURIAL CAPACITY**

Men and women continue to differ in terms of their perceptions of entrepreneurial opportunities and their self-belief that they have the skills and knowledge required to start a business.

In Ireland, among the general population, two-thirds of men perceive opportunities in their local area (64%), compared to one in two women (51%). The rate at which men and women perceive entrepreneurial opportunities increased in 2021. In respect of both men and women in Ireland, their perception of entrepreneurial opportunity is more frequent than the European norm.

Sweden is once again the country where both men and women perceive entrepreneurial opportunities in their local area at very high rates. While Canada and the US have rates above the average for both men and women, the rate is lower than it is in Sweden.

Two-thirds of the male respondents in Ireland stated that they believed that they had the necessary skills and knowledge to start a business (66%). Less than half of the female respondents had this self-belief (49%). It should be noted, however, that greater confidence levels can be observed for both men and women in 2019 compared to 2018 when the rates were 53% and 39% respectively. This greater confidence among men can be observed across European countries and in North America and is reported each year as part of the GEM research. Self-perceived entrepreneurial capacity is highest for men and women in Croatia, compared to other European and international comparator countries.

It is interesting that this lower self confidence among women in Ireland is against a background where women are educated to a higher level than are men. 83% of the female early stage entrepreneurs have post-secondary education, while just 68% of male early stage entrepreneurs have stayed in the education system beyond secondary school.

57% of the female respondents in the general population stated that fear of failure would prevent them from starting a business, while a significantly lower percentage (50%) of men cited this as a deterrent to entrepreneurial activity.

There are not very significant differences in terms of the motives for starting a new business between men and women.

---

**There is an increased rate of both men and women in Ireland perceiving entrepreneurial opportunities and believing that they have the skills and knowledge to start a business**

---

---

**More men than women perceive opportunities to start a business in Ireland**

---

---

**More men than women feel confident in their skills and knowledge to start a business**

---

---

**More women than men are inhibited from starting a business by their fear of failure**



---

---



**More female than male early stage entrepreneurs have remained longer in the educational system**

---

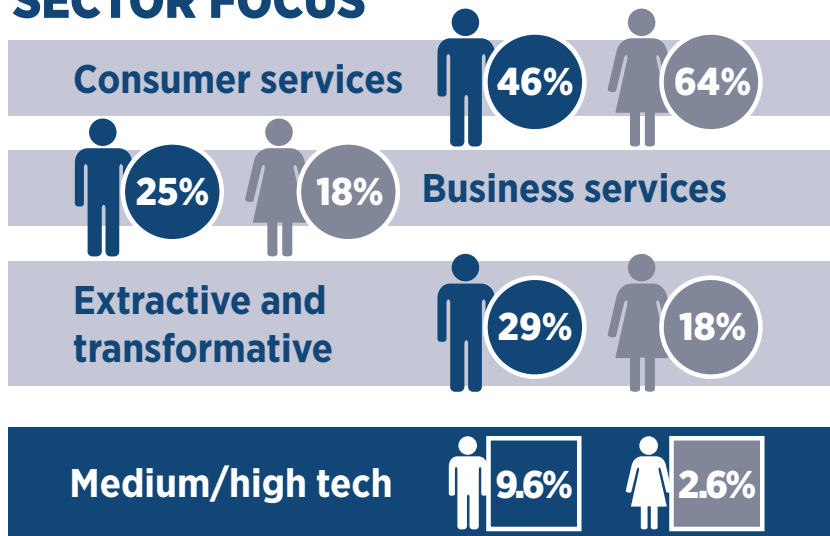
## RATES OF ACTIVITY IN POPULATION

		
Nascent entrepreneurs	8.7%	7.6%
New business owners	5.8%	4.0%
Early stage entrepreneurs (TEA)	13.7%	11.3%
Established owner managers	9.1%	4.8%
Exited a business (not continued)	5.3%	3.4%
Intrapreneurs (all pop, now, leading)	2.4%	1.9%

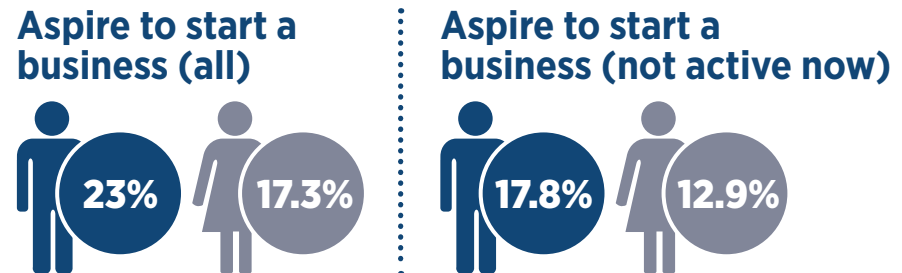
## IMPACT OF EARLY STAGE ENTREPRENEURS

		
Any jobs now or expected in 5 years	76%	69%
More than 10 jobs in 5 years time (and doubling 50% growth of jobs)	29%	18%
More than 25% revenues from customers outside country	25%	26%

## SECTOR FOCUS



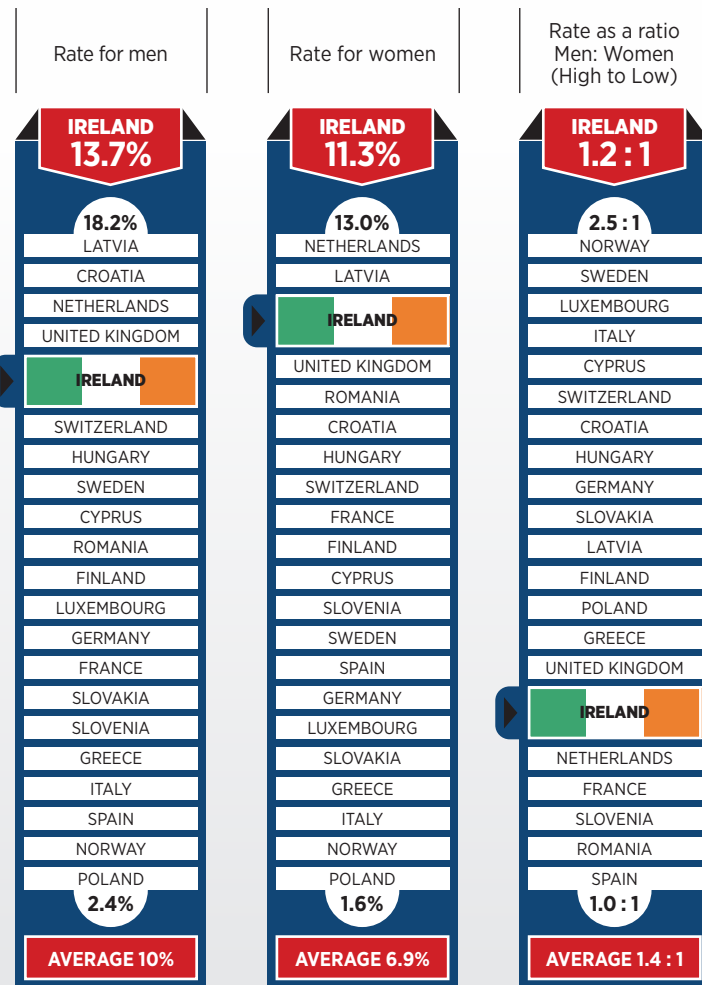
## ASPIRATIONS, ATTITUDES AND PERCEPTIONS



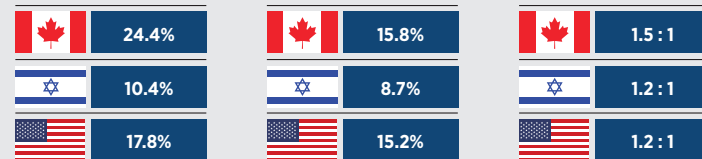
## EDUCATION



## GENDER: EARLY STAGE ENTREPRENEURIAL ACTIVITY



### International comparator countries

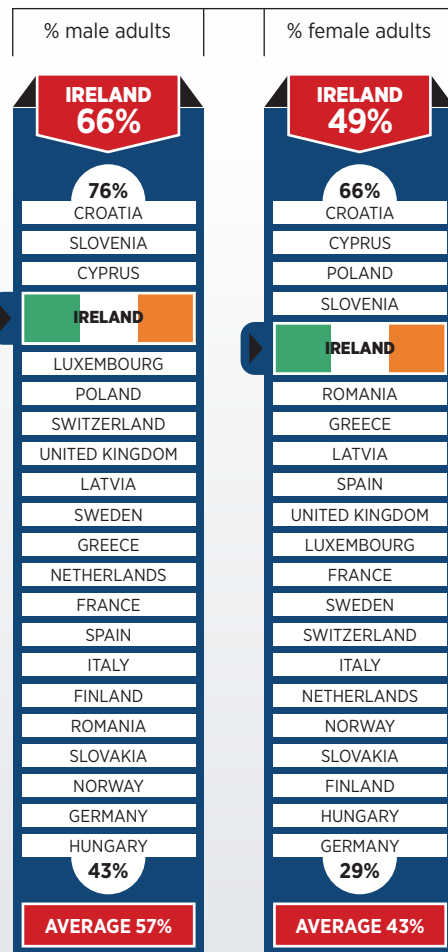


# GENDER: PERCEPTIONS OF OPPORTUNITIES AND SKILLS (GENERAL POPULATION)

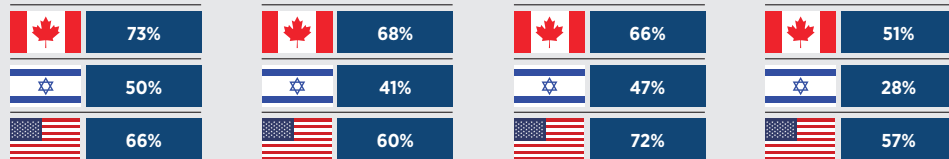
Opportunities in local area



Skills & knowledge to start-up



International comparator countries



TABLES M, N AND O IN THE COMPARATIVE INTERNATIONAL DATA SECTION CONTAINS FULL DATA FOR EACH COUNTRY





GLOBAL ENTREPRENEURSHIP MONITOR : SURVEY OF ENTREPRENEURSHIP IN IRELAND 2021

# NEW BUSINESS OWNERS



---

There are approximately **3,400 new business owners every month in Ireland**

---

---

**One in twenty of the adult population is a new business owner**

---

---

**One in three owners of new businesses in Ireland is aged 30 or younger**

---

---

**Two in five new business owners report their new business has customers outside of Ireland**

---

---

**There has been a decrease in the number of new business owners who are or expect to be employers**

---

---

## NEW BUSINESS OWNERS

New business owners are those who have started a new business in the last 3.5 years and have paid salaries for at least three months. These entrepreneurs at least part own and continue to manage the new business.

New Business Owners are a mixture of individuals starting their first business, others who may have previously started and sold or closed a business, and others, who are currently running a business, are starting another business. For some, they may still be transitioning from fulltime employment into self-employment.

The rate of new business owners in Ireland is 4.9% of the adult population, that is one in twenty is a new business owner. This is well above the European average of 3.3%. The rate in Ireland, however, is still lower than that in the United States (6%) and in Canada (11.1%). The highest rate observed in the GEM research in Europe is in Latvia (6%).

In Ireland, the number of new business owners increased in 2021, equating to 40,900 new business owners in 2021. This suggests an average of 3,400 new business owners every month.

Of these, 59% are men and 41% are women. In comparison, in 2019 68% of new business owners were men and 32% were women, and in 2018 it was 61% men and 39% women. Almost one in three (30%) of the new business owners were aged between 18 and 24, as was the case in 2019. 74% of new business owners in Ireland, have post-secondary education. The majority start their businesses on their own, without a team, while 40% of the new business owners are a part of a start-up team.

Almost half (49%) of the new business owners live in Dublin, the Mid-East or the South-East. One in five (20%) resides in the Border Region or the Midlands, while 31% live in the West, Mid-West and South-West areas. One in four (26%) of the new business owners live in the Dublin area.

47% of new business owners report they already employ 2 or more, with 14% already employing more than 10. 74% are or expect to be employers. The proportion of those who expect to be employers was very high in recent years, but 2021 saw a significant decrease from the high rate observed in 2019 (90%). Similarly, the proportion of new business owners (19%) that expect to grow their employment numbers to ten or more and to double employment, has declined (19% in 2021). The rate observed in 2019 was 30%.

Two in five Irish new business owners have customers outside of Ireland. The majority have customers in the area where they live (82%), or report that they generate revenue from customers elsewhere in the country (71%). It is interesting to note that in the previous report, the great majority were serving customers nationally rather than in their local area only. When it comes to customers from outside of the local area, Ireland is well above the European average (64% for customers from different parts of the country and 31% of customers from abroad).

Nearly two in five (39%) new business owners are active in consumer services, while the rest are spread almost evenly between the extractive and transformative, including construction and manufacturing (30%), and business services (31%). 12% of the new business owners report that they are engaged in medium or high tech sectors.



---

The pandemic accelerated the adoption of digital technologies in new businesses. 41% of the new business owners reported they had to rely more on digital technologies, while one fifth had to adopt the use of such technologies to sell their products or service during the pandemic. The rate at which new business owners report using digital technologies, places Ireland well above the average above across European countries as well as ahead of Canada and the United States.

In Ireland, three in four new business owners reported that they consider environmental impact when making business decisions. 64% of the new business owners have taken steps to minimize the environmental impact of their businesses in the past year, while 61% of them have taken steps to maximise the social impact of the business during this time. Ireland is above the European average in both respects.

---

**During the pandemic, three in five new business owners either adopted or enhanced their use of digital technologies to sell their products or services**

---

---

**The majority of new business owners in Ireland report they consider the environmental impact of their business decisions and that they have taken steps to minimize this impact**

---

**TABLES P IN THE COMPARATIVE INTERNATIONAL DATA SECTION CONTAINS FULL DATA FOR EACH COUNTRY**

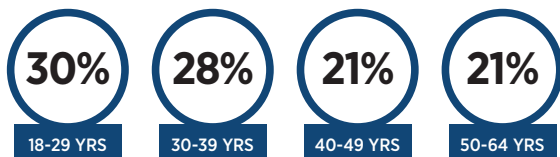
## WHO ARE THEY?

### EDUCATION

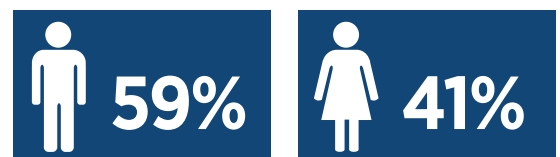
74% HAVE POST SECONDARY EDUCATION



### AGE



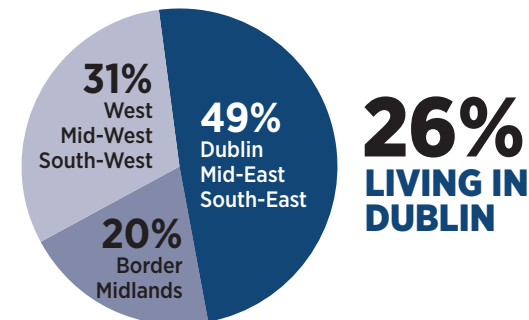
### GENDER



### START-UP TEAMS



### REGION OF RESIDENCE



**40,900**  
NEW BUSINESS OWNERS IN 2021

**3,400**  
PER MONTH

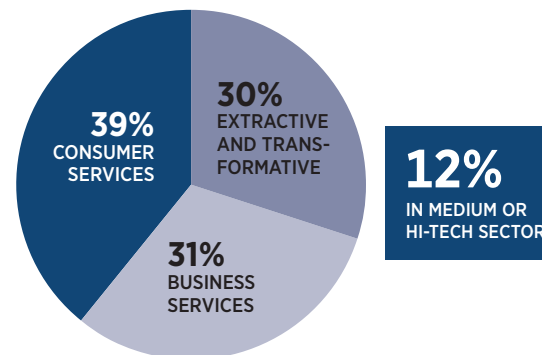
**143,000**  
BETWEEN JANUARY 2018  
AND JUNE 2021

### MOTIVES

(STRONGLY AGREE, MULTIPLE RESPONSES ALLOWED)

<b>26%</b>	TO MAKE A DIFFERENCE IN THE WORLD
<b>26%</b>	TO EARN A LIVING BECAUSE JOBS ARE SCARCE
<b>23%</b>	TO BUILD GREAT WEALTH OR A VERY HIGH INCOME
<b>18%</b>	TO CONTINUE A FAMILY TRADITION

## SECTORS



EMPLOYEES NOW	0 JOBS	1 JOB	2-9 JOBS	10+ JOBS
	38%	15%	33%	14%

### JOBS IMPACT

**74%** IS AN EMPLOYER NOW OR WILL BE WITHIN 5 YEARS OF STARTING

### JOBS EXPECTATIONS

**19%** EXPECT TO HAVE 10 OR MORE JOBS IN 5 YEARS AND TO INCREASE JOBS BY 50%

### DOMESTIC ORIENTATION

**62%** NO REVENUES FROM CUSTOMERS OUTSIDE IRELAND

### INTERNATIONAL ORIENTATION

**24%** >25% REVENUES FROM CUSTOMERS OUTSIDE IRELAND



GLOBAL ENTREPRENEURSHIP MONITOR : SURVEY OF ENTREPRENEURSHIP IN IRELAND 2021

# OWNER-MANAGERS OF ESTABLISHED BUSINESS



---

Compared to most other countries, Irish owner managers are very active in export markets

---

---

The majority of Irish owner-managers are aged between 45 and 64 years

---

---

The rate of owner-managers in Ireland is similar to the average across European countries

---

---

1 in 6 Irish owner-managers are active in medium or high technology sectors

---

---

Compared to early stage entrepreneurs, established owner managers have lower employment growth expectations

---

---

## OWNER-MANAGERS OF ESTABLISHED BUSINESSES

Established owner-managers are those who own and manage a business that they were involved in starting at least three and a half years previously. That is, these individuals started a business in the past and have retained both management and ownership roles. As such, this measure is different from measures of self-employment and the general usage of the term owner-manager, which would include, for example, individuals that acquire a business and subsequent generations that take over the running and ownership of a family business. It also, in this report, does not include individuals with new businesses (less than 3.5 years old) – these individuals are classified as new business owners.

In Ireland, 6.9% of the adult population are owner-managers of an established business, placing Ireland at the European average (6.8%). This is broadly similar to the rate observed in Ireland in 2019 (6.6%). The highest rate of owner-managers in Europe in 2021 was in Greece (14.7%), with Norway reporting the lowest rate (3.5%).

The majority of Irish owner-managers are aged over 45, with more than half of them (55%) aged between 45 and 64. This is broadly at the European average and similar to the average age of owner managers in North America.

In Ireland, the sector composition of owner-managers of established businesses in 2021 was Business Services (36%), Consumer Services (27%), Transformative and Extractive (36%). One in six Irish owner-managers (16%) are active in medium or high technology sectors. In this regard, Ireland is the first among European and

international comparator countries. In Ireland, the number of owner-managers (16%) active in medium or high technology sectors was 7% in 2018 and 10% in 2019.

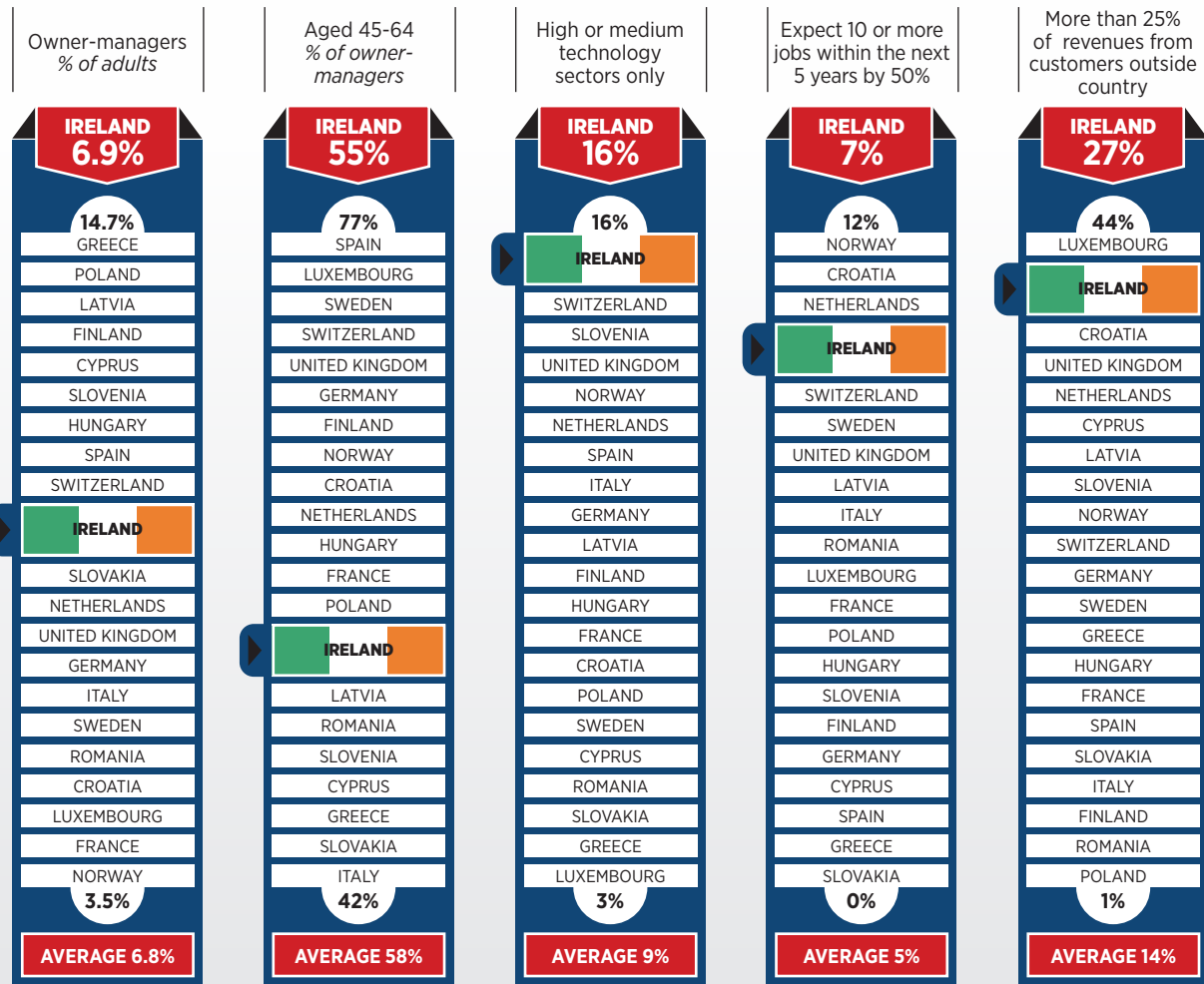
Few Irish owner-managers of established businesses have high growth expectations, with just 1 in 13 (7%) expecting to employ ten or more, and double employment, within 5 years. Rates are low across Europe, with an average of 5%. Only owner-managers in Norway, Canada, Croatia and the Netherlands have higher growth expectations than in Ireland.

Irish owner-managers are very active in international markets, with 1 in 4 (26%) having, or expecting to have, more than 25% of their revenues from customers outside of Ireland within the next five years. Only Luxembourg has a higher percentage of customers from outside the country and in this they are an outlier, with 44 % of owner manager in that country reporting that more than one quarter of revenues from customers are from outside the country. In this respect, owner managers in Ireland are more active in export markets than is the case in the US or Canada.

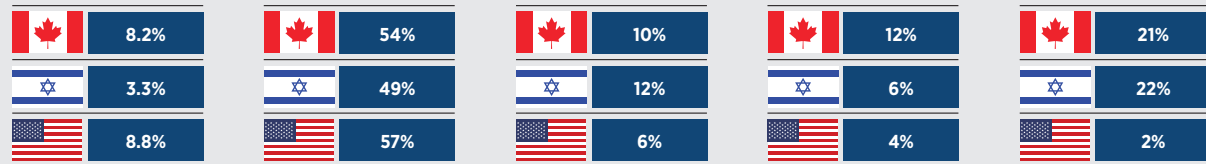
With respect to the adoption of digital technologies, 57% of the owner-managers reported they will use more digital technologies to sell their products or service during the next six months. In contrast, 40% reported they would not use more digital technologies to sell their products or service during the next six months.

72% of owner-managers of established businesses in Ireland reported that they consider the environmental impact when making business decisions. 67% have taken steps to minimize the environmental impact of their businesses in the past year, while just 37% of them have taken steps to maximise the social impact of the business during this time.

## OWNER-MANAGERS OF ESTABLISHED BUSINESSES



### International comparator countries



TABLES Q, R AND S IN THE COMPARATIVE INTERNATIONAL DATA SECTION CONTAINS FULL DATA FOR EACH COUNTRY



GLOBAL ENTREPRENEURSHIP MONITOR : SURVEY OF ENTREPRENEURSHIP IN IRELAND 2021

# INVESTORS AND BUSINESS ANGELS





---

The rate of informal investors among the adult population in Ireland has increased considerably

---

Informal investors are a significant source of funds in Ireland

---

## INVESTORS AND BUSINESS ANGELS

The number of informal investors in Ireland has increased considerably and is now relatively high, both in comparison with previous years and with other European countries. Informal investors are those that have provided funds, in the past three years, to others that are starting a business. In Ireland 9% of the adult population report that they have provided funds to a start-up. This is a considerable increase on recent years, as in 2019 the rate was 5.6% and in 2018 it was 4.1%. The European norm in 2021 was 5.4%. Ireland ranks third in Europe, marking a steady increase in the rate of informal investors over the years.

The average (median) amount invested by an individual in Ireland was €5,000, the same as it was in 2019. There has been a decrease, however, in the average amount invested by individuals in another's new business in Ireland, €23,100 in 2021 compared to €29,200 in 2019. There is a large difference, however, when it comes to the total investments in the past three years. In 2021, the total amount invested was an estimated €1,057million, while in 2019 it was €600 million. This increase is driven primarily by an increase in the rate of informal investors in the population.

Comparing the average amount invested by informal investors across Europe, the average amount invested by an informal investor in Ireland is slightly higher (€23,100 compared to a European average of €19,100). The counties with the highest amounts invested by individuals are in Switzerland, Luxembourg, Netherlands and Norway. The average informal investor in Switzerland invested nearly €41,000.

Typically, informal investors provide funds to someone known to them, such as a family member, a relation, a work colleague, or a friend. In Ireland, nearly all of the informal investors reported that they had provided funds to a family member or a relative. About 4% of the informal investors are more formal "Business Angels" – those that invest in a "stranger's" business. This is a decrease relative to 2019, when 10% of the investors were funding the businesses of people they considered strangers.

Men in Ireland are twice as likely as women to have provided funds to someone else's business in the past three years. In Ireland, one in eight (12.5%) men are an informal investor, compared to one in eighteen (5.5%) women. In total, 9% of the general population report that they are informal investors. In Ireland, men and women provide funds to close family members or relatives almost equally (48% of the men and 49% of the women informal investors). There are not any significant differences between the investments by men and by women to work colleagues, friends, or strangers (52% and 51%). While in previous years there was a considerable difference between the investments in family members, and colleagues and friends, with women tending to invest to a greater extent in those in the immediate family. The distribution of investments in 2021 was more even.

Men invest higher amounts when providing funds – €30,400 on average, in comparison to the €12,000 on average for women investors. The average amount invested by men has reduced from the average of €36,000 reported in 2019, while that for women has increased slightly from the €11,000 reported in 2019.



# 88,000

## INFORMAL INVESTORS AND BUSINESS ANGELS IN 2021

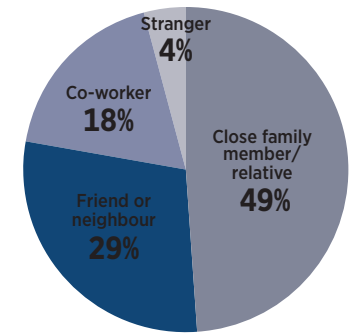
**TOTAL INVESTMENTS (3 YEARS)**

**€1,057 MILLION**

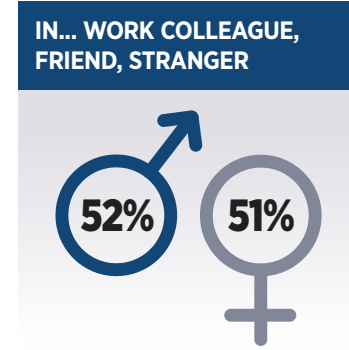
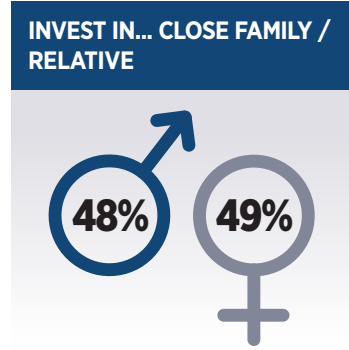
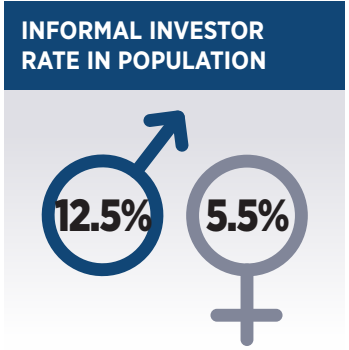
**HOW MUCH**

€23,100 (MEAN)  
€5,000 (MEDIAN)

### WHO THEY INVEST IN



## INFORMAL INVESTORS BY GENDER



## AVERAGE INVESTMENT

**MEAN**

♂ MALE €30,400  
♀ FEMALE €12,000

## INFORMAL INVESTORS: RATES AND AMOUNTS



### International comparator countries

15.1%	42,700
5.1%	25,800
8.8%	11,100



GLOBAL ENTREPRENEURSHIP MONITOR : SURVEY OF ENTREPRENEURSHIP IN IRELAND 2021

# COMPARATIVE INTERNATIONAL DATA



**TABLE A - ENTREPRENEURSHIP ACTIVITY**

	<b>Aspiring entrepreneurs</b>	<b>Aspiring entrepreneurs (excluding those already active)</b>	<b>Nascent entrepreneurs</b>	<b>New business owners</b>	<b>Early Stage Entrepreneurs (TEA)</b>	<b>Owner-managers</b>
	% of adults	% of adults	% of adults	% of adults	% of adults	% of adults
<b>Ireland</b>	<b>20.1</b>	<b>15.2</b>	<b>8.1</b>	<b>4.9</b>	<b>12.5</b>	<b>6.9</b>
<i>European comparator countries</i>						
Croatia	27.9	21.7	9.0	3.7	12.4	4.0
Cyprus	17.3	15.1	5.0	3.7	8.4	8.6
Finland	11.8	9.7	5.0	3.1	7.9	8.9
France	16.9	14.5	5.8	2.0	7.7	3.6
Germany	8.6	5.8	4.3	2.7	6.9	4.9
Greece	10.9	9.6	3.2	2.4	5.5	14.7
Hungary	10.7	8.1	5.3	4.9	9.7	8.4
Italy	11.1	9.4	2.4	2.5	4.8	4.5
Latvia	24.6	17.9	9.6	6.0	15.1	9.9
Luxembourg	17.7	13.2	5.5	2.3	7.3	3.6
Netherlands	22.5	17.6	9.3	5.2	14.2	6.4
Norway	5.7	4.9	2.0	1.1	3.1	3.5
Poland	3.7	2.8	1.1	0.9	2.0	11.1
Romania	14.9	9.7	4.5	5.3	9.7	4.1
Slovakia	7.9	5.3	4.2	2.2	6.4	6.5
Slovenia	16.1	15.4	3.4	3.4	6.7	8.5
Spain	9.0	7.7	2.9	2.6	5.5	7.2
Sweden	15.0	13.1	6.1	3.1	9.0	4.3
Switzerland	18.4	13.4	6.6	3.3	9.8	7.1
United Kingdom	12.1	9.3	8.9	3.9	12.6	5.3
<b>Average (European)</b>	<b>14.4</b>	<b>11.4</b>	<b>5.3</b>	<b>3.3</b>	<b>8.4</b>	<b>6.8</b>
<i>International comparator countries</i>						
Canada	22.5	13.4	10.2	11.1	20.1	8.2
Israel	19.9	17.5	6.1	3.6	9.6	3.3
United States	20.5	14.8	10.7	6.0	16.5	8.8



**TABLE B - RATES OF INTRAPRENEURSHIP**

	<b>Intrapreneur in past 3 years</b>	<b>Intrapreneur in past 3 years</b>	<b>Intrapreneur now</b>	<b>Intrapreneur now</b>
	% of adults	% of adults in employment	% of adults	% of adults in employment
<b>Ireland</b>	<b>5.7</b>	<b>8.5</b>	<b>4.6</b>	<b>6.8</b>
<i>European comparator countries</i>				
Croatia	5.7	9.4	4.3	7.1
Cyprus	1.0	1.5	0.6	0.9
Finland	6.6	9.4	5.2	7.4
France	2.8	4.6	2.3	3.7
Germany	3.4	5.0	2.6	3.9
Greece	1.5	2.8	1.4	2.6
Hungary	3.0	4.4	2.4	3.5
Italy	3.2	6.3	2.7	5.4
Latvia	4.1	5.8	3.3	4.7
Luxembourg	4.6	7.2	3.4	5.2
Netherlands	3.5	4.9	2.6	3.6
Norway	1.8	2.3	1.4	1.8
Poland	0.8	1.4	0.6	1.1
Romania	2.3	3.4	1.7	2.5
Slovakia	0.6	1.0	0.6	0.9
Slovenia	5.9	8.8	4.8	7.2
Spain	1.8	3.3	1.6	2.9
Sweden	5.8	7.3	4.6	5.7
Switzerland	7.1	11.2	5.7	9.1
United Kingdom	4.1	5.9	2.9	4.2
<b>Average (European)</b>	<b>3.3</b>	<b>5.0</b>	<b>2.6</b>	<b>4.0</b>
<i>International comparator countries</i>				
Canada	4.7	7.4	3.1	4.8
Israel	5.8	8.1	4.9	6.7
United States	4.5	6.9	3.8	5.7

**TABLE C - BUSINESS EXITS: RATES AND REASONS FOR DISCONTINUED BUSINESSES**

	Entrepreneurs exited in last 12 months and business CONTINUED	Entrepreneurs exited in last 12 months and business DISCONTINUED	REASONS FOR DISCONTINUED BUSINESSES									
			Opportunity to sell the business	Business was not profitable	Problems getting finance	Found another job or business opportunity	Exit was planned in advance	Retirement	Family or personal reasons	Consequence of single incident	Government/ tax policy/ bureaucracy	Coronavirus pandemic
			%	%	%	%	%	%	%	%	%	%
<b>Ireland</b>	<b>2.6</b>	<b>4.3</b>	<b>9</b>	<b>16</b>	<b>9</b>	<b>11</b>	<b>5</b>	<b>5</b>	<b>16</b>	<b>2</b>	<b>1</b>	<b>25</b>
<i>European comparator countries</i>												
Croatia	2.1	2.3	5	20	1	15	2	5	18	0	10	23
Cyprus	2.2	3.4	3	30	9	4	0	18	10	4	1	21
Finland	0.5	1.4	0	17	0	19	11	18	2	0	12	23
France	0.9	1.6	7	18	7	16	4	8	16	1	4	19
Germany	1.1	2.1	16	22	10	9	5	3	15	6	3	12
Greece	0.4	1.6	5	30	18	6	0	13	5	0	17	6
Hungary	0.5	1.7	0	33	9	23	2	0	10	2	0	22
Italy	0.4	1.0	0	34	4	7	4	12	17	8	4	9
Latvia	0.7	2.4	4	17	9	7	2	0	11	0	32	19
Luxembourg	1.9	2.3	5	28	5	11	6	1	26	4	3	11
Netherlands	2.4	3.5	12	26	15	6	7	3	14	3	2	12
Norway	0.3	0.5	10	23	0	11	0	0	11	0	11	34
Poland	1.7	2.8	2	5	2	6	3	15	11	2	3	51
Romania	0.8	1.8	3	15	12	3	0	2	18	0	0	47
Slovakia	0.8	2.8	2	16	1	3	2	12	6	3	8	47
Slovenia	0.8	2.2	2	16	4	19	7	4	4	2	9	32
Spain	0.6	1.5	9	34	5	7	5	7	9	0	2	22
Sweden	0.9	2.6	12	25	4	9	17	4	18	2	5	3
Switzerland	1.0	1.9	8	16	8	7	2	13	17	3	6	22
United Kingdom	0.6	2.1	2	22	3	10	11	0	27	7	3	16
<b>Average (European)</b>	<b>1.1</b>	<b>2.2</b>	<b>5</b>	<b>22</b>	<b>6</b>	<b>10</b>	<b>5</b>	<b>7</b>	<b>13</b>	<b>2</b>	<b>6</b>	<b>23</b>
<i>International comparator countries</i>												
Canada	5.9	5.6	23	18	14	9	6	3	7	3	1	16
Israel	1.2	3.3	4	27	5	15	1	1	11	6	2	27
United States	2.1	4.3	1	17	2	17	5	2	20	2	7	27



**TABLE D - ATTITUDES TO ENTREPRENEURS**

	Successful entrepreneurs are held in high regard	There are many stories of successful entrepreneurs in the media	Entrepreneurship is a good career choice
	% of adults	% of adults in employment	% of adults
<b>Ireland</b>	<b>83</b>	<b>83</b>	<b>67</b>
<i>European comparator countries</i>			
Croatia	53	62	62
Cyprus	75	67	82
Finland	-	-	-
France	55	76	68
Germany	83	58	51
Greece	64	57	65
Hungary	64	65	64
Italy	56	65	61
Latvia	60	58	53
Luxembourg	-	-	-
Netherlands	-	-	-
Norway	-	-	-
Poland	66	38	55
Romania	72	68	68
Slovakia	56	43	52
Slovenia	86	84	68
Spain	61	48	50
Sweden	-	-	-
Switzerland	76	61	40
United Kingdom	83	82	70
<b>Average (European)</b>	<b>68</b>	<b>63</b>	<b>61</b>
<i>International comparator countries</i>			
Canada	-	-	-
Israel	83	53	63
United States	80	77	76

**TABLE E - PERCEPTIONS OF OPPORTUNITIES, CAPABILITIES, AND EASE OF START-UP IN THE GENERAL POPULATION**

	<b>Opportunities in local area</b>	<b>Skills &amp; knowledge to start-up</b>	<b>Role models: know a recent entrepreneur</b>	<b>Fear of failure prevent start-up</b>	<b>It is easy to start a business</b>	<b>Starting a business is much more difficult than a year ago</b>	<b>Aspiring entrepreneurs (excluding those already active)</b>
	% of adults	% of adults	% of adults	% of adults	% of adults	% of TEA	% of adults
<b>Ireland</b>	<b>57</b>	<b>58</b>	<b>58</b>	<b>54</b>	<b>59</b>	<b>52</b>	<b>15.2</b>
<i>European comparator countries</i>							
Croatia	58	71	68	50	31	28	21.7
Cyprus	50	64	73	53	51	44	15.1
Finland	61	43	64	49	70	13	9.7
France	52	49	46	50	52	35	14.5
Germany	48	37	40	45	38	39	5.8
Greece	49	53	33	56	35	41	9.6
Hungary	37	36	50	38	49	34	8.1
Italy	35	45	41	51	17	47	9.4
Latvia	40	53	41	39	29	10	17.9
Luxembourg	54	53	43	49	64	39	13.2
Netherlands	70	45	57	35	86	32	17.6
Norway	74	42	38	34	80	15	4.9
Poland	73	60	54	45	64	42	2.8
Romania	49	50	38	56	27	42	9.7
Slovakia	33	42	54	54	26	57	5.3
Slovenia	51	59	55	45	61	23	15.4
Spain	30	50	38	58	36	48	7.7
Sweden	80	50	55	44	83	19	13.1
Switzerland	55	50	55	38	69	31	13.4
United Kingdom	61	51	50	58	71	36	9.3
<b>Average (European)</b>	<b>53</b>	<b>50</b>	<b>50</b>	<b>48</b>	<b>52</b>	<b>35</b>	<b>11.4</b>
<i>International comparator countries</i>							
Canada	70	59	52	53	67	53	13.4
Israel	46	38	63	54	14	41	17.5
United States	63	65	59	48	67	35	14.8



**TABLE F - IMPACT: SECTORS AND USE OF DIGITAL TECHNOLOGIES (EARLY STAGE ENTREPRENEURS)**

	Extractive sectors	Transformative sectors	Business service sectors	Consumer service sectors	High or medium technology sectors only	Business will use more digital technology to sell products or services in the next six months		
	%	%	%	%	%	Yes (%)	No (%)	Maybe (%)
<b>Ireland</b>	<b>5</b>	<b>19</b>	<b>22</b>	<b>54</b>	<b>6.3</b>	<b>66</b>	<b>25</b>	<b>8</b>
<i>European comparator countries</i>								
Croatia	11	27	26	37	8.8	57	33	9
Cyprus	3	21	17	59	1.7	53	34	13
Finland	12	20	32	36	11.7	32	47	21
France	4	19	36	41	7.8	9	80	11
Germany	3	18	29	50	5.8	42	58	0
Greece	12	28	17	43	3.7	57	29	14
Hungary	11	29	17	43	5.4	28	65	7
Italy	5	17	37	41	11.5	51	34	15
Latvia	8	30	25	37	9.9	50	37	14
Luxembourg	3	18	44	36	16.8	49	21	30
Netherlands	0	16	27	57	7.2	41	44	15
Norway	7	16	33	44	7.7	45	52	3
Poland	8	23	22	47	5.6	20	56	24
Romania	13	28	15	44	5.0	28	53	19
Slovakia	2	28	17	52	4.6	17	53	30
Slovenia	3	26	30	42	17.1	46	46	8
Spain	3	18	34	44	9.5	50	33	16
Sweden	8	18	34	39	10.6	34	46	20
Switzerland	3	19	42	37	11.6	43	47	9
United Kingdom	2	12	35	52	7.7	63	33	5
<b>Average (European)</b>	<b>6</b>	<b>21</b>	<b>28</b>	<b>44</b>	<b>8.4</b>	<b>42</b>	<b>44</b>	<b>14</b>
<i>International comparator countries</i>								
Canada	3	19	26	52	8.4	55	22	23
Israel	1	11	40	48	9.4	47	28	26
United States	4	19	33	45	6.0	61	34	6



**TABLE G - IMPACT: JOBS, JOBS GROWTH ASPIRATIONS (EARLY STAGE ENTREPRENEURS)**

	Early stage entrepreneurs with any jobs now or any jobs expected in five years	5 year jobs growth expectations (10+ jobs and to double jobs)	5 year jobs growth expectations (20+ jobs)
	%	%	%
<b>Ireland</b>	<b>72</b>	<b>24</b>	<b>16</b>
<i>European comparator countries</i>			
Croatia	77	26	16
Cyprus	83	6	2
Finland	50	7	3
France	63	19	11
Germany	59	11	9
Greece	87	12	8
Hungary	71	8	5
Italy	68	16	8
Latvia	73	24	16
Luxembourg	82	21	15
Netherlands	88	22	18
Norway	79	13	10
Poland	91	12	4
Romania	71	12	11
Slovakia	62	3	3
Slovenia	70	12	8
Spain	67	8	6
Sweden	47	8	7
Switzerland	68	19	12
United Kingdom	65	16	8
<b>Average (European)</b>	<b>71</b>	<b>13</b>	<b>10</b>
<i>International comparator countries</i>			
Canada	63	16	13
Israel	57	14	12
United States	76	23	15



**TABLE H - IMPACT: INTERNATIONALISATION (EARLY STAGE ENTREPRENEURS)**

	<b>No revenues from customers outside country</b>	<b>1-25% of revenue from customers outside country</b>	<b>26-75% of revenue from customers outside country</b>	<b>76-100 % of revenue from customers outside country</b>
	%	%	%	%
<b>Ireland</b>	<b>58</b>	<b>17</b>	<b>14</b>	<b>11</b>
<i>European comparator countries</i>				
Croatia	66	15	8	11
Cyprus	72	13	6	9
Finland	78	12	3	7
France	65	22	11	3
Germany	66	15	13	6
Greece	64	11	12	14
Hungary	85	7	4	4
Italy	77	13	8	2
Latvia	62	18	12	8
Luxembourg	37	35	15	14
Netherlands	65	14	13	8
Norway	81	11	5	3
Poland	89	8	1	2
Romania	91	4	4	1
Slovakia	88	10	2	0
Slovenia	70	14	9	8
Spain	70	17	8	5
Sweden	73	15	4	8
Switzerland	64	12	16	9
United Kingdom	61	16	16	7
<b>Average (European)</b>	<b>70</b>	<b>14</b>	<b>9</b>	<b>7</b>
<i>International comparator countries</i>				
Canada	53	14	24	9
Israel	60	20	7	13
United States	81	13	5	1



**TABLE I - IMPACT: ENVIRONMENTAL AND SOCIAL (EARLY STAGE ENTREPRENEURS)**

	EARLY STAGE ENTREPRENEURS		
	Always consider environment in business decisions	Taken steps to minimize the environmental impact of business (in past year)	Taken any steps to maximize the social impact of business (in past year)
<b>Ireland</b>	<b>76</b>	<b>64</b>	<b>55</b>
<i>European comparator countries</i>			
Croatia	82	67	56
Cyprus	66	49	48
Finland	73	53	35
France	69	24	14
Germany	63	53	44
Greece	83	65	54
Hungary	86	59	32
Italy	80	62	40
Latvia	83	50	37
Luxembourg	71	56	50
Netherlands	68	49	48
Norway	50	28	24
Poland	42	59	58
Romania	84	51	44
Slovakia	67	36	28
Slovenia	92	37	30
Spain	68	51	37
Sweden	60	47	32
Switzerland	74	55	35
United Kingdom	73	48	35
<b>Average (European)</b>	<b>72</b>	<b>51</b>	<b>40</b>
<i>International comparator countries</i>			
Canada	72	66	64
Israel	49	34	47
United States	76	49	50



**TABLE J - WHEN TO START? (AGE OF EARLY STAGE ENTREPRENEURS)**

	Age 18-24 (YOUTH)	Age 25-34	Age 35-44	Age 45-54	Age 55-64 (SENIOR)	Age 18-24 (YOUTH)	Age 25-34	Age 35-44	Age 45-54	Age 55-64 (SENIOR)
	PERCENTAGE OF ALL ENTREPRENEURS					RATES BY AGE GROUP				
	%	%	%	%	%	%	%	%	%	%
<b>Ireland</b>	<b>18</b>	<b>29</b>	<b>26</b>	<b>17</b>	<b>10</b>	<b>16.4</b>	<b>16.9</b>	<b>12.4</b>	<b>9.8</b>	<b>7.4</b>
<i>European comparator countries</i>										
Croatia	13	37	23	18	9	12.1	22.1	13.4	9.5	5.1
Cyprus	7	33	29	21	9	3.7	10.9	11.6	8.5	4.6
Finland	11	27	25	21	16	6.5	9.6	9.1	8.2	5.6
France	14	28	29	21	8	7.5	11.0	10.5	7.0	2.9
Germany	15	30	27	17	11	8.3	10.0	9.5	5.2	3.0
Greece	22	28	24	17	9	7.5	6.3	6.0	4.6	3.0
Hungary	12	29	30	19	9	9.1	13.3	12.6	9.6	3.9
Italy	9	41	24	13	13	3.9	11.1	5.3	2.3	2.8
Latvia	17	29	33	14	6	25.7	20.3	21.8	9.7	4.0
Luxembourg	18	30	28	20	4	10.5	9.2	8.7	6.6	1.7
Netherlands	14	24	27	23	12	13.8	16.8	19.6	13.8	7.7
Norway	13	11	34	25	17	2.9	1.5	4.9	3.4	2.7
Poland	2	47	31	17	3	0.4	4.3	2.4	1.7	0.2
Romania	9	29	35	19	8	7.9	13.2	13.6	7.6	4.1
Slovakia	8	36	24	25	8	4.4	10.4	6.0	7.3	2.7
Slovenia	17	38	22	13	9	10.2	13.5	6.2	3.8	2.7
Spain	6	22	30	27	14	2.9	6.8	6.8	6.0	3.8
Sweden	14	24	26	20	16	9.8	8.9	11.2	8.2	7.0
Switzerland	10	20	27	28	15	8.2	9.2	11.8	11.7	7.2
United Kingdom	19	27	27	14	13	17.0	15.4	16.0	7.8	8.2
<b>Average (European)</b>	<b>13</b>	<b>30</b>	<b>28</b>	<b>19</b>	<b>10</b>	<b>9.0</b>	<b>11.5</b>	<b>10.4</b>	<b>7.2</b>	<b>4.3</b>
<i>International comparator countries</i>										
Canada	21	33	23	13	10	30.8	31.6	22.6	11.6	9.0
Israel	9	31	23	20	16	4.8	12.7	9.6	10.0	9.5
United States	17	26	26	22	8	18.9	18.9	20.5	18.3	6.6



**TABLE K - WHO STARTS? EDUCATION LEVELS**

	EDUCATION LEVELS				
	Some secondary education	Secondary school completed	Post-secondary	Graduate education	Early stage entrepreneurs with post secondary education
	% of adults	% of adults	% of adults	% of adults	% of all entrepreneurs
<b>Ireland</b>	<b>6.5</b>	<b>9.9</b>	<b>13.7</b>	<b>12.7</b>	<b>74</b>
<i>European comparator countries</i>					
Croatia	3.7	10.2	14.4	27.1	52
Cyprus	2.0	5.8	8.7	16.1	77
Finland	2.7	8.2	8.4	6.4	54
France	3.7	5.4	9.2	11.3	74
Germany	5.2	5.6	8.5	-	56
Greece	6.7	3.2	5.3	11.7	50
Hungary	7.9	10.9	8.5	14.2	32
Italy	1.3	5.2	9.7	-	42
Latvia	-	12.5	12.4	-	23
Luxembourg	1.7	2.7	8.3	11.7	85
Netherlands	11.2	13.3	17.9	16.9	40
Norway	4.7	3.5	3.7	1.4	52
Poland	2.5	1.5	1.3	2.6	69
Romania	9.2	5.7	7.8	14.3	86
Slovakia	4.2	7.3	11.7	4.8	32
Slovenia	2.6	6.7	7.7	12.2	55
Spain	3.0	4.2	6.8	11.2	60
Sweden	15.1	8.4	9.4	8.5	59
Switzerland	6.1	6.5	11.6	13.1	74
United Kingdom	9.4	13.2	12.3	15.5	55
<b>Average (European)</b>	<b>5.5</b>	<b>7.1</b>	<b>9.4</b>	<b>11.8</b>	<b>57</b>
<i>International comparator countries</i>					
Canada	15.2	18.9	20.7	22.1	79
Israel	-	20.2	7.7	12.9	86
United States	23.9	18.1	16.9	13.0	74



**TABLE L - WHY START? MOTIVATIONS**

<b>MOTIVATION: The Reasons You are Trying to Start a Business? (Multiple responses allowed)</b>				
	<b>To make a difference in the world</b>	<b>To build great wealth or a very high income</b>	<b>To continue a family tradition</b>	<b>To earn a living because jobs are scarce</b>
	%	%	%	%
<b>Ireland</b>	<b>58</b>	<b>59</b>	<b>29</b>	<b>56</b>
<i>European comparator countries</i>				
Croatia	39	51	28	66
Cyprus	32	81	14	73
Finland	40	33	24	48
France	26	39	23	51
Germany	39	44	24	41
Greece	30	50	40	63
Hungary	62	32	21	67
Italy	22	53	23	61
Latvia	37	37	24	65
Luxembourg	57	39	28	33
Netherlands	53	42	25	44
Norway	39	37	23	27
Poland	16	62	13	53
Romania	66	65	31	75
Slovakia	19	22	26	90
Slovenia	62	43	27	64
Spain	43	38	20	72
Sweden	45	55	21	28
Switzerland	58	52	14	47
United Kingdom	53	55	22	64
<b>Average (European)</b>	<b>43</b>	<b>47</b>	<b>24</b>	<b>57</b>
<i>International comparator countries</i>				
Canada	70	68	50	71
Israel	37	75	15	50
United States	71	74	42	46



**TABLE M - GENDER: ENTREPRENEURIAL ACTIVITY**

	EARLY STAGE ENTREPRENEURS			OWNER-MANAGERS OF ESTABLISHED BUSINESSES		
	Rate for men	Rate for women	Rate as a ratio Men:Women	Rate for men	Rate for women	Rate as a ratio Men:Women
	%	%	%	%	%	%
<b>Ireland</b>	<b>13.7</b>	<b>11.3</b>	<b>1.2 : 1</b>	<b>9.1</b>	<b>4.8</b>	<b>1.9 : 1</b>
<i>European comparator countries</i>						
Croatia	15.5	9.2	1.7 : 1	5.2	2.9	1.8 : 1
Cyprus	10.8	6.1	1.8 : 1	10.6	6.7	1.6 : 1
Finland	9.4	6.4	1.5 : 1	11.4	6.3	1.8 : 1
France	8.4	7.1	1.2 : 1	4.3	2.9	1.5 : 1
Germany	8.4	5.3	1.6 : 1	6.8	3.0	2.3 : 1
Greece	6.5	4.6	1.4 : 1	17.0	12.4	1.4 : 1
Hungary	12.1	7.5	1.6 : 1	11.1	5.7	2.0 : 1
Italy	6.2	3.5	1.8 : 1	6.1	2.9	2.1 : 1
Latvia	18.2	12.0	1.5 : 1	13.5	6.3	2.2 : 1
Luxembourg	9.3	5.1	1.8 : 1	3.1	4.1	0.8 : 1
Netherlands	15.5	13.0	1.2 : 1	8.8	4.0	2.2 : 1
Norway	4.4	1.8	2.5 : 1	4.9	2.1	2.4 : 1
Poland	2.4	1.6	1.4 : 1	11.5	10.6	1.1 : 1
Romania	9.8	9.6	1.0 : 1	4.0	4.2	0.9 : 1
Slovakia	7.8	5.0	1.6 : 1	8.4	4.6	1.8 : 1
Slovenia	7.2	6.1	1.2 : 1	10.5	6.4	1.6 : 1
Spain	5.4	5.6	1.0 : 1	8.3	6.0	1.4 : 1
Sweden	11.8	6.0	2.0 : 1	5.1	3.5	1.4 : 1
Switzerland	12.3	7.2	1.7 : 1	9.0	5.1	1.8 : 1
United Kingdom	14.2	10.9	1.3 : 1	7.3	3.3	2.2 : 1
<b>Average (European)</b>	<b>10.0</b>	<b>6.9</b>	<b>1.4 : 1</b>	<b>8.4</b>	<b>5.1</b>	<b>1.6 : 1</b>
<i>International comparator countries</i>						
Canada	24.4	15.8	1.5 : 1	9.7	6.6	1.5 : 1
Israel	10.4	8.7	1.2 : 1	4.1	2.6	1.6 : 1
United States	17.8	15.2	1.2 : 1	10.1	7.6	1.3 : 1



**TABLE N - GENDER: PERCEPTIONS OF OPPORTUNITIES AND SKILLS (GENERAL POPULATION)**

	Opportunities in local area		Skills & knowledge to start-up		Role models: know a recent entrepreneur		Fear of failure prevent start-up	
	% male adults	% female adults	% male adults	% female adults	% male adults	% female adults	% male adults	% female adults
<b>Ireland</b>	<b>64</b>	<b>51</b>	<b>66</b>	<b>49</b>	<b>60</b>	<b>55</b>	<b>50</b>	<b>57</b>
<i>European comparator countries</i>								
Croatia	62	54	76	66	71	65	49	51
Cyprus	50	50	66	62	76	70	52	54
Finland	65	57	53	32	66	63	39	59
France	56	48	55	42	49	44	46	53
Germany	56	40	45	29	42	37	40	51
Greece	50	47	58	48	35	30	52	60
Hungary	39	34	43	29	54	45	33	43
Italy	38	32	53	36	48	34	47	54
Latvia	40	39	59	48	41	42	34	45
Luxembourg	57	51	63	43	46	40	47	50
Netherlands	75	64	56	35	61	52	35	36
Norway	76	72	49	34	40	36	33	36
Poland	74	71	61	59	53	54	45	45
Romania	46	52	51	49	36	39	52	60
Slovakia	35	31	49	34	57	51	49	59
Slovenia	56	46	67	49	59	50	38	52
Spain	32	28	54	46	40	36	56	60
Sweden	83	76	59	40	60	50	42	46
Switzerland	59	50	60	39	59	51	34	42
United Kingdom	64	58	59	43	50	50	54	62
<b>Average (European)</b>	<b>56</b>	<b>50</b>	<b>57</b>	<b>43</b>	<b>53</b>	<b>47</b>	<b>44</b>	<b>51</b>
<i>International comparator countries</i>								
Canada	73	68	66	51	55	49	51	55
Israel	50	41	47	28	65	62	50	57
United States	66	60	72	57	60	57	48	49

**TABLE O - GENDER: MOTIVATION**

	To make a difference in the world		To build great wealth or a very high income		To continue a family tradition		To earn a living because jobs are scarce	
	% male adults	% female adults	% male adults	% female adults	% male adults	% female adults	% male adults	% female adults
<b>Ireland</b>	<b>60</b>	<b>54</b>	<b>61</b>	<b>56</b>	<b>29</b>	<b>29</b>	<b>55</b>	<b>56</b>
<i>European comparator countries</i>								
Croatia	35	44	55	45	29	27	60	75
Cyprus	28	30	80	75	12	13	64	74
Finland	41	38	45	16	27	18	47	48
France	25	26	41	37	22	24	53	49
Germany	33	47	43	43	24	23	38	45
Greece	29	29	49	50	38	43	57	69
Hungary	63	60	30	37	28	10	67	67
Italy	24	16	58	45	24	20	57	68
Latvia	29	47	37	36	19	31	65	64
Luxembourg	43	73	44	28	34	13	36	26
Netherlands	50	56	43	40	25	23	45	43
Norway	37	45	43	23	20	30	26	29
Poland	10	24	57	70	13	12	52	55
Romania	55	69	66	61	33	27	71	75
Slovakia	21	15	28	13	27	24	81	96
Slovenia	62	62	55	27	32	22	60	69
Spain	42	44	44	32	21	18	71	73
Sweden	41	49	57	46	20	19	28	25
Switzerland	60	50	55	45	13	15	40	55
United Kingdom	51	55	62	46	22	21	57	71
<b>Average (European)</b>	<b>42</b>	<b>48</b>	<b>50</b>	<b>42</b>	<b>24</b>	<b>23</b>	<b>54</b>	<b>60</b>
<i>International comparator countries</i>								
Canada	67	76	68	69	54	43	72	68
Israel	29	43	79	67	17	12	52	47
United States	72	70	76	71	38	46	46	45

**TABLE P - NEW BUSINESS OWNERS**

	New business owners	TEAMS	INTERNATIONALISATION			PANDEMIC DIGITAL IMPACT				ENVIRONMENTAL AND SOCIAL IMPACTS		
		Start-up team size	Customers in the area where you live	Customers elsewhere in your country	Customers outside your country	Business making use of digital technologies for selling your product or service, in response to the coronavirus pandemic				Always consider environment in business decisions	Taken steps to minimize the environmental impact of business (in past year)	Taken any steps to maximize the social impact of business (in past year)
		% of adults	Average	% of new business owners	% of new business owners	% of new business owners	Yes, adopted (% of new business owners )	Yes, enhanced (% of new business owners)	No, already planned (% of new business owners )	No need (% of new business owners)	% new business owners (agree/strongly agree)	% new business owners (agree/strongly agree)
<b>Ireland</b>	<b>4.9</b>	<b>1.9</b>	<b>82</b>	<b>71</b>	<b>40</b>	<b>20</b>	<b>41</b>	<b>24</b>	<b>15</b>	<b>75</b>	<b>64</b>	<b>61</b>
<i>European comparator countries</i>												
Croatia	3.7	1.9	90	60	44	29	22	24	26	76	74	68
Cyprus	3.7	1.6	92	83	34	44	15	16	25	77	58	59
Finland	3.1	1.7	80	68	24	5	22	36	38	75	54	40
France	2.0	1.4	93	73	47	12	22	34	32	64	48	34
Germany	2.7	2.1	89	64	31	29	22	24	24	59	56	50
Greece	2.4	1.8	88	69	32	36	17	20	27	91	71	52
Hungary	4.9	1.4	89	56	12	9	16	33	42	84	62	34
Italy	2.5	2.1	84	62	25	44	13	20	23	90	72	42
Latvia	6.0	1.5	92	75	33	6	34	40	20	81	60	47
Luxembourg	2.3	1.8	85	75	70	5	48	30	17	71	71	77
Netherlands	5.2	2.3	84	68	36	18	34	32	16	61	53	54
Norway	1.1	2.1	92	53	23	0	25	24	51	59	45	37
Poland	0.9	1.1	93	36	9	8	16	12	64	7	67	75
Romania	5.3	1.5	95	42	17	18	15	17	50	77	65	57
Slovakia	2.2	1.3	100	67	11	4	24	23	48	74	45	27
Slovenia	3.4	1.2	76	78	28	11	10	29	49	92	24	28
Spain	2.6	1.6	95	57	34	22	24	38	16	66	59	38
Sweden	3.1	1.8	77	64	23	10	18	52	20	55	51	35
Switzerland	3.3	2.1	83	56	44	29	18	30	23	72	51	29
United Kingdom	3.9	1.5	81	64	33	16	30	28	26	63	56	26
<b>Average (European)</b>	<b>3.3</b>	<b>1.7</b>	<b>88</b>	<b>64</b>	<b>31</b>	<b>18</b>	<b>23</b>	<b>28</b>	<b>31</b>	<b>70</b>	<b>57</b>	<b>46</b>
<i>International comparator countries</i>												
Canada	11.1	2.2	90	66	49	38	32	21	9	72	70	72
Israel	3.6	1.8	91	89	47	39	22	20	19	51	40	58
United States	6.0	1.8	86	63	20	18	15	34	33	72	54	53



**TABLE Q: OWNER-MANAGERS OF ESTABLISHED BUSINESSES**

	<b>Owner-managers</b>	<b>Age 18-24</b>	<b>Age 25-34</b>	<b>Age 35-44</b>	<b>Age 45-54</b>	<b>Age 55-64</b>
	% of adults	%	%	%	%	%
<b>Ireland</b>	<b>6.9</b>	<b>7</b>	<b>11</b>	<b>27</b>	<b>26</b>	<b>29</b>
<i>European comparator countries</i>						
Croatia	4.0	3	12	26	37	23
Cyprus	8.6	11	15	24	26	23
Finland	8.9	1	9	28	30	33
France	3.6	0	16	27	29	28
Germany	4.9	4	12	19	29	36
Greece	14.7	18	22	17	22	21
Hungary	8.4	0	14	28	25	34
Italy	4.5	2	18	38	18	24
Latvia	9.9	0	20	26	33	22
Luxembourg	3.6	0	13	18	51	18
Netherlands	6.4	5	18	18	28	31
Norway	3.5	3	13	24	31	30
Poland	11.1	0	6	37	41	17
Romania	4.1	1	19	25	39	16
Slovakia	6.5	1	17	40	29	14
Slovenia	8.5	2	16	30	28	23
Spain	7.2	1	5	17	36	41
Sweden	4.3	2	9	20	30	39
Switzerland	7.1	2	9	21	34	35
United Kingdom	5.3	3	8	22	28	40
<b>Average (European)</b>	<b>6.8</b>	<b>3</b>	<b>13</b>	<b>25</b>	<b>31</b>	<b>27</b>
<i>International comparator countries</i>						
Canada	8.2	10	17	19	31	23
Israel	3.3	1	13	36	31	18
United States	8.8	5	14	25	25	32

**TABLE R - IMPACT: SECTOR, GROWTH EXPECTATIONS, INTERNATIONAL ORIENTATIONS (OWNER-MANAGERS OF ESTABLISHED BUSINESSES)**

	SECTOR				TECHNOLOGY	JOBS GROWTH	INTERNATIONAL ORIENTATION			
	Extractive sectors	Transformative sectors	Business service sectors	Consumer service sectors	High or medium technology sectors only	Expect 10 or more jobs within the next 5 years	No revenues from customers outside country	1-25% of revenues from customers outside	26-75% of revenues from customers outside country	76-100% of revenues from customers outside country
	%	%	%	%	%	%	%	%	%	%
<b>Ireland</b>	<b>16</b>	<b>20</b>	<b>36</b>	<b>27</b>	<b>16</b>	<b>7</b>	<b>54</b>	<b>18</b>	<b>11</b>	<b>16</b>
<i>European comparator countries</i>										
Croatia	5	44	23	27	7	11	51	21	14	13
Cyprus	1	24	21	55	5	2	71	11	10	8
Finland	28	23	24	24	8	3	79	17	2	2
France	13	29	22	37	8	4	68	24	5	3
Germany	4	19	43	34	10	2	65	21	9	5
Greece	9	26	16	50	4	1	73	18	5	3
Hungary	17	26	21	37	8	3	83	9	4	4
Italy	3	22	42	33	10	5	85	11	2	2
Latvia	22	33	22	23	9	6	68	15	10	7
Luxembourg	0	36	31	33	3	4	14	42	28	16
Netherlands	8	19	32	40	10	9	65	17	10	9
Norway	9	25	33	33	11	12	74	11	9	6
Poland	10	30	24	35	7	3	95	4	1	0
Romania	12	34	15	40	5	4	86	13	2	0
Slovakia	4	42	13	41	5	0	88	8	2	3
Slovenia	8	35	24	33	13	3	60	23	9	8
Spain	8	21	32	38	10	2	74	18	5	3
Sweden	11	21	37	31	6	7	71	17	8	5
Switzerland	2	19	40	40	14	7	57	29	9	4
United Kingdom	4	11	44	42	13	6	67	14	10	9
<b>Average (European)</b>	<b>9</b>	<b>27</b>	<b>28</b>	<b>36</b>	<b>9</b>	<b>5</b>	<b>69</b>	<b>17</b>	<b>8</b>	<b>6</b>
<i>International comparator countries</i>										
Canada	10	31	30	29	10	12	71	8	9	12
Israel	0	11	46	43	12	6	61	18	14	7
United States	8	23	36	33	6	4	81	17	1	1

**TABLE S - DIGITAL TECHNOLOGIES AND ENVIRONMENTAL AND SOCIAL IMPACTS (OWNER-MANAGERS OF ESTABLISHED BUSINESSES)**

	DIGITAL TECHNOLOGIES			ENVIRONMENTAL AND SOCIAL IMPACTS		
	Will use more digital technologies to sell product/service in next 6 months			Always consider environment in business decisions	Taken steps to minimize the environmental impact of business (in past year)	Taken any steps to maximize the social impact of business (in past year)
	Yes (% owner-managers)	No (% owner-managers)	Maybe (% owner-managers)	Agree/strongly agree (% owner-managers)	Agree/strongly agree (% owner-managers)	Agree/strongly agree (% owner-managers)
<b>Ireland</b>	<b>57</b>	<b>40</b>	<b>3</b>	<b>72</b>	<b>67</b>	<b>37</b>
<i>European comparator countries</i>						
Croatia	53	43	5	85	69	54
Cyprus	46	46	8	73	47	56
Finland	22	60	17	74	62	32
France	25	57	18	69	49	26
Germany	22	78	0	65	51	36
Greece	30	55	15	77	69	47
Hungary	18	80	2	84	74	36
Italy	35	54	11	77	64	50
Latvia	29	59	12	77	53	33
Luxembourg	33	63	4	79	52	38
Netherlands	20	67	12	77	55	44
Norway	44	56	0	61	52	27
Poland	4	48	48	5	65	67
Romania	20	60	20	82	61	53
Slovakia	17	65	18	75	53	31
Slovenia	31	59	11	89	42	19
Spain	33	57	10	76	51	26
Sweden	26	59	15	60	50	23
Switzerland	35	61	4	68	58	40
United Kingdom	44	56	0	68	48	32
<b>Average (European)</b>	<b>31</b>	<b>58</b>	<b>11</b>	<b>71</b>	<b>57</b>	<b>39</b>
<i>International comparator countries</i>						
Canada	38	45	17	63	54	44
Israel	28	53	19	50	43	35
United States	34	64	2	67	49	39



**TABLE T - INFORMAL INVESTORS: RATES AND AMOUNTS (AVERAGE)**

	<b>Informal Investors</b>	<b>Total invested by individuals in past 3 years</b>
	% of adults	Euros
<b>Ireland</b>	<b>9.0</b>	<b>23,100</b>
<i>European comparator countries</i>		
Croatia	5.6	500
Cyprus	4.1	17,100
Finland	4.6	23,500
France	6.0	8,500
Germany	6.0	20,700
Greece	4.3	25,400
Hungary	2.8	8,700
Italy	2.3	18,500
Latvia	5.3	7,400
Luxembourg	5.7	40,700
Netherlands	8.9	40,300
Norway	3.9	35,700
Poland	2.2	4,900
Romania	2.6	8,500
Slovakia	3.8	7,900
Slovenia	5.4	20,600
Spain	4.7	17,400
Sweden	12.4	15,900
Switzerland	9.3	40,900
United Kingdom	3.6	15,900
<b>Average (European)</b>	<b>5.4</b>	<b>19,100</b>
<i>International comparator countries</i>		
Canada	15.1	42,700
Israel	5.1	25,800
United States	8.8	11,100



GLOBAL ENTREPRENEURSHIP MONITOR : SURVEY OF ENTREPRENEURSHIP IN IRELAND 2021

# GEM GLOBAL RESULTS





# ENTREPRENEURIAL ACTIVITY BY COUNTRY

PERCENTAGE OF POPULATION AGED 18-64

	Country Income Group	Nascent entrepreneurs	New business owners	Early Stage Entrepreneurs (TEA)	Owner- managers	Entrepreneurs exited in last 12 months and business DISCONTINUED	Intrapreneur now
		% of adults	% of adults	% of adults	% of adults	% of adults	% of adults
<b>Europe &amp; North America</b>							
Belarus	Upper Middle	9.1	4.8	13.5	5.5	5.7	2.3
Canada	High	10.2	11.1	20.1	8.2	5.6	3.1
Croatia	High	9.0	3.7	12.4	4.0	2.3	4.3
Cyprus	High	5.0	3.7	8.4	8.6	3.4	0.6
Finland	High	5.0	3.1	7.9	8.9	1.4	5.2
France	High	5.8	2.0	7.7	3.6	1.6	2.3
Germany	High	4.3	2.7	6.9	4.9	2.1	2.6
Greece	High	3.2	2.4	5.5	14.7	1.6	1.4
Hungary	High	5.3	4.9	9.7	8.4	1.7	2.4
Ireland	High	8.1	4.9	12.5	6.9	4.3	4.6
Italy	High	2.4	2.5	4.8	4.5	1.0	2.7
Latvia	High	9.6	6.0	15.1	9.9	2.4	3.3
Luxembourg	High	5.5	2.3	7.3	3.6	2.3	3.4
Netherlands	High	9.3	5.2	14.2	6.4	3.5	2.6
Norway	High	2.0	1.1	3.1	3.5	0.5	1.4
Poland	High	1.1	0.9	2.0	11.1	2.8	0.6
Romania	Upper Middle	4.5	5.3	9.7	4.1	1.8	1.7
Russia	Upper Middle	3.7	4.7	8.3	3.4	2.9	0.0
Slovakia	High	4.2	2.2	6.4	6.5	2.8	0.6
Slovenia	High	3.4	3.4	6.7	8.5	2.2	4.8
Spain	High	2.9	2.6	5.5	7.2	1.5	1.6
Sweden	High	6.1	3.1	9.0	4.3	2.6	4.6
Switzerland	High	6.6	3.3	9.8	7.1	1.9	5.7
United Kingdom	High	8.9	3.9	12.6	5.3	2.1	2.9
United States	High	10.7	6.0	16.5	8.8	4.3	3.8



	Country Income Group	Nascent entrepreneurs	New business owners	Early Stage Entrepreneurs (TEA)	Owner- managers	Entrepreneurs exited in last 12 months and business DISCONTINUED	Intrapreneur now
		% of adults	% of adults	% of adults	% of adults	% of adults	% of adults
<b>Middle East &amp; Africa</b>							
Egypt	Lower Middle	3.9	5.4	9.2	3.6	8.7	0.1
Iran	Lower Middle	4.9	3.9	8.8	8.8	4.6	1.2
Israel	High	6.1	3.6	9.6	3.3	3.3	4.9
Morocco	Lower Middle	2.8	3.3	6.1	4.9	4.2	0.0
Oman	High	9.1	3.7	12.7	2.8	10.1	0.4
Qatar	High	10.1	6.0	15.9	6.1	8.8	5.2
Saudi Arabia	High	7.9	11.8	19.6	5.3	5.7	0.1
South Africa	Upper Middle	10.5	7.3	17.5	5.2	10.5	0.7
Sudan	Low	22.0	12.2	33.6	8.1	5.4	1.0
United Arab Emirates	High	9.4	7.6	16.5	6.4	6.7	6.3
<b>Central &amp; East Asia</b>							
India	Lower Middle	7.2	7.1	14.4	8.5	3.7	0.5
Japan	High	3.9	2.5	6.3	4.8	1.0	1.3
Kazakhstan	Upper Middle	13.3	7.1	19.9	12.1	16.6	0.4
South Korea	High	8.2	5.4	13.4	16.4	2.6	1.4
Turkey	Upper Middle	10.8	5.4	15.7	11.0	6.3	0.4
<b>Latin America &amp; Caribbean</b>							
Brazil	Upper Middle	10.2	11.1	21.0	9.9	9.1	2.4
Chile	High	20.4	10.3	29.9	7.1	6.9	3.3
Colombia	Upper Middle	10.1	5.9	15.7	1.8	5.4	0.3
Dominican Republic	Upper Middle	29.0	13.3	41.9	3.8	10.1	1.7
Guatemala	Upper Middle	12.6	16.6	28.3	12.7	7.3	0.9
Panama	Upper Middle	15.1	6.6	21.8	3.7	9.0	1.4
Uruguay	High	15.2	8.0	23.1	4.1	7.7	-



GLOBAL ENTREPRENEURSHIP MONITOR : SURVEY OF ENTREPRENEURSHIP IN IRELAND 2021

# METHODOLOGY AND DEFINITIONS



# METHODOLOGY AND DEFINITIONS

## THE GLOBAL ENTREPRENEURSHIP MONITOR

The aim was to consider why some countries are more 'entrepreneurial' than others. GEM began in 1999 as a joint project between Babson College (USA) and London Business School (UK). 22 years on, GEM is the richest resource of information on the subject, publishing a range of global, national and 'special topic' reports on an annual basis ([www.gemconsortium.org](http://www.gemconsortium.org)).

In numbers, GEM is:

- 200,000+ interviews a year
- 100+ countries
- 500+ specialists in entrepreneurship research
- 300+ academic and research institutions
- 200+ funding institutions

In each economy, GEM looks at two elements:

- The entrepreneurial behaviour and attitudes of individuals
- The national context and how that impacts entrepreneurship

The annual GEM research cycle involves an adult population survey and a key informant survey.

## ADULT POPULATION SURVEY

The GEM model is primarily based on an adult population survey (APS). Professional survey research firms administer the adult population survey in each country. The surveys are based on a random sample of approximately 2,000 adults.

The main questions in the APS are identical in each country. For the purposes of the research, GEM uses a very comprehensive definition of entrepreneurship, which encompasses any type of entrepreneurial initiative, including self-employment.

Sampling procedures vary somewhat, but all of the survey firms are able to provide samples that are, when properly weighted, representative of the adult population in each country in terms of key demographics and geographical coverage.

Telephone interviews are utilised in Ireland, for the most part, as in most of the developed countries. In Ireland a random telephone survey was carried out in June 2021, involving calls to both landlines and mobile phones. As GEM concentrates on the entrepreneurs themselves rather than on their businesses the respondents are interviewed at home, rather than in their workplace.

There were some difficulties experienced in conducting the APS survey in Ireland in 2021 survey, given the reluctance of mobile phone users to answer calls from numbers they did not recognise, combined with the timing of the survey, which coincided with a significant increase in scam calls. Accordingly, the use of online respondents was used in a small number of cases. Cross checking the results, the survey firm and GEM coordination team are satisfied, however, that the outcomes are correct within the margin of error (+/- 1.3%).

The manner of the running of APS across all countries is coordinated by Global Entrepreneurship Research Association (GERA) based in Babson College, USA. GERA also combines the outputs from the individual country surveys to produce a master dataset. The analysis and interpretation of this data at national level is the responsibility of the national team.



## KEY INFORMANT SURVEY

Key informants are experts and entrepreneurs. In each country at least 25% of the key informants are entrepreneurs, though in Ireland, over half are all key informants are entrepreneurs.

Expert informants are chosen by reputation and referrals to represent the nine entrepreneurial framework dimensions in the GEM model. These are Finance, Government Policies, Government Programmes, Education and Training, R&D Transfer, Commercial Infrastructure, Internal Market Openness, Physical Infrastructure and Culture and Social Norms.

The key informants are asked to complete a detailed questionnaire. The questionnaire used is identical in all countries involved in the survey. The questionnaire is similar to the adult population survey and also includes an additional range of topics relating to the entrepreneurial framework conditions, the entrepreneurial capacity and opportunity recognition perceptiveness of the adult population, as well as other socio-demographic items.

## GEM DEFINITIONS

**Aspiring entrepreneurs** are those who expect to start a business in the next three years. The rate is for those in the adult population aged 18-64 years inclusive.

**Nascent entrepreneurs** are those actively planning a new venture. These entrepreneurs have done something during the previous twelve months to help start a new business, that he or she will at least part own. Activities such as organising the start-up team, looking for equipment, saving money for the start-up, or writing a business plan

would all be considered as active commitments to starting a business. Wages or salaries will not have been paid for more than three months in respect of the new business. Many of these people are still in fulltime employment. The rate is for those in the adult population aged 18-64 years inclusive.

**New business owners** are entrepreneurs who at least part own and manage a new business that is between 4 and 42 months old and have not paid salaries for longer than this period. These new ventures are in the first 42 months after the new venture has been set up. The rate is for those in the adult population aged 18-64 years inclusive.

**Total early stage entrepreneurial activity rate (TEA rate)** refers to the total rate of early stage entrepreneurial activity among the adult population aged 18-64 years inclusive. In some instances, this rate is less than the combined percentages for nascent and new business owners. This is because, in circumstances where respondents qualify as both a nascent and a new business owner, they are counted only once.

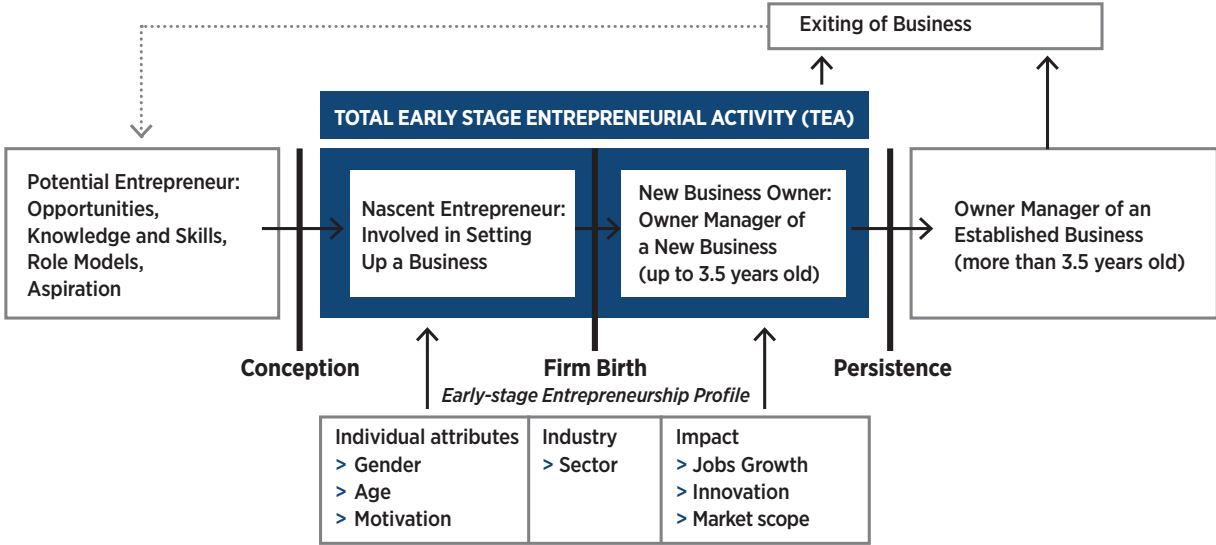
**Owner managers of established businesses** are those that have set up businesses that they have continued to own and manage, and which has paid wages or salaries for more than 42 months. The rate is for those in the adult population aged 18-64 years inclusive.

**Intrapreneurs (entrepreneurial employee activities)** are employees that develop new products/ services, or set up a new business entity, for their employer. It does not include, for example, work on optimising internal operations of a firm. Respondents are asked if they are actively involved in and had a leading role in either idea development for a new activity or in preparation and implementation of a new activity. The rate is for those in the adult population aged 18-64 years inclusive.



## THE ENTREPRENEURSHIP PROCESS

GEM describes entrepreneurial activity as a process and measures different phases of this process from conception through firm birth to persistence. This is described graphically as follows.



Source: Adapted from Global Entrepreneurship Monitor 2021/22 Global Report

