

# Global Entrepreneurship Monitor

## Impact of Media on Entrepreneurial Intentions and Actions



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## **Disclaimer**

This report is based on data collected by the GEM UK team; responsibility for analysis and interpretation of the data is the sole responsibility of the authors.

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## **Executive Summary**

### **Introduction**

- The media portrayal of entrepreneurs has changed remarkably in the last three decades. But, what effect does media have on entrepreneurial attitudes, aspirations and activity? This study has been commissioned by the Enterprise Directorate of the Department for Business, Innovation and Skills (BIS) to address that question.
- We begin by developing a model of entrepreneurial activity that suggests that activity (defined simply in this study as a business start-up) reflects both cultural norms and values (which influence desirability) and the feasibility of action which is influenced by both perceptions and prevalence of entrepreneurial skills. The study then assesses the effects that TV business reality programmes and media campaigns have on the various components of this model.

### **Key Policy Relevant Findings**

- TV business reality programmes tend not to directly trigger actual entrepreneurial intentions or action. However, they do have a positive effect on social norms and values and thereby influence both the desirability and feasibility entrepreneurship. In this sense, they do, albeit indirectly, influence actual patterns of entrepreneurship.
- The findings suggest that there is a synergetic association between the positive media coverage of entrepreneurs and enterprise campaigns such as Global Entrepreneurship Week. This is consistent with the view that positive media coverage complements policy initiatives designed to provide enterprise skills and support start ups. Actual start ups require both aspiration and the capacity to act. In this sense, positive media portrayals of enterprise may well be contributing to the effectiveness of these more concrete initiatives.
- The discernable effects of both enterprise campaigns and TV business reality programmes on entrepreneurial action are considerably lower than that of family and friends, work colleagues and education and training in university or college. However, this finding needs to be interpreted in a broader understanding of how media coverage affects behaviour. It is consistent with the established view that media coverage tends to reinforce existing values and desires rather than create new or different values.
- Overall, leading enterprise campaigns and TV business reality programmes provide useful input to the generation of an entrepreneur-friendly culture, but have an immediate effect on the entrepreneurial activity of relatively few participating individuals.
- These findings provide support for a more holistic approach to policies designed to further enhance enterprise culture in the UK. Media (as represented by business reality programmes) has an important role to play in raising the level of desirability and future intention to engage in 'entrepreneurship' which can then be more readily translated into entrepreneurial outcomes through initiatives designed to develop skills and capacity building aimed at business start-up.

## Study Methodology

- The methodology involved a re-survey of 1,250 respondents from the GEM UK 2009 Adult Population Survey (APS) who had granted permission to be contacted for further research. The advantage of using the GEM UK APS 2009 as a survey platform was that we already knew the entrepreneurial status of these individuals 12 months previously as well as a range of other demographic variables (age and gender being the most useful in this small sample).
- Important information about the transition into entrepreneurship (defined as business start-up) was obtained from this re-survey and we found that around one in four of the 'Thinkers' in 2009 had become nascent or new business owners within 12 months (4% of non-entrepreneurs had made this transition).

## Media and Entrepreneurship: GEM UK Trends – 2003-09

- According to our model, all else being equal, one might expect this increase in media coverage to affect the range of entrepreneurial outcomes in a positive way. We use data from the annual GEM UK surveys from 2003 onwards to examine trends in the wider population on views about the media coverage of entrepreneurship. Over the 2003 to 2007 period, little change was in fact seen in respondent's views as to whether *"In the UK, you often see stories in the public media about successful new businesses"*. The proportion of individuals answering yes to this question declined significantly in 2008 and 2009.
- Further, if the media has had a positive impact on social norms towards entrepreneurship, one would expect this to be reflected in the proportion of people agreeing with the statement *"In the UK, those successful at starting a new business have a high level of status and respect"*. This is true only of males over the age of 25 and females over the age of 35. Young adults do not report an increase in status, although it is already high among young adults, at around 80%. The trend since 2003 in the proportion of people who agree that *"most people consider starting a business a desirable career choice"* has been broadly negative, especially in recent years and among the young.

## Non-Entrepreneurs and the Media

- Almost two-thirds (63%) of all non-entrepreneurially-active respondents had come across the use of the word 'entrepreneur' or 'entrepreneurship' in recent months – of those saying yes, just over half (54%) reported that TV was where they came across the terms the most often. Just under half (45%) of non-entrepreneurs said they had watched any TV programmes in the last 12 months which showed how to start or run a business. Of those who said they had watched such programmes, the most popular programmes (unprompted) were the Apprentice (55%) and Dragon's Den (46%).
- Considering all TV business reality programmes together we note that one in five (21%) indicated that they felt motivated to want to start their own business, while around half the sample of non-entrepreneurs thought more positively about entrepreneurs in general (58%) and were made more aware of a career as an entrepreneur (51%). Importantly, almost two-fifths (40%) said the programme had shown them the practical steps to start a new business. By contrast, just under one in five (17%) had their decision not to become an entrepreneur

reinforced by the programme while a further 18% of respondents indicated that the programme had had no influence at all on their subsequent behaviour.

- The effect values of the most watched programmes on different elements of our model shows that each of these programmes had an effect on two or three times as many people in regard to antecedents of intention (social norms, desirability and feasibility) than in regard to intention or action. Combined as a group, these 'most watched' programmes appear to have a steadily declining effect as we consider the different elements of our model from social norms on the left hand side of the model (49% of all non-entrepreneurs) to actually taking steps to start a business (12%) on the right hand side of the model.

## **Entrepreneurs and the Media**

- Respondents who were entrepreneurs were asked did they think the way the word 'entrepreneur' or 'entrepreneurship' as portrayed in the media applies to people like themselves. Only two-fifths (40%) said yes. These were composed of "yes – completely" (12%) and "yes - partly" (28%). Of the 57% who said no, most said "no- not really" (36%) and the rest said "no – not at all" (22%).
- Two-thirds of the entrepreneurs (66.5%) indicated that the depiction of entrepreneurs in the media has become more positive in the last 10 years with 15% reporting that it had become less positive.
- Overall, two-thirds (66.4%) of entrepreneurs said they thought that TV business reality programmes help influence people to make informed decisions about their future careers. However, new business owner-managers were less likely to say they thought the programmes were influential (62%) than nascent entrepreneurs (71%) or established business owner-managers (72%).
- Around one in ten (9%) of new and established entrepreneurs stated that the media had been a major influence on them starting their own business. However, the influence of the media needs to be put in context as the seventh most frequently mentioned major influence. Media was mentioned five times less frequently than family and close friends, and mentioned only half as often as university or college training, for example. A range of media influenced founders, not just TV. In fact, newspapers were mentioned almost as often as TV (by around 4 in 10 of founders who felt the media was a major influence).
- Finally, less than 2% of founders indicated that the media had been the single major influence on their decision to start a new business. The most frequently mentioned single major source was family and close friends (33%), while 18% of founders could not name a single major influence. University or college training was the single major influence for 6% of founders.

## **National Enterprise Campaigns**

- All respondents were asked if they were aware of "the following national campaigns designed to make you more aware of the opportunities of entrepreneurship/running your own business". The responses showed a very high awareness of The Prince's Trust. Perhaps not surprisingly, awareness of The Prince's Trust was higher among entrepreneurs than among non-entrepreneurs or thinkers.

- Because of the domination of The Prince's Trust in the mind of respondents, we compare the reported effect of The Prince's Trust against all other campaigns. The result is quite stark: in terms of effect value, or changed opinions as a perceived result of the campaign, the magnitude of the effect of The Prince's Trust (as the campaign the respondent was most aware of) appears to be ten-fold the effect of all other campaigns combined.
- Nevertheless, its dominance in the minds of the respondents the effects of The Prince's Trust on entrepreneurial behaviour would appear to be lower than the effects of TV business reality programmes in terms of influencing the various stages of the model of how the media affects entrepreneurial behaviour.

## **Enterprise UK**

- The survey of 279 respondents who had participated in Enterprise UK (EUK) organised activities as part of Enterprise Week (EW)/ Global Entrepreneurship Week (GEW) found evidence to support the contention that factors that create more positive values and normalise entrepreneurial activity (such as TV business reality programmes) and measures to enhance skills and capacities are complementary.
- The effectiveness of initiatives such as EW/GEW which are designed to provide entrepreneurial skills may be increased or enhanced by more positive social norms and values which, especially for EUK participants, have been influenced by a more positive and informed media coverage of entrepreneurship.

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## **Section 1: Entrepreneurship and the Media**

### **1.1 Introduction**

The GEM UK team were commissioned by BIS to undertake an investigation of the influence of the media on entrepreneurial activity. Over recent years there has been a marked shift in the ways the media has engaged with the notion of entrepreneurship and enterprise there is a need to investigate how and to what extent this 'coverage' is impacting on the attitudes and decisions of individuals. This is particularly important for BIS given their level of investment in policies to promote a more enterprising culture and higher levels of entrepreneurial activity.

Specifically, the question this study will address is "*What effect does media - that is, press, TV, radio, internet etc. - have on entrepreneurial attitudes, aspirations and activity*"? It has been suggested that in the noughties (2000 to 2009), UK residents experienced a big increase in exposure to entrepreneurs and entrepreneurship in the media, and that this has engendered a more positive attitude to entrepreneurship, and even positively affected activity rates (e.g., Boyle & Magor, 2008). In this report, we consider trends in public estimates of media coverage of entrepreneurs in the UK, the status afforded new, successful entrepreneurs, and the attractiveness of entrepreneurship as a career from 2003 to 2009 (using GEM UK annual survey data). Then, we examine the results of a new 2010 survey of 1,000 individuals (undertaken in June 2010) selected according to their level of engagement in entrepreneurship from the GEM UK survey in 2009. The research also included a second survey which involved 250 interviews with those respondents in the 2009 survey who indicated that they had participated in Global Entrepreneurship Week/Enterprise Week which is led by Enterprise UK. This second survey contained a series of questions on the media and their perceived portrayal of entrepreneurs which allowed us to provide analysis and commentary on the ways in which events such as these impact upon entrepreneurial aspirations and intentions within the context of a wider media exposure to entrepreneurship.

First, however, we review the literature on entrepreneurship and the media. In this report we focus on mass media, including press media (newspapers, magazines, journals), radio, TV, cinema, internet, print materials other than press, etc.

### **1.2 A Review of Recent Studies**



According to the social cognitive theory of mass communication, media communications have impacts on social attitudes and behavioural intentions (Bandura, 2001). Mass media communication research began with studies of political campaigns in the early 1930s. The classical view of mass communication was that it shaped people's views, enabling the manipulation and control of society through propaganda (Lippmann, 1922; Lasswell, 1927). This view dominated the media communication world until the mid-twentieth century. A second perspective on media communication was that media can 'reinforce' individual and societal opinions. According to this perspective, media cannot change social attitudes; rather it can only reinforce existing views by providing a continuous stream of sympathetic information. A third perspective which posits the notion of mass media as having an agenda setting function was introduced by McCombs & Shaw (1972). This takes a middle approach between the classical view and the reinforcement view. According to the agenda setting perspective, media cannot dictate 'what to think', rather it can tell us 'what to think about'.

These perspectives generate different hypotheses about how mass media could influence entrepreneurial awareness, attitudes, intentions, activity and aspirations. For example, the classical and agenda-setting perspectives suggest that mass media could influence individuals to consider entrepreneurship as a viable career option, either for themselves or for individuals they know. It could also prompt them to take action, such as gathering resources, becoming alert to opportunities or developing relevant skills. The reinforcement perspective could maintain and reinforce a desire to continue along the entrepreneurial process, perhaps by lowering fear of failure or highlighting the rewards of successful entrepreneurship.

Of course, mass media could also communicate messages that are not conducive to entrepreneurship, and the mix of messages could change over time and be filtered and interpreted by individuals in different ways depending on their background and experience. In other words, while transmission might be uniform, reception might be idiosyncratic.

Some research has been conducted in the UK on images of entrepreneurship presented in the media, particularly print media, but also more recently those presented by television (Boyle, 2008; Boyle & Magor, 2008). Studies have also been published on media images of entrepreneurship in other countries, for example France (Radu & Redien-Collot, 2008) and China (Kong, 2010). The UK-based stream of research shows that the prevailing social attitude has shifted over the 35 years from the early 1970s to 2005 (Boyle & Magor, 2008). In the early 1970s, profit was widely presented in TV shows as having negative connotations and also tended to be popularly regarded in this way. Television programmes characteristically depicted a negative image of entrepreneurial people having less social status as a result of starting up their own

business. They were typically shown as criminal and greedy. This stereotype continued into the 1980s. The popular TV shows at that time included 'Only Fools and Horses' with the famous Del Boy character and similarly pejorative portrayals in programmes such as 'Lovejoy' and 'Minder'. But, since the late 1990s the image changed and television programmes have increasingly portrayed 'entrepreneurs' in a more positive light. For example, 'Eastenders', 'Coronation Street', 'Gordon's Kitchen Nightmares', 'Property Ladder, and 'Trouble at the Château' are examples where entrepreneurs have been depicted more positively as 'ordinary' achievement-oriented people. Boyle & Magor (2008) argued that television 'helps to create a climate of opinion in which certain aspects of society become increasingly normalised and accepted as part of mainstream culture'.

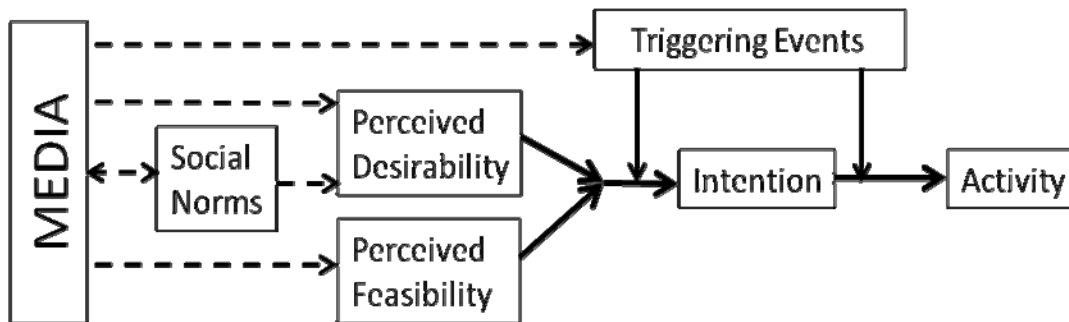
Radu & Redien-Collot (2008) conducted a study on the French press to determine whether social representation of entrepreneurs was developing an entrepreneurial cognitive infrastructure in France. They argued that cognitive positive social representation of entrepreneurs is indispensable for stimulating entrepreneurial intentions.

### 1.3 Model of Media Effects on Entrepreneurial Behaviour

From this literature we have distilled a model which sets out how we envisage the ways in which the media affects individual attitudes and behaviours:

- **Appropriateness** – or fit with wider cultural norms; in this context, reflecting the degree to which society in general is receptive to 'entrepreneurs'
- **Desirability** – or the extent to which the individual aspires to behave in a specific way; in this context, the extent to which individuals aspire to engage in entrepreneurial behaviour
- **Feasibility** – or the extent to which the individual believes a specific behaviour is possible; in this context, whether or not an individual believes they know what to do to undertake a start-up

**Figure 1: Model of Media Effects on Entrepreneurial Behaviour and its Antecedents**



*Adapted from: Shapero and Sokol, 1982; Ajzen, 1985; Krueger, 2000; Radu and Redien-Collot, 2008; Krueger, 2008*

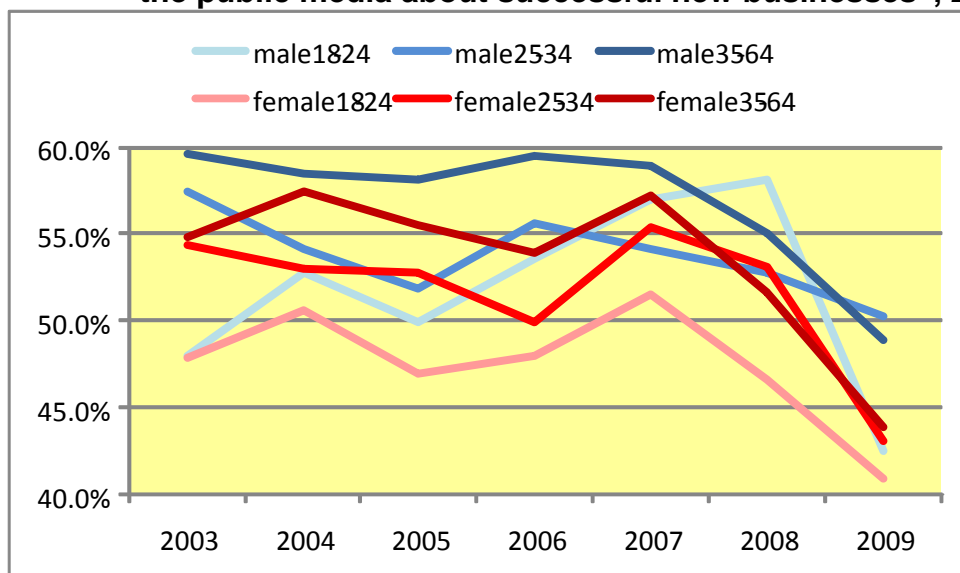
Based on this model, actual patterns of entrepreneurial activity reflect the relationship between social norms and values (“entrepreneurship is an appropriate and positive activity in general”) which influence desirability (“I aspire to do this”) and intention (“I expect to do this”). Feasibility (“yes, now I know what to do to undertake a start-up) is likely to be influenced both by this context and also by the availability skills development opportunities. In this sense, each of these individual components is a necessary but generally insufficient driver of entrepreneurship. An individual’s desire to start a business is influenced by prevailing social norms and values; where social attitudes to entrepreneurship are positive and normal, more individuals will tend to want to be entrepreneurial and more will actively seek to become entrepreneurs. However, actual activity requires both desire and the knowledge and skills to turn aspirations into new and viable businesses. In this sense the components of the model are complementary. Within this, it is also possible that the media provides “triggering events” that change opinion to intention or intention to action. This research project is seeking to: (a) consider whether and how effectively increasingly positive media coverage influences actual patterns of entrepreneurship and (b) to identify any ‘triggering events’ connected to messages carried in the media about entrepreneurship.

## Section 2: Trends in Entrepreneurial Social Norms and Activity, 2003 to 2009

As we have seen in the previous section several authors have argued that there has been an increase in the volume and positivity of media coverage of entrepreneurship over the past ten years. For example, both Dragon’s Den and The Apprentice debuted in 2005. According to our model, all else being equal, one might expect this coverage to affect the range of entrepreneurial outcomes discussed above in a positive way. We use data from the annual GEM UK surveys from 2003 onwards to examine trends in the wider population on views about the media coverage of entrepreneurship.

Over the 2003 to 2007 period, little change was in fact seen in respondents’ views as to whether “In the UK, you often see stories in the public media about successful new businesses” (Figure 2). The proportion of individuals answering yes to this question declined significantly in 2008 and 2009. This was true for all age groups and for men and women. However, it is interesting to note that for young males (aged 18-24 years) the fall between 2008 and 2009 was a reversal of the 2003-2008 trend.

**Figure 2: Trends in agreement with statement “In the UK, you often see stories in the public media about successful new businesses”, 2003 to 2009**



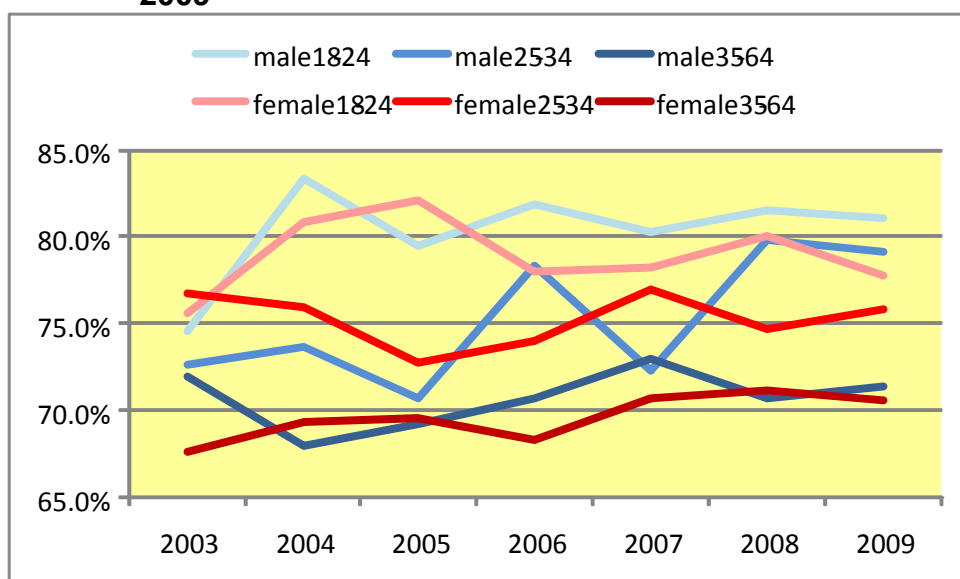
Source: GEM UK APS 2003-09

If the media has had a positive impact on social norms towards entrepreneurship, one would expect this to be reflected in the proportion of people agreeing with the statement “In the UK,

those successful at starting a new business have a high level of status and respect” (Figure 3). This is true only of males over the age of 25 and females over the age of 35. Young adults do not report an increase in status, although it is already high among young adults, at around 80%. Among adults over the age of 35, only around 70% would agree.

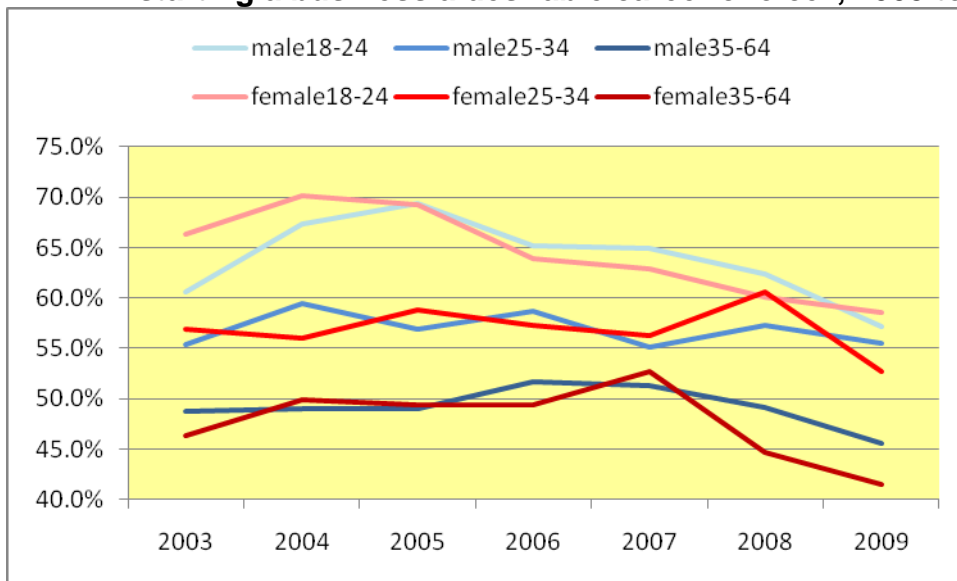
Figure 4 shows the trend since 2003 in the proportion of people who agree that most people consider starting a business a desirable career choice. Far from an increasing trend, the trend appears to be negative, especially in recent years and among the young.

**Figure 3: Trends in agreement with the statement “In the UK, those successful at starting a new business have a high level of status and respect”, 2003 to 2009**



Source: GEM UK APS 2003-09

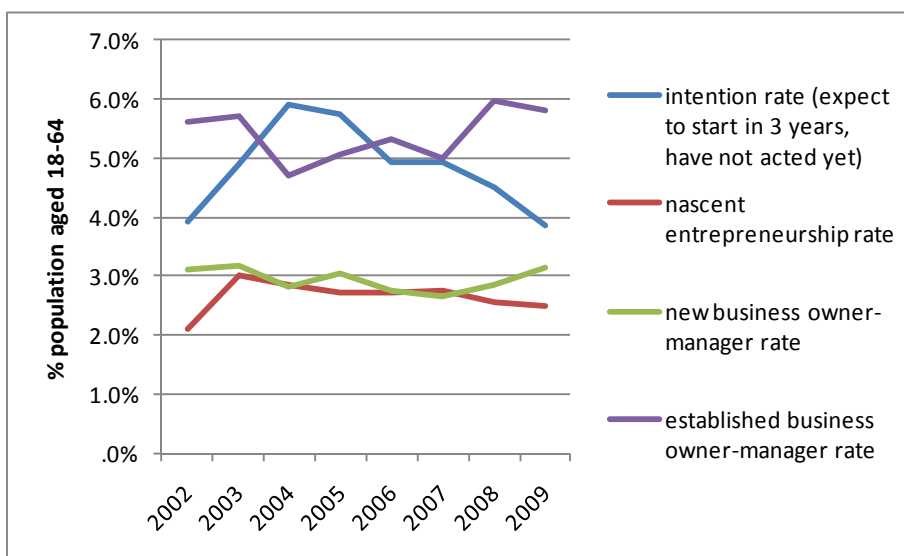
**Figure 4: Trends in agreement with statement “In the UK, most people consider starting a business a desirable career choice”, 2003 to 2009**



**Source: GEM UK APS 2003-09**

These results suggest that the economic cycle rather than increased and more positive media exposure of entrepreneurship affects social values. Figure 5 suggests that a similar trend can be seen in intention and nascent entrepreneurial activity rates; apparent rises can be seen before 2005 and declines after 2005, while new and established business owner-manager rates appear to be static. Again, this does not support the hypothesis that increasing volume and positivity of media related to entrepreneurship in the decade up to 2010 generated a surge in entrepreneurship-related interest, intention or activity.

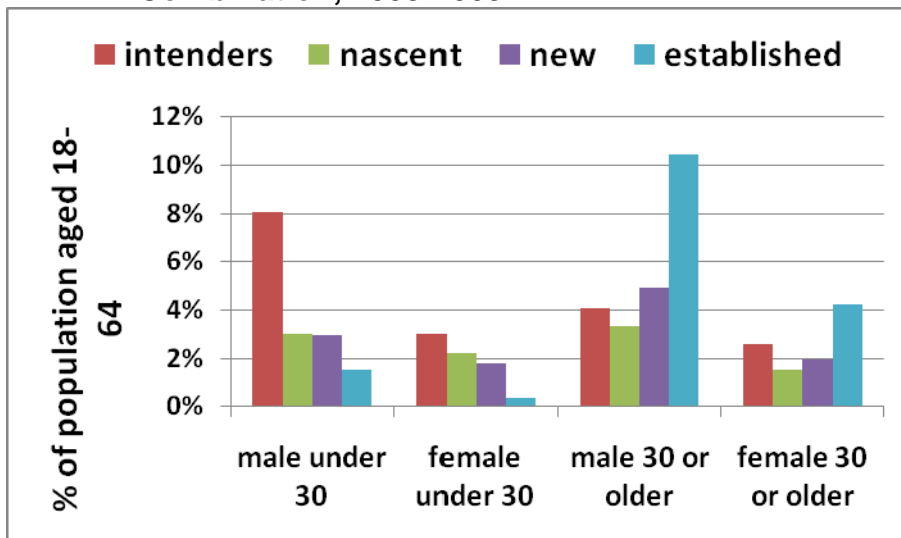
**Figure 5: Trends in Entrepreneurial Intention and Activity rates in the UK, 2002 to 2009**



**Source: GEM UK APS 2003-09**

Figure 6 shows that entrepreneurial intention and activity rates differ across different age and gender combinations. For the media analysis that follows, it was found that the age of 30 seemed a better natural break point than the usual GEM age break of 35. Using this break point, we see that young males have very high intention rates but average activity rates, while older males have the highest activity rates. Females have lower activity and intention rates than males in the same age group.

**Figure 6: Entrepreneurial Intention and Activity Rates in the UK by Age/Gender Combination, 2003-2009**



Source: GEM UK APS 2003-09

## Section 3: The Media and Entrepreneurship Survey

### 3.1 Introduction

Overall, 1,000 interviews were completed in late May and June 2010 with respondents from the GEM UK 2009 survey who gave their permission to be contacted for further research. We structured the sample into five groups (200 in each was the target) based on the responses to the GEM 2009 survey: non-entrepreneurs, thinkers, nascent entrepreneurs, new business owners, and established business owners. The status of some of these respondents had changed in 12 months and the achieved sample breakdown was as follows (Table 1).

**Table 1: Distribution of Media Survey Respondents by Entrepreneurial Status in 2009 and in 2010**

Original Entrepreneur Status (as at GEM 09)	Entrepreneur Status Now					Total
	Thinkers	Non-entrepreneurs	Nascent entrepreneurs	New business owners	Established business owners	
Thinkers	92	49	34	25	0	200
Non-entrepreneurs	0	192	8	0	0	200
Nascent entrepreneurs	0	34	25	139	0	198
New business owner (NBO)	0	13	0	158	2	173
Established business owner (EBO)	0	22	0	0	207	229
Total	92	310	67	322	209	1000

Source: GEM UK Media Survey 2010

Of note is that around one in four of the 'Thinkers' in 2009 had become nascent or new business owners within 12 months (4% of non-entrepreneurs had made this transition). There were no significant differences in the pattern of change from one category to another by gender. There is, however, a significant difference between those aged under 30 and older individuals in the proportion of nascent entrepreneurs remaining nascent entrepreneurs or becoming new business owners or dropping out of the entrepreneurial process altogether. Only half of nascent entrepreneurs less than 30 years of age become new business owners one year later, compared with three-quarters of those aged 30 or more. Two-fifths (40%) of nascent entrepreneurs under 30 become non-entrepreneurs one year later, compared with 15% of those aged 30 or more. There were only 19 nascent entrepreneurs aged less than 30 in the sample, so we need to be cautious about more detailed analysis. However, this does support work done on the full GEM UK 2009 database which showed that young adults were much more likely to have been a



nascent in the past year but given up compared to older adults. There are some other interesting dimensions of this transition matrix which are worth noting:

- Nascent entrepreneurs living in the most deprived quintile areas as measured by the Index of multiple deprivation (England only) were significantly less likely to become new entrepreneurs (52% versus 74%) and significantly more likely to become non-entrepreneurs (35% versus 15%).
- Nascent entrepreneurs who worked less than 10 hours a week on starting their business were significantly less likely to become new business owners (56% versus 77%) and more likely to become non-entrepreneurs (29% versus 12%).
- Established business owners who worked less than 10 hours a week on their business were significantly more likely to become non-entrepreneurs than those who worked 10 hours or more (36% versus 8%).
- Wealthier thinkers (with household earnings of over £30,000) were significantly more likely to become new business owners (17% versus 5%).
- New business owners who were life-long residents were significantly more likely to become non-entrepreneurs than migrants (14% versus 3%), while the opposite was true for established business owners (4% versus 15%).
- White thinkers were significantly more likely to become new business owners (14% versus 3%) or non-entrepreneurs (27% versus 10%) than ethnic minority thinkers, and less likely to remain thinkers (42% versus 69%).
- Graduates seem less likely to become non-entrepreneurs if they were not non-entrepreneurs in the first place, and more likely to stay entrepreneurs.
- Entrepreneurs were significantly more likely to become non-entrepreneurs if they worked less than 10 hours a week (29% versus 9%).

Therefore, the current sample breaks down in simple terms into 598 entrepreneurially active individuals (nascent, new and established business owner-managers) and 402 non-entrepreneurially active individuals (non-entrepreneurs and thinkers). Another way of considering this group is into three groups: those who became or remained entrepreneurs (598), those who did not (284), and those who gave up being entrepreneurs or thinkers (118). Because those who gave up in the past year are normally a small proportion of the actual population of non-entrepreneurs, it could be biasing the sample of non-entrepreneurs to include them with the non-entrepreneurs. Accordingly, we set out the headline responses for these two groups separately.

### 3.2 Non-entrepreneurially Active Individuals and the Media

#### The media as a source of career ideas for non-entrepreneurs

Table 2 shows that, among non-entrepreneurs and thinkers/intenders, traditional media such as TV and newspapers are not a “most important source” of career ideas for the vast majority of respondents, whereas the most frequently mentioned “most important” source was “online”, with one in five respondents mentioning this source. The next most frequently mentioned source, personal preferences, was mentioned only by one in 12 respondents.

**Table 2: Most important sources of career ideas for non-entrepreneurially active individuals**

	<b>Non-entrepreneurs and thinkers</b>	<b>Gave up being an entrepreneur</b>	<b>Total</b>
Online (unspecified)	19.0%	24.6%	20.6%
Personal preferences e.g. hours/salary/job satisfaction	8.1%	7.6%	8.0%
Personal circumstances e.g. family/child care/health	5.6%	6.8%	6.0%
My own knowledge/experience/ideas	5.6%	4.2%	5.2%
Conversation with family or close friends	4.2%	5.9%	4.7%
Newspapers	5.3%	2.5%	4.5%
Nothing as retired/close to retirement	3.9%	0.8%	3.0%
Work	2.1%	4.2%	2.7%
Studies (books; lectures etc)	2.1%	4.2%	2.7%
Magazines	2.5%	2.5%	2.5%
College/University inc. Tutors/careers advisors	2.8%	1.7%	2.5%
TV	2.8%	0.8%	2.2%
Conversations with people in the industry	1.4%	2.5%	1.7%
Government websites	0.7%	3.4%	1.5%
Blogs or twitter messages	0.0%	0.8%	0.2%
Public meetings	0.4%	0.0%	0.2%
Other	12.7%	10.2%	11.9%
Don't Know	9.5%	8.5%	9.2%
Nothing	11.3%	8.5%	10.4%
Total	100.0%	100.0%	100.0%

**Source: GEM UK Media Survey 2010**

### Recall of recent encounter with the word entrepreneur or entrepreneurship

Almost two-thirds (63%)<sup>1</sup> of all non-entrepreneurially-active respondents had come across the use of the word ‘entrepreneur’ or ‘entrepreneurship’ in recent months – of those saying yes, just over half (54%) reported that TV was where they came across the terms the most often. Newspapers were the second most frequently mentioned source (22%) followed closely by conversation with family or close friends (19%) and work (13%). On this question, less than 10% of respondents mentioned online sources. There was virtually no difference between non-entrepreneurs and those who had been active in the previous year but who had given up, except for work as a source (Table 3). This is probably because those who had given up were less likely to be in work, in the sense of working for others. Less than 4 in 10 reported more than one source.

**Table 3: Contexts in which non-entrepreneurially-active individuals had come across the words “entrepreneurship” or “entrepreneur” in recent months**

	Non-entrepreneurs and thinkers	Gave up being an entrepreneur	All
TV	56.2%	49.3%	54.2%
Newspapers	23.6%	17.3%	21.7%
Conversation with family or close friends	18.5%	21.3%	19.4%
Work	<b>16.3%</b>	<b>4.0%</b>	12.6%
Online (unspec.)	7.3%	13.3%	9.1%
Radio	6.7%	6.7%	6.7%
Studies (books, lectures etc)	6.7%	5.3%	6.3%
Magazines	6.2%	0.0%	4.3%
Blogs or twitter messages	0.6%	4.0%	1.6%
Government websites	1.1%	2.7%	1.6%
Public meetings	0.0%	2.7%	0.8%
E-mail	0.6%	1.3%	0.8%
Advertising hoardings	0.6%	0.0%	0.4%
Social networking websites	0.6%	0.0%	0.4%
Video/computer games	0.0%	0.0%	0.0%
Other	5.6%	12.0%	7.5%
Don't Know	5.1%	6.7%	5.5%

*Source: GEM UK Media Survey 2010*

When asked where they heard these words most often, TV again was the most frequently mentioned source, with 42% of respondents who had come across these words mentioning this source, compared with 13% mentioning conversations with family or close friends and 9%

<sup>1</sup> Unweighted responses. Tests showed that the sample of 1,000 closely matched the age/gender profile of the weighted sample of entrepreneurially-active and non-entrepreneurially-active individuals in the GEM 2009 sample of 30,003 individuals, for the gender/ age group combinations of interest in this study. Accordingly, the data here are reported in the unweighted form.

mentioning newspapers and a further 9% mentioning work (see Table 4). There is therefore a mismatch between the places where non-entrepreneurial individuals tend to hear the words entrepreneur or entrepreneurship (TV, family and friends) and the places that influence their career choices (online, personal preferences and circumstances).

**Table 4: Source where the words entrepreneur or entrepreneurship were heard most often by non-entrepreneurially-active respondents.**

	Non-entrepreneurs and thinkers	Gave up being an entrepreneur	All
TV	43.8%	36.0%	41.5%
Conversation with family or close friends	11.2%	17.3%	13.0%
Newspapers	9.6%	8.0%	9.1%
Work	12.4%	1.3%	9.1%
Studies (books	6.2%	5.3%	5.9%
Radio	2.8%	2.7%	2.8%
Magazines	3.4%	0.0%	2.4%
Government websites	1.1%	1.3%	1.2%
Public meetings	0.0%	4.0%	1.2%
Blogs or twitter messages	0.0%	1.3%	0.4%
Other	3.9%	12.0%	6.3%
Don't Know	5.6%	10.7%	7.1%
<b>Total</b>	100.0%	100.0%	100.0%

Source: GEM UK Media Survey 2010

Over three-quarters (77.6%) indicated that, considering all sources, entrepreneurs/entrepreneurship was considered in a positive light. Just over half (51%) reported that they associated the words 'entrepreneur' and 'entrepreneurship' with a particular celebrity or group of celebrities. However, when asked if they felt that the portrayal of 'celebrity entrepreneurs' was representative of entrepreneurs in real life only a third (30.1%) said yes (either fully or partly). This suggests some scepticism on the part of the majority about the informational versus entertainment value of such portrayals.

### **Encounters with TV programmes that showed how to start or run a business**

Just under half (45%) of non-entrepreneurs said they had watched any TV programmes in the last 12 months which showed how to start or run a business. Of those who said they had watched such programmes, the most popular programmes (unprompted) were the Apprentice (55%) and Dragon's Den (46%), as Table 5 shows. However, when all non-entrepreneurs were prompted to recall if they had watched specific named programmes, Dragon's Den was recalled

by 55% of all non-entrepreneurs, while 54% recalled watching the Apprentice, and 51% reported watching The Secret Millionaire (see Table 6).

Some programmes had a distinct appeal to specific demographics. It was found that the age 30 appears to be a natural break in opinions and tastes, while some programmes appealed to either males or females but not both. For example, Table 5 shows that The Apprentice was recalled unprompted by 83% of females aged under 30, but only 41% of males aged 30 or over. (Any small differences between the totals in this table and the totals reported above are because specific age data is missing for a small number of respondents.) Combining unprompted and prompted responses, Table 6 shows that young adults were more likely to recall Kitchen Nightmares. The Secret Millionaire was recalled by more females (young and old) than males. Mary Queen of Shops appealed more to older and female respondents.

When asked which of these programmes they had watched most often or were most familiar with, 23% of all non-entrepreneurs said The Apprentice, with 18% choosing Secret Millionaire and 17% choosing Dragon's Den (Table 7). However, more females watched Secret Millionaire most often while more males watched Dragon's Den most often.

**Table 5: Unprompted recall of name of TV programme that respondent said they had watched in the last 12 months that showed how businesses are started or run, by age/gender combination (N=178).**

	male under30	female under 30	male 30 or older	female 30 or older	All
The Apprentice	54.5%	83.3%	40.8%	61.2%	54.5%
Dragon's Den	59.1%	50.0%	49.3%	38.8%	46.6%
Junior Apprentice	18.2%	22.2%	18.3%	14.9%	17.4%
The Secret Millionaire	9.1%	22.2%	9.9%	20.9%	15.2%
Mary Queen of Shops	0.0%	16.7%	8.5%	22.4%	13.5%
Inside John Lewis	0.0%	11.1%	8.5%	9.0%	7.9%
Kitchen Nightmares	18.2%	11.1%	4.2%	6.0%	7.3%
Country House Rescue	0.0%	0.0%	7.0%	10.4%	6.7%
High Street Dreams	0.0%	5.6%	4.2%	4.5%	3.9%
Theo's Adventure Capitalists	0.0%	5.6%	1.4%	3.0%	2.2%
Other(SPECIFY)	9.1%	16.7%	12.7%	13.4%	12.9%
Don't know	13.6%	5.6%	14.1%	13.4%	12.9%

Source: GEM UK Media Survey 2010

**Table 6: Prompted or unprompted recall by all non-entrepreneurs of name of TV programme watched in the last 12 months that showed how businesses are started or run, by age/gender combination, by individuals who had not mentioned the programme unprompted. (N=398)**

	Male under30	Female under 30	Male 30 or older	Female 30 or older	Total
Dragon's Den	63.6%	63.2%	55.8%	48.4%	54.5%
The Apprentice	52.3%	57.9%	52.1%	56.2%	54.3%
The Secret Millionaire	<b>45.5%</b>	<b>63.2%</b>	<b>41.1%</b>	<b>60.1%</b>	<b>51.0%</b>
Junior Apprentice	45.5%	50.0%	39.3%	33.3%	38.7%
Mary Queen of Shops	<b>11.4%</b>	<b>26.3%</b>	<b>20.9%</b>	<b>40.5%</b>	<b>27.9%</b>
The Restaurant	20.5%	26.3%	25.8%	31.4%	27.4%
Country House Rescue	<b>9.1%</b>	<b>10.5%</b>	<b>27.0%</b>	<b>34.6%</b>	<b>26.4%</b>
Kitchen Nightmares	<b>38.6%</b>	<b>39.5%</b>	<b>19.0%</b>	<b>25.5%</b>	<b>25.6%</b>
Inside John Lewis	15.9%	15.8%	17.2%	22.9%	19.1%
High Street Dreams	4.5%	10.5%	6.7%	9.8%	8.0%
Theo's Adventure Capitalists	4.5%	2.6%	7.4%	3.9%	5.3%
None of these	11.4%	13.2%	15.3%	12.4%	13.6%
Don't know	0.0%	0.0%	1.8%	1.3%	1.3%

Source: GEM UK Media Survey 2010

Note: rows in bold denote statistically significant differences in proportions across the row (at 5% level of significance)

**Table 7: TV programme most often watched by non-entrepreneurs in the last 12 months that showed how businesses are started or run, by age/gender combination (N=398).**

	Male under30	Female under 30	Male 30 or older	Female 30 or older	Total
The Apprentice	18.2%	21.1%	22.1%	25.5%	22.9%
The Secret Millionaire	11.4%	31.6%	11.0%	26.1%	18.8%
Dragon's Den	22.7%	13.2%	23.9%	7.8%	16.6%
Country House Rescue	0.0%	5.3%	7.4%	9.2%	7.0%
Junior Apprentice	18.2%	7.9%	3.1%	1.3%	4.5%
Mary Queen of Shops	2.3%	2.6%	0.6%	8.5%	4.0%
Kitchen Nightmares	6.8%	5.3%	3.7%	2.0%	3.5%
Inside John Lewis	0.0%	0.0%	4.3%	3.3%	3.0%
The Restaurant	6.8%	0.0%	3.7%	2.0%	3.0%
Theo's Adventure Capitalists	2.3%	0.0%	1.8%	0.7%	1.3%
High Street Dreams	0.0%	0.0%	0.6%	0.0%	0.3%
Other	0.0%	0.0%	0.6%	0.0%	0.3%
None of them	11.4%	13.2%	15.3%	12.4%	13.6%
Don't know	0.0%	0.0%	1.8%	1.3%	1.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Source: GEM UK Media Survey 2010

Note: rows in bold denote statistically significant differences in proportions across the row (at 5% level of significance)

We then asked the respondent to focus only on the programme they had watched the most often and to indicate if, after watching the programme, they were motivated to do anything. Considering all these programmes together for the moment we note that one in five (21%) indicated that they felt motivated to want to start their own business, while around half the sample of non-entrepreneurs thought more positively about entrepreneurs in general (58%) and were made more aware of a career as an entrepreneur (51%). Importantly, almost two-fifths (40%) said the programme had shown them the practical steps to start a new business. By contrast, just under one in five (17%) had their decision not to become an entrepreneur reinforced by the programme while a further 18% of respondents indicated that the programme had had no influence at all on their subsequent behaviour.

Table 8 breaks these opinions down by gender/age group combination. There are some statistically significant differences in effects by gender/age group combination. Taken as a whole, these programmes tended to have more effect on younger and male non-entrepreneurs in terms of making them want to start their own business, while they had more effect on young and female non-entrepreneurs in terms of making them think more positively about entrepreneurs in general. Older people were more likely not to be influenced by these programmes.

**Table 8: Perceived effect of the most watched/most familiar TV programme that showed how business are started or run, percentage of non-entrepreneurs, by gender/age group combination (N=339)**

	Relation to model	Male under30	Female under 30	Male 30 or older	Female 30 or older	Total
Made you want to start your own business	Desirability	<b>46.2%</b>	<b>27.3%</b>	<b>20.7%</b>	<b>12.9%</b>	21.2%
Made you think more positively about entrepreneurs in general	Social norms	<b>74.4%</b>	<b>78.8%</b>	<b>47.4%</b>	<b>59.1%</b>	58.1%
Shown you the practical steps needed to start a business	Feasibility	53.8%	33.3%	36.3%	40.9%	39.8%
Reinforced your decision not to start a business	Desirability (negative)	7.7%	15.2%	16.3%	22.0%	17.4%
Made you more aware of a career as an entrepreneur	Desirability	69.2%	57.6%	46.7%	48.5%	51.0%
Or has it had no influence on you at all?	Null hypothesis (no effect)	<b>12.8%</b>	<b>0.0%</b>	<b>24.4%</b>	<b>15.9%</b>	17.4%
None of these		2.6%	3.0%	3.7%	3.8%	3.5%
Don't Know		0.0%	0.0%	0.7%	0.0%	0.3%

Source: GEM UK Media Survey 2010

Note: rows in bold denote statistically significant differences in proportions across the row (at 5% level of significance)

These views differed according to which programme the respondent was referring to, and, as we have seen, each programme had a different demographic so there may be an interaction effect

between the effect of a programme and its appeal to certain types of people. For example, Secret Millionaire might attract older female audiences for reasons that have nothing to do with business, but educate them on the possible philanthropic benefits of entrepreneurship, which might be something this group had never considered. On the other hand, Dragon's Den and Junior Apprentice might appeal particularly to a younger and male audience that already have positive social norms towards entrepreneurship; thus its relative effect might be on both feasibility and desirability.

As an example of possible interaction effects, Table 9 and Figure 7 suggest that Dragon's Den and Junior Apprentice had more effect on desirability and intention (making a respondent more aware of a career as an entrepreneur and making them want to start their own business, and) while The Secret Millionaire had more effect on social norms (it made them think more positively about entrepreneurs in general) and less on feasibility (showed the practical steps needed to start a business). This could be in part because Dragon's Den and Junior Apprentice have more of a young male demographic (Figure 7 shows that intention is *already* high in this group) and The Secret Millionaire has more of an older female demographic, where desirability and social norms tend to be low, as Figures 2 and 3 show. This finding is consistent with the established literature suggesting that media may have a reinforcement role on desirability but an agenda-setting role in social norms.

On the other hand, The Secret Millionaire and Country House Rescue both appeal to an older female demographic, yet the magnitude of effect on social norms and feasibility of these two programmes seems to have been very different. This is probably due to differences in the format of these programmes. Thus both programme format and demographic appeal must be taken into account in explaining these perceived effects.

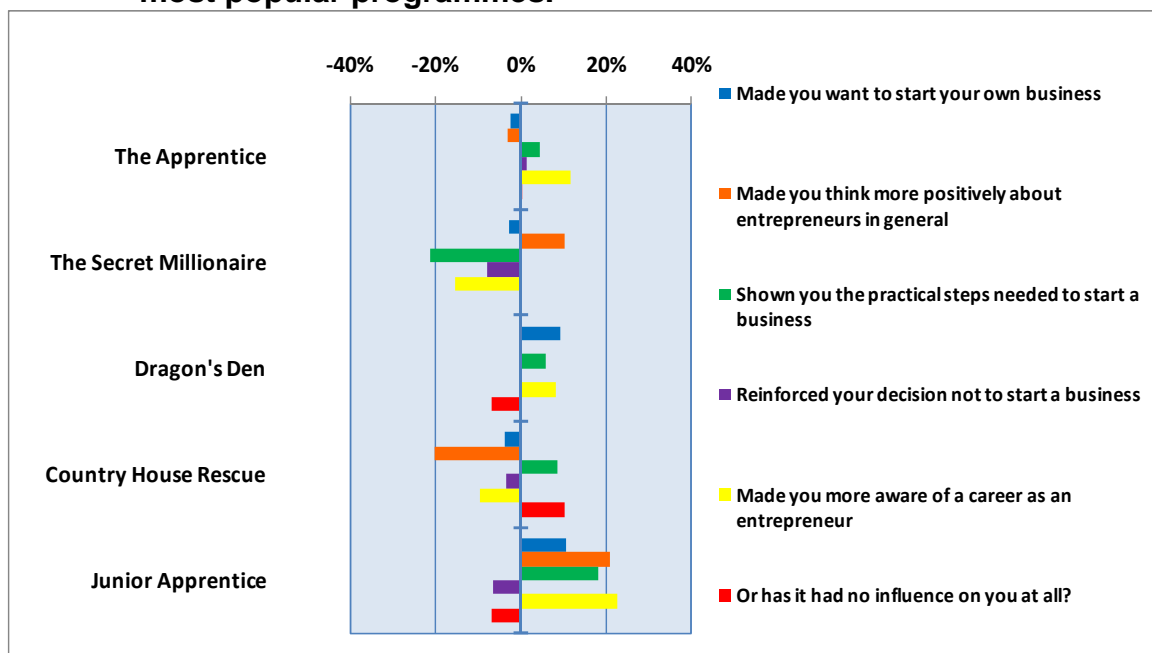


**Table 9: Percentage of non-entrepreneurs reporting a perceived effect of their most watched/most familiar TV programme that showed how business are started or run, by programme, for the most popular programmes.**

	Relation to model in Figure 1	The Apprentice	The Secret Millionaire	Dragon's Den	Country House Rescue	Junior Apprentice	All respondents who watched
Made you want to start your own business	Intention	18.7%	18.4%	30.3%	17.2%	31.6%	21.0%
Made you think more positively about entrepreneurs in general	Social norms	54.9%	68.4%	57.6%	37.9%	78.9%	58.0%
Shown you the practical steps needed to start a business	Feasibility	44.0%	18.4%	45.5%	48.3%	57.9%	39.7%
Reinforced your decision not to start a business	Negative reinforcing	18.7%	9.2%	16.7%	13.8%	10.5%	17.2%
Made you more aware of a career as an entrepreneur	Desirability	62.6%	35.5%	59.1%	41.4%	73.7%	51.0%
Or has it had no influence on you at all?	Null hypothesis (no effect)	17.6%	17.1%	10.6%	27.6%	10.5%	17.5%
None of these		4.4%	3.9%	1.5%	3.4%	0.0%	3.5%
Don't Know		0.0%	0.0%	1.5%	0.0%	0.0%	0.3%

Source: GEM UK Media Survey 2010

**Figure 7: Difference between average and programme-specific effect for the most watched/most familiar TV programme that showed how businesses are started or run, percentage of non-entrepreneurs, by programme, for the most popular programmes.**



Source: GEM UK Media Survey 2010

Concentrating on those who were motivated to want to start their own business (n=72), we were interested to find out what actual steps they had taken or planned to take as a result of watching the programme. A third (36%) had not yet taken any steps. Among the steps taken or planned, defining an opportunity (15%), contacting a local business support agency, looking for premises and research into starting their own business (11% each) were the most reported actions, closely followed by contacting potential customers, investing their own money (10% each) and asking for funding (8%). Steps that are often used as indicators of start-up, such as forming a legal entity or opening a business bank account were reported by only 3% of respondents, with installing a business phone reported by only 1%.

Table 10 shows how this varied by programme. The programmes with the highest effect (on those who rated this programmes as their 'most watched') in terms of taking steps were Junior Apprentice and Dragon's Den, with 3 in 10 "made to want to start their own business". The other three programmes had conversion rates of less than 2 in 10. In these cases, these programmes have been attributed by the respondents as triggering events that shifted perceived desirability and perceived feasibility towards intention (see the model in Figure 1).

In a smaller number of individuals, intention has shifted into action as a result of watching the programmes (a second type of triggering event) in the form of taking steps to start a business. This varied from half of those made to want to start their own business by Dragon's Den to four fifths of those in the case of Junior Apprentice. Again, we need to bear in mind that different programmes appeal to different demographics, and Dragon's Den and Junior Apprentice appealed particularly to young males, who tend to have relatively high intention rates anyway. Finally, we need to bear in mind that all these individuals explicitly denied that they were in the process of starting a business or becoming self-employed at the time of their second interview in 2010. This suggests that their start-up attempts had been abandoned or were dormant.

**Table 10: Steps taken by those who felt their most watched TV business programme made them want to start their own business, by programme title, 5 most watched programmes**

	Dragon's Den	The Apprentice	The Secret Millionaire	Junior Apprentice	Country House Rescue	Total
Any steps (action)	50.0%	70.6%	64.3%	83.3%	60.0%	63.9%
Defined opportunity	10.0%	17.6%	14.3%	50.0%		15.3%
Contact a local business support agency (e.g. Business Link)	10.0%	11.8%	28.6%			11.1%
Look for premises	15.0%	17.6%			20.0%	11.1%
Research into starting own business	5.0%	11.8%		16.7%	20.0%	11.1%
Contacted potential customers	15.0%	11.8%	7.1%	16.7%		9.7%
Invested own money		11.8%	14.3%	16.7%		9.7%
Asked for funding	10.0%	23.5%				8.3%
Purchased major equipment	5.0%	5.9%	7.1%	16.7%		5.6%
Organized founding team		11.8%	7.1%			4.2%
Formed legal entity		5.9%		16.7%		2.8%
Opened business bank account	5.0%		7.1%			2.8%
Installed business phone	5.0%					1.4%
Other	15.0%	17.6%	21.4%		20.0%	15.3%
Number reporting this programme as their most watched business programme	66	91	76	19	29	341
Number reporting this programme made them want to start their own business (intention)	20	17	14	6	5	72
Number reporting this programme made them take steps to start their own business (action)	10	12	9	5	3	46
Conversion rate (intention)	30%	19%	18%	32%	17%	21%
Conversion rate (action)	15%	13%	12%	26%	10%	13%

**Source: GEM UK Media Survey 2010**

One way of summarizing the effect of these programmes is to multiply the proportion of non-entrepreneurs who watched a programme the most (as shown in the last column of Table 7) by the proportion of these individuals who reported a specific effect from that programme (from Table 9 and Table 10). This gives the percentage of all non-entrepreneurs affected in a certain way by a particular programme, which we will call the “effect value”<sup>2</sup>. Table 11 shows the effect values of the most watched programmes for different elements of our model. It shows that each of these programmes had an effect on two or three times as many people in regard to antecedents of intention (social norms, desirability and feasibility) than in regard to intention or action.

<sup>2</sup> This is not a measure of the collective effect of all programmes of this type watched, but a measure of the perceived effect of the most watched programme. The true effect of a programme might be greater, since it might have an effect on individuals who watched other programmes of this type more often.

Effect values adjust for the “market share” of different programmes. For example, while Junior Apprentice achieved an impressive proportion of triggering events among the viewers who watched it the most, the small market share of this programme meant that its effect value was relatively low.

Combined as a group, these programmes appear to have a steadily declining effect as we consider the different elements of our model from social norms on the left hand side of the model (49% of all non-entrepreneurs) to actually taking steps to start a business (12%) on the right hand side of the model. Any assessment of the effect of these programmes also needs to take into account that they had a negative reinforcing effect on 15% of non-entrepreneurs who had already decided not to start a business, no claimed effect on 15% of non-entrepreneurs and were not watched by a further 14%.

**Table 11: Effect values for each element of the model of media effects on entrepreneurial behaviour and its antecedents, by most watched TV programme**

	The Apprentice	Dragon's Den	The Secret Millionaire	Junior Apprentice	Country House Rescue	All others	Total
Social norms effect value	12.6%	9.6%	12.9%	3.6%	2.7%	8.2%	49.4%
Desirability effect value	14.3%	9.8%	6.7%	3.3%	2.9%	6.4%	43.4%
Feasibility effect value	10.1%	7.6%	3.5%	2.6%	3.4%	6.7%	33.8%
Triggering event effect value (intention)	4.4%	5.0%	3.4%	1.4%	1.2%	2.5%	17.9%
Triggering event effect value (action)	3.0%	2.5%	2.2%	1.2%	0.7%	1.8%	11.5%
Negative reinforcing effect value	4.3%	2.8%	1.7%	0.5%	1.0%	4.4%	14.6%
No reported effect	4.0%	1.8%	3.2%	0.5%	1.9%	3.5%	14.9%
Not watched in past 12 months	45.8%	45.8%	49.0%	61.2%	73.6%		13.6%

*Source: GEM UK Media Survey 2010*

All non-entrepreneurs who had recalled at least one TV business programme were asked a series of additional questions about specific effects “the portrayal of entrepreneurship in” their ‘most watched’ programme might have had on them. This question mentions entrepreneurship specifically, suggesting an association between the programmes and entrepreneurship rather than leaving it to the respondent to make this connection. Table 12 shows the percentage of all non-entrepreneurs who said they were affected in a specified way, by title of TV programme.

Again, The Apprentice, Dragon’s Den and The Secret Millionaire come out as the most influential programmes, and the “effect value” of the first question in the table is virtually identical to the result when this question was asked earlier, which did not refer specifically to entrepreneurship. While only a minority of non-entrepreneurs have been affected in any of these ways, with the highest proportion being 49%, the magnitude of some of the stated effects is impressive. For example, these programmes, taken as a whole, appear to have made 38% of non-entrepreneurs realise that they had the necessary skills to start a business.

**Table 12: Effect of portrayal of entrepreneurship in ‘most watched’ TV business programme, based on response to named effects, as a proportion of all non entrepreneurs (N=402), by title of TV programme.**

	The Apprentice	Dragon's Den	The Secret Millionaire	Country House Rescue	Junior Apprentice	Others	Total
Has it made you think more positively about entrepreneurs in general?	12.7%	10.7%	11.7%	3.2%	3.2%	7.7%	49.3%
Has it made you realise that you have the necessary skills to start a business?	10.2%	8.5%	5.7%	3.2%	3.2%	6.7%	37.6%
Has it made you discuss a business idea with someone else?	9.5%	8.7%	5.7%	2.7%	2.0%	3.7%	32.3%
Has it made you encourage others to develop a new business idea?	9.0%	6.7%	5.2%	3.0%	1.5%	4.2%	29.6%
Has it made you want to find out more about starting your own business?	7.5%	5.2%	3.5%	1.7%	2.5%	3.0%	23.4%
Has it made you start researching a business idea?	6.5%	5.5%	2.7%	1.7%	0.7%	3.0%	20.1%
Has it made you realise that starting your own business is less risky than you had previously	5.0%	3.7%	3.2%	1.5%	2.0%	3.5%	18.9%
Has it made you investigate opportunities for investing in a start-up business?	5.0%	2.7%	2.7%	1.2%	1.0%	2.0%	14.7%
Has it made you enrol for a business start-up training course?	2.5%	1.7%	1.0%	0.2%	0.0%	1.5%	7.0%

**Source: GEM UK Media Survey 2010**

When asked if they thought of their most watched programme mainly as entertainment, a realistic depiction of what it is like to start or run a business, or a bit of both, 36% thought of it as entertainment, and only 11% thought it a realistic depiction, while 49% opted for a bit of both. In other words, at least a third of non-entrepreneurs who watched these programmes were sceptical of their 'reality' value. These proportions did not differ statistically by age group or gender. However, they did vary by programme watched. Country House Rescue scored the highest for a realistic depiction (28%) and least as an entertainment show (24%), while four out of ten people who watched The Apprentice, The Secret Millionaire or Junior Apprentice the most saw these programmes as mainly for entertainment and only around one in 20 saw them as realistic depictions of business.

**Table 13: Non-entrepreneurs' views of their most watched programmes as entertainment or realistic depictions of starting or running a business. (N=343).**

	Country House Rescue	Dragon's Den	The Apprentice	The Secret Millionaire	Junior Apprentice	Other	Total
Mainly for entertainment	24.1%	28.8%	40.7%	42.1%	42.1%	33.9%	36.2%
A realistic depiction of what it is like to start or run a business	27.6%	13.6%	6.6%	6.6%	5.3%	12.9%	10.8%
Or a bit of both of these	48.3%	54.5%	48.4%	43.4%	52.6%	48.4%	48.7%
Other	0.0%	0.0%	2.2%	7.9%	0.0%	3.2%	2.9%
Don't know	0.0%	3.0%	2.2%	0.0%	0.0%	1.6%	1.5%
	100.0%	100.0%	100.0%	100.0%	100%	100.0%	100.0%

*Source: GEM UK Media Survey 2010*

About a quarter (24%) of these non-entrepreneurs could think of other TV programmes not already mentioned such as soaps, dramas or documentaries, that they had watched in the last 12 months or so which have entrepreneurs or business owners as central characters. This level of recall did not vary significantly by age or gender. The two most frequently mentioned programmes were Coronation Street and Eastenders, each recalled by 19% of those who could recall another TV programme. A wide range of other programmes (42 in all) were mentioned, but none of these were mentioned by more than 5% of those who could recall another TV programme. Table 14 shows that half of those recalling Eastenders thought this TV programme painted entrepreneurial characters in a negative light, whereas those who recalled Coronation Street had a balance of their views between positive, negative and both. A small majority of those

who recalled other programmes thought they were positive portrayals. These differences in perceived portrayal are statistically significant.

**Table 14: Perceived portrayal of entrepreneurial characters in other TV programmes recalled by non-entrepreneurs and not already mentioned (N=97)**

	Positive	Negative	Both negative and positive	Neither positive nor negative	Don't know	Total
Coronation St	33.3%	33.3%	22.2%	11.1%	0.0%	100.0%
Eastenders	16.7%	50.0%	27.8%	0.0%	5.6%	100.0%
Others	55.4%	10.7%	30.4%	1.8%	1.8%	100.0%
Total	43.5%	22.8%	28.3%	3.3%	2.2%	100.0%

Source: GEM UK Media Survey 2010

When all non-entrepreneurs were asked if there was another TV programme they could think of that portrayed entrepreneurs in a positive light, 85% said no. Most of those who said yes mentioned TV programmes that had already been mentioned, and no one programme dominated. Of those who said yes (41 individuals), when asked in what ways the programme made them think more positively about entrepreneurs, 34% gave answers with the theme of giving money/helping people/sharing skills, while 15% suggested the programme was inspiring or showed it can be done. No other comment or theme was mentioned by more than 5 people.

### 3.3 Entrepreneurially-active Individuals and the Media

We started by asking this group did they think the way the word 'entrepreneur' or 'entrepreneurship' as portrayed in the media applies to people like themselves. Only two-fifths (40%) said yes. These were composed of "yes – completely" (12%) and "yes - partly" (28%). Of the 57% who said no, most said "no- not really" (36%) and the rest said "no – not at all" (22%). Only 2% said they did not know. There were no statistically significant differences by age group or gender in the proportions of nascent, new or established business owner/managers responding in these ways to this question. Thus, there is a mismatch between entrepreneur/entrepreneurship as portrayed in the media and how people who start and run businesses see themselves. This mismatch may be because many individuals who start and run businesses do not identify themselves as entrepreneurs and/or due to a misleading portrayal by the media of people who start and run businesses.

Two-thirds of the entrepreneurs (66.5%) indicated that the depiction of entrepreneurs in the media has become more positive in the last 10 years with 15% reporting that it had become less positive. Younger entrepreneurs tended to be more positive than older entrepreneurs, although the level of statistical significance was marginal, suggesting that the age effect is not very strong.

The main difference was that younger entrepreneurs were more likely to say that the media depiction of entrepreneurs was much more positive. For example, 51% of entrepreneurs aged under the age of 30 said this, compared with only 32% of older entrepreneurs. Responses by males and females to this question were similar.

Just over half (52%) of entrepreneurs (compared with 45% of non-entrepreneurs) had watched TV programmes in the last 12 months which showed how to start or run a business. Younger entrepreneurs (aged under 30 years) were much more likely to have watched any of these programmes (78% versus 50%). There was no such difference among non-entrepreneurs and thinkers. The most popular programmes mentioned by these entrepreneurs (unprompted) were Dragon's Den (69% of those who watched), the Apprentice (65%) and The Secret Millionaire (57%). These three programmes, with Junior Apprentice in fourth place (43%), were in the same order of popularity as for non-entrepreneurs.

However, these programmes were more popular among the entrepreneurs. For example, 14% more entrepreneurs watched Dragon's Den than non-entrepreneurs, and 11% more watched The Apprentice (compare Table 6 and Table 15). None of these programmes was less popular among entrepreneurs than among non-entrepreneurs. However, the more popular programmes tended to be even more popular among the entrepreneurs than the non-entrepreneurs. For example, an extraordinary 92% of male entrepreneurs under 30 had watched Dragons Den and 92% had also watched The Secret Millionaire in the last 12 months (and 92% of those who had watched Dragon's Den had also watched The Secret Millionaire).



**Table 15: Prompted recall by all entrepreneurs of name of TV programme watched in the last 12 months that showed how businesses are started or run, by age/gender combination. (N=594)**

	<b>Male under30</b>	<b>Female under 30</b>	<b>Male 30 or older</b>	<b>Female 30 or older</b>	<b>Total</b>
Dragon's Den	92.0%	75.0%	68.3%	66.7%	68.9%
The Apprentice	80.0%	83.3%	61.7%	67.1%	64.8%
The Secret Millionaire	<b>92.0%</b>	<b>58.3%</b>	<b>54.0%</b>	<b>58.0%</b>	57.1%
Junior Apprentice	60.0%	58.3%	39.7%	46.4%	43.3%
Country House Rescue	32.0%	25.0%	36.6%	43.0%	38.4%
The Restaurant	36.0%	33.3%	35.4%	36.7%	35.9%
Kitchen Nightmares	44.0%	25.0%	35.1%	30.4%	33.7%
Mary Queen of Shops	28.0%	8.3%	25.7%	45.9%	32.5%
Inside John Lewis	12.0%	8.3%	21.1%	25.1%	21.9%
High Street Dreams	<b>20.0%</b>	<b>25.0%</b>	<b>7.1%</b>	<b>11.6%</b>	9.6%
Theo's Adventure Capitalists	12.0%	0.0%	10.3%	7.7%	9.3%
Other	8.0%	16.7%	4.0%	3.4%	4.2%
None of these	0.0%	0.0%	8.9%	7.7%	7.9%
Don't know	8.0%	0.0%	1.1%	.5%	1.2%

*Source: GEM UK Media Survey 2010*

*Note: rows in bold denote statistically significant differences in proportions across the row (at 5% level of significance)*

Overall, two-thirds (66.4%) of entrepreneurs said they thought that these programmes help influence people to make informed decisions about their future careers. There were no statistically significant differences in proportion of answers to this question by age group or gender. However, new business owner-managers were less likely to say they thought the programmes were influential (62%) than nascent entrepreneurs (71%) or established business owner-managers (72%).

When asked in what ways these programmes helped, around 9 out of 10 of these positively-disposed entrepreneurs felt that they would make people more aware of a career as an entrepreneur (86%), make people think more positively about entrepreneurs (91%), and more importantly, make people want to start their own business (86%). More males than females agreed with this last point (90% versus 80%). Around two-thirds (67%) reported that these programmes showed the practical steps of setting up their own business which is a very positive endorsement of the content of these programmes from a group of existing entrepreneurs. Only 44% said it the programmes would reinforce people's decisions not to start a business.

As with the non-entrepreneurs and thinkers, we asked the entrepreneurs if they could think of other programmes not already mentioned such as soaps, dramas or documentaries, that they had watched in the last six months or so which have entrepreneurs or business owners as central characters. One quarter (25%) did so, the same proportion as the non-entrepreneurs. And as with the non-entrepreneurs and thinkers, the most frequently mentioned programme that came immediately to their mind was Coronation Street (mentioned by 23% of entrepreneurs who could think of another programme), followed by Eastenders (16%), while 58% mentioned other programmes, none of which were mentioned by more than 5% of those who could recall another programme.

When asked if this other programme they recalled portrayed entrepreneurs in a positive or negative light, the distribution of answers was very similar to those provided by the non-entrepreneurs, with a third of those mentioning Coronation Street but over half of those mentioning Eastenders thinking that entrepreneurs were portrayed in a negative light. Other programmes mentioned seemed to be more positive towards entrepreneurs, again similar to the responses of the non-entrepreneurs.

**Table 16: Perceived portrayal of entrepreneurial characters in other TV programmes recalled by entrepreneurs and not already mentioned (N=144)**

	Positive	Negative	Both negative and positive	Neither positive nor negative	Don't know	Total
Coronation St	23.5%	32.4%	26.5%	11.8%	5.9%	100.0%
Eastenders	16.7%	54.2%	20.8%	4.2%	4.2%	100.0%
Others	55.8%	16.3%	20.9%	5.8%	1.2%	100.0%
Total	41.7%	26.4%	22.2%	6.9%	2.8%	100.0%

*Source: GEM UK Media Survey 2010*

In all, 77% of entrepreneurs who had watched these programmes about or featuring entrepreneurs (N=551) said they thought these programmes help influence what the general public think about people who run their own business. This proportion did not vary significantly by gender, age group, whether the entrepreneur was a nascent, new or established business owner-manager, or whether the new or established business owner-manager had founded the business or not. When asked in what way these programmes influenced the general public, a wide range of answers were offered. Figure 8 summarises these comments in a “wordle” diagram (“word clouds”) in which the font size of a word denotes the frequency of appearance of that word in the comments. Generally, the messages seem more positive than negative.

Interestingly, when we asked them if they thought these programmes influenced what other people thought about what *they* did, only 27% said yes. Thus, we have a difference in perception of the influence of these programmes in general and in particular. This reinforces the earlier finding that most people who start and run businesses do not identify with the way entrepreneurs are portrayed in the media.



contrast, around 18-19% of both new and established founders reported their university or college training as a major influence. If an influence dimmed in significance as the years pass, one might have expected to see an influence such as university/college training be less important to established founders, who are likely to be older, to recede in frequency. The fact that it does not suggests that the media may indeed have become more influential in recent years on company formation, even if the entrepreneurial activity rate has been relatively static.

The influence of the media needs to be put in context as the seventh most frequently mentioned major influence. Media was mentioned five times less frequently than family and close friends, and mentioned only half as often as university or college training, for example. Table 18 shows that a range of media influenced founders, not just TV. In fact, newspapers were mentioned almost as often as TV (by around 4 in 10 of founders who felt the media was a major influence).

**Table 17: Major influences on a new or established business founder's decision to start a new business, as a percentage of new (N= 171) or established founders (N=272)**

<b>Major influence</b>	<b>New business founder</b>	<b>Established business founder</b>	<b>All new or established founders</b>
Family and close friends	50.4%	51.5%	50.8%
Work colleagues	26.5%	24.6%	25.7%
University/College training	18.8%	18.1%	18.5%
Government support agencies such as Business	14.7%	16.4%	15.3%
Work circumstances e.g. redundancy,	14.3%	12.9%	13.8%
Local Business Support Organisations	13.2%	8.8%	11.5%
Public media such as TV, radio and newspapers	<b>11.8%</b>	<b>4.1%</b>	8.8%
Wanted to work for myself/follow own interests	4.4%	5.8%	5.0%
Influenced by own motivation/ambition/idea	4.8%	4.7%	4.7%
A schoolteacher	2.9%	4.7%	3.6%
National Enterprise Campaigns	1.8%	4.1%	2.7%
An opportunity came up/saw a gap in the market	2.6%	2.9%	2.7%
Financial reasons/to make more money	1.8%	2.3%	2.0%
Personal circumstances e.g. children/age/health	1.8%	1.8%	1.8%
Other	1.5%	2.9%	2.0%
None of these/Nothing	16.2%	15.8%	16.0%
Don't know	0.4%	0.6%	0.5%

Source: GEM UK Media Survey 2010

**Table 18: Types of media that influenced founders the most, for founders who felt that the media were a major influence in their decision to start a business (N=39)**

<b>Types of media</b>	<b>Frequency of mention</b>
Television	41.0%
Newspapers	35.9%
Magazines	23.1%
Websites (unspec.)	23.1%
Radio	15.4%
Social networking websites	15.4%
Books	12.8%
Advertising hoardings	5.1%
Video/Computer games	2.6%
Blogs and twitter messages	2.6%
Don't Know	7.7%

**Source: GEM UK Media Survey 2010**

There were few significant differences in frequency of major influence type by gender or age group. Male established business founders were significantly more likely to cite redundancy or unemployment as a major influence than female established business founders (18% versus 5%). Young new founders (under 30 years of age) were significantly more likely to cite family and friends as a major influence (73% versus 48%) and university/college training (41% versus 17%) than older new founders.

Table 19 identifies the frequency with which individuals who stated that the media were a major influence on their decision to start a business identified a specific prompted way in which the media influenced them. The most frequently mentioned effects were on social norms, certain actions (taking steps such as researching a business idea and discussing it with someone else) and feasibility (skills awareness). Of course, all of these founders had already stated that the media had a major influence on their decision to start a business.

**Table 19: Effects of media on business founders who stated the media had a major influence on their decision to start a business, by frequency of mention from a prompted list (N=39)**

Has the media made you think more positively about entrepreneurs in general?	82.1%
Has the media made you start researching a business idea?	82.1%
Has the media made you understand more clearly the range of skills and motivations necessary to launch a successful new business?	79.5%
Has the media made you realise that you have the necessary skills to start a	76.9%
Has the media made you discuss a business idea with someone else?	74.4%
Has the media made you want to find out more about starting your own business?	69.2%
Has the media made you encourage others to develop a new business idea?	64.1%
Has the media made you realise that starting your own business is less risky than you had previously thought?	64.1%
Has the media made you investigate opportunities for investing in a start-up	53.8%
Has the media made you change your mind about what you want to do with your career in the next 3 years?	43.6%
Has the media made you enrol for a business start-up training course?	30.8%

*Source: GEM UK Media Survey 2010*

As Table 20 shows, less than 2% of founders indicated that the media had been the single major influence on their decision to start a new business. The most frequently mentioned single major source was family and close friends (33%), while 18% of founders could not name a single major influence. University or college training was the single major influence for 6% of founders.

We can conclude that media is one of a range of influences that can affect founders, but it is recognised as a major influence by relatively few people and the single major influence for less than one in 50 founders. However, it also needs to be recognised that the literature and our model postulate an often subtle underpinning role for social norms and values. Data presented in section 2 suggests that the greatest effect of the media on non-entrepreneurs appears to be on these background variables, rather than serving as memorable triggering events. For example, TV programmes portraying entrepreneurs appear to reinforce as many decisions not to become an entrepreneur as they generate decisions to engage in start-up activities. Yet it seems to have a positive influence on social norms of around half of non-entrepreneurs. Thus, while the media is only rarely recognised by entrepreneurs as a major influence on their decision to start a business, it may have contributed to their becoming an entrepreneur by enhancing social norms more generally. Indeed, without the media portrayal of entrepreneurship, the recent general down-turn in sentiment towards starting and running a business as a career noted in Section 2 could have been worse.

**Table 20: Single major influence on a new or established business founder's decision to start a new business, as a percentage of new (N= 171) or established founders (N=272)**

Single major influence	New business founder	Established business founder	All new or established founders
Family and close friends	32.7%	33.5%	33.2%
Work colleagues	8.2%	9.6%	9.0%
University/College training	4.7%	6.3%	5.6%
Government support agencies such as Business Link	1.8%	2.9%	2.5%
Public media such as TV, radio and newspapers	1.2%	1.8%	1.6%
Local Business Support Organisations	1.2%	1.5%	1.4%
National Enterprise Campaigns	1.2%	0.4%	0.7%
A schoolteacher	1.2%	0.4%	0.7%
Other	29.2%	24.3%	26.2%
None of these/None	17.5%	18.4%	18.1%
Don't know	1.2%	1.1%	1.1%
Total	100.0%	100.0%	100.0%

**Source: GEM UK Media Survey 2010**



## Section 4: National Enterprise Campaign Effects

All respondents were asked if they were aware of a set of “the following national campaigns designed to make you more aware of the opportunities of entrepreneurship/running your own business”. The responses in Table 21 show a very high awareness of The Prince’s Trust. Perhaps not surprisingly, awareness of The Prince’s Trust was higher among entrepreneurs than among non-entrepreneurs or thinkers. Generally, awareness seemed to be higher among nascent entrepreneurs than among other groups, although statistically significant differences between these five groups were detected only for three named campaigns: The Prince’s Trust, Enterprise Week, and Shell Livewire.

**Table 21: Awareness among individuals of different levels of entrepreneurial intention and activity of different national campaigns designed to make them more aware of the opportunities of entrepreneurship/running your own business (N=1000)<sup>3</sup>**

	Non-entrepreneurs	Thinkers	Nascents	New business owners	Established business owners	Total
The Prince’s Trust	<b>74.2%</b>	<b>72.8%</b>	<b>82.1%</b>	<b>82.3%</b>	<b>84.7%</b>	79.4%
Young Enterprise	36.8%	47.8%	47.8%	40.1%	43.1%	40.9%
Enterprise Week	<b>24.8%</b>	<b>27.2%</b>	<b>38.8%</b>	<b>23.9%</b>	<b>20.1%</b>	24.7%
PRIME (Prince’s Initiative for Mature Enterprise)	8.7%	6.5%	14.9%	6.8%	7.7%	8.1%
Shell Livewire	<b>5.2%</b>	<b>5.4%</b>	<b>19.4%</b>	<b>8.4%</b>	<b>4.8%</b>	7.1%
Make Your Mark	3.5%	8.7%	9.0%	5.0%	4.3%	5.0%
NACUE (National Consortium of University Entrepreneurs)	3.5%	5.4%	9.0%	2.5%	5.3%	4.1%
Business Link	0.3%	1.1%	4.5%	1.9%	1.9%	1.5%
Any other campaign aimed at encouraging enterprise	<b>2.9%</b>	<b>7.6%</b>	<b>13.4%</b>	<b>4.3%</b>	<b>6.2%</b>	5.2%
Not aware of any	21.6%	17.4%	13.4%	14.3%	12.9%	16.5%
Go For It (Northern Ireland only)	85.7%	59.3%	61.1%	50.0%	75.0%	63.9%
Don’t know	0.3%	0.0%	0.0%	0.3%	0.5%	0.3%
Refused	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%

Source: GEM UK Media Survey 2010

Awareness among females was higher than for males for some of these campaigns. For example, awareness was statistically higher among female entrepreneurs (nascent, new and

<sup>3</sup> Rows of numbers in bold denote a statistically significant difference in proportions across that row.

established) than male entrepreneurs for Enterprise Week (31% versus 20%) and Young Enterprise (52% versus 36%). Among non-entrepreneurs and thinkers, awareness of The Prince's Trust is higher among females (80%) than males (68%). Awareness of Make your Mark was higher among the non-entrepreneurial (and thinker) under 30's (11%) than among under 50's (2%) or 50+ (4%). Awareness of Enterprise Week was lower among 30 to 49 year old entrepreneurs (19%) than among younger (32%) or older (29%) entrepreneurs. Awareness of The Prince's Trust was lower among non-entrepreneurial under 30's (64%) than among older non-entrepreneurial individuals (78% and 75%). Awareness of NASCUE was higher among the non-entrepreneurial under 30's (6%) and the 50+ age group (6%) than among the non-entrepreneurial 30 to 49 age group (1%).

In Table 22, we show the campaigns that individuals stated they were most aware of. The Prince's Trust was selected by 64%, although in Northern Ireland it was beaten into second place by the local campaign "Go For It". Other campaigns were selected by relatively few individuals as those they were most aware of, while 17% said they were unaware of any campaigns.

**Table 22: Campaign that individuals of different levels of entrepreneurial intention and activity are most aware of (N=1000)**

	Non-entrepreneurs	Thinkers	Nascents	New business owners	Established business owners	Total
Princes Trust	60.6%	59.8%	58.2%	66.5%	69.9%	64.2%
Young Enterprise	7.4%	13.0%	3.0%	3.1%	4.8%	5.7%
Enterprise Week	3.9%	1.1%	3.0%	3.7%	2.9%	3.3%
PRIME (Prince's Initiative for Mature Enterprise)	1.0%	0.0%	3.0%	0.9%	0.0%	0.8%
Shell Livewire	0.3%	0.0%	1.5%	0.6%	0.5%	0.5%
Make Your Mark	0.0%	0.0%	0.0%	1.2%	0.0%	0.4%
NACUE (National Consortium of University Entrepreneurs)	0.3%	1.1%	0.0%	0.3%	0.5%	0.4%
Go For It (Northern Ireland only)	57.1%	44.4%	16.7%	37.5%	66.7%	41.7%
Other	1.0%	4.3%	10.4%	3.7%	5.3%	3.7%
Not aware of any	21.6%	17.4%	13.4%	14.3%	12.9%	16.5%
Don't know	1.0%	0.0%	1.5%	1.6%	1.0%	1.1%
Refused	0.0%	0.0%	0.0%	0.3%	0.5%	0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

*Source: GEM UK Media Survey 2010*

Because of the domination of The Prince's Trust in the mind of respondents, we compare the reported effect of The Prince's Trust against all other campaigns. The result is quite stark: in

terms of effect value, or changed opinions as a perceived result of the campaign, the magnitude of the effect of The Prince's Trust (as the campaign the respondent was most aware of) appears to be ten-fold the effect of all other campaigns combined (see Table 23). In addition, The Prince's Trust had an effect on significantly more thinkers and/or nascent entrepreneurs than on other groups, whereas the other campaigns, taken as a group, did not show such targeted effects.

**Table 23: Specific effects of The Prince's Trust campaign versus other campaigns that individuals of different levels of entrepreneurial intention and activity are most aware of (N=1000)**

		Non-entrepreneurs	Thinkers	Nascents	New business owners	Established business owners	Total
Would you say this campaign made you change your mind about what you want to do with your career in the next 3 years?	Prince's Trust	5.2%	13.0%	10.4%	9.3%	6.2%	7.8%
	Other campaigns	1.0%	3.3%	0.0%	0.3%	0.0%	0.7%
Would you say this campaign made you want to find out more about starting your own business?	Prince's Trust	<b>9.4%</b>	<b>37.0%</b>	<b>25.4%</b>	<b>14.0%</b>	<b>12.0%</b>	15.0%
	Other campaigns	1.9%	6.5%	0.0%	1.2%	0.0%	1.6%
Would you say this campaign made you think more positively about entrepreneurs in general?	Prince's Trust	27.7%	41.3%	40.3%	32.6%	27.8%	31.4%
	Other campaigns	2.3%	5.4%	1.5%	2.5%	0.0%	2.1%
Would you say this campaign made you realise that you have the necessary skills to start a business?	Prince's Trust	<b>19.7%</b>	<b>37.0%</b>	<b>38.8%</b>	<b>29.8%</b>	<b>23.9%</b>	26.7%
	Other campaigns	1.6%	4.3%	0.0%	1.9%	1.0%	1.7%
Would you say this campaign made you discuss a business idea with someone else?	Prince's Trust	<b>12.9%</b>	<b>30.4%</b>	<b>31.3%</b>	<b>20.8%</b>	<b>18.7%</b>	<b>19.5%</b>
	Other campaigns	1.6%	5.4%	0.0%	1.2%	1.0%	1.6%
Would you say this campaign made you encourage others to develop a new business idea?	Prince's Trust	<b>17.4%</b>	<b>25.0%</b>	<b>37.3%</b>	<b>25.5%</b>	<b>27.8%</b>	24.2%
	Other campaigns	1.0%	5.4%	1.5%	1.9%	0.5%	1.6%
Would you say this campaign made you realise that starting your own business is less risky than you had previously thought?	Prince's Trust	<b>11.9%</b>	<b>27.2%</b>	<b>19.4%</b>	<b>20.5%</b>	<b>18.2%</b>	17.9%
	Other campaigns	1.0%	0.0%	1.5%	1.6%	1.0%	1.1%
Would you say this campaign made you understand more clearly the range of skills and motivations necessary to launch a successful new business?	Prince's Trust	<b>25.8%</b>	<b>41.3%</b>	<b>41.8%</b>	<b>30.7%</b>	<b>26.3%</b>	30.0%
	Other campaigns	2.3%	3.3%	0.0%	1.6%	1.0%	1.7%
Would you say this campaign made you start researching a business idea?	Prince's Trust	<b>9.4%</b>	<b>28.3%</b>	<b>31.3%</b>	<b>18.6%</b>	<b>14.8%</b>	16.7%
	Other campaigns	1.0%	5.4%	1.5%	1.2%	1.0%	1.5%
Would you say this campaign made you enroll for a business start-up training course?	Prince's Trust	<b>1.0%</b>	<b>6.5%</b>	<b>11.9%</b>	<b>7.5%</b>	<b>6.2%</b>	5.4%
	Other campaigns	0.0%	4.3%	0.0%	0.0%	0.5%	0.5%
Would you say this campaign made you investigate opportunities for investing in a start-up business?	Prince's Trust	<b>5.5%</b>	<b>17.4%</b>	<b>19.4%</b>	<b>13.4%</b>	<b>10.0%</b>	11.0%
	Other campaigns	1.0%	4.3%	0.0%	0.6%	0.5%	1.0%

Source: GEM UK Media Survey 2010

## Section 5: Enterprise UK: Participants in Global Entrepreneurship Week (GEW)

The model outlined in Section 1 suggests that actual entrepreneurial activity reflects both cultural norms and values (which influence desirability) and the feasibility of action which is influenced by both perceptions and prevalence of entrepreneurial skills. In this sense, factors that create more positive values and normalise entrepreneurial activity and measures to enhance skills and capacities are complementary. In general, both are necessary but neither in itself is sufficient. One outcome that follows from this is that the effectiveness of initiatives designed to provide entrepreneurial skills will be increased or enhanced by more positive social norms and values, which in part at least can be seen to result from more positive media coverage.

In this Section we describe the results from our survey of participants in Enterprise UK (EUK) sponsored activities (i.e., Global Entrepreneurship Week (GEW)/Enterprise Week (EW)) and then consider the extent to which these support our model and the notions of complementarity and the role of trigger events that this suggests. In the initial survey there were 34 participants in GEW/EW and this was increased to 279 by the top-up survey in late August/September. Almost four-fifths of these respondents (78.1%) were non-entrepreneurs in 2009 and remained so 12 months later (Table 24). Therefore, this sub-sample of EUK participants breaks down in simple terms into 32 entrepreneurially active individuals (nascent, new and established business owner-managers) and 247 non-entrepreneurially active individuals (non-entrepreneurs and thinkers).

**Table 24: Distribution of EUK Participants by Entrepreneurial Status in 2009 and in 2010**

Original Entrepreneur Status (as at GEM 09)	Entrepreneur Status Now					Total
	Thinkers	Non-entrepreneurs	Nascent entrepreneurs	New business owners	Established business owners	
Thinkers	8	6	4	1	0	19
Non-entrepreneurs	0	218	10	0	0	228
Nascent entrepreneurs	2	2	2	0	0	6
New business owner (NBO)	0	0	0	6	0	6
Established business owner (EBO)	0	1	0	0	19	20
Total	10	227	16	7	19	279

**Source: GEM UK Media Survey 2010**

We saw that from the main survey that around one in four of the 'Thinkers' in 2009 had become nascent or new business owners within 12 months and we now note that this is a similar

proportion for those that had participated in EW/GEW. For non-entrepreneurs the proportion who had become nascent or new business owners within 12 months was around 4 per cent – a similar proportion for the original sample of non-entrepreneurs.

The objective now is to determine whether the effects of business reality programmes identified earlier are intensified for individuals who report that they have already participated in EUK organised activities as part of EW/GEW. As we saw in Section 3 that one way of summarizing the effect of these TV business reality programmes on non-entrepreneurs is to generate a metric which gives the percentage of all non-entrepreneurs affected in a certain way by a particular programme, which we called the “effect value”<sup>4</sup> (see Table 11). We repeat that analysis here and Table 25 shows the effect values of the most watched programmes for different elements of our model on non-entrepreneurs for EUK participants.

Once again we note that each of these programmes had an effect on four or five times as many people in regard to antecedents of intention (social norms, desirability and feasibility) than in regard to intention or action. This is a much larger gap for EUK participants as we can see from the final column of Table 25. For example, the effect on the social norms effects value is greater for EUK participants (61% compared to 49%) and the same is true for the desirability and feasibility effects values. As before, we observe that these TV programmes appear to have a steadily declining effect as we consider the different elements of our model from social norms on the left hand side of the model (61% of all non-entrepreneurs) to actually taking steps to start a business (4%) on the right hand side of the model. Finally, any assessment of the effect of these programmes on EUK participants also needs to take into account that they had a negative reinforcing effect on 21% of non-entrepreneurs (slightly higher than for non-EUK participants) who had already decided not to start a business and no claimed effect on 16% of non-entrepreneurs (15% for non-EUK participants).

The implication here is that these TV business reality programmes are indeed deepening a more positive set of social norms and values for those respondents who had participated in EW/GEW activities compared to those who had not participated. However, there is no evidence, as yet, to suggest that entrepreneurial actions for this sub-group of non-entrepreneurs have been influenced to a greater extent than those who stated that they had not participated in EW/GEW. We simply make the argument that there would appear to be a clear complementarity between the effects of TV business reality programmes on positive social norms and values about

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<sup>4</sup> Remember - this is not a measure of the collective effect of all programmes of this type watched, but a measure of the perceived effect of the most watched programme. The true effect of a programme might be greater, since it might have an effect on individuals who watched other programmes of this type more often.

entrepreneurship by this sub-group and that this is an important condition for future entrepreneurial behaviour and actions. To be clear, causality has not been determined in this analysis.

**Table 25: Effect values for each element of the model of media effects on entrepreneurial behaviour and its antecedents, by most watched TV programme: EUK Participants**

	The Apprentice	Dragon's Den	The Secret Millionaire	Junior Apprentice	Mary Queen of Shops	All others	Total	Reference – non-EUK Total
Social norms effect value	18.3%	13.7%	11.7%	4.1%	9.2%	4.0%	60.9%	49.4%
Desirability effect value	18.3%	14.2%	10.6%	4.1%	7.6%	4.6%	59.4%	43.4%
Feasibility effect value	13.2%	12.7%	5.1%	2.0%	7.6%	6.6%	47.2%	33.8%
Triggering event effect value (intention)	2.5%	4.6%	1.5%	0.5%	1.0%	1.0%	11.2%	17.9%
Triggering event effect value (action)	0.5%	0.5%	1.5%	0.5%	0.5%	0.0%	4.1%	11.5%
Negative reinforcing effect value	7.1%	4.1%	2.0%	1.0%	3.6%	3.5%	21.3%	14.6%
No reported effect	5.6%	4.6%	0.5%	0.5%	0.0%	4.5%	15.7%	14.9%

*Source: GEM UK Media Survey 2010*

We now compare the reported effect of participation in activities organised as part of EUK's Enterprise Week/Global Entrepreneurship Week (EW/GEW) against the effect of the Prince's Trust, which as we saw earlier was the campaign that most respondents were aware of (Table 26). This is not intended as a direct comparison to arrive at some conclusion as to what works best but rather to provide some context for EUK activity against other organisations in this space. Given the imbalance of the EUK sample between non-entrepreneurs and entrepreneurs we focus solely on the non-entrepreneurs in this analysis. Interestingly, not all EUK participants reported that EW/GEW was the campaign that they were most aware of – only 53 out of 247 non-entrepreneurs did so. The result, in terms of effect value, or changed opinions as a perceived result of participating in EW/GEW appears to be greater on almost all the specific effects listed than the effect of the Prince's Trust, which in turn had an effect ten times greater than all the other campaigns put together (see Table 23). Some of the most striking differences are worth noting:

- Almost three-quarters (73.6%) of EUK respondents reported that EW/GEW 'campaign' made them understand more clearly the range of skills and motivations necessary to

launch a successful new business compared to one in four (25.8%) of those non-entrepreneurs who were most aware of the Prince's Trust.

- Two-thirds (66.5%) of EUK respondents stated that EW/GEW made them think more positively about entrepreneurs in general compared to just one in four (27.7%) of those non-entrepreneurs who were most aware of the Prince's Trust.
- One in two (49.1%) of EUK respondents reported that EW/GEW made them realise that they had the necessary skills to start a business compared to one in five (19.7%) of those non-entrepreneurs who were most aware of the Prince's Trust.
- A quarter (26.4%) of EUK respondents reported that EW/GEW made them realise that starting their own business is less risky than they had previously thought compared to one in ten (11.9%) of those non-entrepreneurs who were most aware of the Prince's Trust.

**Table 26: Specific effects of Enterprise UK versus The Prince's Trust campaign that Non-entrepreneurs are most aware of.**

	Non-Entrepreneurs EUK (n=53)	Non-Entrepreneurs Prince's Trust (n=243)	Non-Entrepreneurs Prince's Trust and EUK Participants (n=72)
Would you say this campaign made you change your mind about what you want to do with your career in the next 3 years?	7.5%	5.2%	4.2%
Would you say this campaign made you want to find out more about starting your own business?	17.0%	9.4%	5.6%
Would you say this campaign made you think more positively about entrepreneurs in general?	66.0%	27.7%	54.2%
Would you say this campaign made you realise that you have the necessary skills to start a business?	49.1%	19.7%	33.3%
Would you say this campaign made you discuss a business idea with someone else?	30.2%	12.9%	16.7%
Would you say this campaign made you encourage others to develop a new business idea?	41.5%	17.4%	31.9%
Would you say this campaign made you realise that starting your own business is less risky than you had previously thought?	26.4%	11.9%	20.8%
Would you say this campaign made you understand more clearly the range of skills and motivations necessary to launch a successful new business?	73.6%	25.8%	47.2%
Would you say this campaign made you start researching a business idea?	15.1%	9.4%	2.8%
Would you say this campaign made you enrol for a business start-up training course?	1.9%	1.0%	0.0%
Would you say this campaign made you investigate opportunities for investing in a start-up business?	5.7%	5.5%	8.3%

Source: GEM UK Media Survey 2010



The final column in Table 26 refers to those EUK participants who reported that the enterprise campaign they were most aware of was The Prince's Trust and not EW/GEW. We do this to illustrate those even EUK participants who do not acknowledge EW/GEM as the most important enterprise campaign also report effects more in line with those that do. For example, they are much more likely to say that the Prince's Trust made them think more positively about entrepreneurs in general than those who were not EUK participants: 54% compared to 28%. Further, one in five stated that the Prince's Trust made them realise that starting their own business is less risky than they had previously thought compared to one in ten who had not also participated in EUK organised activities.

The overall conclusion to be drawn from this focus on only EUK participants is that media had a differential effect on this sub-group of non-entrepreneurs compared to non-entrepreneurs generally. There is a clear intensification by TV business reality programmes of positive social norms and values which can be assumed to increase the effectiveness of initiatives such as EW/GEW.

This conclusion is further reinforced by the evidence on the effect of the EUK campaign itself as this has had a greater effect on entrepreneurial behaviour and actions than the next most aware enterprise campaign – The Prince's Trust.

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