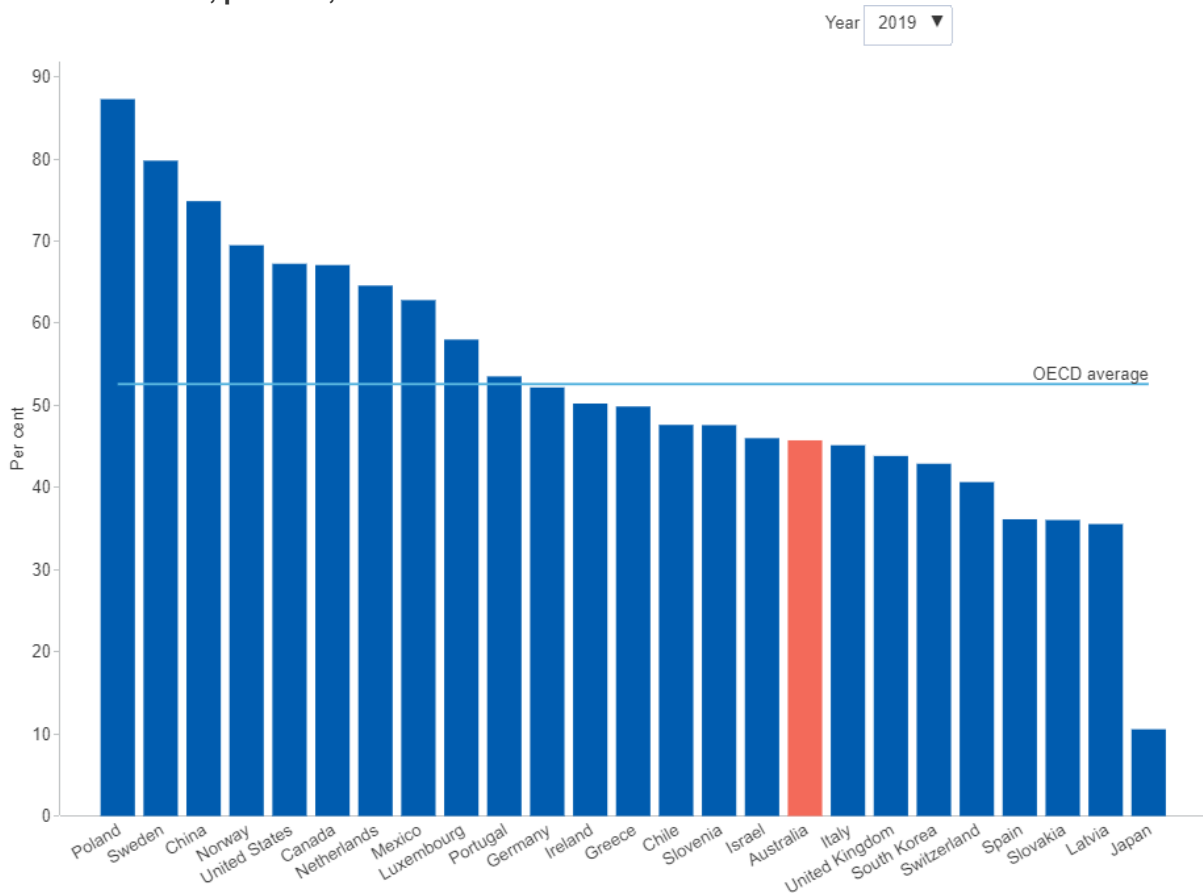


2.4.3 Adults perceiving start-up opportunities for new businesses

Perceptions of the abundance and quality of business opportunities play an important role in deciding whether to be entrepreneurially active. In *Australia*, the share of adults who saw good opportunities to start a business in the area where they lived fell from 51.4 per cent in 2017 to 45.7 per cent in 2019, while the OECD average increased from 44.5 per cent to 52.6 per cent in the same period. *Canada* and the *United States* are significantly above the *OECD average* at 67.1 per cent and 67.2 per cent, respectively.¹ The 2017–18 GEM Australian national report also suggests that in 2017 the share of opportunity-driven Australian entrepreneurs was almost four times higher in that year than the share of entrepreneurs that started a business out of necessity (83.2 per cent and 16.8 per cent, respectively). Similarly, Australia performed relatively well on the metric showing the extent to which new businesses are likely to create jobs. Around 28.2 per cent of new Australian businesses expect to create at least six new jobs in the next five years, performing well above the OECD average (20.6 per cent).²

Figure: Early-stage entrepreneurial activity, share of adults perceiving start-up opportunities, OECD countries, per cent, latest 2019



¹ GEM Consortium (2020) *Global Entrepreneurship Monitor 2019/20 Global Report*, Global Entrepreneurship Research Association (<https://www.gemconsortium.org/report>)

² Entrepreneurship, Commercialisation and Innovation Centre (2019) *Global Entrepreneurship Monitor 2017/18 Australian National Report*, The University of Adelaide (<https://eprints.qut.edu.au/127058/1/GEM%20AUS%20Report%20CLIENT%20corrected.pdf>)