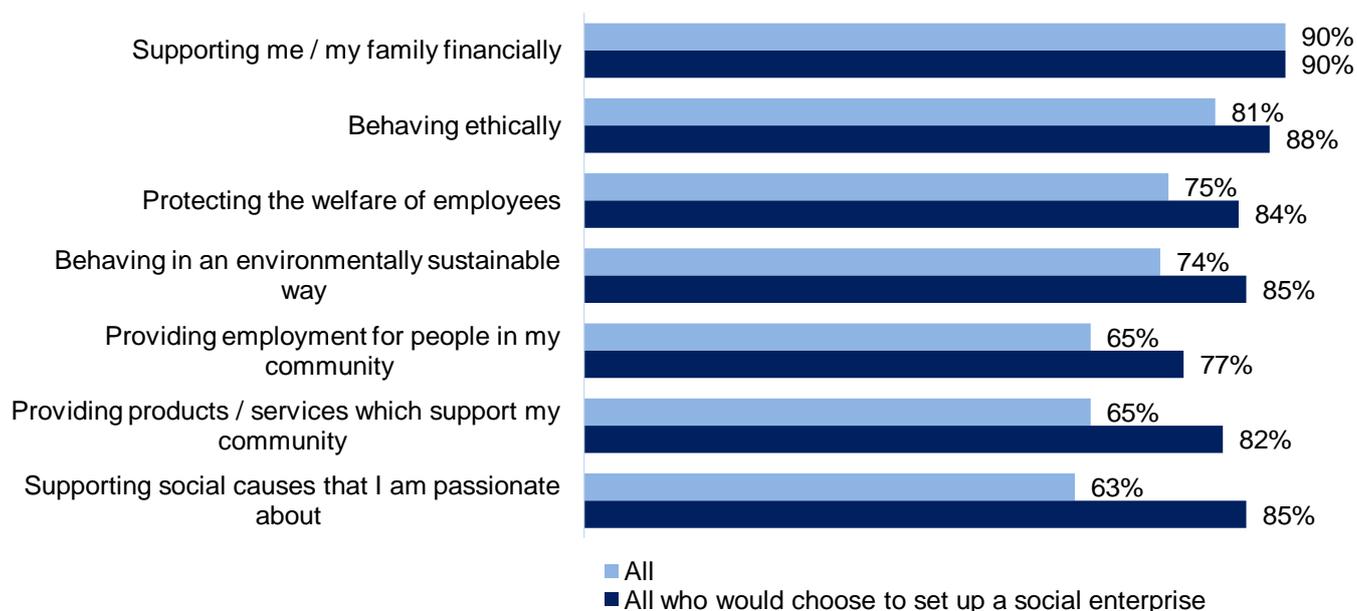


Appetite for Business and Social Enterprise

- Almost three fifths (57%) of UK adults are currently in work, and of these over a fifth (22%) are self employed on either a full (14%) or part (8%) time basis.
- Of the general adult population that is not currently self-employed, over a third (38%) would like to start their own business or enterprise. Only 7%, however, are in the process of doing this. Both these trends have remained broadly consistent over the past year.
- A fifth (19%) of those who want to start a business, would like to start a social enterprise.
- Of those who want to set up their own business or enterprise, a fifth (21%) intend to do it within the year, and a further quarter (25%), between one and five years from now. However, 28% do not know when they will set up their business or enterprise, and a further fifth (19%) do not think they will ever set up their business.
- The vast majority (90%) of people feel that the most important factor to consider in starting a business or enterprise would be supporting themselves and/or their family. However, many of the features and tenets of social enterprise are also important to people. For example, four fifths (81%) would consider behaving ethically to be important, three quarters (75%) think that protecting the welfare of employees would be important, providing employment for people in their community would be important for two thirds (65%), and over three fifths (63%) would think it important to support social causes about which they were passionate.

People consider socially conscious enterprise to be important:

How important would each of the following be to you in starting up your own business or enterprise? (SUM: Important)



Base: All respondents except self-employed (2439)

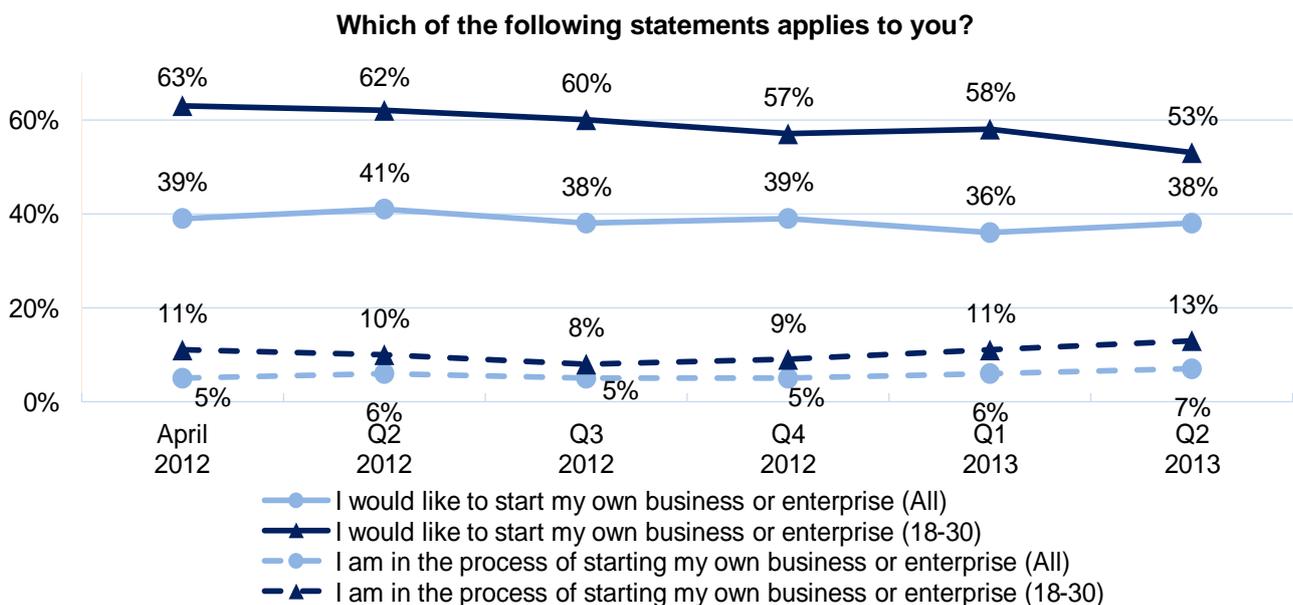
Base: All respondents who would choose to set up a social enterprise (519)

- People often perceive significant barriers to setting up a business or enterprise:
 - Three fifths (60%) say a fear of failure would hold them back
 - Two fifths (39%) feel the economic climate is too difficult
 - Almost two fifths (38%) do not think they could get the money required to get started
 - Over a third (36%) feel it is too risky
 - Only just over a fifth (23%) feel that now is a good time to start a business or enterprise
- If they were looking for support in setting up a business or enterprise, over half (55%) would turn to banks. However, this proportion drops to 45% of those who would choose to set up a social enterprise. These people would be more likely to turn to socially minded individual investors (31% compared to 18% of the general population).
- The most helpful type of assistance when setting up a business or enterprise is finance (33%), although a sum of 46% would want either a mentor (14%), support from a business development manager (14%), training (11%), or access to pro bono expertise (7%). Those people who would choose to set up a business or enterprise are less likely to look for finance (26%), but slightly more likely to look for training/advice (sum: 50%).

Enthusiasm for Social Enterprise amongst Young People

- Compared to the UK adult population, young people continue to be less likely to be self-employed (11% compared to 20% of the general population), but much more likely to want to start their own business or enterprise (54% compared to 36%). An increasing proportion are in the process of starting a business or enterprise, but a large 'ambition gap' remains.

The 'ambition gap':



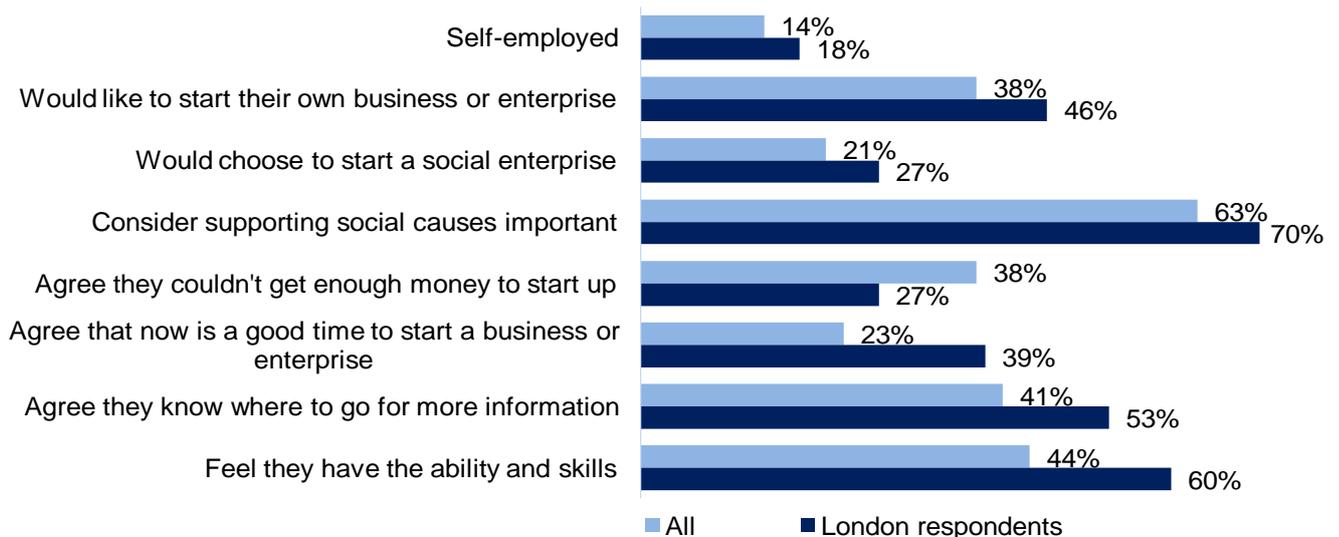
Base: All respondents except self-employed (2137)
 Base: All 18-30s except self-employed (636)

- Young people are more likely than the general population to want to start up a social enterprise (27% compared to 20%), and more likely to consider supporting social causes that they are passionate about (70% compared to 63% of the general population).
- In addition, young people are increasingly more likely than the general population to think that now is a good time to start a business or enterprise (29%, up from 23% in February 2013, and compared to 23% of the general population).
- However, young people remain more likely to see barriers to starting their own businesses. 18-30s remain more likely than the population as a whole to think that:
 - They would not be able to get enough money to start up (44% compared to 38%)
 - They need more skills (23% of young people compared to 18% of the general population)
 - They need better networks (21% of young people compared to 12% of the general population)
 - A fear of failure would hold them back (68% of young people compared to 60% of the general population)
- When it comes to seeking support to overcome these barriers, young people are less likely to go to banks (46% compared to 55% of the general population), and more likely to go to family (47% compared to 38%) or friends (21% compared to 15%).

London-centric Enthusiasm for Enterprise

- There are stark differences between the entrepreneurial appetite and attitudes of Londoners compared to those of the general population:

Londoners tend to provide different answers to the population as a whole:



Base: All respondents (2439)

Base: All 18-30s (296)



Thom Kenrick

RBS Group Sustainability

T. +44 (0)131 626 4167

E. inspiring.enterprise@rbs.co.uk

David Racadio

Populus

T. +44 (0)20 7253 3019

E. dracadio@populus.co.uk

www.rbs.com/inspiringenterprise

Research conducted by Populus on behalf of RBS Group