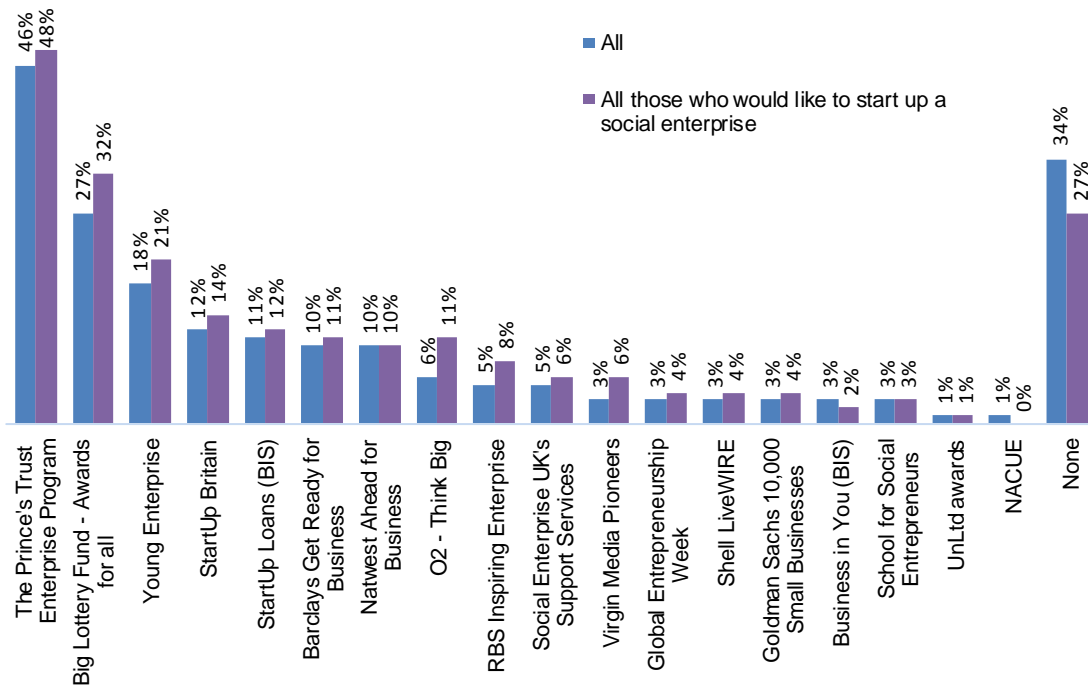


Appetite for business and social enterprise

- Two-thirds (68%) of UK adults would choose to start a 'for profit' company. A fifth (20%) would choose to set up a social enterprise.
- Compared to the general population, those who want to set up a social enterprise are:
 - less likely to know what type of organisation they want to set up and less likely to have started making preparations to set it up
 - more likely to perceive barriers in setting up their own business when it comes to getting enough money to start up, accessing loan finance and needing more skills
 - more likely to be prevented from setting up a new business by fear of failure
 - less likely to look for support to set up their business from banks
 - more likely to look for support from investors interested in social benefits as well as financial returns
- Those who would choose to set up a social enterprise are more likely to think business training would be most helpful in setting up their own business than the population generally (26% compared to 22%).
- Those who would like to set up a social enterprise are more likely than the general population to be aware of support schemes, though a quarter (27%) have not heard of any of the schemes measured.

Which, if any, of the following business and enterprise start-up support schemes are you aware of?



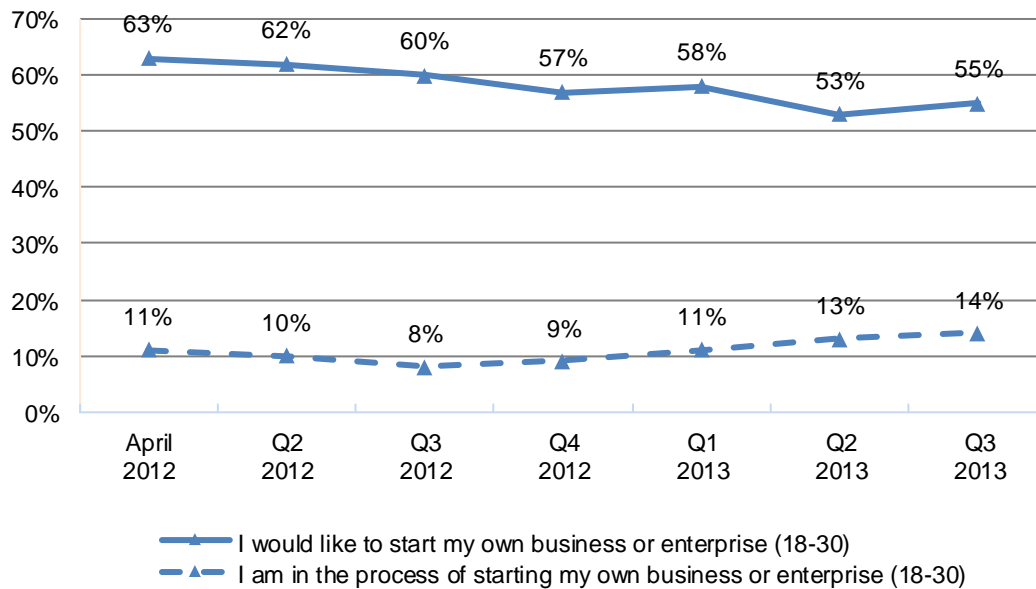
Base: All respondents (2291)

Base: All those who would like to start a social enterprise (463)

Youth ambition for business and enterprise

- Young people are more likely to perceive barriers to starting a new business than the population as a whole. Their biggest concerns are accessing start-up money (48%), the current economic environment (43%) and the riskiness of start-ups (41%).
- Fear of failure is more likely to prevent young people (69%) than the general population (56%) from starting their own business or enterprise.
- Despite fear of failure and perceived barriers, the 'ambition gap', the difference between those young people who would like to start their own business or enterprise (55%) and those who are actually in the process of doing so (14%), has narrowed steadily since this time last year as the number of young people in the process of starting their own business has increased.

Which of the following statements applies to you?

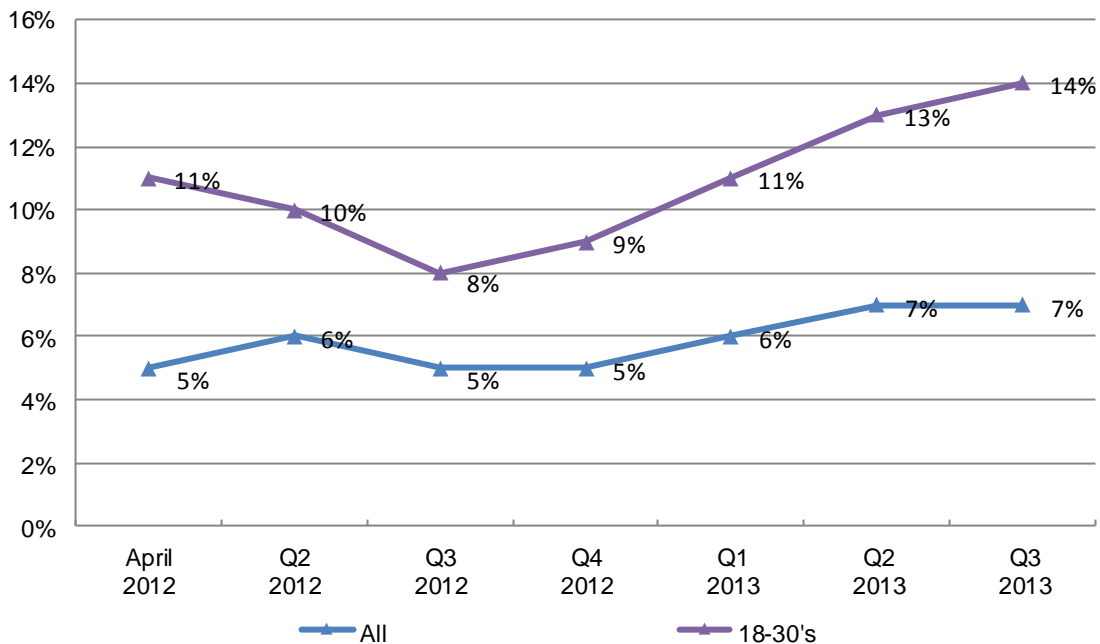


Base: All 18-30's except self-employed (487)

- While the proportion of the general population in the process of starting their own business has increased marginally since Q3 2012, the proportion of young people has increased significantly (8% to 14%).

Despite fear of failure and potential barriers, more young people are in the process of starting their own business than this time last year

Which of the following statements applies to you? I am in the process of starting my own business or enterprise



Base: All respondents (2291)

Base: All 18-30's (538)

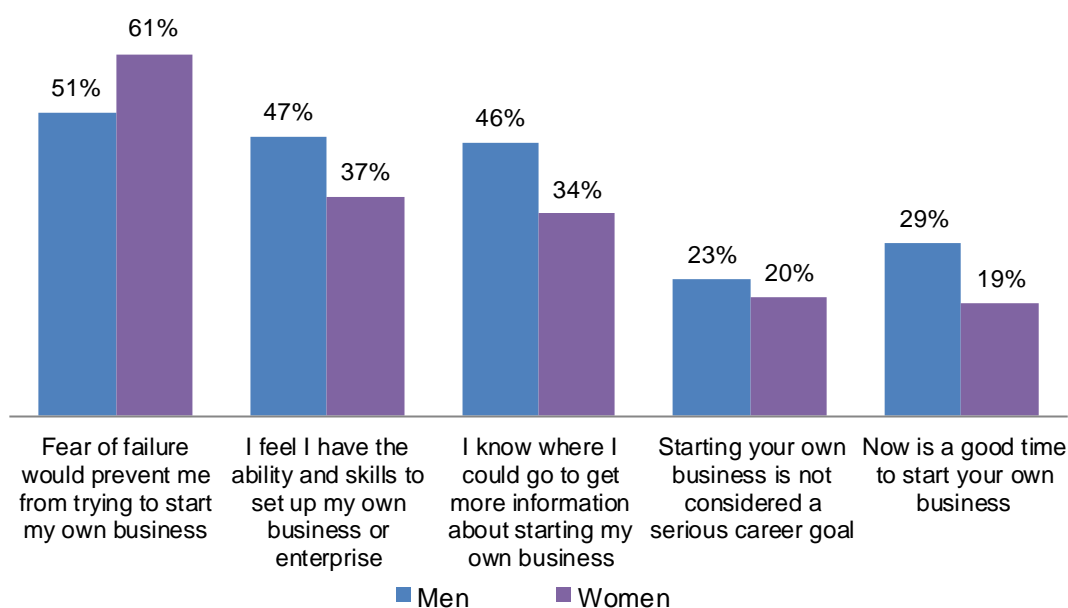
- When starting their own business or enterprise, young people feel it is more important to support social causes which they are passionate about than the general public do (69% compared to 62%).
- A quarter (25%) of young people would like to start a business which uses some of its profits and business methods for the good of society or the environment.
- Young people are less likely than the general population to seek support from banks, and more likely to turn to family (44%), friends (19%) or charities, as well as financial investors who would be solely looking for financial return (18%)
- Two-fifths of young people (41%) are not aware of any business and enterprise support scheme. By contrast, only a third of the general population (34%) are similarly unaware.
- With the exceptions of Young Enterprise, O2 – Big Think and Global Entrepreneurship Week young people tend to be a little less aware of business and enterprise support schemes than the population as whole.

The 'Gender Gap'

- Women are more wary than men about starting their own businesses:
 - More women than men feel that starting a new business is 'too risky' (35% of women, compared to 30% of men).
 - Three-fifths of women (61%) agree that fear of failure would stop them trying to start their own business, only half (51%) of men agree.
 - Women are less likely than men to think that now is a good time to start a business (19% of women, 29% of men).
 - Only 37% of women say they have the ability and skills to set up their own business, compared to 47% of men.
 - Only one-third of women (34%) say that they know where to go to get more information about starting their own businesses, compared to 46% of men. (However, women tend to be more aware of business and support schemes than men, especially The Prince's Trust Enterprise Program, Big Lottery Fund – Awards for all and Young Enterprise).

Compared to men, women have a much greater fear of failure and are less confident in their ability and skills:

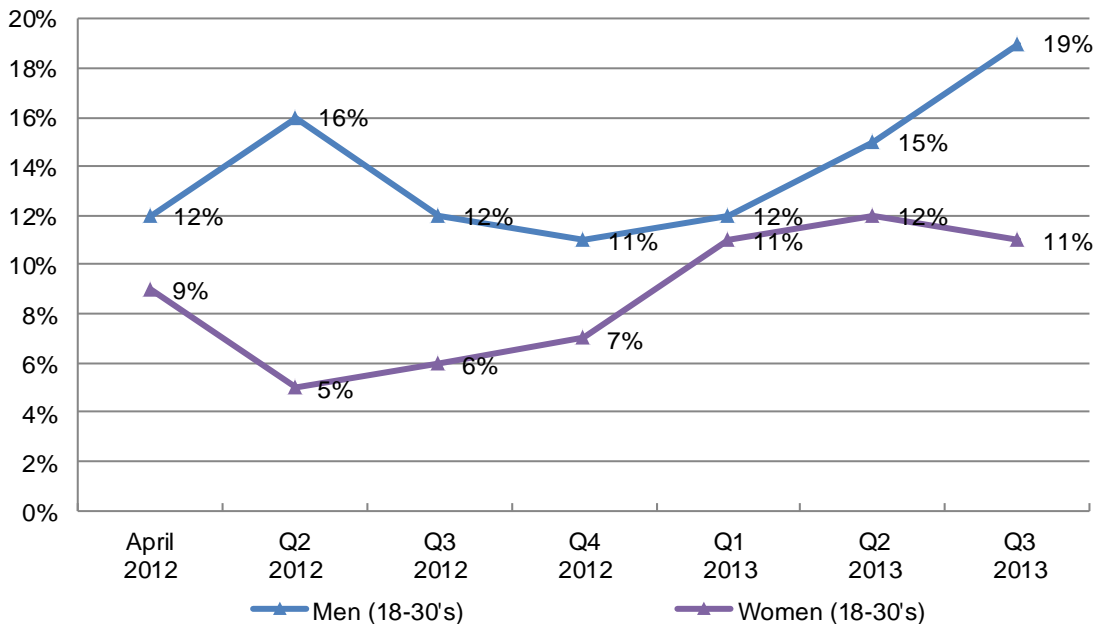
To what extent do you agree or disagree with the following statements? (Total agree)



Base: All men (1123)
Base: All women (1168)

- Lack of confidence to fulfill entrepreneurial ambitions is particularly acute among young women and seems to be impacting on their appetite to start their own businesses. While the difference between the proportions men and women in the process of starting their own business or enterprise is small (8% men and 6% women), the difference between young men and young women is large (19% young men and 11% young women); and has been widening since the beginning of the year.

I am in the process of starting my own business or enterprise.



Base: All men except self-employed (195)
 Base: All women except self-employed (291)



Sarah Wright
 RBS Group Sustainability
 T. +44 (0)131 626 4536
 E. inspiring.enterprise@rbs.co.uk

David Racadio
 Populus
 T. +44 (0)20 7253 3019
 E. dracadio@populus.co.uk

Stephen Miller
 UnLtd
 T. +44 (0)20 7566 1141
 E. Stephen.Miller@unltd.org.uk

www.rbs.com/inspiringenterprise

Research conducted by Populus on behalf of RBS Group