

Methodology

Populus interviewed 2,388 UK adults, online, between 2nd and 5th May 2014 in the latest wave of the RBS Enterprise Tracker, in association with UnLtd.

Data has been weighted to be representative of the UK adult population. The RBS Enterprise Tracker surveys nationally representative samples of the UK population on a quarterly basis. The research is designed to track people's attitudes and ambitions to starting up in business.

To date, fieldwork has been conducted as follows:

Fieldwork wave	Fieldwork dates	Sample	Notation
Pilot Study	13th and 15th April 2012	2,028 UK adults	April 2012
Second Quarter 2012	18th and 25th May 2012	2,300 UK adults	Q2 2012
Third Quarter 2012	31st August and 2nd September 2012	2,306 UK adults	Q3 2012
Fourth Quarter 2012	2nd and 7th November 2012	3,665 UK adults	Q4 2012
First Quarter 2013	8th and 10th February 2013	2,385 UK adults	Q1 2013
Second Quarter 2013	10th and 12 th May 2013	2,439 UK adults	Q2 2013
Third Quarter 2013	9 th and 11 th August 2013	2,291 UK adults	Q3 2013
Fourth Quarter 2013	1 st and 3 rd November 2013	3,789 UK adults	Q4 2013
First Quarter 2014	7 th and 9 th February 2014	2,358 UK adults	Q1 2014
Second Quarter 2014	2 nd and 5 th May 2014	2,388 UK adults	Q2 2014

For the purposes of this research, RBS has defined young people as being between 18–30 years of age. Since Q2 2013 the word 'business' has been amended throughout the questionnaire to 'business or enterprise'.

Populus is a member of the British Polling Council and abides by its rules. For more information see www.populus.co.uk.

Attitudes towards entrepreneurship



People tend to think of themselves as trustworthy and hardworking. Being a thinker, cautious and family orientated also feature commonly.

Which **THREE** of the following words would you use to describe YOURSELF?



Ambition, risk-taking and a strong work ethic are the characteristics most commonly associated with an entrepreneur.

Which **THREE** of the following words would you use to describe AN ENTREPRENEUR?



There are significant differences between the words people tend to use to describe themselves and those they use to describe an entrepreneur.

Which **THREE** of the following words would you use to describe YOURSELF / AN ENTREPRENEUR?



The words men use to describe themselves tend to be similar to those women use to describe themselves.

Which **THREE** of the following words would you use to describe YOURSELF? **MEN** cf. **WOMEN**



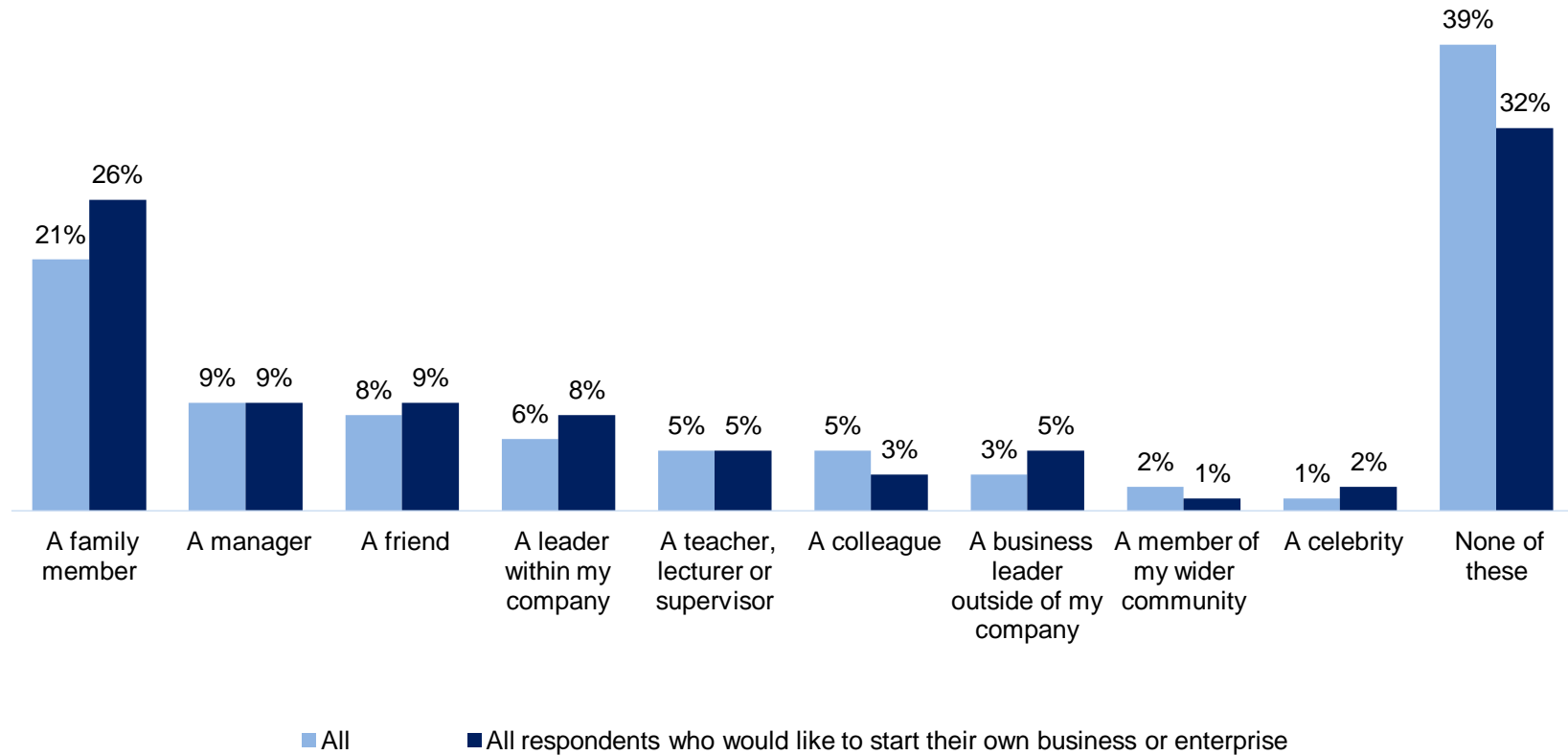
Likewise men and women tend to pick out similar words when describing an entrepreneur.

Which **THREE** of the following words would you use to describe AN ENTREPRENEUR? **MEN** cf. **WOMEN**

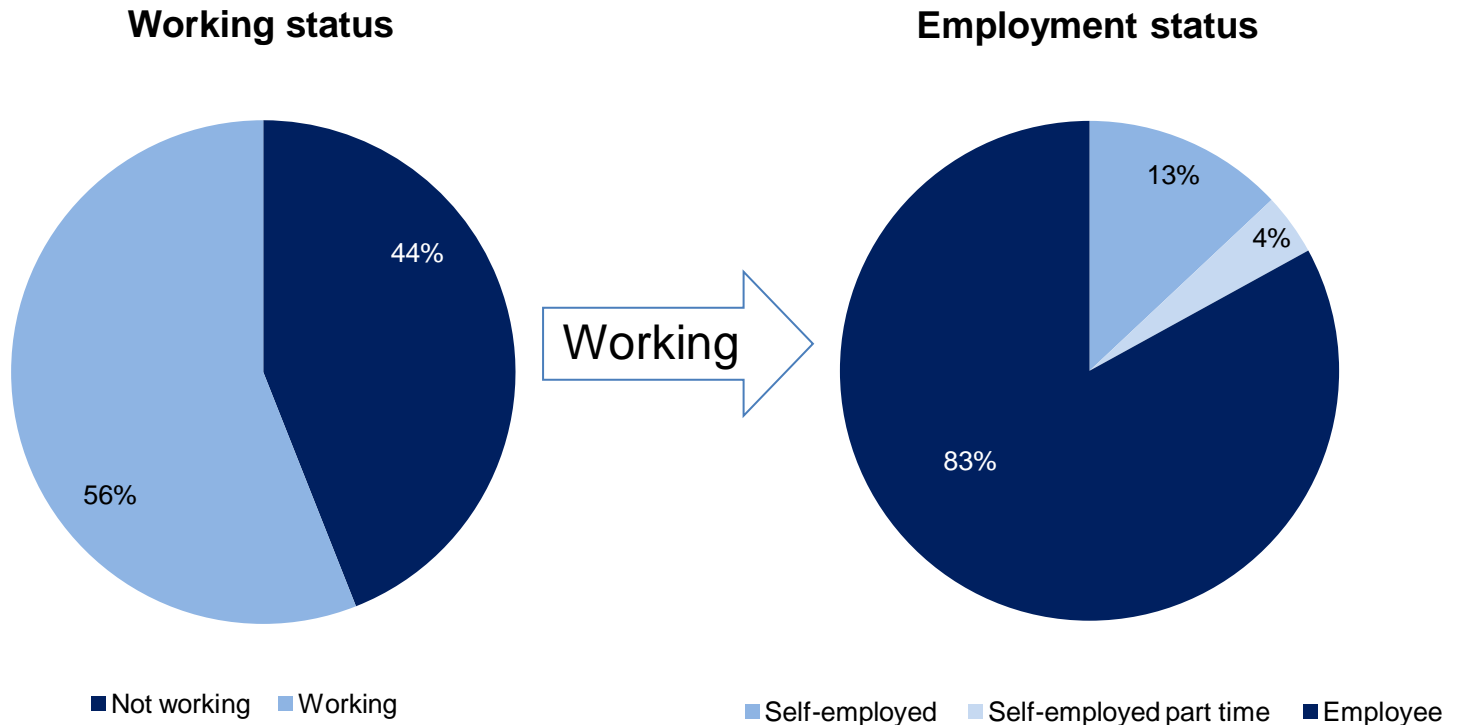


Those who would like to start their own business are more likely than the general public to have been influenced in their career choices by a member of their family.

Thinking about the role models that drive each of us to succeed in the work place, who has had the greatest influence on your motivation and chosen direction at work? Please pick the category that is most appropriate.

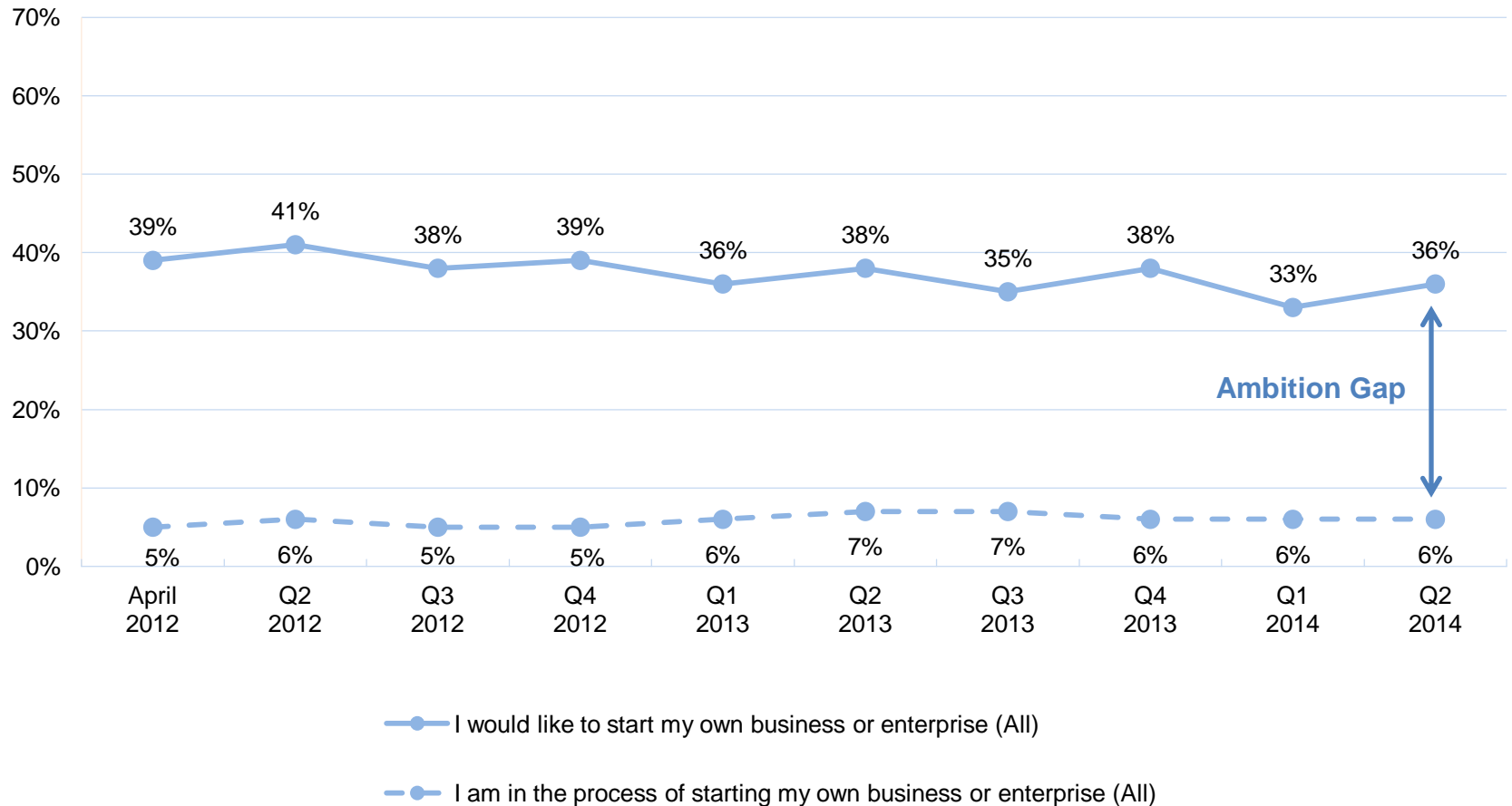


Almost three fifths of UK adults are in work, and 17% of these are self employed either some or all of the time.



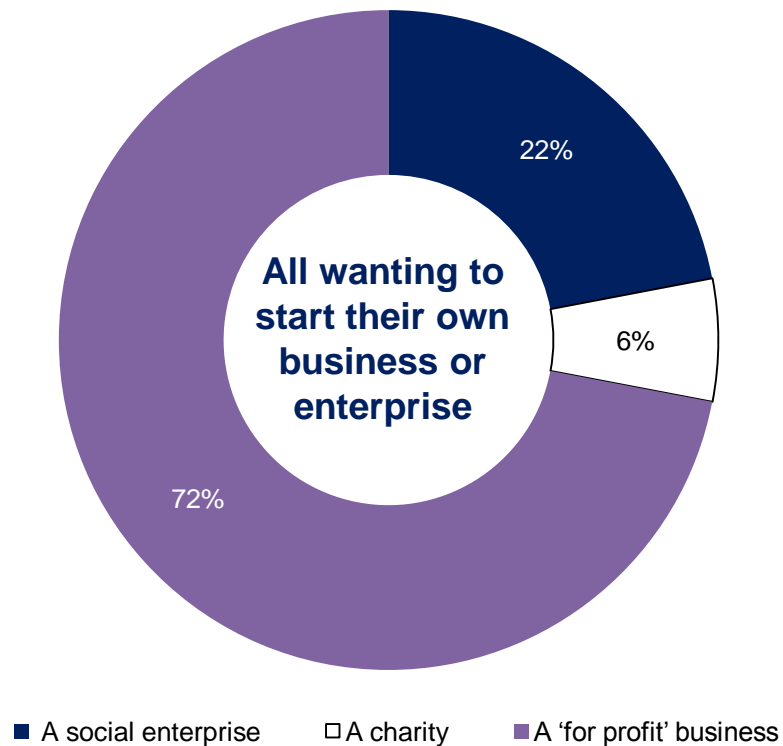
Over a third of UK adults who are not self employed would like to start their own business or enterprise, but only 6% are in the process of doing so.

Which of the following statements applies to you?



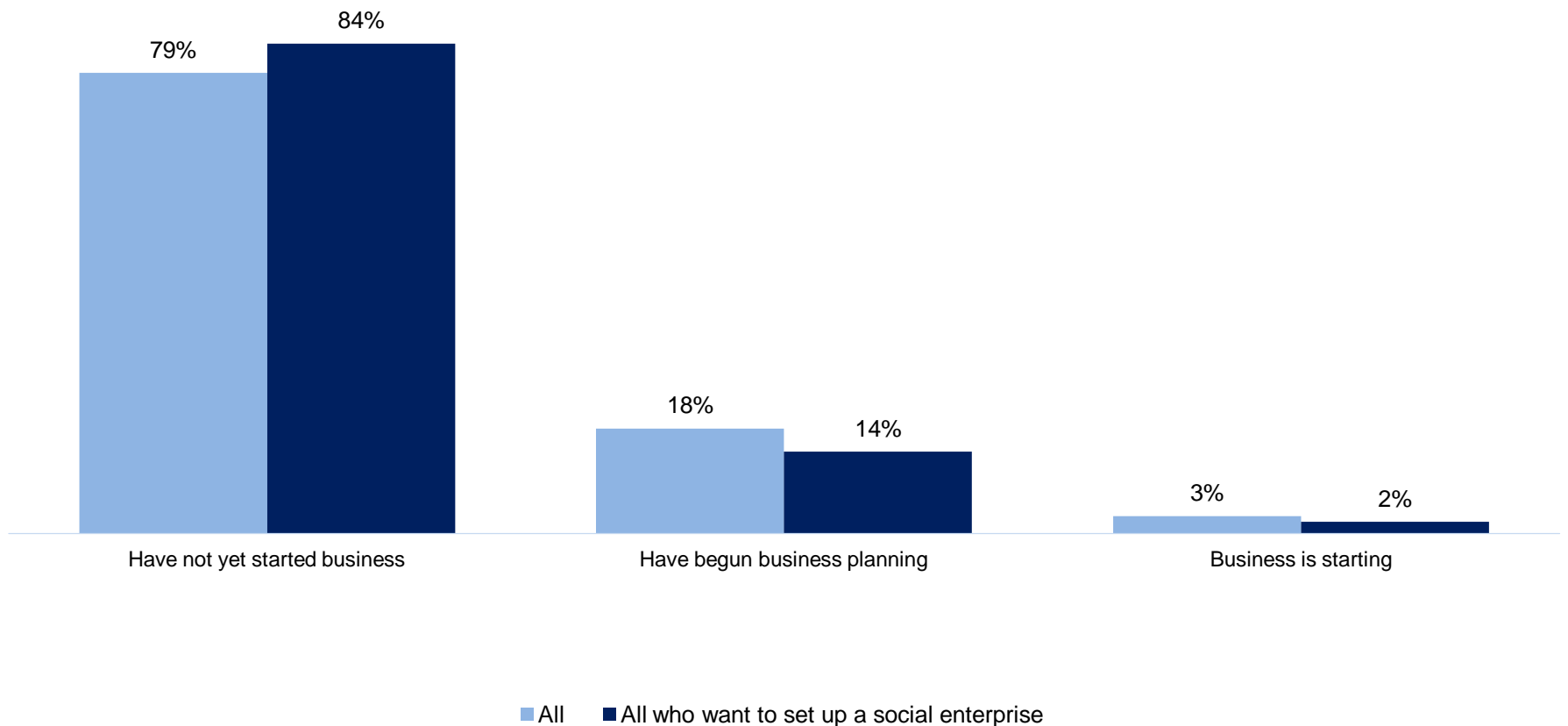
Almost three quarters of those who want to set up their own business or enterprise would choose to set up a 'for-profit' business. Just over one-fifth would choose to start a social enterprise.

What type of business or enterprise would you most like to start up?



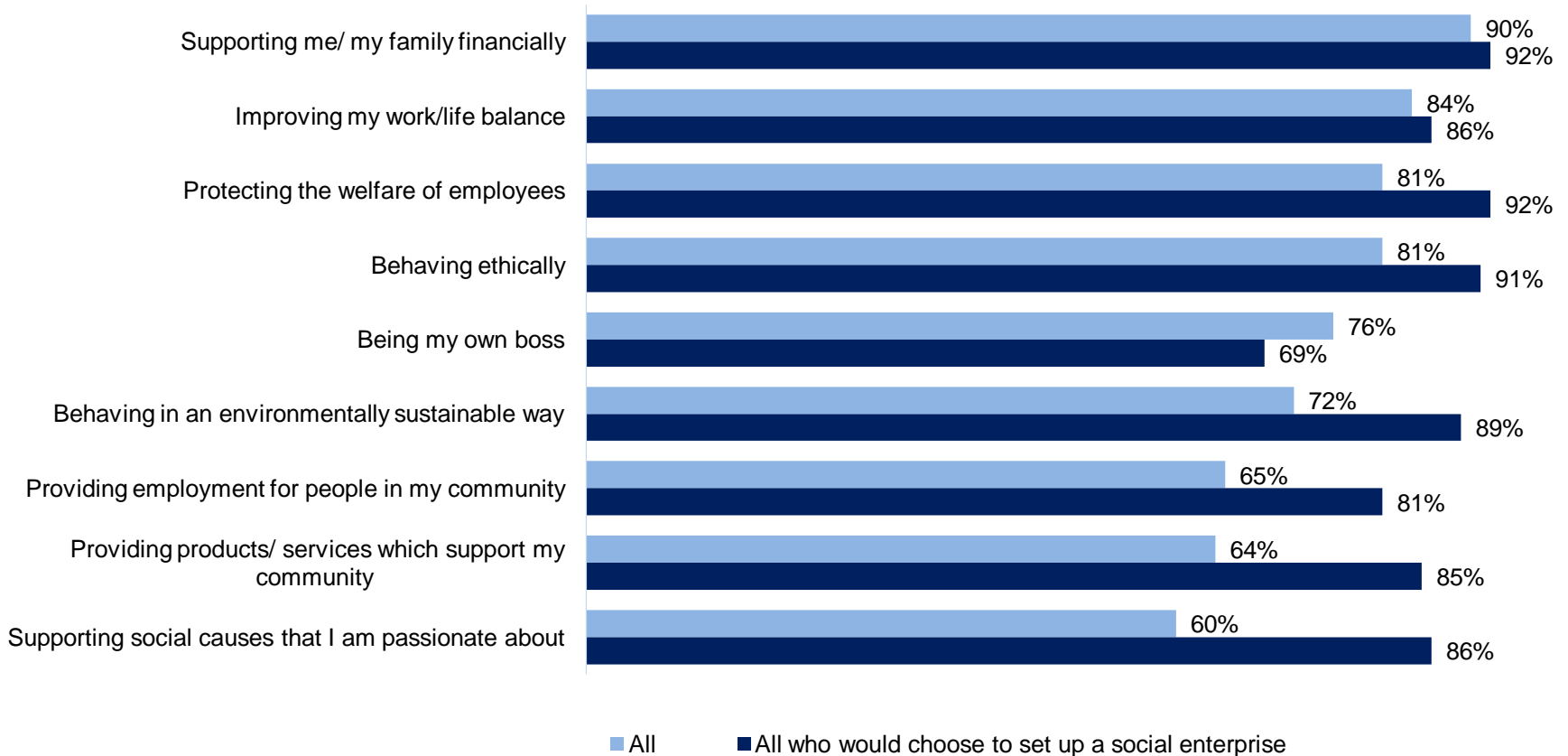
Of those who would like to start their own business, four fifths have yet to do anything about it – rising to 84% for those who want to start a social enterprise.

Which, if any, of the following statements regarding setting up a business or enterprise most applies to you?



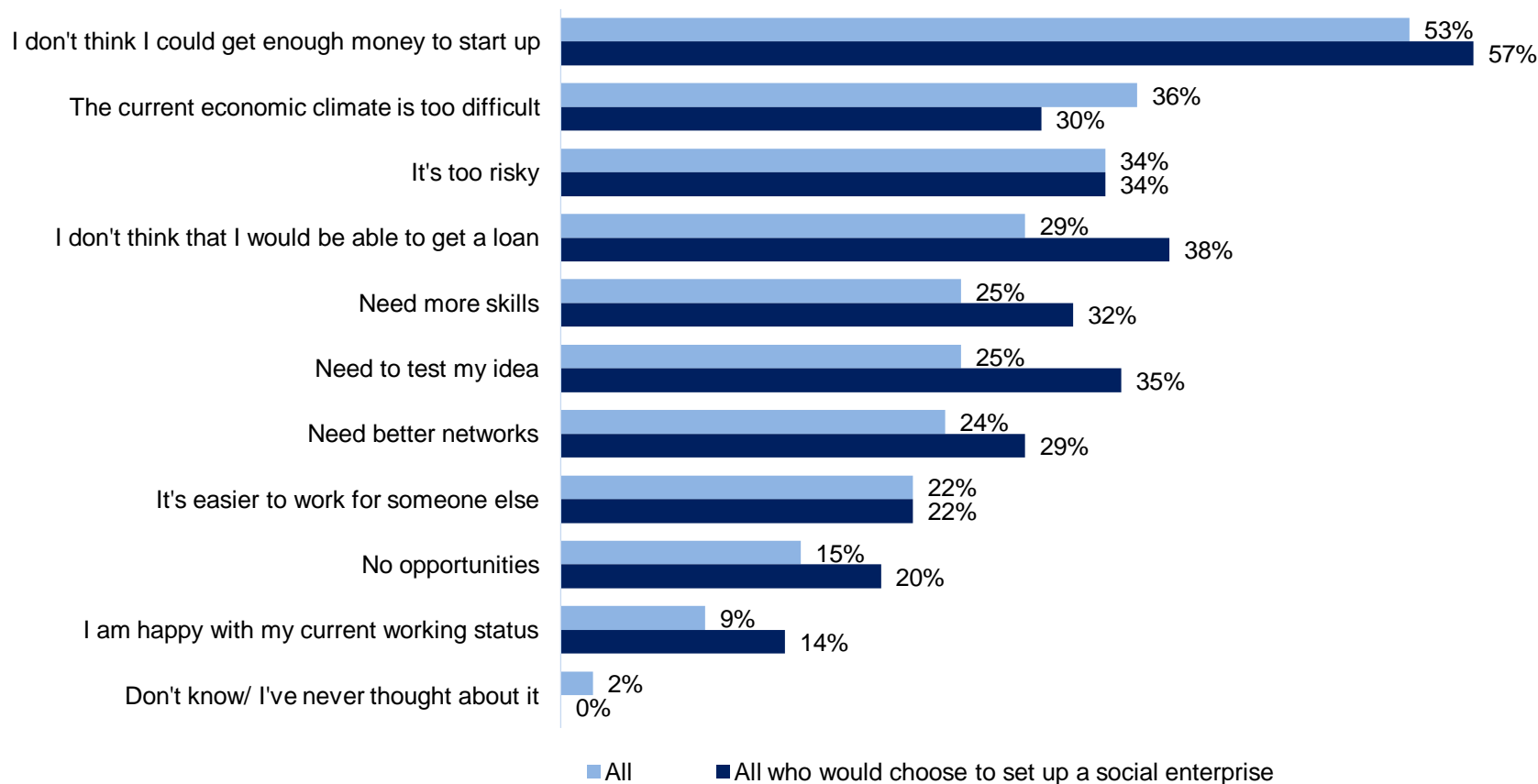
Although supporting themselves and their families would be the priority for UK adults if they were to set up their own business or enterprise, many of the features of social enterprises are considered important, too. Particularly protecting the welfare of employees and behaving ethically. Lifestyle improvements such as improving their work/life balance and being their own boss also motivate would-be entrepreneurs.

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



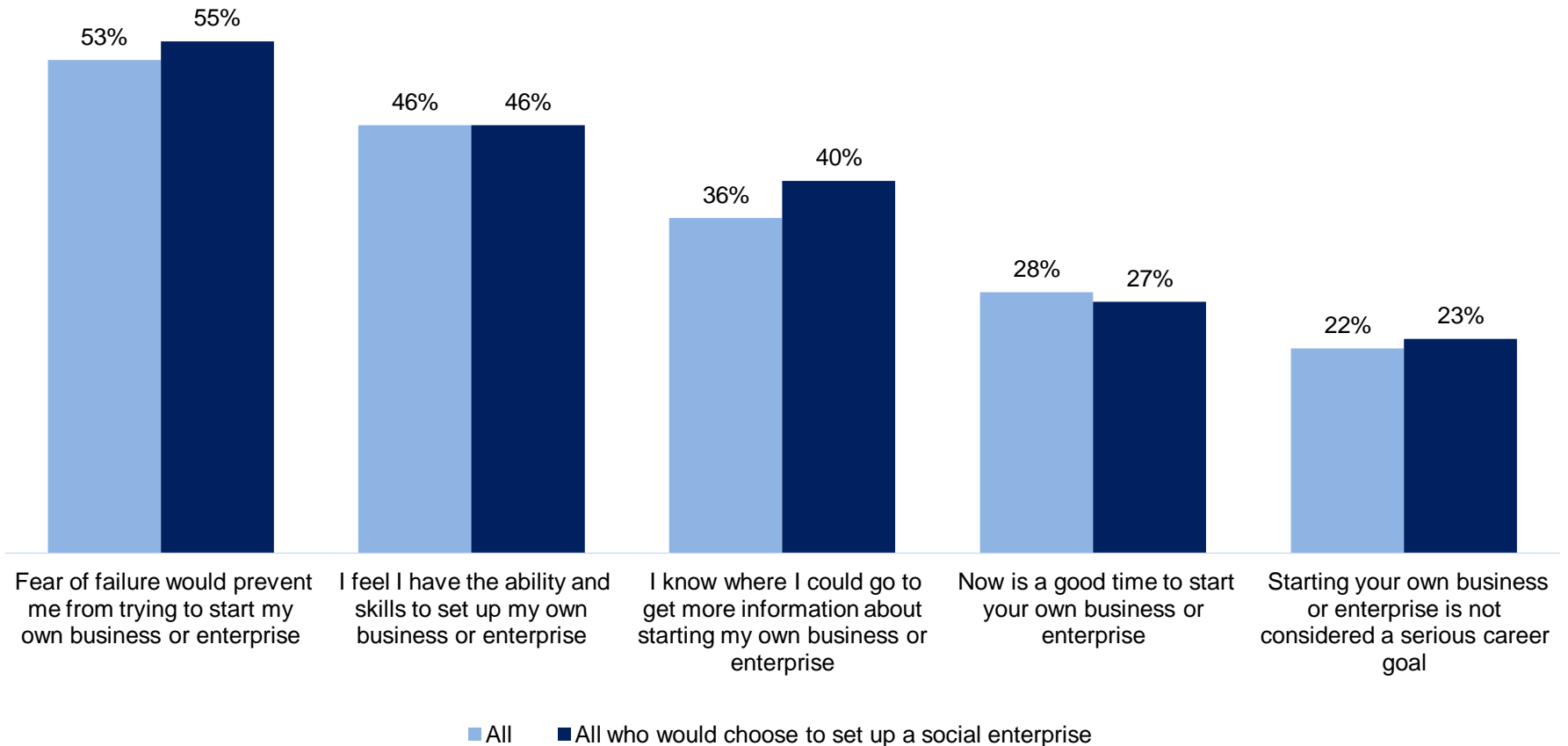
Concern about accessing start up funds, riskiness, and the current economic climate are the biggest barriers to starting a business or enterprise. Those who would choose to set up a social enterprise perceive the same barriers but are also more worried than average by a lack of skills and networks, the need to test their idea, and concern over their ability to get a loan.

What do you think are/would be the biggest barriers to starting your own business or enterprise?



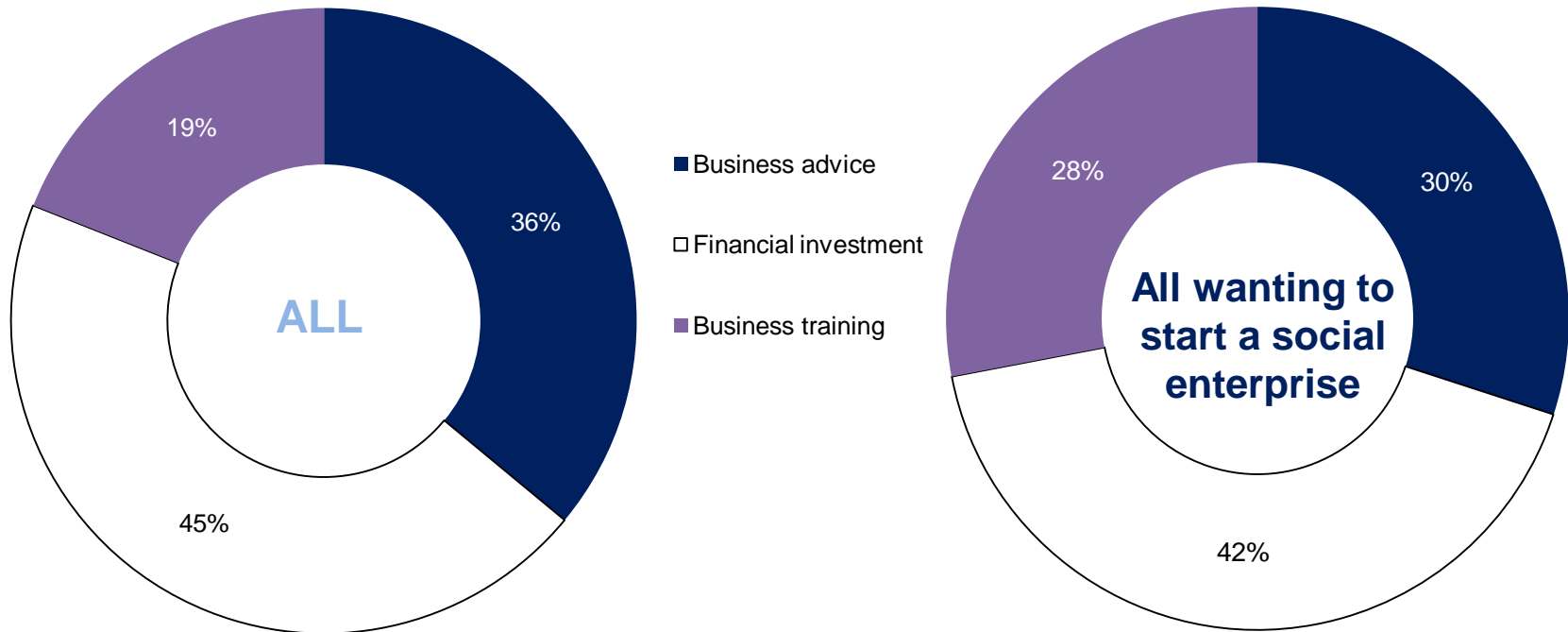
A fear of failure is also a key concern for many people, although two fifths know where they could go to get more information.

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



Just over two fifths of those wanting to set up a business or a social enterprise say that the thing that would help them most would be financial investment, followed by business advice and then business training.

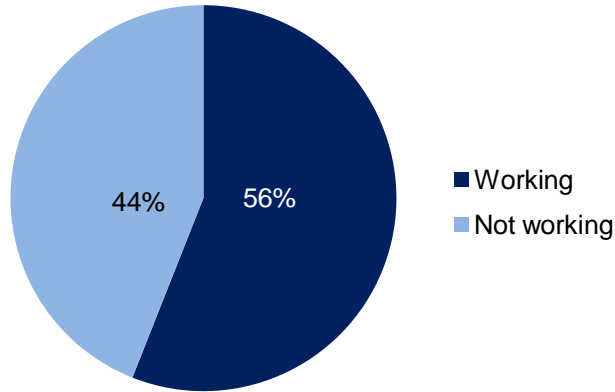
What would help you most in setting up your business or enterprise?



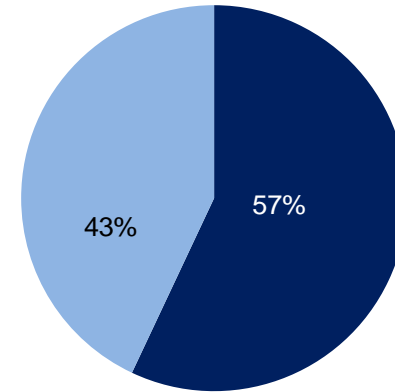
Young people are just as likely as the population as a whole to be in work, but less likely to be self employed.

Working Status:

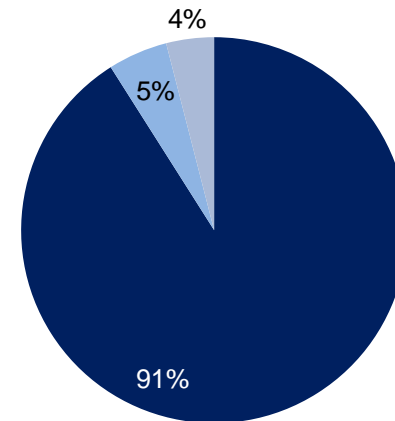
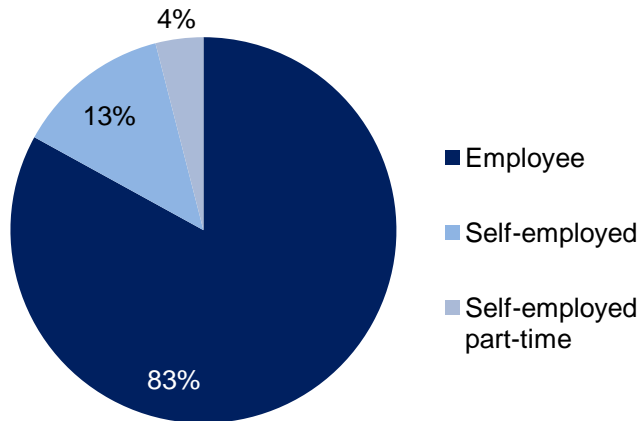
All respondents:



Young people:

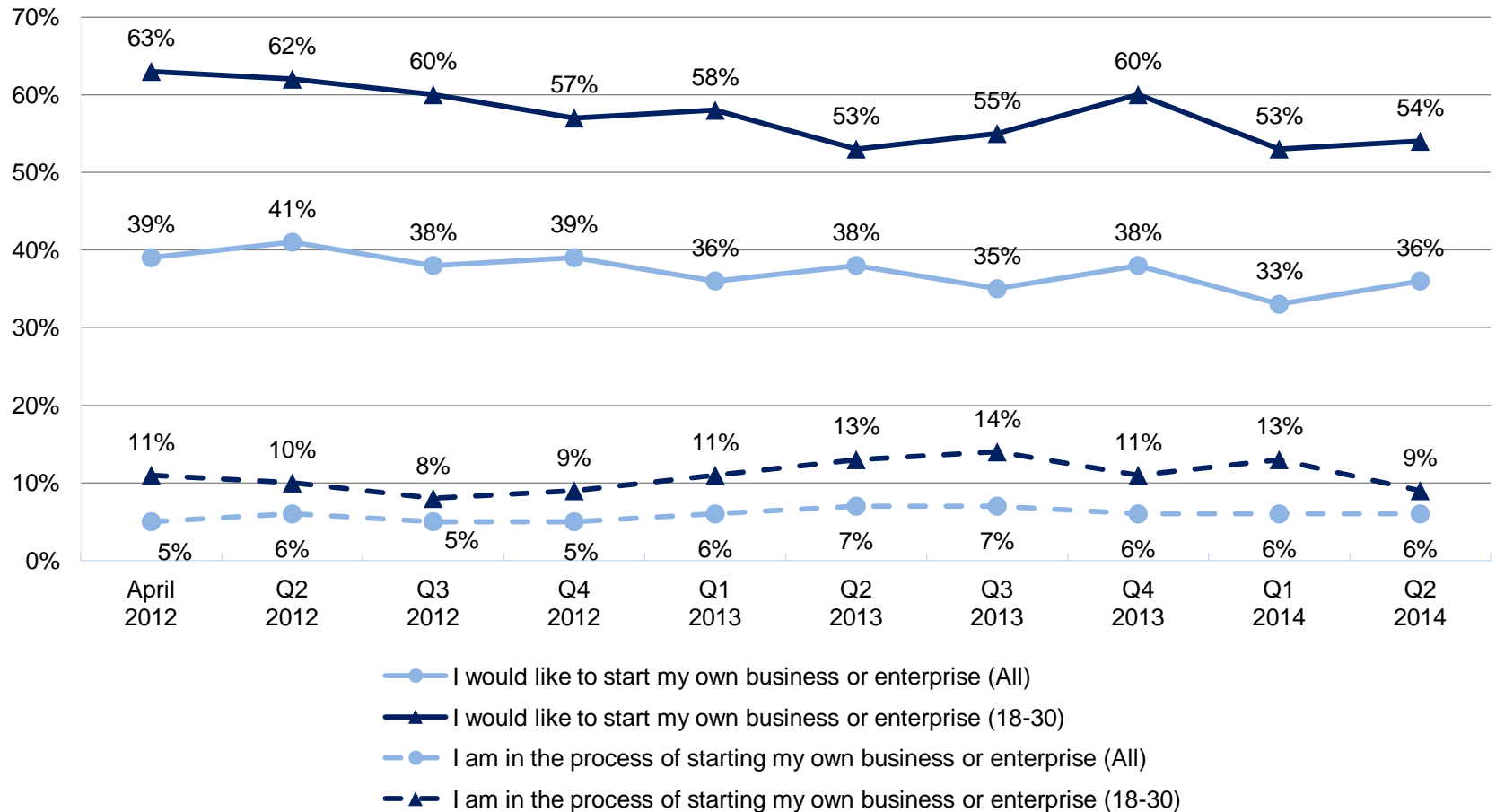


Employment Status:



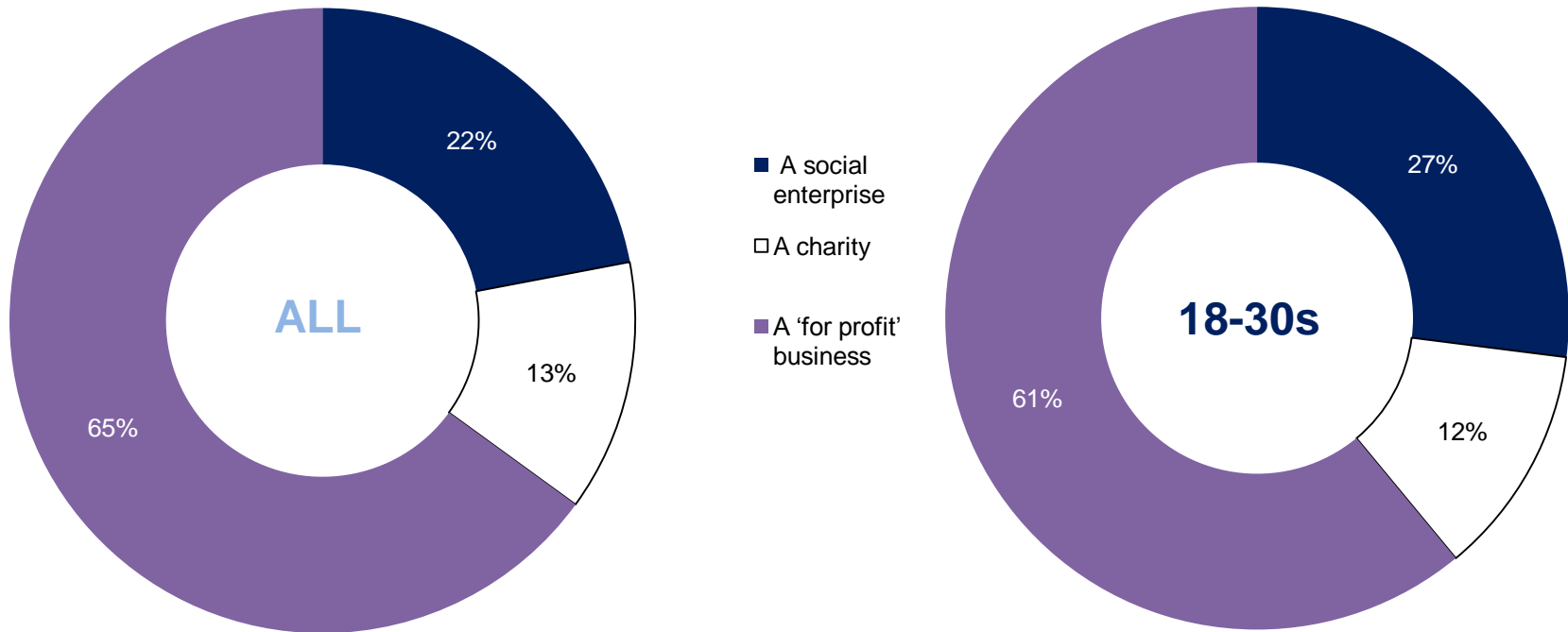
Young people are much more likely than the population as a whole to want to start their own business.

Which of the following statements applies to you?



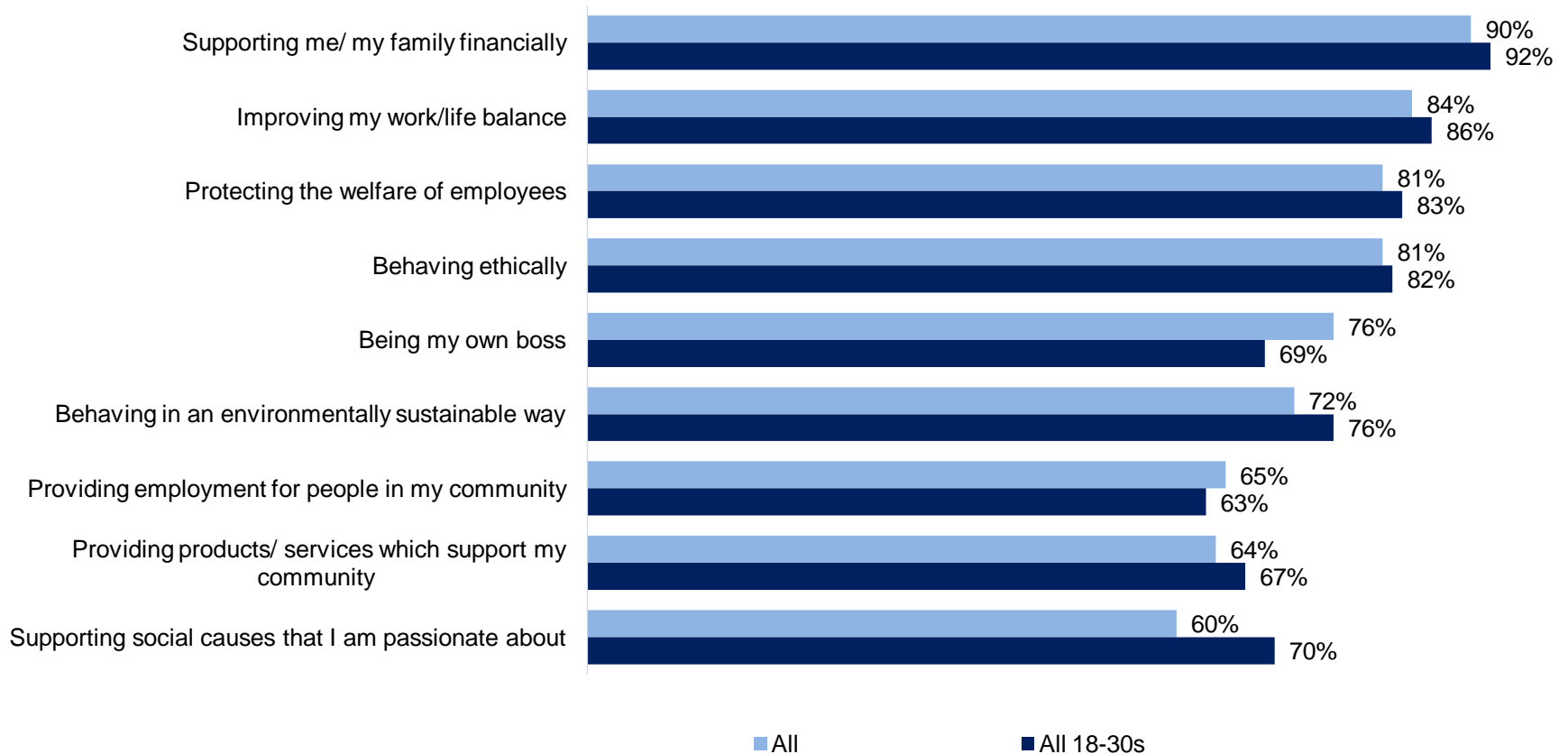
Young people are more likely than the general population to want to start a social enterprise: more than a quarter of them would choose to do so.

What type of business or enterprise would you most like to start up?



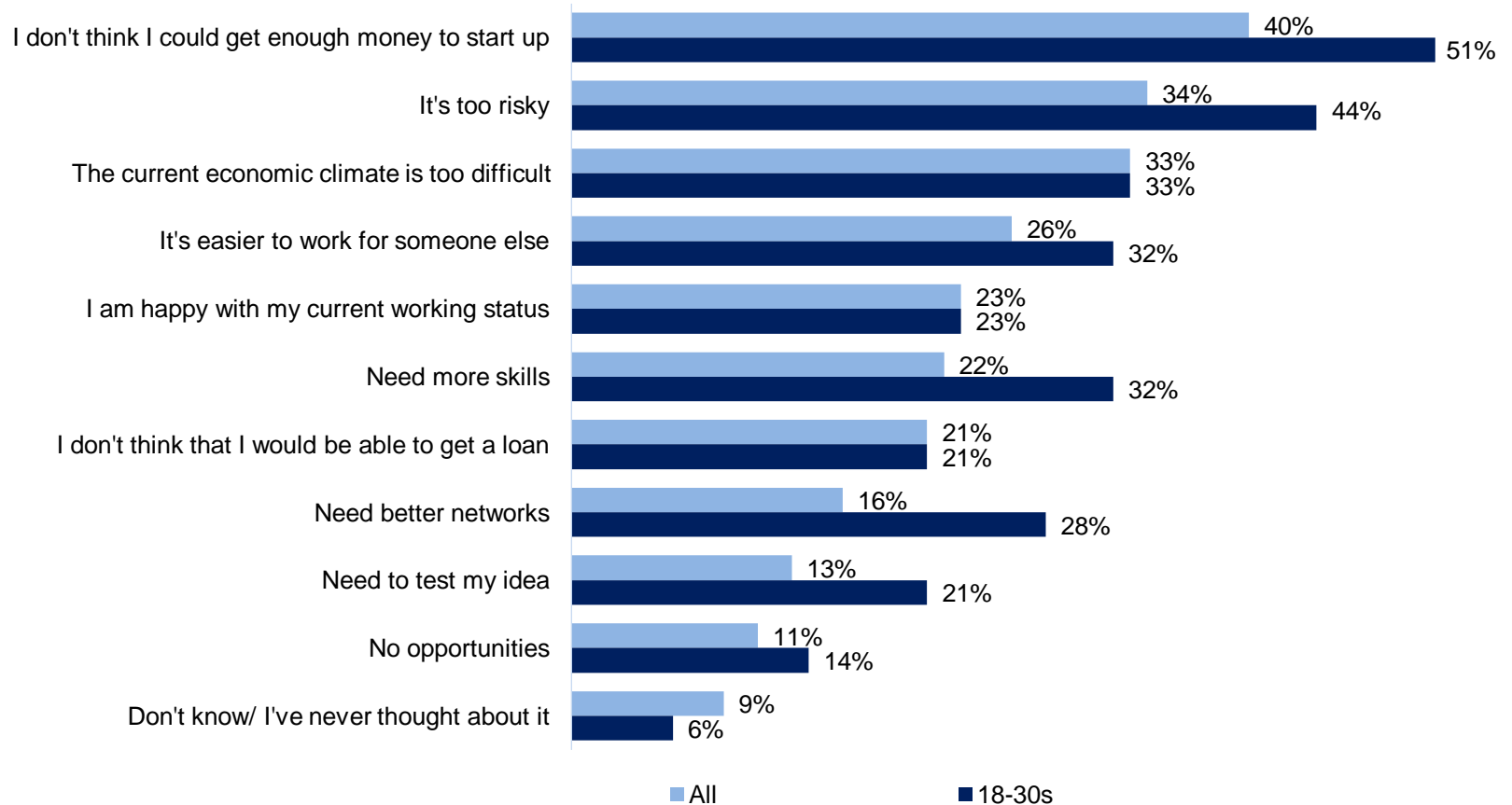
Young people remain more likely than the general population to consider supporting social causes about which they are passionate important when starting a business.

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



Young people continue to be more likely to perceive barriers to starting their own business than the general population. Young people are most worried about securing funds, the risks involved, and the need for skills and networks.

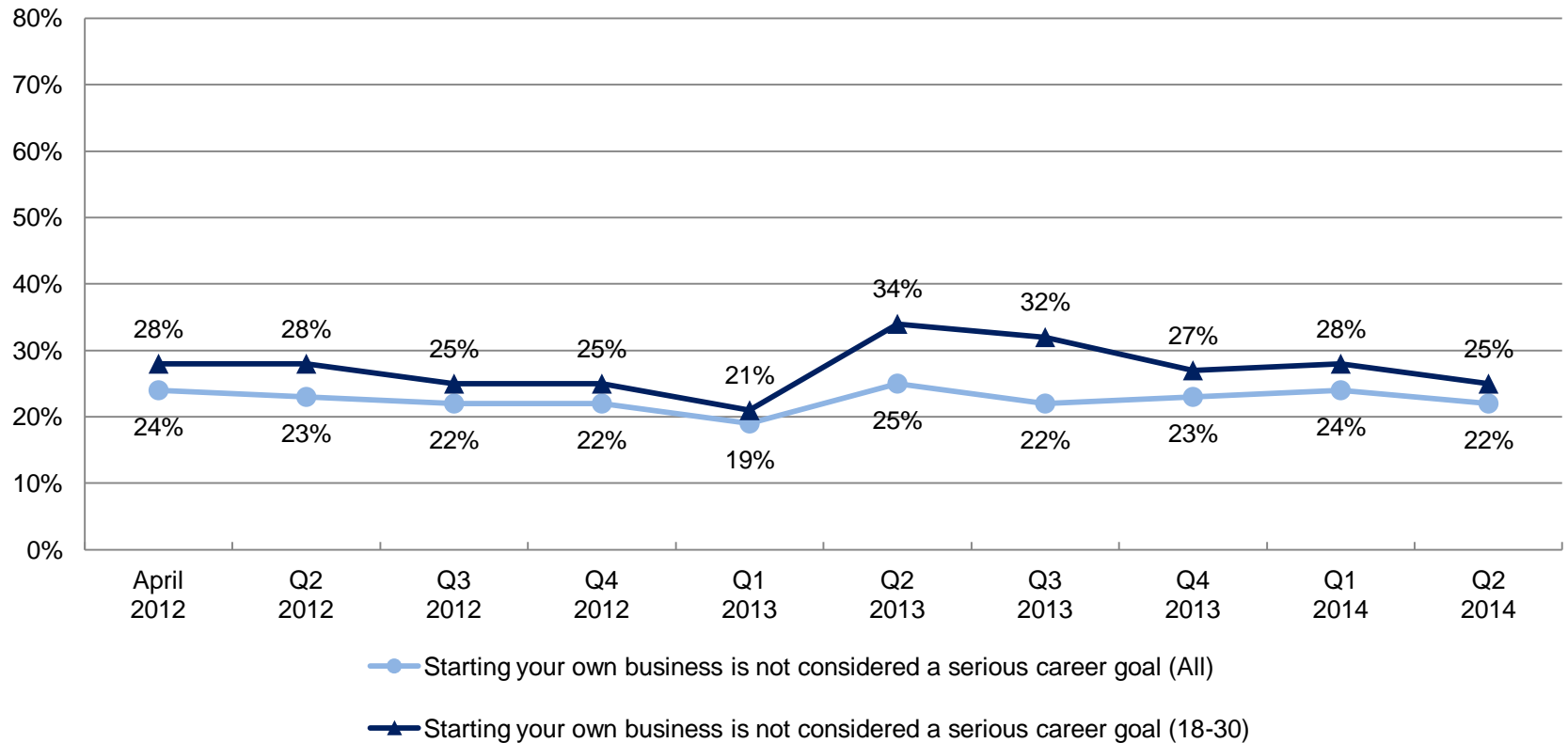
What do you think are/would be the biggest barriers to starting your own business or enterprise?



Young people are consistently more likely to think that starting their own business is not a serious career goal.

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

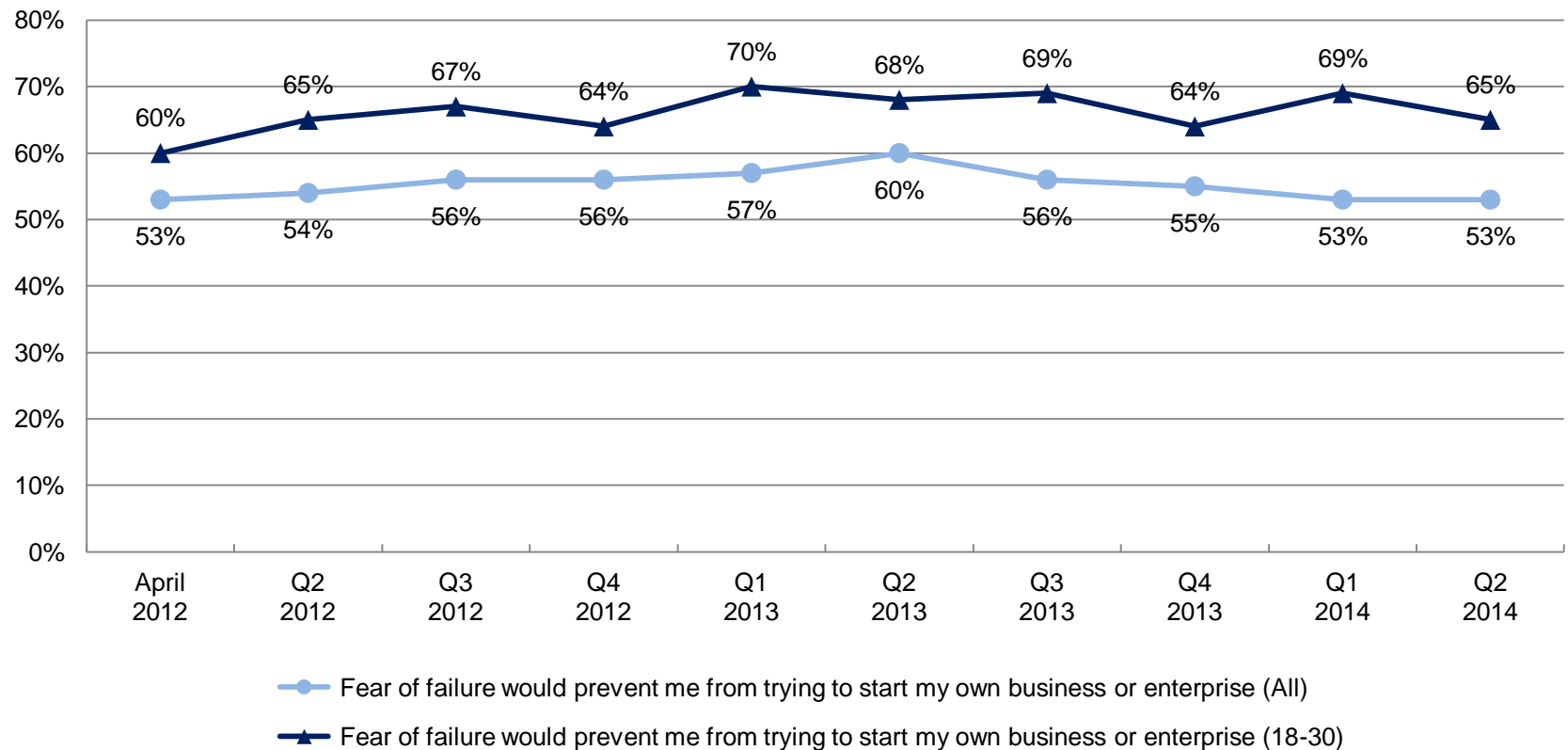
Starting your own business is not considered a serious career goal (Total agree)



Furthermore, young people are significantly more likely than the general population to agree that a fear of failure would prevent them from starting their own business or enterprise.

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

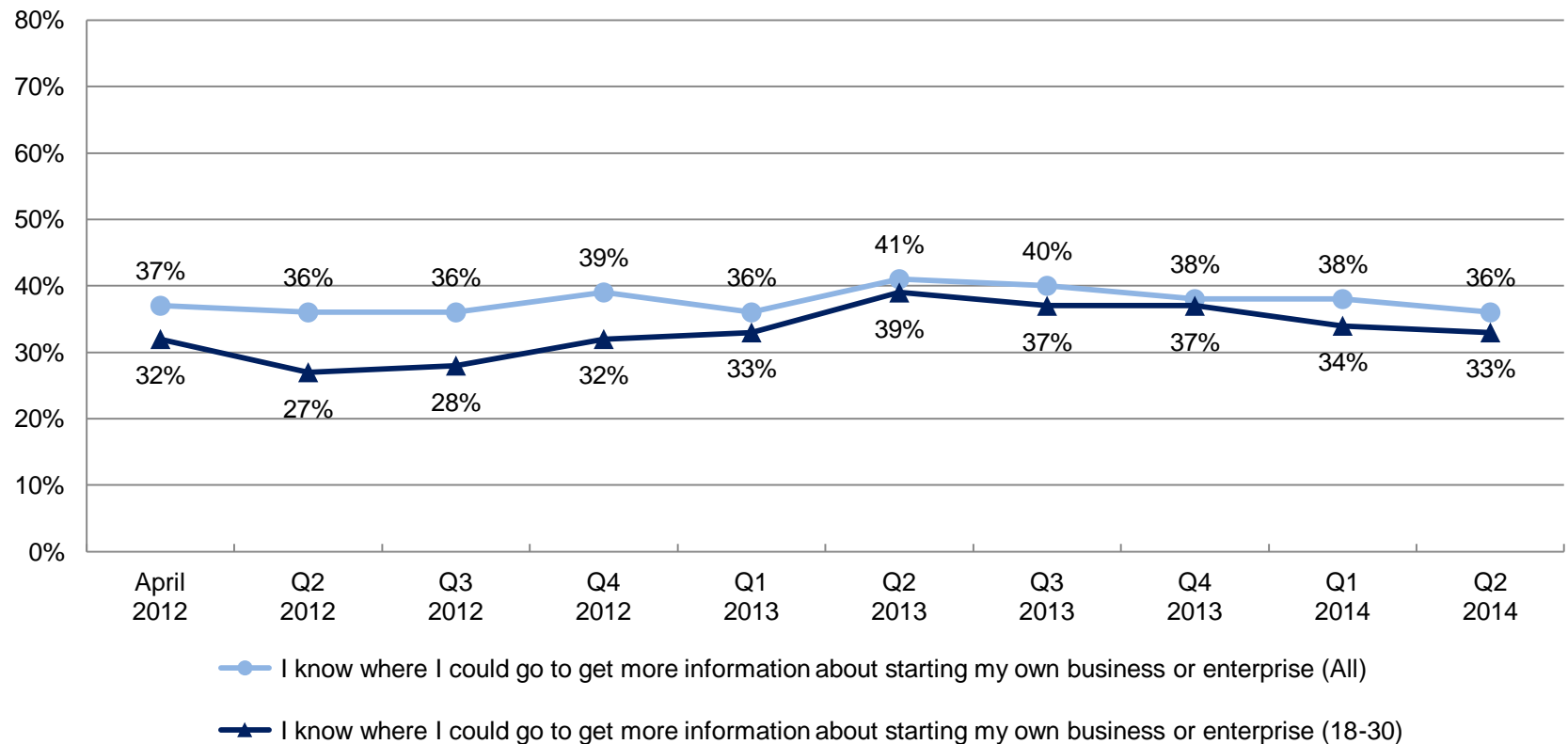
Fear of failure would prevent me from trying to start my own business or enterprise (Total agree)



Young people also continue to be less likely than the general population to know where to go to get information about starting their own business or enterprise.

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

I know where I could go to get more information about starting my own business or enterprise
(Total agree)

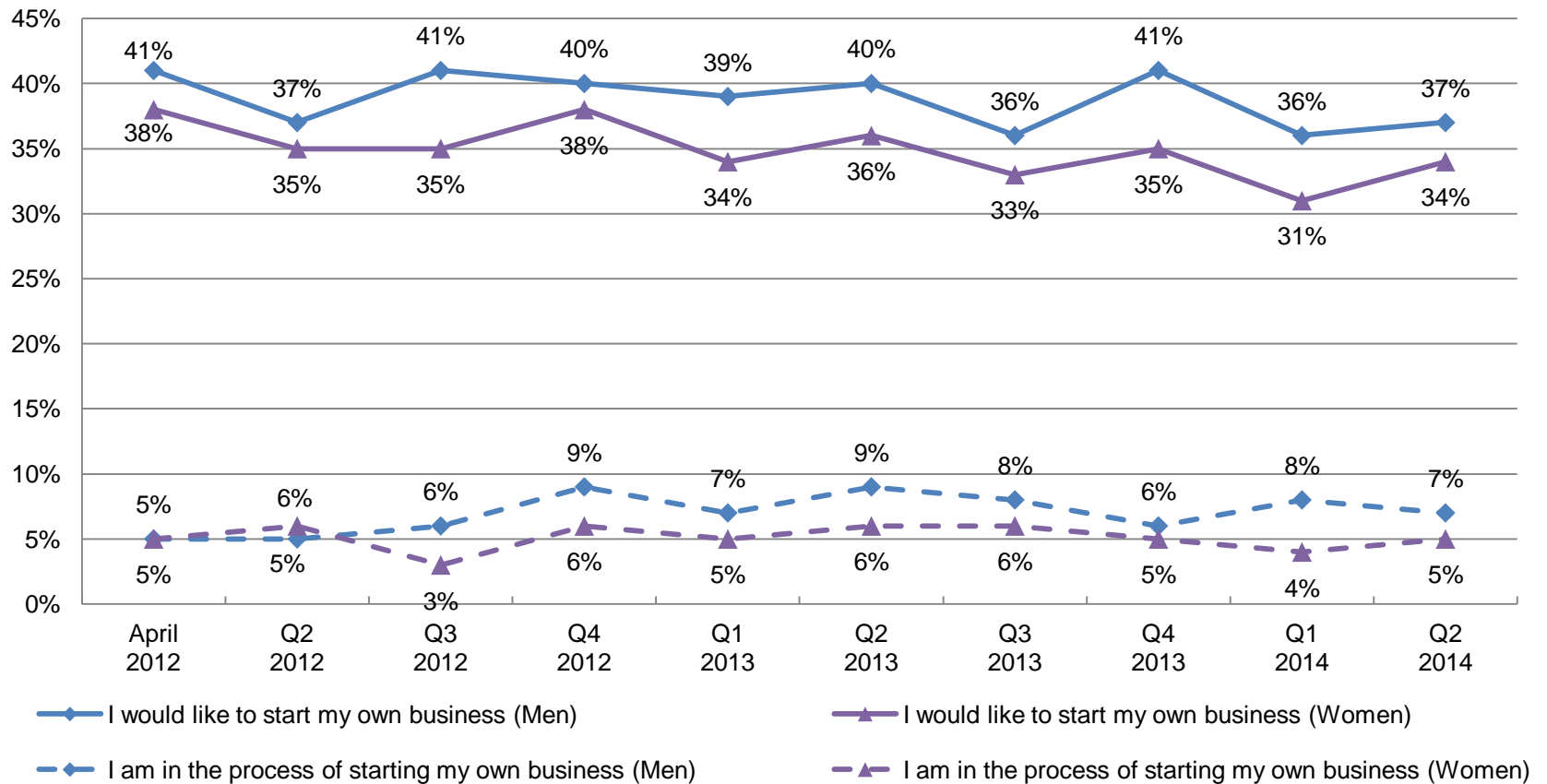


The 'Gender Gap'



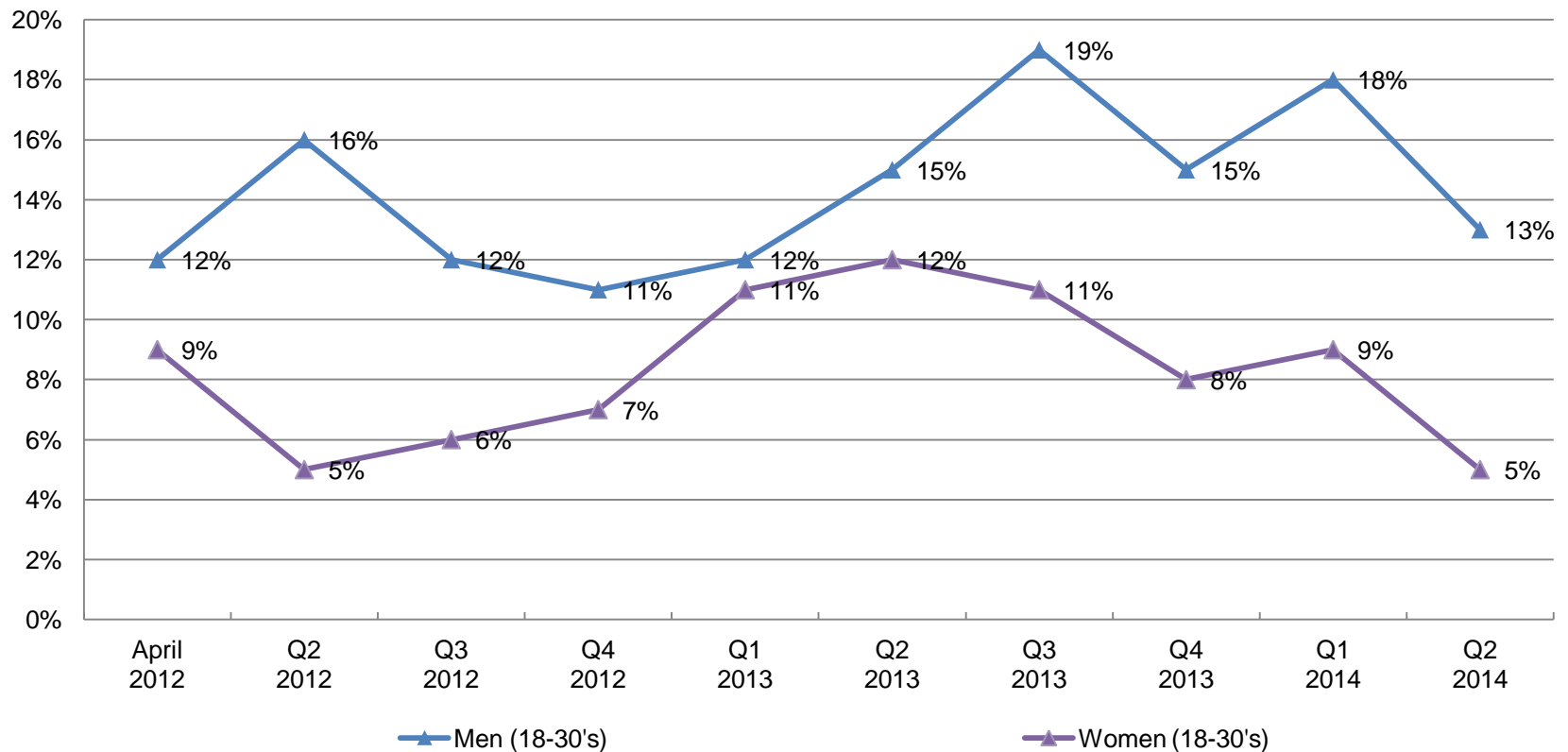
Men continue to be more likely than women to want to start their own business, and continue to be more likely than women to have started.

Which of the following statements applies to you?



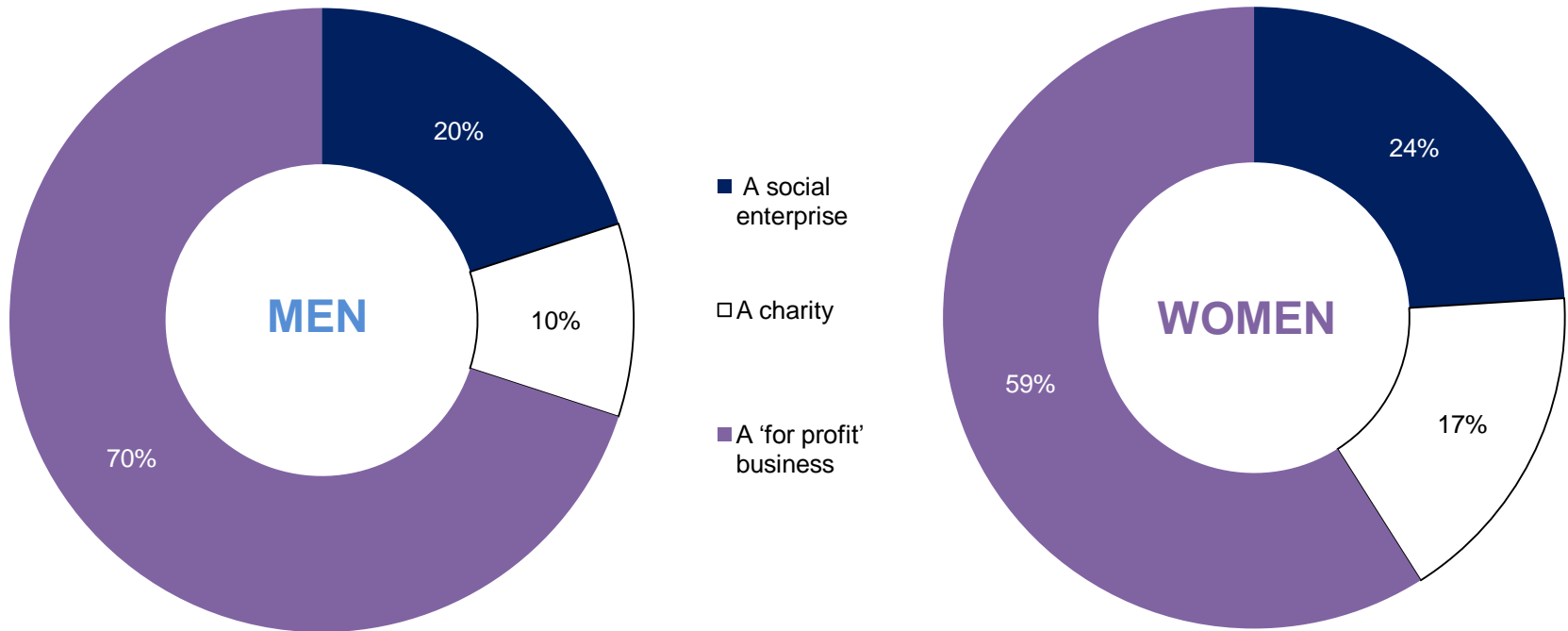
Gender differences in entrepreneurialism are exacerbated among young people.

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



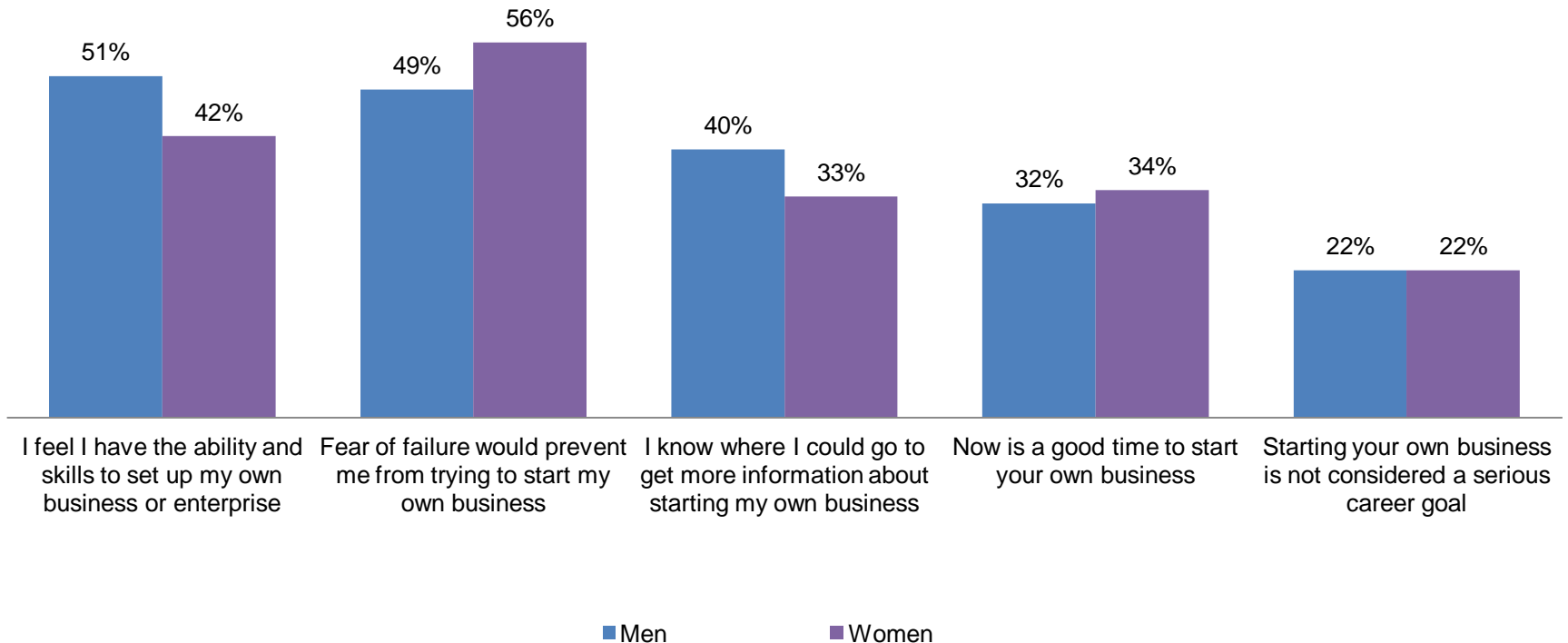
Women are much more likely than men to want to start a social enterprise or a charity

What type of business or enterprise would you most like to start up?



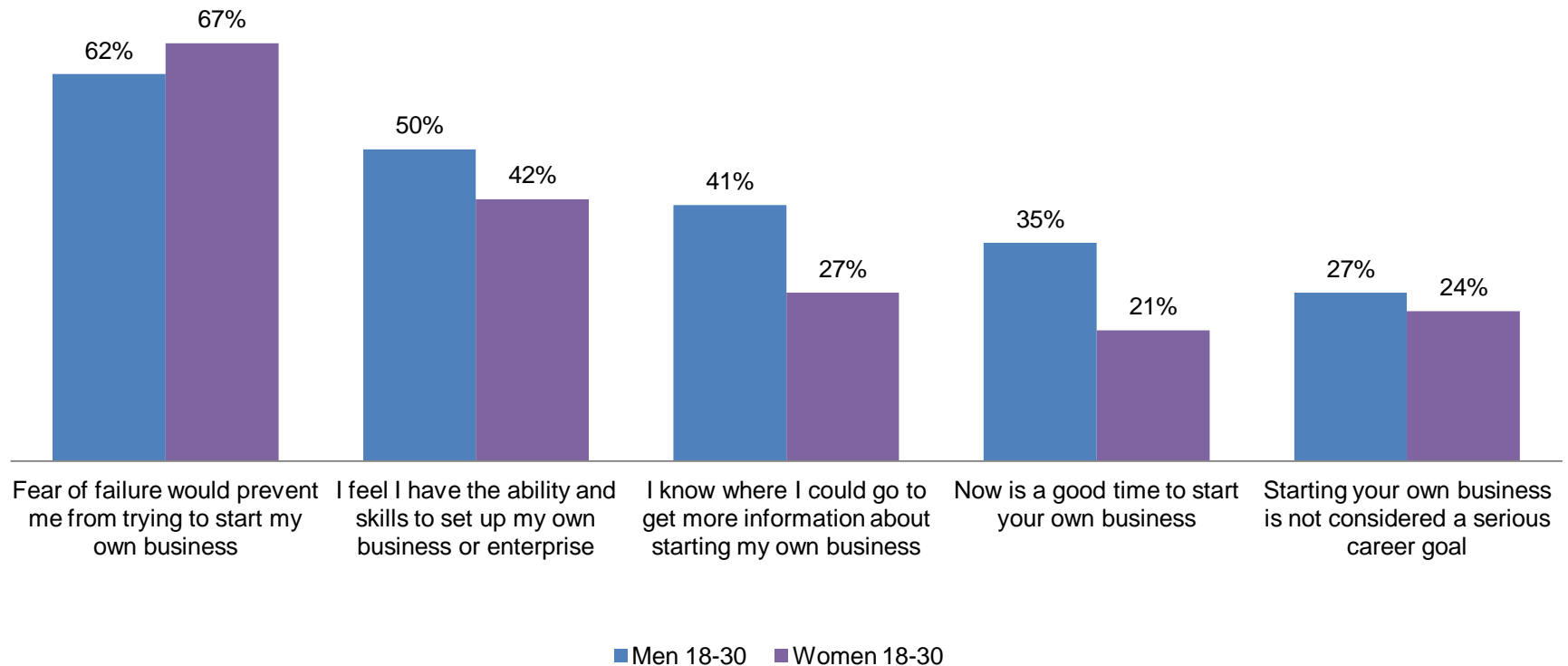
Fear of failure is a bigger factor for women than men in starting a new business. Women are also less likely to think they have the skills and ability to start their own business, and are unsure about where to go for more information about starting a business.

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



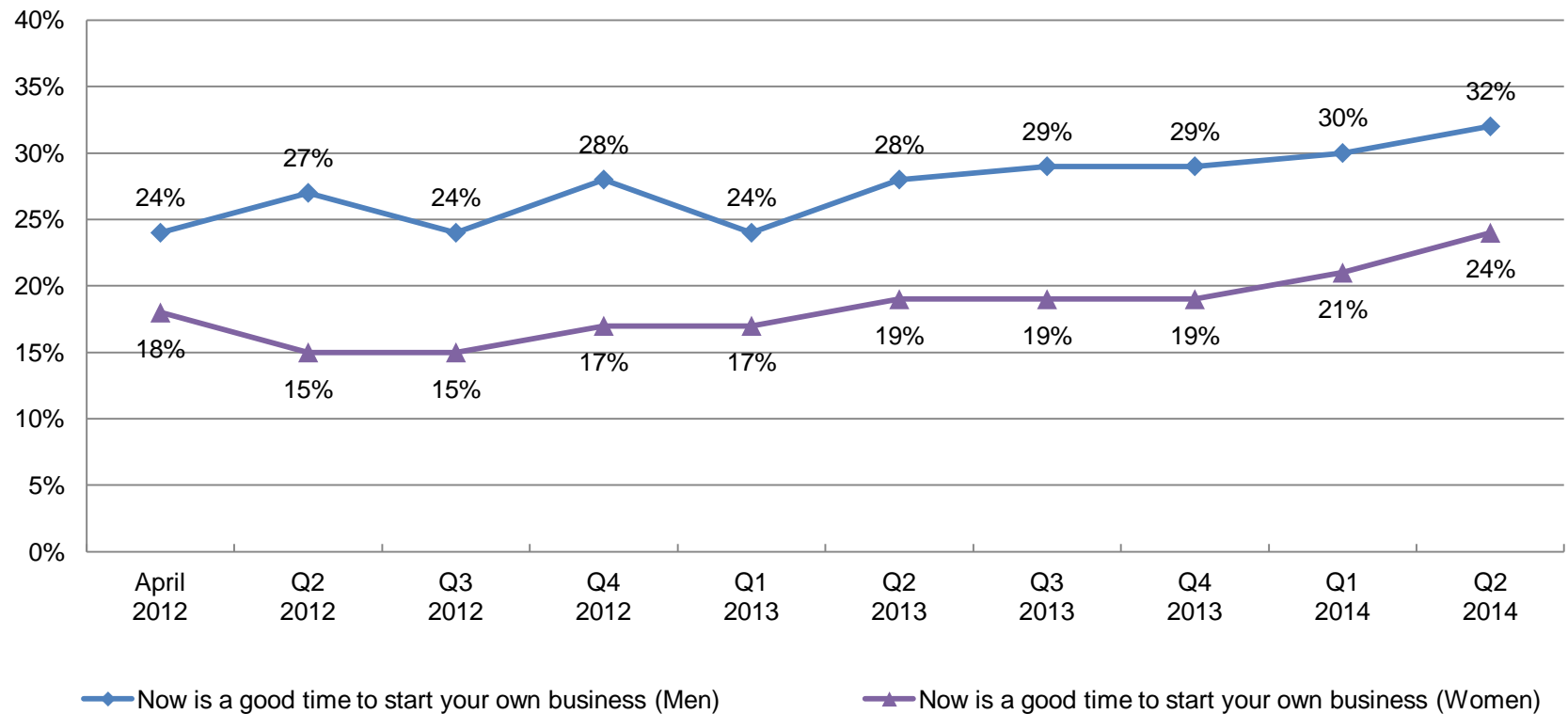
Younger women are even more likely than women of all ages to fear failure and much less likely than men to know where to get more information about starting a business.

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



Men continue to be more likely than women to say that now is a good time to start a business or enterprise.

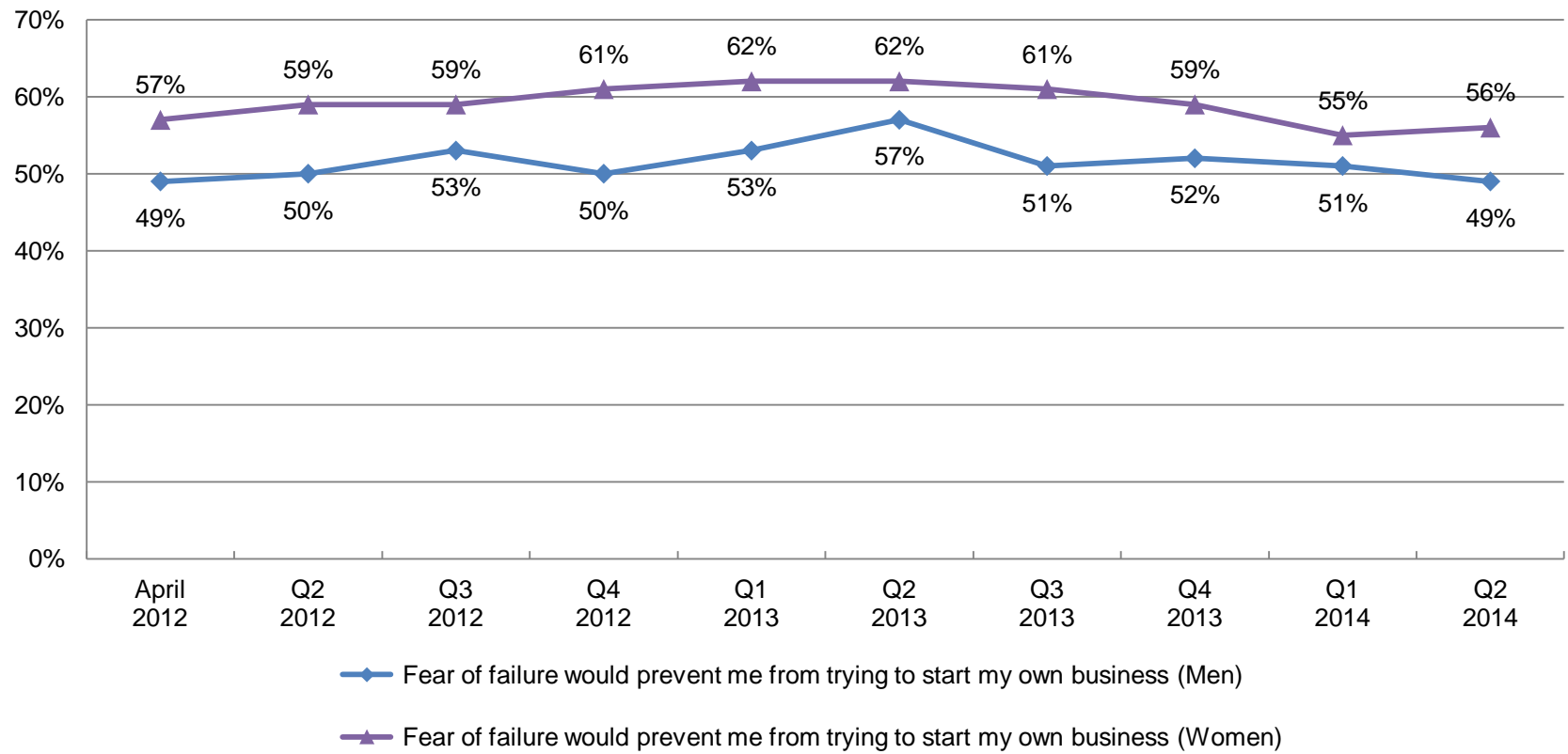
To what extent do you agree or disagree with the following statements?
Now is a good time to start your own business or enterprise (Total agree)



Women are consistently more likely than men to admit that a fear of failure would prevent them from trying to start their own business or enterprise.

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

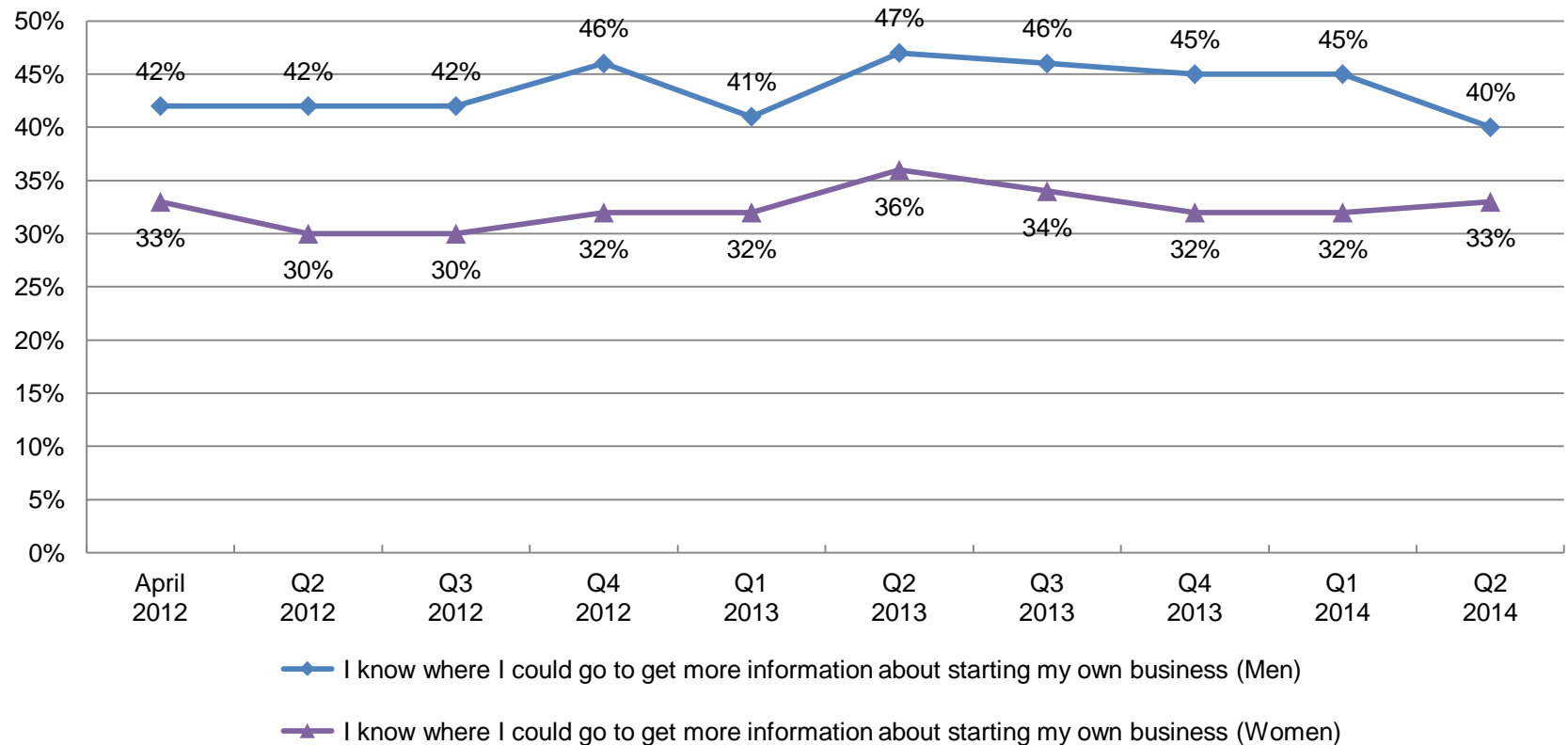
Fear of failure would prevent me from trying to start my own business or enterprise (Total agree)



Women are less likely than men to say that they know where to go for more information on starting their own business or enterprise.

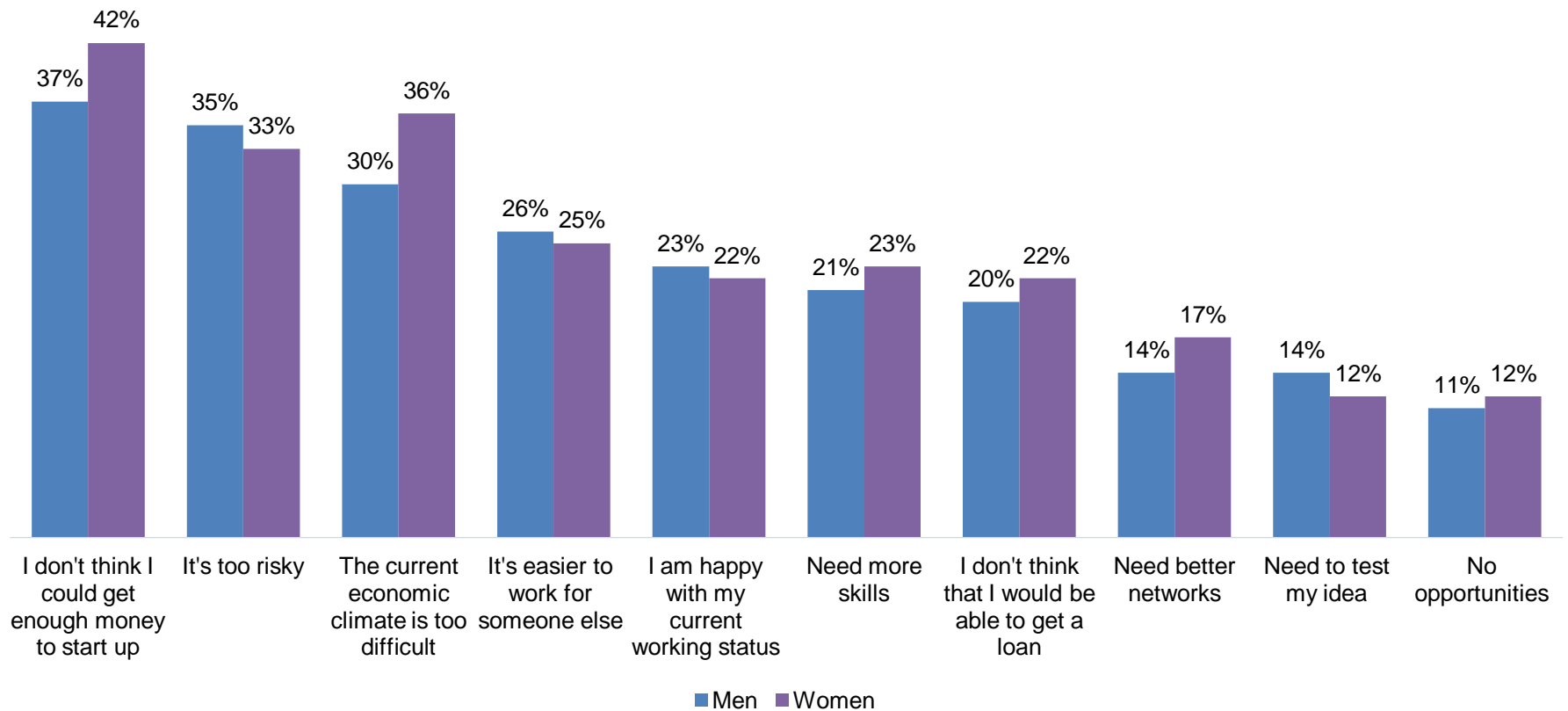
To what extent do you agree or disagree with the following statements?

**I know where I could go to get more information about starting my own business or enterprise
(Total agree)**



Men and women's perceptions of a difficult economic climate or the difficulty of securing funding remain different. Women continue to be more concerned about a lack of skills and networks.

What do you think are/would be the biggest barriers to starting your own business or enterprise?





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