

# BRITISH LIBRARY – LONDON ENTREPRENEURS POLL – SEPTEMBER 2016

## METHODOLOGY NOTE

ComRes interviewed 1,024 British adults living in London online between 5<sup>th</sup> and 11<sup>th</sup> September 2016. Data were weighted to be representative of all London adults by age, gender, region, ethnicity, working status and tenure.

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## Entrepreneurs Survey

### ONLINE Fieldwork: 5th - 11th September 2016

Absolutes/col percents

Table 1

**Q1. Sometimes people dream of starting their own business, or are struck with inspiration for a new business idea, invention or product...**

**Which of the following, if any, applies to you?**

**Base: All respondents**

	Gender		Age							Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	1024	551	473	131	238	209	171	121	154	456	306	112	150	171	301	122	199	231	642	350	686	338	579	195	227
Weighted base	1024	512	512	155	248	196	165	114	145	426	306	106	186	186	321	114	186	217	575	417	604	420	512	236	266
NET: Any dream/ idea	712	357	355	111	196	161	109	68	67	312	205	78	117	132	214	84	124	158	348	338	477	235	346	146	212
	70%	70%	69%	71%	79%	82%	66%	60%	46%	73%	67%	73%	63%	71%	67%	74%	66%	73%	61%	81%	79%	56%	68%	62%	80%
I dream of starting my own business and becoming an entrepreneur	277	133	144	41	89	76	38	26	7	116	72	37	52	52	87	36	39	63	106	159	192	86	117	66	91
	27%	26%	28%	27%	36%	39%	23%	23%	5%	27%	23%	35%	28%	28%	27%	32%	21%	29%	18%	38%	32%	20%	23%	28%	34%
I have told my friends and family about an idea but have done nothing further	235	105	130	51	63	52	31	19	19	95	71	25	44	51	75	21	43	45	111	112	147	88	110	49	74
	23%	21%	25%	33%	26%	27%	19%	17%	13%	22%	23%	24%	24%	27%	23%	19%	23%	21%	19%	27%	24%	21%	21%	21%	28%
I have had an idea for a new business, invention or product in the last 5 years	168	90	78	32	42	40	26	20	8	75	49	22	22	37	48	26	26	31	80	84	119	49	80	31	55
	16%	18%	15%	21%	17%	21%	16%	17%	5%	18%	16%	21%	12%	20%	15%	23%	14%	14%	14%	20%	20%	12%	16%	13%	21%
I have a business idea but have never told anyone or acted on it	137	73	64	24	39	32	21	6	15	60	43	8	27	36	42	10	22	28	75	57	90	47	68	27	41
	13%	14%	13%	16%	16%	16%	13%	6%	10%	14%	14%	8%	14%	19%	13%	8%	12%	13%	13%	14%	15%	11%	13%	11%	15%
I have an idea for a new business, invention or product which I am currently working on	111	58	54	16	38	27	14	12	5	54	29	16	13	27	31	10	22	21	41	68	87	24	60	22	29
	11%	11%	10%	10%	15%	14%	8%	11%	3%	13%	9%	15%	7%	14%	10%	9%	12%	10%	7%	16%	14%	6%	12%	9%	11%
I have explored protecting a new idea	83	52	31	18	19	21	11	10	4	41	23	10	10	20	21	12	14	17	38	39	59	24	42	15	26
	8%	10%	6%	12%	8%	10%	7%	9%	2%	10%	7%	9%	5%	11%	6%	10%	8%	8%	7%	9%	10%	6%	8%	6%	10%
I have had a business idea and have turned it into a successful business	70	43	26	8	11	12	9	11	18	41	13	10	5	14	16	10	10	20	49	20	43	27	49	8	12
	7%	8%	5%	5%	5%	6%	5%	10%	13%	10%	4%	10%	3%	8%	5%	9%	5%	9%	9%	5%	7%	6%	10%	4%	4%
I have sought professional business advice about an idea	61	44	17	3	19	16	13	2	7	32	19	6	4	13	15	8	14	11	31	28	50	11	38	9	14
	6%	9%	3%	2%	8%	8%	8%	2%	5%	8%	6%	6%	2%	7%	5%	7%	7%	5%	5%	7%	8%	3%	7%	4%	5%

## Entrepreneurs Survey

### ONLINE Fieldwork: 5th - 11th September 2016

Absolutes/col percents

Table 1

**Q1. Sometimes people dream of starting their own business, or are struck with inspiration for a new business idea, invention or product...**

**Which of the following, if any, applies to you?**

**Base: All respondents**

	<u>Gender</u>		<u>Age</u>							<u>Social Grade</u>				<u>Region</u>					<u>Ethnicity</u>		<u>Working status</u>		<u>Tenure</u>		
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>Central</u>	<u>East</u>	<u>North</u>	<u>South</u>	<u>West</u>	<u>White</u>	<u>Non-White</u>	<u>Work FT/PT</u>	<u>Not working</u>	<u>Own home</u>	<u>Rented council/HA</u>	<u>Rented private</u>
Weighted base	1024	512	512	155	248	196	165	114	145	426	306	106	186	186	321	114	186	217	575	417	604	420	512	236	266
I have never had an idea for a new business, invention or product	312 30%	155 30%	157 31%	45 29%	52 21%	35 18%	56 34%	46 40%	78 54%	114 27%	101 33%	28 27%	69 37%	54 29%	106 33%	30 26%	63 34%	59 27%	227 39%	79 19%	127 21%	185 44%	166 32%	89 38%	54 20%

## Entrepreneurs Survey

### ONLINE Fieldwork: 5th - 11th September 2016

Absolutes/col percents

Table 2

**Q2. What would be your main motivations for starting your own business? Please select up to three options.**

**Base: All respondents who have had an idea or dream to start their own business**

	Gender			Age						Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	712	385	327	93	190	171	115	74	69	330	205	83	94	123	204	92	126	167	401	285	533	179	391	122	181
Weighted base	712	357	355	111	196	161	109	68	67	312	205	78	117	132	214	84	124	158	348	338	477	235	346	146	212
I want to be my own boss	332 47%	167 47%	164 46%	41 37%	85 43%	82 51%	65 59%	35 52%	24 36%	135 43%	104 51%	44 57%	48 41%	63 48%	102 48%	39 47%	51 41%	77 48%	168 48%	151 45%	233 49%	99 42%	165 48%	63 43%	100 47%
I want a better work-life balance	284 40%	129 36%	154 43%	39 35%	73 37%	75 47%	56 51%	27 40%	14 21%	117 38%	83 40%	32 42%	51 43%	52 40%	95 44%	26 31%	39 31%	72 45%	131 37%	143 42%	202 42%	82 35%	145 42%	58 40%	77 36%
I want to have more control over my future success	277 39%	145 41%	132 37%	40 36%	64 32%	60 37%	53 49%	34 50%	25 38%	128 41%	79 38%	28 36%	41 35%	54 41%	81 38%	39 47%	44 35%	59 37%	145 42%	120 36%	198 42%	79 33%	139 40%	57 39%	78 37%
I want to have a more interesting career	200 28%	97 27%	103 29%	32 29%	59 30%	52 32%	31 29%	12 18%	14 21%	94 30%	64 31%	18 23%	24 21%	43 32%	58 27%	26 31%	32 26%	42 27%	114 33%	79 23%	137 29%	63 27%	102 30%	34 23%	62 29%
I want to become a millionaire	137 19%	71 20%	66 19%	28 25%	45 23%	25 15%	19 18%	12 18%	8 12%	50 16%	45 22%	11 15%	31 26%	27 21%	39 18%	16 19%	30 24%	24 15%	54 16%	79 23%	94 20%	42 18%	50 14%	41 28%	45 21%
I want to make a difference to the world	123 17%	73 20%	51 14%	29 26%	46 23%	20 12%	17 15%	4 6%	8 12%	59 19%	30 14%	17 22%	17 15%	29 22%	32 15%	11 14%	18 15%	32 20%	52 15%	65 19%	87 18%	37 16%	47 14%	28 19%	46 22%
I see a gap in the market and I want to capitalise on it	116 16%	65 18%	52 15%	21 19%	28 14%	24 15%	10 9%	15 22%	17 26%	60 19%	32 16%	10 12%	15 13%	21 16%	28 13%	16 19%	28 23%	23 15%	65 19%	47 14%	73 15%	43 18%	58 17%	20 13%	35 17%
I want to make a difference to my local community	83 12%	35 10%	48 13%	13 12%	29 15%	20 13%	11 10%	5 8%	4 7%	32 10%	25 12%	10 12%	17 14%	23 17%	20 9%	10 12%	13 11%	16 10%	29 8%	51 15%	54 11%	29 12%	39 11%	23 16%	20 9%
Other (please specify)	21 3%	12 3%	9 3%	- -	3 2%	4 2%	4 4%	3 4%	8 11%	10 3%	4 2%	1 1%	5 5%	3 2%	4 2%	2 2%	7 6%	5 3%	12 3%	9 3%	10 2%	11 5%	10 3%	6 4%	5 2%

## Entrepreneurs Survey

### ONLINE Fieldwork: 5th - 11th September 2016

Absolutes/col percents

Table 3

**Q3. What is stopping you from starting your own business? Please select up to three options.**

**Base: All respondents who have not started their own business**

	Gender		Age						Social Grade				Region					Ethnicity		Working status		Tenure			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	946	500	446	125	227	194	160	108	132	407	291	101	147	157	284	111	187	207	582	333	634	312	518	188	217
Weighted base	954	468	486	147	237	184	156	103	127	385	293	96	181	172	305	104	177	197	526	397	561	393	463	227	254
Lack of funding	362 38%	162 35%	201 41%	55 38%	104 44%	82 44%	63 40%	39 38%	20 16%	126 33%	105 36%	41 43%	90 50%	73 42%	118 39%	46 45%	60 34%	66 33%	176 34%	175 44%	236 42%	126 32%	139 30%	111 49%	108 43%
I don't know where to start	249 26%	111 24%	138 28%	53 36%	71 30%	53 29%	39 25%	22 21%	11 9%	106 27%	78 27%	22 23%	43 24%	43 25%	94 31%	21 20%	41 23%	50 25%	136 26%	100 25%	159 28%	90 23%	108 23%	63 28%	74 29%
Lack of knowledge	215 22%	99 21%	115 24%	34 23%	59 25%	40 22%	42 27%	23 22%	16 13%	81 21%	64 22%	21 22%	48 27%	32 18%	80 26%	26 25%	35 20%	43 22%	110 21%	97 24%	140 25%	74 19%	99 21%	58 25%	55 22%
Too many financial commitments	210 22%	119 25%	91 19%	23 16%	60 25%	44 24%	42 27%	24 24%	17 14%	82 21%	68 23%	29 30%	32 18%	47 27%	65 21%	26 25%	26 15%	46 23%	108 21%	95 24%	143 25%	67 17%	95 20%	43 19%	70 28%
Fear	194 20%	90 19%	104 21%	30 21%	56 24%	46 25%	33 21%	16 16%	12 9%	93 24%	52 18%	17 18%	32 17%	34 20%	63 21%	19 18%	43 24%	36 18%	97 18%	89 23%	137 24%	58 15%	101 22%	40 18%	52 20%
I don't want to start my own business	160 17%	88 19%	72 15%	22 15%	23 10%	15 8%	27 18%	26 26%	47 37%	61 16%	57 19%	14 14%	28 16%	30 18%	49 16%	19 18%	27 15%	35 18%	132 25%	26 6%	59 11%	101 26%	93 20%	36 16%	30 12%
I don't think I could do it	140 15%	55 12%	85 17%	29 20%	30 13%	25 14%	25 16%	15 15%	15 12%	46 12%	45 15%	11 12%	37 21%	29 17%	56 19%	15 14%	14 8%	25 13%	80 15%	56 14%	72 13%	67 17%	60 13%	46 20%	32 12%
Not the right time	120 13%	62 13%	59 12%	29 20%	34 14%	20 11%	9 6%	14 13%	14 11%	50 13%	42 14%	15 15%	14 8%	19 11%	41 13%	12 12%	21 12%	28 14%	62 12%	56 14%	76 14%	44 11%	61 13%	21 9%	37 14%
Too many family commitments	99 10%	51 11%	48 10%	4 3%	24 10%	31 17%	18 11%	9 9%	13 10%	49 13%	19 6%	11 12%	19 11%	17 10%	28 9%	12 12%	18 10%	24 12%	37 7%	58 15%	55 10%	44 11%	57 12%	18 8%	24 9%
It is too competitive	95 10%	46 10%	48 10%	13 9%	28 12%	21 12%	16 10%	11 11%	6 4%	42 11%	28 10%	11 11%	14 8%	17 10%	29 10%	9 9%	20 11%	20 10%	43 8%	48 12%	69 12%	26 7%	49 11%	18 8%	25 10%
I think someone else has already had the same idea	26 3%	18 4%	8 2%	2 1%	8 3%	6 4%	5 3%	3 2%	3 2%	15 4%	7 2%	1 1%	4 2%	5 3%	10 3%	2 1%	5 3%	5 2%	15 3%	11 3%	21 4%	5 1%	15 3%	5 2%	6 2%
Other (please specify)	86 9%	50 11%	36 7%	10 7%	6 3%	7 4%	13 8%	10 10%	39 31%	25 7%	29 10%	8 8%	24 13%	4 2%	25 8%	12 12%	29 16%	16 8%	58 11%	26 6%	21 4%	65 17%	52 11%	17 7%	17 7%
NET: Financial factors	478 50%	224 48%	254 52%	70 48%	134 56%	103 56%	89 57%	48 47%	33 26%	181 47%	135 46%	56 58%	106 59%	96 56%	157 52%	59 57%	72 41%	94 48%	242 46%	220 56%	314 56%	164 42%	202 44%	127 56%	144 57%

## Entrepreneurs Survey

### ONLINE Fieldwork: 5th - 11th September 2016

Absolutes/col percents

Table 3

**Q3. What is stopping you from starting your own business? Please select up to three options.**

**Base: All respondents who have not started their own business**

	Gender		Age						Social Grade				Region				Ethnicity		Working status		Tenure				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Weighted base	954	468	486	147	237	184	156	103	127	385	293	96	181	172	305	104	177	197	526	397	561	393	463	227	254
NET: Knowledge/confidence	540	245	295	98	146	110	91	54	41	212	163	54	110	94	190	55	91	110	286	232	348	191	247	147	139
	57%	52%	61%	67%	62%	59%	58%	52%	33%	55%	56%	56%	61%	54%	62%	53%	52%	56%	54%	59%	62%	49%	53%	65%	55%

## Entrepreneurs Survey

### ONLINE Fieldwork: 5th - 11th September 2016

Absolutes/col percents

Table 4

**Q4. If you started your own business, what type of business would you start? Please select the option that would best suit your idea.**

**Base: All respondents who have not started their own business**

	Gender		Age							Social Grade				Region					Ethnicity		Working status		Tenure		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Central	East	North	South	West	White	Non-White	Work FT/PT	Not working	Own home	Rented council/HA	Rented private
Unweighted base	946	500	446	125	227	194	160	108	132	407	291	101	147	157	284	111	187	207	582	333	634	312	518	188	217
Weighted base	954	468	486	147	237	184	156	103	127	385	293	96	181	172	305	104	177	197	526	397	561	393	463	227	254
Technology/ digital/ web/ apps	154 16%	122 26%	32 7%	23 16%	35 15%	39 21%	19 12%	18 18%	19 15%	74 19%	44 15%	14 15%	21 12%	26 15%	51 17%	15 15%	25 14%	37 19%	86 16%	62 16%	98 18%	56 14%	77 17%	30 13%	41 16%
Restaurant/ cafe/ bar	124 13%	54 12%	71 15%	26 18%	39 17%	25 13%	17 11%	4 3%	14 11%	56 15%	42 14%	12 12%	15 8%	27 16%	30 10%	16 15%	22 12%	29 15%	74 14%	48 12%	81 14%	43 11%	53 11%	24 11%	47 18%
Retail/ shops/ pop-up shops	84 9%	36 8%	49 10%	13 9%	22 9%	19 10%	12 8%	8 7%	10 8%	28 7%	19 7%	10 11%	27 15%	16 9%	35 12%	9 8%	10 6%	15 8%	47 9%	37 9%	40 7%	44 11%	41 9%	22 10%	21 8%
Food/ drink products	79 8%	31 7%	49 10%	8 5%	30 12%	15 8%	12 8%	11 10%	4 3%	25 7%	26 9%	10 10%	18 10%	17 10%	26 8%	11 10%	12 7%	14 7%	40 8%	37 9%	47 8%	32 8%	39 8%	22 10%	17 7%
Property/ interior design	78 8%	47 10%	31 6%	7 5%	12 5%	16 9%	20 13%	12 11%	12 10%	36 9%	25 8%	7 7%	11 6%	13 8%	22 7%	7 7%	20 11%	16 8%	35 7%	41 10%	54 10%	24 6%	52 11%	14 6%	12 5%
Arts/ crafts	73 8%	24 5%	49 10%	12 8%	15 6%	11 6%	15 9%	8 8%	13 10%	35 9%	21 7%	4 4%	12 7%	10 6%	26 8%	7 7%	18 10%	13 6%	52 10%	22 5%	40 7%	33 8%	38 8%	21 9%	14 5%
Fitness/ wellbeing	60 6%	26 6%	34 7%	9 6%	15 6%	9 5%	13 8%	8 8%	7 6%	22 6%	17 6%	9 9%	12 7%	11 6%	15 5%	9 9%	14 8%	10 5%	28 5%	32 8%	32 6%	28 7%	25 5%	18 8%	17 7%
Fashion	51 5%	9 2%	42 9%	12 8%	14 6%	12 7%	6 4%	3 2%	4 3%	14 4%	15 5%	7 7%	15 8%	8 4%	17 6%	7 7%	9 5%	10 5%	24 5%	24 6%	27 5%	23 6%	14 3%	12 5%	25 10%
Media/ marketing/ branding	50 5%	32 7%	18 4%	11 8%	13 6%	11 6%	4 2%	4 4%	7 5%	23 6%	14 5%	6 6%	7 4%	11 6%	11 4%	6 6%	8 5%	14 7%	33 6%	15 4%	31 6%	19 5%	27 6%	10 5%	13 5%
Beauty/ cosmetics	35 4%	8 2%	27 6%	11 7%	11 5%	7 4%	3 2%	4 4%	-	7 2%	17 6%	4 4%	7 4%	7 4%	11 4%	2 2%	7 4%	7 3%	6 1%	24 6%	22 4%	13 3%	12 2%	14 6%	9 4%
Other (please specify)	164 17%	80 17%	84 17%	16 11%	32 14%	20 11%	37 23%	25 24%	35 28%	64 17%	52 18%	13 14%	35 19%	25 15%	61 20%	14 14%	32 18%	32 16%	102 19%	56 14%	87 15%	78 20%	86 19%	39 17%	38 15%