

YouGov/ Schneider Bartosch Survey

Sample size: 2009 GB adults
GB Sample: 2nd - 3rd October 2014

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

For the following question, even if you don't currently work or have never set up a business, we are still interested in your opinion...

In general, which, if any, of the following do you think are important when setting up a new business? (Please select all that apply)

Unweighted base	2009	965	1044	224	265	338	473	709	1115	894	488	294	206	204	448	122	247
Base: All GB adults	2009	964	1045	241	324	345	396	703	1105	904	494	329	193	257	460	100	175
Finding business premises	38%	35%	40%	33%	35%	29%	34%	47%	36%	39%	40%	35%	44%	31%	35%	41%	43%
Having a website	56%	51%	60%	47%	58%	57%	55%	57%	59%	51%	52%	51%	64%	58%	56%	63%	60%
Getting financed (i.e. finding money to set up the business)	68%	65%	71%	61%	70%	64%	65%	74%	72%	64%	66%	68%	68%	71%	68%	74%	69%
Inventing/ coming up with an idea	51%	47%	54%	52%	54%	50%	46%	52%	54%	46%	48%	48%	58%	51%	51%	56%	51%
Getting a lawyer to protect your invention/ idea	30%	28%	32%	29%	30%	24%	24%	36%	31%	29%	26%	26%	36%	31%	33%	28%	31%
Getting customers	71%	70%	73%	58%	69%	72%	71%	78%	73%	69%	72%	71%	74%	67%	70%	82%	72%
Writing a business plan	66%	62%	70%	53%	60%	61%	68%	75%	72%	59%	61%	62%	69%	68%	69%	75%	69%
Finding a good accountant	41%	38%	43%	33%	34%	33%	38%	52%	43%	38%	38%	39%	43%	39%	43%	44%	42%
Researching the business sector/ market	71%	67%	74%	57%	66%	71%	71%	76%	75%	65%	68%	69%	69%	72%	73%	83%	66%
Choosing a good brand name for the business	43%	39%	47%	44%	45%	39%	42%	45%	45%	41%	42%	38%	50%	40%	45%	48%	45%
Finding out about government rules and regulations that may be related to the business	66%	62%	70%	58%	59%	60%	64%	76%	71%	61%	64%	64%	63%	66%	69%	78%	67%
Other	2%	3%	2%	2%	3%	1%	3%	2%	3%	2%	2%	3%	1%	4%	2%	2%	2%
Don't know	8%	9%	7%	16%	8%	9%	9%	5%	6%	11%	11%	8%	5%	7%	8%	4%	9%

In general, which, if any, of the following do you think describes the 'world of business'?

Unweighted base	2009	965	1044	224	265	338	473	709	1115	894	488	294	206	204	448	122	247
Base: All GB adults	2009	964	1045	241	324	345	396	703	1105	904	494	329	193	257	460	100	175
'Dog eat dog'	47%	49%	46%	52%	54%	45%	50%	42%	44%	51%	50%	44%	42%	45%	47%	60%	48%
Caring and responsible	3%	4%	2%	4%	3%	2%	2%	4%	3%	3%	2%	5%	3%	2%	2%	3%	5%
Full of jargon	29%	30%	28%	21%	33%	27%	25%	33%	28%	30%	28%	28%	28%	29%	30%	27%	34%
Honest, open and transparent	4%	4%	4%	3%	3%	4%	2%	6%	4%	4%	1%	7%	5%	6%	3%	3%	6%
Corrupt and dishonest	20%	22%	17%	25%	25%	16%	17%	18%	17%	23%	21%	17%	16%	18%	19%	23%	25%
A force for good	9%	11%	8%	12%	8%	7%	8%	11%	11%	8%	8%	11%	7%	11%	10%	7%	11%
A force for evil	6%	8%	4%	10%	9%	7%	5%	3%	5%	7%	6%	5%	8%	5%	4%	4%	12%
Attracts nice people	3%	4%	3%	4%	6%	2%	2%	4%	3%	4%	2%	3%	3%	6%	3%	2%	4%
Attracts unpleasant people	16%	20%	12%	17%	21%	17%	13%	14%	14%	18%	18%	17%	15%	13%	14%	18%	17%
Something I'd like my kids to go into	7%	10%	5%	7%	8%	7%	6%	8%	7%	7%	4%	9%	8%	8%	7%	9%	11%
Something I wouldn't like my kids to go into	6%	7%	6%	5%	7%	7%	4%	8%	7%	6%	7%	4%	7%	6%	6%	12%	6%
None of these	13%	12%	14%	10%	9%	16%	16%	13%	17%	8%	14%	11%	15%	13%	14%	11%	10%
Don't know	15%	12%	18%	17%	15%	13%	14%	15%	13%	17%	16%	16%	15%	14%	14%	11%	13%

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Total	Government Region											Working status						
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

For the following question, even if you don't currently work or have never set up a business, we are still interested in your opinion...

In general, which, if any, of the following do you think are important when setting up a new business? (Please select all that apply)

Unweighted base	2009	100	230	158	140	154	206	204	261	187	122	247	1020	236	1256	86	450	69	148
Base: All GB adults	2009	102	233	159	154	175	193	257	268	193	100	175	1022	235	1257	93	444	70	146
Finding business premises	38%	43%	38%	41%	31%	39%	44%	31%	34%	35%	41%	43%	34%	35%	34%	30%	50%	36%	36%
Having a website	56%	57%	50%	52%	51%	51%	64%	58%	56%	55%	63%	60%	56%	50%	55%	55%	57%	53%	60%
Getting financed (i.e. finding money to set up the business)	68%	63%	67%	68%	65%	71%	68%	71%	68%	69%	74%	69%	69%	62%	67%	63%	75%	53%	67%
Inventing/ coming up with an idea	51%	48%	46%	51%	48%	47%	58%	51%	53%	48%	56%	51%	50%	48%	50%	57%	53%	43%	50%
Getting a lawyer to protect your invention/ idea	30%	23%	27%	27%	23%	28%	36%	31%	31%	35%	28%	31%	27%	27%	27%	33%	39%	18%	28%
Getting customers	71%	68%	69%	77%	73%	69%	74%	67%	71%	69%	82%	72%	72%	69%	71%	62%	77%	60%	69%
Writing a business plan	66%	54%	60%	67%	62%	62%	69%	68%	71%	65%	75%	69%	64%	63%	64%	50%	77%	62%	63%
Finding a good accountant	41%	31%	41%	39%	38%	40%	43%	39%	43%	44%	44%	42%	38%	37%	38%	32%	54%	29%	38%
Researching the business sector/ market	71%	67%	65%	73%	70%	68%	69%	72%	71%	76%	83%	66%	70%	67%	70%	59%	77%	61%	70%
Choosing a good brand name for the business	43%	43%	39%	47%	36%	39%	50%	40%	44%	46%	48%	45%	44%	40%	43%	42%	44%	41%	44%
Finding out about government rules and regulations that may be related to the business	66%	56%	65%	67%	61%	67%	63%	66%	68%	70%	78%	67%	63%	62%	63%	56%	78%	57%	67%
Other	2%	-	3%	3%	2%	3%	1%	4%	1%	2%	2%	2%	3%	2%	3%	4%	1%	1%	1%
Don't know	8%	15%	11%	8%	7%	10%	5%	7%	7%	9%	4%	9%	8%	10%	8%	11%	5%	19%	11%

In general, which, if any, of the following do you think describes the 'world of business'?

Unweighted base	2009	100	230	158	140	154	206	204	261	187	122	247	1020	236	1256	86	450	69	148
Base: All GB adults	2009	102	233	159	154	175	193	257	268	193	100	175	1022	235	1257	93	444	70	146
'Dog eat dog'	47%	48%	53%	48%	50%	40%	42%	45%	45%	49%	60%	48%	49%	45%	49%	52%	41%	44%	53%
Caring and responsible	3%	2%	2%	2%	6%	5%	3%	2%	2%	2%	3%	5%	3%	4%	3%	3%	4%	5%	-
Full of jargon	29%	26%	29%	27%	30%	27%	28%	29%	30%	31%	27%	34%	27%	32%	28%	30%	33%	23%	29%
Honest, open and transparent	4%	2%	1%	1%	7%	6%	5%	6%	4%	2%	3%	6%	4%	6%	4%	2%	6%	-	1%
Corrupt and dishonest	20%	17%	22%	21%	17%	17%	16%	18%	19%	20%	23%	25%	18%	17%	18%	30%	19%	28%	23%
A force for good	9%	6%	10%	6%	10%	11%	7%	11%	11%	9%	7%	11%	9%	8%	9%	14%	11%	8%	6%
A force for evil	6%	7%	7%	5%	6%	4%	8%	5%	3%	5%	4%	12%	6%	6%	6%	19%	4%	5%	7%
Attracts nice people	3%	4%	2%	1%	2%	4%	3%	6%	3%	3%	2%	4%	3%	4%	3%	4%	4%	3%	2%
Attracts unpleasant people	16%	11%	24%	12%	21%	14%	15%	13%	13%	17%	18%	17%	16%	14%	15%	25%	14%	18%	21%
Something I'd like my kids to go into	7%	5%	4%	5%	10%	9%	8%	8%	8%	5%	9%	11%	8%	6%	7%	5%	9%	6%	5%
Something I wouldn't like my kids to go into	6%	7%	10%	4%	7%	2%	7%	6%	6%	6%	12%	6%	6%	7%	6%	6%	8%	2%	4%
None of these	13%	14%	13%	16%	10%	12%	15%	13%	14%	14%	11%	10%	14%	12%	13%	9%	14%	14%	12%
Don't know	15%	21%	14%	18%	12%	20%	15%	14%	12%	16%	11%	13%	13%	18%	14%	14%	16%	24%	19%

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Total	Marital Status					Children in Household						Social Media (monthly or more)			
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

For the following question, even if you don't currently work or have never set up a business, we are still interested in your opinion...

In general, which, if any, of the following do you think are important when setting up a new business? (Please select all that apply)

Unweighted base	2009	996	275	168	66	503	1424	256	219	66	541	44	1101	199	113	389
Base: All GB adults	2009	959	288	161	66	535	1420	258	217	67	542	47	1110	206	114	405
Finding business premises	38%	38%	32%	45%	50%	35%	40%	35%	29%	25%	31%	36%	37%	33%	41%	37%
Having a website	56%	57%	58%	57%	49%	54%	57%	53%	52%	51%	52%	51%	57%	62%	53%	63%
Getting financed (i.e. finding money to set up the business)	68%	67%	72%	75%	77%	67%	71%	64%	64%	63%	64%	45%	68%	70%	64%	71%
Inventing/ coming up with an idea	51%	49%	49%	55%	42%	54%	52%	52%	45%	48%	48%	28%	51%	57%	50%	56%
Getting a lawyer to protect your invention/ idea	30%	30%	22%	29%	42%	31%	32%	27%	26%	18%	26%	21%	29%	33%	32%	31%
Getting customers	71%	73%	73%	72%	78%	67%	73%	72%	63%	65%	68%	59%	71%	71%	72%	72%
Writing a business plan	66%	68%	63%	78%	76%	59%	69%	61%	62%	55%	61%	54%	66%	76%	63%	67%
Finding a good accountant	41%	42%	40%	46%	49%	35%	44%	35%	31%	35%	34%	28%	41%	45%	38%	36%
Researching the business sector/ market	71%	72%	71%	73%	77%	66%	73%	66%	70%	56%	66%	56%	70%	82%	66%	72%
Choosing a good brand name for the business	43%	42%	44%	44%	41%	45%	45%	39%	36%	47%	39%	30%	43%	45%	43%	48%
Finding out about government rules and regulations that may be related to the business	66%	66%	64%	74%	79%	63%	70%	59%	56%	57%	57%	44%	65%	71%	60%	67%
Other	2%	1%	4%	2%	-	4%	3%	1%	1%	-	1%	3%	2%	4%	3%	2%
Don't know	8%	8%	6%	5%	5%	11%	8%	7%	11%	12%	9%	20%	9%	5%	10%	8%

In general, which, if any, of the following do you think describes the 'world of business'?

Unweighted base	2009	996	275	168	66	503	1424	256	219	66	541	44	1101	199	113	389
Base: All GB adults	2009	959	288	161	66	535	1420	258	217	67	542	47	1110	206	114	405
'Dog eat dog'	47%	45%	49%	51%	43%	51%	49%	47%	43%	46%	45%	35%	49%	45%	61%	50%
Caring and responsible	3%	3%	2%	-	5%	3%	3%	3%	3%	4%	3%	2%	3%	6%	2%	3%
Full of jargon	29%	30%	30%	30%	26%	27%	32%	24%	21%	22%	23%	24%	31%	32%	41%	30%
Honest, open and transparent	4%	4%	2%	2%	8%	4%	4%	4%	2%	5%	3%	2%	4%	7%	7%	4%
Corrupt and dishonest	20%	16%	20%	19%	10%	27%	21%	15%	14%	13%	15%	21%	20%	21%	23%	22%
A force for good	9%	9%	8%	7%	15%	10%	10%	11%	6%	8%	9%	8%	10%	16%	6%	12%
A force for evil	6%	5%	8%	3%	-	8%	6%	5%	7%	6%	6%	6%	7%	7%	10%	8%
Attracts nice people	3%	3%	3%	-	3%	5%	3%	2%	4%	3%	3%	3%	3%	8%	8%	3%
Attracts unpleasant people	16%	15%	17%	16%	12%	17%	16%	15%	13%	16%	15%	25%	16%	17%	24%	19%
Something I'd like my kids to go into	7%	9%	9%	2%	12%	5%	7%	9%	7%	10%	8%	3%	8%	16%	10%	11%
Something I wouldn't like my kids to go into	6%	7%	8%	6%	6%	4%	7%	6%	7%	3%	6%	8%	6%	7%	10%	6%
None of these	13%	13%	16%	18%	8%	11%	13%	13%	14%	15%	14%	9%	12%	14%	11%	12%
Don't know	15%	16%	14%	14%	16%	14%	14%	14%	19%	11%	16%	40%	14%	10%	9%	13%