

RBS Youth Enterprise Tracker

08 October 2012

Populus interviewed 2,306 UK adults online between 31st August and 2nd September 2012 in the latest wave of the RBS Youth Enterprise Tracker. This research will be published quarterly, tracking young people's attitudes to starting up in business. Results have been weighted to be representative of the UK adult population.

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

Throughout this summary young people are defined as being between 18–30 years of age.



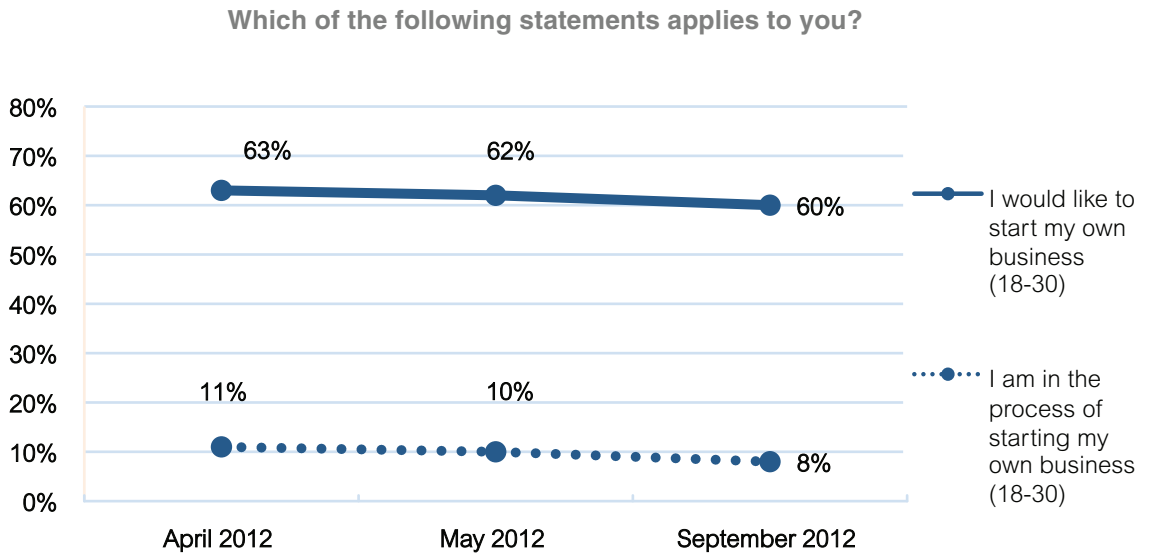
Research conducted by Populus
on behalf of RBS Group



The Ambition Gap

- Two thirds (66%) of young people are currently in work, a proportion similar to that in May 2012 (65%). Fewer young people are self-employed or part-time self-employed, however (12%, down from 18% in May 2012).
- Of the UK population who are not already self-employed, young people continue to be much more likely than the general population to want to start their own business (60% and 38%, respectively). Young people are also more likely say they would prefer to be self-employed (52% compared to 46% of the general population), and to have considered starting their own business (54% compared to 43% of the general population).
- However, only 8% of young people say that they are in the process of starting their own businesses (down from 10% in May 2012), suggesting that there is a significant 'ambition gap' between those who want to start their own business and those that are actually doing something about it.
- Though young people continue to be more likely than the population as a whole to identify the benefits of starting their own business (such as believing that it provides more flexibility and a better work-life balance than being employed), they remain much 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 need more skills (25% of young people compared to 17% of the general population)
 - They need better networks (29% of young people compared to 16% of the general population)
 - There are no opportunities to start their own business (17% of young people compared to 13% of the general population)
 - Fear of failure would prevent them from setting up their own business (67% of young people compared to 56% of the general population)
 - They don't know where to find information about starting a new business (46% of young people compared to 35% of the general population)
- Young people are also more likely than the general population to feel that the current economic climate makes starting a business less attractive because it is more likely to fail (54% and 49% respectively).
- The greater desire amongst young people to start their own business is often driven by the paucity of employment opportunities for young people. 53% of young people say starting their own business is more attractive due to the current jobs market (compared to 48% of the general population), and 44% say it is more attractive due to a lack of graduate recruitment programmes (compared to 35% of the general population).

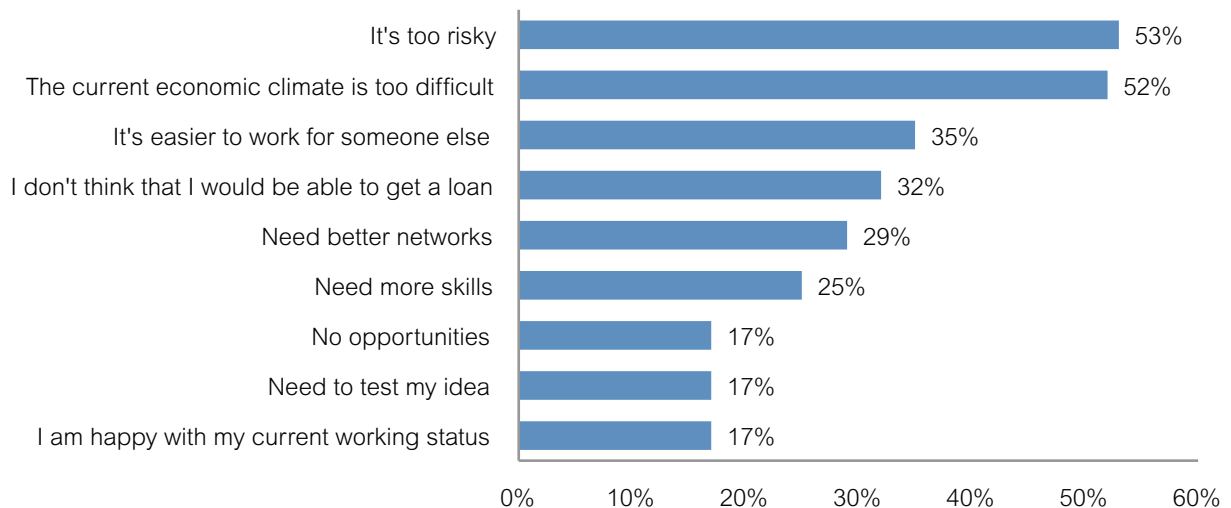
There is an 'ambition gap' between those young people who would like to start their own business and those that start doing it:



Base: All 18–30 year olds except self-employed

Young people continue to be particularly worried about both the risks associated with setting up a business and the difficulty of doing so in the current economic climate:

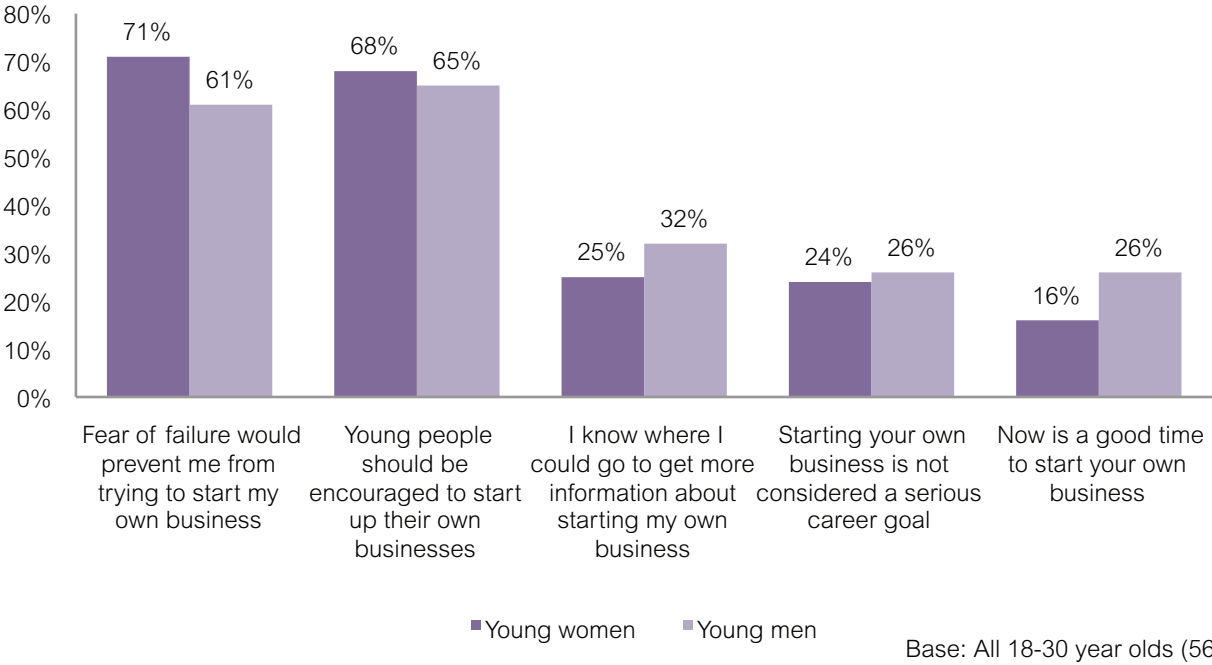
What do you think are/would be the biggest barriers to starting your own business?



Base: All 18-30 year olds (566)

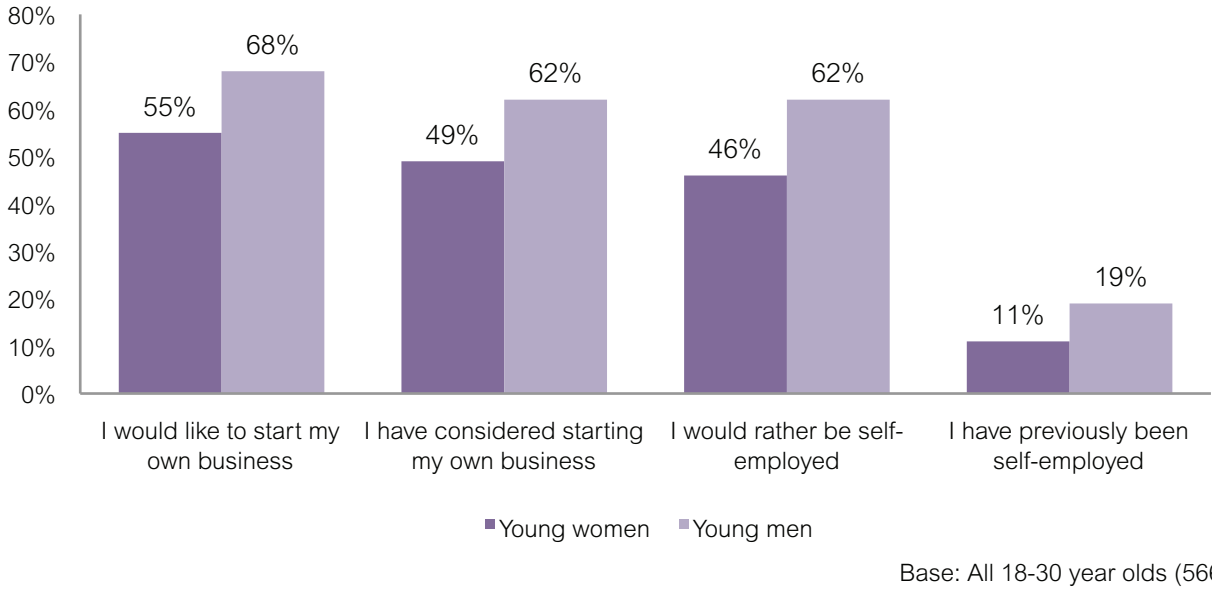
Young women are more likely than men to be put off starting their own business by a fear of failure, and less likely to think that now is a good time to start a business:

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



Young women are less likely than men to want to start their own business, to have considered doing so, to prefer the idea of self-employment, and to have previously been self-employed:

Which of the following statements applies to you?





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