

YouGov Survey Results
Sample Size: 1283 Business Professor
 Fieldwork: November 2014

Company annual turnover					
First year of trading	Less than £1 million (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer

Which, if any, of the following would you say are challenges for entrepreneurs when starting up their own business?(Please select all that apply)

Unweighted base	37	485	248	329	71	113
Base: Business Decision Makers	27	354	205	519	85	93
Finding investment/ funding	70%	67%	74%	76%	76%	74%
Finding business support	46%	41%	34%	37%	52%	37%
Generating innovative ideas	24%	32%	31%	41%	33%	40%
Employing talented staff	35%	41%	46%	47%	35%	35%
Having access to new technology	8%	12%	12%	12%	17%	18%
Other	11%	8%	4%	3%	4%	14%
Don't know	3%	2%	2%	1%	2%	3%
Not applicable - I don't think there are any challenges for entrepreneurs when starting up their own business	3%	2%	1%	1%	6%	2%

Which, if any, of the following characteristics would you say are the MOST important in becoming a successful entrepreneur? (Please select all that apply)

Unweighted base	37	485	248	329	71	113
Base: Business Decision Makers	27	354	205	519	85	93
Being innovative and creative	57%	59%	58%	63%	55%	69%
Ability to make good business connections	57%	50%	49%	52%	62%	58%
Having a passion for the industry	43%	49%	46%	46%	53%	40%
Being efficient with finance/ account management	38%	53%	48%	41%	51%	48%
Being able to lead a team	43%	35%	44%	39%	36%	41%
Taking risks	38%	39%	45%	50%	41%	38%
Having organisational skills	43%	47%	41%	36%	43%	50%
None of these	-	2%	-	1%	3%	3%
Don't know	5%	2%	1%	2%	4%	4%

Which ONE, if any, of the following work cultures would you MOST like to work in? (Please select the option that BEST applies)

Unweighted base	37	485	248	329	71	113
Base: Business Decision Makers	27	354	205	519	85	93
A hierarchal oriented culture (e.g. focused on structure, control and stability)	11%	8%	14%	10%	18%	15%
A market-driven oriented culture (e.g. focused on competition, achievement and result)	16%	16%	26%	27%	12%	14%
A clan oriented culture (e.g. focused on mentoring, nurturing and team work)	13%	24%	25%	25%	30%	21%
A creative oriented culture (e.g. focused on innovative thinking and creativity)	54%	39%	31%	34%	34%	39%
Don't know	5%	13%	3%	5%	6%	11%

Where in Britain do you MAINLY work?											
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Which, if any, of the following would you say are challenges for entrepreneurs when starting up their own business?(Please select all that apply)

Unweighted base	29	122	100	69	105	79	256	223	107	48	137	8
Base: Business Decision Makers	32	124	98	70	99	74	285	225	95	37	135	9
Finding investment/ funding	64%	73%	80%	74%	73%	75%	69%	77%	69%	79%	70%	60%
Finding business support	40%	42%	46%	48%	34%	43%	34%	36%	43%	54%	36%	25%
Generating innovative ideas	16%	32%	42%	47%	32%	31%	41%	37%	37%	32%	30%	33%
Employing talented staff	46%	44%	53%	35%	47%	49%	42%	47%	39%	37%	36%	9%
Having access to new technology	12%	7%	24%	10%	10%	14%	14%	10%	13%	13%	11%	9%
Other	12%	4%	5%	9%	4%	9%	5%	5%	9%	4%	6%	7%
Don't know	-	2%	2%	1%	2%	1%	1%	2%	2%	6%	3%	-
Not applicable - I don't think there are any challenges for entrepreneurs when starting up their own business	-	1%	3%	1%	2%	6%	2%	1%	2%	-	2%	-

Which, if any, of the following characteristics would you say are the MOST important in becoming a successful entrepreneur? (Please select all that apply)

Unweighted base	29	122	100	69	105	79	256	223	107	48	137	8
Base: Business Decision Makers	32	124	98	70	99	74	285	225	95	37	135	9
Being innovative and creative	60%	61%	54%	63%	62%	64%	61%	61%	62%	52%	61%	85%
Ability to make good business connections	39%	56%	43%	46%	55%	55%	55%	56%	56%	45%	42%	73%
Having a passion for the industry	53%	50%	45%	50%	48%	47%	43%	49%	50%	46%	39%	80%
Being efficient with finance/ account management	57%	41%	41%	41%	49%	54%	47%	47%	48%	46%	44%	48%
Being able to lead a team	42%	39%	36%	43%	34%	44%	38%	45%	38%	36%	29%	56%
Taking risks	35%	51%	45%	37%	40%	43%	44%	49%	44%	35%	45%	40%
Having organisational skills	25%	37%	38%	43%	53%	45%	41%	48%	40%	46%	31%	40%
None of these	-	2%	3%	3%	1%	4%	0%	0%	1%	-	4%	-
Don't know	-	2%	5%	1%	3%	1%	2%	2%	-	2%	2%	-

Which ONE, if any, of the following work cultures would you MOST like to work in? (Please select the option that BEST applies)

Unweighted base	29	122	100	69	105	79	256	223	107	48	137	8
Base: Business Decision Makers	32	124	98	70	99	74	285	225	95	37	135	9
A hierarchal oriented culture (e.g. focused on structure, control and stability)	7%	7%	8%	18%	12%	20%	15%	10%	7%	4%	5%	-
A market-driven oriented culture (e.g. focused on competition, achievement and result)	26%	22%	16%	11%	27%	25%	20%	31%	18%	20%	13%	64%
A clan oriented culture (e.g. focused on mentoring, nurturing and team work)	42%	23%	28%	29%	23%	15%	24%	22%	29%	28%	27%	-
A creative oriented culture (e.g. focused on innovative thinking and creativity)	18%	44%	42%	34%	29%	29%	37%	29%	37%	38%	45%	36%
Don't know	7%	4%	5%	8%	9%	11%	5%	8%	9%	10%	10%	-

Region mainly work							
North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Which, if any, of the following would you say are challenges for entrepreneurs when starting up their own business?(Please select all that apply)

Unweighted base	251	174	79	256	330	48	137	8
Base: Business Decision Makers	254	168	74	285	320	37	135	9
Finding investment/ funding	75%	73%	75%	69%	75%	79%	70%	60%
Finding business support	43%	40%	43%	34%	38%	54%	36%	25%
Generating innovative ideas	34%	38%	31%	41%	37%	32%	30%	33%
Employing talented staff	48%	42%	49%	42%	45%	37%	36%	9%
Having access to new technology	14%	10%	14%	14%	11%	13%	11%	9%
Other	5%	6%	9%	5%	6%	4%	6%	7%
Don't know	2%	2%	1%	1%	2%	6%	3%	-
Not applicable - I don't think there are any challenges for entrepreneurs when starting up their own business	2%	2%	6%	2%	1%	-	2%	-

Which, if any, of the following characteristics would you say are the MOST important in becoming a successful entrepreneur? (Please select all that apply)

Unweighted base	251	174	79	256	330	48	137	8
Base: Business Decision Makers	254	168	74	285	320	37	135	9
Being innovative and creative	58%	63%	64%	61%	61%	52%	61%	85%
Ability to make good business connections	49%	51%	55%	55%	56%	45%	42%	73%
Having a passion for the industry	48%	49%	47%	43%	49%	46%	39%	80%
Being efficient with finance/ account management	43%	46%	54%	47%	47%	46%	44%	48%
Being able to lead a team	39%	38%	44%	38%	43%	36%	29%	56%
Taking risks	47%	39%	43%	44%	47%	35%	45%	40%
Having organisational skills	36%	49%	45%	41%	46%	46%	31%	40%
None of these	2%	1%	4%	0%	0%	-	4%	-
Don't know	3%	2%	1%	2%	1%	2%	2%	-

Which ONE, if any, of the following work cultures would you MOST like to work in? (Please select the option that BEST applies)

Unweighted base	251	174	79	256	330	48	137	8
Base: Business Decision Makers	254	168	74	285	320	37	135	9
A hierarchal oriented culture (e.g. focused on structure, control and stability)	8%	15%	20%	15%	9%	4%	5%	-
A market-driven oriented culture (e.g. focused on competition, achievement and result)	20%	20%	25%	20%	27%	20%	13%	64%
A clan oriented culture (e.g. focused on mentoring, nurturing and team work)	28%	26%	15%	24%	24%	28%	27%	-
A creative oriented culture (e.g. focused on innovative thinking and creativity)	40%	31%	29%	37%	31%	38%	45%	36%
Don't know	5%	8%	11%	5%	8%	10%	10%	-

YouGov Survey Results
Sample Size: 1283 Business Professionals
 Fieldwork: November 2014

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

The integration of social media in business is vital to keep up with competitors

Unweighted base	1283	945	338	3	109	271	377	523
Base: Business Decision Makers	1283	968	315	4	110	317	391	461
Strongly agree	22%	20%	28%	74%	28%	24%	23%	17%
Tend to agree	41%	39%	44%	26%	44%	46%	36%	40%
Neither agree nor disagree	23%	25%	17%	-	16%	22%	25%	24%
Tend to disagree	11%	12%	9%	-	10%	6%	12%	14%
Strongly disagree	4%	4%	1%	-	3%	2%	3%	5%

Social Media has become an important vehicle for business networking

Unweighted base	1283	945	338	3	109	271	377	523
Base: Business Decision Makers	1283	968	315	4	110	317	391	461
Strongly agree	22%	19%	34%	74%	33%	28%	22%	16%
Tend to agree	45%	46%	44%	26%	41%	49%	46%	44%
Neither agree nor disagree	20%	22%	13%	-	14%	15%	19%	24%
Tend to disagree	10%	11%	8%	-	8%	7%	10%	13%
Strongly disagree	2%	3%	1%	-	3%	1%	3%	3%

The use of social media for business purposes is a passing fad

Unweighted base	1283	945	338	3	109	271	377	523
Base: Business Decision Makers	1283	968	315	4	110	317	391	461
Strongly agree	5%	6%	3%	-	9%	6%	4%	5%
Tend to agree	18%	20%	13%	-	24%	17%	16%	20%
Neither agree nor disagree	24%	25%	22%	26%	17%	21%	25%	27%
Tend to disagree	37%	35%	42%	20%	32%	41%	38%	35%
Strongly disagree	15%	14%	20%	54%	18%	15%	16%	14%

Organisation size					
Small (less than 50 employees)	Medium (50 to 249 employees)	Large (more than 250 employees)	Manufacturing	Construction	Retail

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

The integration of social media in business is vital to keep up with competitors

	821	195	267	160	117	134
Unweighted base						
Base: Business Decision Makers	602	156	524	169	113	122
Strongly agree	18%	26%	25%	18%	11%	22%
Tend to agree	39%	36%	43%	32%	41%	46%
Neither agree nor disagree	26%	23%	20%	27%	26%	24%
Tend to disagree	12%	11%	10%	18%	15%	5%
Strongly disagree	5%	4%	2%	5%	7%	3%

Social Media has become an important vehicle for business networking

	821	195	267	160	117	134
Unweighted base						
Base: Business Decision Makers	602	156	524	169	113	122
Strongly agree	19%	27%	24%	18%	10%	25%
Tend to agree	44%	47%	47%	39%	50%	45%
Neither agree nor disagree	22%	12%	19%	21%	26%	18%
Tend to disagree	11%	12%	9%	18%	9%	7%
Strongly disagree	3%	2%	1%	4%	5%	5%

The use of social media for business purposes is a passing fad

	821	195	267	160	117	134
Unweighted base						
Base: Business Decision Makers	602	156	524	169	113	122
Strongly agree	4%	8%	6%	11%	6%	3%
Tend to agree	17%	20%	20%	22%	21%	17%
Neither agree nor disagree	28%	24%	20%	20%	30%	24%
Tend to disagree	37%	34%	38%	34%	29%	40%
Strongly disagree	14%	14%	17%	12%	14%	16%

Work industry (short list)

Finance and Accounting	Hospitality and leisure	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other
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To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

The integration of social media in business is vital to keep up with competitors

Unweighted base	107	66	66	153	88	49	51	30	25	237
Base: Business Decision Makers	137	66	67	147	79	56	45	40	26	216
Strongly agree	24%	25%	18%	24%	28%	32%	28%	34%	14%	19%
Tend to agree	42%	47%	42%	39%	52%	37%	49%	22%	45%	39%
Neither agree nor disagree	22%	16%	24%	23%	13%	20%	18%	29%	17%	27%
Tend to disagree	11%	11%	10%	10%	4%	11%	5%	13%	14%	11%
Strongly disagree	1%	1%	6%	4%	3%	-	-	2%	10%	4%

Social Media has become an important vehicle for business networking

Unweighted base	107	66	66	153	88	49	51	30	25	237
Base: Business Decision Makers	137	66	67	147	79	56	45	40	26	216
Strongly agree	28%	30%	16%	18%	31%	31%	38%	28%	14%	21%
Tend to agree	44%	42%	50%	50%	53%	43%	39%	30%	43%	49%
Neither agree nor disagree	22%	17%	13%	17%	9%	22%	16%	33%	30%	20%
Tend to disagree	6%	8%	19%	14%	6%	4%	7%	9%	14%	8%
Strongly disagree	1%	2%	3%	1%	2%	-	-	-	-	1%

The use of social media for business purposes is a passing fad

Unweighted base	107	66	66	153	88	49	51	30	25	237
Base: Business Decision Makers	137	66	67	147	79	56	45	40	26	216
Strongly agree	5%	4%	2%	7%	3%	2%	-	4%	10%	4%
Tend to agree	14%	20%	13%	28%	9%	10%	10%	18%	17%	18%
Neither agree nor disagree	27%	20%	30%	21%	24%	20%	25%	29%	17%	25%
Tend to disagree	36%	44%	32%	33%	41%	53%	46%	37%	48%	37%
Strongly disagree	18%	12%	22%	11%	22%	16%	19%	11%	8%	16%

Company annual turnover					
First year of trading	Less than £1 million (NET)	£1 million - £ 9.9 million (NET)	£ 10 million or more (NET)	Don't know	Prefer not to answer

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

The integration of social media in business is vital to keep up with competitors

Unweighted base	37	485	248	329	71	113
Base: Business Decision Makers	27	354	205	519	85	93
Strongly agree	41%	18%	20%	23%	31%	17%
Tend to agree	37%	39%	39%	44%	32%	42%
Neither agree nor disagree	16%	26%	25%	20%	22%	29%
Tend to disagree	-	12%	12%	11%	13%	8%
Strongly disagree	6%	5%	4%	3%	2%	4%

Social Media has become an important vehicle for business networking

Unweighted base	37	485	248	329	71	113
Base: Business Decision Makers	27	354	205	519	85	93
Strongly agree	41%	18%	21%	21%	40%	23%
Tend to agree	45%	44%	43%	50%	35%	40%
Neither agree nor disagree	5%	23%	21%	18%	13%	23%
Tend to disagree	3%	12%	12%	9%	10%	10%
Strongly disagree	6%	3%	2%	2%	2%	4%

The use of social media for business purposes is a passing fad

Unweighted base	37	485	248	329	71	113
Base: Business Decision Makers	27	354	205	519	85	93
Strongly agree	5%	5%	5%	6%	7%	2%
Tend to agree	6%	19%	19%	20%	11%	12%
Neither agree nor disagree	8%	29%	26%	20%	23%	32%
Tend to disagree	49%	34%	36%	38%	44%	35%
Strongly disagree	32%	12%	13%	17%	16%	19%

Where in Britain do you MAINLY work?											
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

The integration of social media in business is vital to keep up with competitors

Unweighted base	29	122	100	69	105	79	256	223	107	48	137	8
Base: Business Decision Makers	32	124	98	70	99	74	285	225	95	37	135	9
Strongly agree	9%	22%	19%	29%	20%	22%	23%	21%	17%	33%	21%	8%
Tend to agree	45%	36%	41%	48%	43%	32%	45%	38%	43%	34%	39%	33%
Neither agree nor disagree	37%	25%	22%	17%	26%	22%	24%	22%	22%	20%	22%	47%
Tend to disagree	7%	15%	12%	6%	8%	23%	7%	14%	10%	12%	11%	12%
Strongly disagree	3%	1%	6%	-	4%	2%	1%	5%	8%	2%	7%	-

Social Media has become an important vehicle for business networking

Unweighted base	29	122	100	69	105	79	256	223	107	48	137	8
Base: Business Decision Makers	32	124	98	70	99	74	285	225	95	37	135	9
Strongly agree	9%	21%	29%	24%	21%	18%	25%	19%	17%	35%	26%	-
Tend to agree	54%	46%	38%	54%	49%	40%	47%	42%	50%	38%	44%	64%
Neither agree nor disagree	37%	18%	20%	16%	19%	21%	20%	21%	19%	18%	17%	24%
Tend to disagree	-	14%	9%	6%	8%	21%	7%	14%	10%	8%	9%	12%
Strongly disagree	-	2%	4%	-	3%	1%	1%	3%	4%	2%	5%	-

The use of social media for business purposes is a passing fad

Unweighted base	29	122	100	69	105	79	256	223	107	48	137	8
Base: Business Decision Makers	32	124	98	70	99	74	285	225	95	37	135	9
Strongly agree	2%	3%	12%	2%	4%	13%	4%	8%	5%	-	2%	-
Tend to agree	5%	19%	13%	14%	20%	23%	21%	20%	17%	24%	15%	-
Neither agree nor disagree	25%	29%	23%	25%	26%	21%	21%	23%	26%	22%	27%	32%
Tend to disagree	49%	41%	33%	41%	39%	29%	35%	36%	41%	30%	37%	60%
Strongly disagree	18%	8%	18%	18%	11%	13%	19%	14%	11%	24%	19%	8%

Region mainly work							
North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

The integration of social media in business is vital to keep up with competitors

Unweighted base	251	174	79	256	330	48	137	8
Base: Business Decision Makers	254	168	74	285	320	37	135	9
Strongly agree	19%	24%	22%	23%	20%	33%	21%	8%
Tend to agree	39%	45%	32%	45%	40%	34%	39%	33%
Neither agree nor disagree	25%	22%	22%	24%	22%	20%	22%	47%
Tend to disagree	13%	7%	23%	7%	13%	12%	11%	12%
Strongly disagree	3%	2%	2%	1%	5%	2%	7%	-

Social Media has become an important vehicle for business networking

Unweighted base	251	174	79	256	330	48	137	8
Base: Business Decision Makers	254	168	74	285	320	37	135	9
Strongly agree	22%	22%	18%	25%	18%	35%	26%	-
Tend to agree	44%	51%	40%	47%	45%	38%	44%	64%
Neither agree nor disagree	21%	17%	21%	20%	20%	18%	17%	24%
Tend to disagree	10%	7%	21%	7%	13%	8%	9%	12%
Strongly disagree	3%	2%	1%	1%	3%	2%	5%	-

The use of social media for business purposes is a passing fad

Unweighted base	251	174	79	256	330	48	137	8
Base: Business Decision Makers	254	168	74	285	320	37	135	9
Strongly agree	7%	3%	13%	4%	7%	-	2%	-
Tend to agree	15%	17%	23%	21%	19%	24%	15%	-
Neither agree nor disagree	26%	26%	21%	21%	24%	22%	27%	32%
Tend to disagree	39%	40%	29%	35%	38%	30%	37%	60%
Strongly disagree	13%	14%	13%	19%	13%	24%	19%	8%