

YouGov / Yoodoo.biz Survey Results

Sample Size: 2111

Fieldwork: 12th - 15th March 2010

Total	Gender		Age					Social Grade		Region						
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base 2111	962	1149	177	299	314	380	941	1224	887	464	340	246	271	487	97	206
Base: ALL GB Adults 2111	1013	1098	253	361	359	400	739	1161	950	519	346	203	270	483	106	184

Which, if any, of the following statements do you agree with? (Please tick all that apply)

Since the economy is in trouble, the government should do more to encourage new businesses	48%	52%	44%	39%	47%	43%	50%	51%	52%	42%	47%	46%	42%	52%	48%	56%	44%
The way to improve the economy is for more people to start their own businesses rather than wait for jobs to appear from somewhere	27%	30%	24%	20%	26%	19%	27%	34%	31%	22%	24%	27%	23%	30%	30%	29%	28%
There are lots of talented people in the UK whose talents are under-used	66%	65%	68%	59%	65%	60%	68%	72%	71%	61%	67%	62%	63%	70%	67%	66%	72%
Britain needs to have more industry to create more jobs	58%	59%	57%	41%	46%	51%	65%	69%	59%	56%	63%	58%	53%	48%	58%	60%	63%
We should be better at building businesses around our ideas, inventions and innovations	41%	44%	38%	39%	40%	32%	41%	47%	47%	34%	38%	33%	37%	44%	49%	41%	47%
You don't have to 'wear a suit and tie' to start a business - it's something anyone can do	54%	54%	55%	50%	56%	53%	53%	57%	60%	48%	52%	52%	59%	52%	55%	55%	60%
The economy cannot support new businesses	8%	6%	10%	9%	14%	9%	7%	5%	7%	9%	8%	8%	11%	8%	7%	7%	6%
Talented people are better off supporting existing businesses rather than setting up their own	6%	7%	5%	10%	6%	5%	6%	5%	5%	7%	6%	7%	6%	8%	6%	3%	4%
None of these	8%	8%	8%	13%	8%	8%	7%	7%	6%	11%	8%	8%	7%	8%	8%	11%	7%

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Base	Marital Status					Children in household				
	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+	
Unweighted Base	2111	1124	226	199	67	448	1468	272	221	81
Base: ALL GB Adults	2111	1033	256	182	60	541	1394	311	252	90

Which, if any, of the following statements do you agree with? (Please tick all that apply)

Since the economy is in trouble, the government should do more to encourage new businesses	48%	50%	46%	45%	53%	44%	49%	40%	47%	51%
The way to improve the economy is for more people to start their own businesses rather than wait for jobs to appear from somewhere	27%	29%	24%	29%	34%	23%	28%	23%	29%	20%
There are lots of talented people in the UK whose talents are under-used	66%	68%	67%	65%	81%	62%	69%	66%	58%	57%
Britain needs to have more industry to create more jobs	58%	64%	57%	54%	67%	46%	60%	54%	53%	50%
We should be better at building businesses around our ideas, inventions and innovations	41%	41%	40%	39%	44%	42%	43%	36%	42%	30%
You don't have to 'wear a suit and tie' to start a business - it's something anyone can do	54%	53%	55%	58%	65%	55%	56%	52%	52%	47%
The economy cannot support new businesses	8%	6%	12%	12%	4%	9%	7%	11%	7%	14%
Talented people are better off supporting existing businesses rather than setting up their own	6%	6%	9%	3%	6%	6%	6%	5%	7%	7%
None of these	8%	7%	6%	9%	1%	12%	8%	6%	9%	9%

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2111	962	1149	177	299	314	380	941	1224	887	464	340	246	271	487	97	206
Base: ALL GB Adults	2111	1013	1098	253	361	359	400	739	1161	950	519	346	203	270	483	106	184

Which ONE of the following political parties do you feel would be MOST likely to encourage and support people starting their own business?

Labour	19%	23%	16%	13%	27%	20%	23%	16%	18%	21%	24%	21%	18%	16%	14%	30%	19%
Conservative	29%	33%	25%	19%	23%	29%	31%	34%	36%	21%	23%	31%	28%	30%	38%	23%	23%
Liberal Democrat	7%	8%	5%	12%	5%	7%	5%	7%	7%	7%	7%	5%	7%	7%	6%	8%	
Green	1%	1%	2%	4%	1%	1%	0%	1%	1%	2%	1%	2%	2%	2%	-	-	
Scottish Nationalist	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	0%	1%	-	-	-	-	9%
Plaid Cymru	0%	0%	0%	0%	-	-	-	1%	0%	0%	-	-	-	1%	-	2%	-
Other	2%	2%	1%	2%	-	0%	2%	3%	1%	2%	3%	1%	2%	2%	1%	1%	0%
Don't know	26%	18%	33%	31%	31%	26%	22%	24%	24%	28%	25%	25%	28%	29%	23%	32%	28%
Not applicable - I do not think any party would encourage and support people to start their own business	14%	13%	16%	16%	13%	15%	16%	13%	12%	18%	17%	15%	15%	13%	14%	6%	13%

Which ONE of the following is your ideal male business role model?

Unweighted Base	962	962	-	77	113	150	169	453	536	426	211	148	95	138	224	43	103
Base: All Men	1013	1013	-	127	172	188	189	338	533	481	251	160	81	149	229	51	93
Richard Branson	37%	37%	-	26%	43%	40%	42%	33%	35%	39%	38%	37%	34%	31%	36%	49%	40%
James Dyson	11%	11%	-	6%	11%	15%	4%	14%	14%	7%	6%	14%	14%	13%	14%	3%	9%
Bill Gates	9%	9%	-	10%	12%	6%	6%	11%	9%	9%	12%	8%	6%	10%	8%	1%	11%
Peter Jones	4%	4%	-	6%	6%	7%	2%	2%	5%	3%	5%	2%	4%	3%	6%	2%	7%
Stelios Haji-Ioannou	2%	2%	-	1%	5%	1%	4%	2%	3%	2%	3%	0%	3%	4%	3%	1%	2%
Simon Cowell	2%	2%	-	9%	-	4%	-	1%	1%	3%	2%	3%	1%	4%	1%	2%	-
Jamie Oliver	2%	2%	-	3%	3%	3%	2%	1%	2%	2%	2%	2%	5%	2%	2%	-	2%
Sir Philip Green	1%	1%	-	-	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%
Hugh Hefner	0%	0%	-	-	-	-	0%	0%	0%	0%	-	-	1%	-	-	2%	1%
Sean "P Diddy" Combs	0%	0%	-	-	1%	-	-	-	0%	-	-	1%	-	-	-	-	-
Other	2%	2%	-	5%	3%	1%	2%	1%	2%	2%	1%	1%	2%	3%	2%	-	3%
Don't know	5%	5%	-	6%	1%	6%	8%	3%	4%	5%	6%	6%	4%	3%	3%	6%	3%
Not applicable - I do not have an ideal male business role model	24%	24%	-	28%	14%	17%	28%	29%	23%	26%	22%	25%	24%	25%	25%	31%	20%

	Total	Marital Status					Children in household			
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Unweighted Base	2111	1124	226	199	67	448	1468	272	221	81
Base: ALL GB Adults	2111	1033	256	182	60	541	1394	311	252	90

Which ONE of the following political parties do you feel would be MOST likely to encourage and support people starting their own business?

Labour	19%	20%	17%	18%	29%	20%	19%	22%	23%	17%
Conservative	29%	34%	24%	24%	31%	23%	31%	24%	27%	24%
Liberal Democrat	7%	6%	6%	4%	2%	10%	6%	10%	7%	6%
Green	1%	1%	3%	1%	-	2%	1%	1%	1%	4%
Scottish Nationalist	1%	1%	-	1%	-	1%	1%	1%	1%	1%
Plaid Cymru	0%	0%	0%	-	-	0%	0%	0%	0%	-
Other	2%	1%	3%	2%	4%	1%	2%	0%	2%	5%
Don't know	26%	23%	32%	29%	27%	29%	26%	26%	27%	29%
Not applicable - I do not think any party would encourage and support people to start their own business	14%	13%	15%	21%	7%	15%	14%	16%	12%	14%

Which ONE of the following is your ideal male business role model?

	Unweighted Base	962	566	89	51	14	221	680	114	105	38
Base: All Men	1013	525	113	48	13	299	676	143	131	44	
Richard Branson	37%	38%	45%	42%	27%	32%	37%	40%	32%	35%	
James Dyson	11%	13%	8%	12%	5%	8%	11%	9%	11%	18%	
Bill Gates	9%	9%	8%	5%	21%	10%	10%	6%	11%	3%	
Peter Jones	4%	5%	4%	3%	4%	4%	5%	3%	5%	-	
Stelios Haji-Ioannou	2%	3%	3%	3%	-	2%	2%	3%	4%	6%	
Simon Cowell	2%	1%	3%	-	-	4%	1%	2%	7%	-	
Jamie Oliver	2%	2%	2%	-	-	2%	2%	-	4%	8%	
Sir Philip Green	1%	1%	-	3%	-	2%	1%	2%	1%	-	
Hugh Hefner	0%	-	1%	-	-	1%	0%	1%	-	-	
Sean "P Diddy" Combs	0%	-	1%	-	-	-	0%	-	-	-	
Other	2%	1%	0%	2%	-	4%	2%	3%	1%	-	
Don't know	5%	4%	4%	11%	-	5%	4%	7%	7%	2%	
Not applicable - I do not have an ideal male business role model	24%	24%	21%	20%	43%	26%	25%	25%	16%	28%	

Total	Gender		Age					Social Grade		Region							
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Base: ALL GB Adults	2111	1013	1098	253	361	359	400	739	1161	950	519	346	203	270	483	106	184

Which ONE of the following is your ideal female business role model?

	Unweighted Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Base: All Women	1149	-	1149	100	186	164	211	488	688	461	253	192	151	133	263	54	103
JK Rowling	16%	-	16%	18%	15%	19%	12%	15%	16%	15%	11%	19%	14%	9%	15%	30%	25%
Delia Smith	8%	-	8%	2%	7%	5%	8%	10%	8%	7%	7%	5%	9%	12%	8%	9%	5%
Karren Brady	7%	-	7%	10%	7%	9%	10%	4%	8%	6%	7%	11%	6%	5%	7%	9%	2%
Jordan (Katie Price)	3%	-	3%	5%	4%	5%	4%	1%	3%	4%	2%	3%	6%	4%	4%	2%	2%
Victoria Beckham	3%	-	3%	3%	7%	2%	1%	2%	2%	3%	5%	2%	2%	3%	1%	-	2%
Estee Lauder	3%	-	3%	1%	2%	4%	3%	4%	4%	2%	3%	4%	1%	4%	4%	2%	2%
Martha Lane-Fox	3%	-	3%	1%	4%	5%	2%	2%	3%	1%	2%	2%	3%	7%	2%	-	2%
Cheryl Cole	2%	-	2%	1%	4%	3%	3%	1%	2%	2%	3%	1%	2%	3%	1%	1%	2%
Jacqueline Gold	2%	-	2%	2%	2%	4%	2%	1%	2%	2%	2%	1%	3%	4%	1%	-	1%
Madonna	1%	-	1%	1%	2%	2%	2%	-	1%	1%	1%	2%	2%	1%	0%	-	1%
Other	4%	-	4%	11%	1%	5%	4%	4%	5%	3%	4%	2%	3%	8%	5%	-	6%
Don't know	6%	-	6%	9%	8%	6%	5%	5%	6%	6%	7%	6%	7%	2%	5%	12%	6%
Not applicable - I do not have an ideal female business role model	43%	-	43%	37%	37%	32%	45%	51%	39%	48%	46%	41%	41%	38%	45%	35%	45%

	Total	Marital Status					Children in household			
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Base: ALL GB Adults	2111	1033	256	182	60	541	1394	311	252	90

Which ONE of the following is your ideal female business role model?

	Unweighted Base	1149	558	137	148	53	227	788	158	116	43
Base: All Women	1098	508	144	135	47	241	719	169	122	46	
JK Rowling	16%	14%	11%	20%	13%	19%	15%	16%	18%	14%	
Delia Smith	8%	9%	9%	10%	11%	3%	8%	10%	5%	5%	
Karren Brady	7%	7%	9%	5%	2%	9%	6%	7%	10%	15%	
Jordan (Katie Price)	3%	3%	8%	2%	-	3%	2%	8%	5%	5%	
Victoria Beckham	3%	3%	2%	2%	1%	3%	2%	3%	6%	-	
Estee Lauder	3%	3%	4%	1%	8%	3%	4%	1%	1%	5%	
Martha Lane-Fox	3%	2%	3%	2%	2%	4%	3%	2%	3%	-	
Cheryl Cole	2%	2%	4%	1%	-	1%	2%	2%	4%	3%	
Jacqueline Gold	2%	2%	0%	1%	5%	3%	2%	-	1%	9%	
Madonna	1%	1%	2%	-	-	1%	1%	2%	1%	-	
Other	4%	4%	4%	4%	4%	7%	5%	3%	1%	7%	
Don't know	6%	5%	7%	9%	3%	7%	6%	8%	8%	6%	
Not applicable - I do not have an ideal female business role model	43%	46%	37%	43%	50%	37%	46%	39%	36%	31%	