

Centre for Entrepreneurs
Dragons Den / The Apprentice
 BUSINESS Sample

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 we will be asking about your familiarity with certain TV programmes. By "familiarity", we mean that you know the programmes format and have followed/ watched episodes at some point in the past.
 How familiar, if at all, would you say you are with each of the following TV programmes? (Please tick one option on each row)

HID_q1_1. Dragons Den :

Base: All small business senior decision makers	547	374	173	9	54	98	128	258	451	96	82	92	72	78	162	27	34
Very familiar	36%	37%	34%	33%	48%	43%	35%	31%	37%	29%	28%	30%	44%	41%	37%	48%	24%
Fairly familiar	34%	34%	35%	44%	35%	34%	30%	36%	33%	41%	39%	34%	38%	31%	33%	33%	35%
Not that familiar	16%	15%	18%	22%	13%	12%	20%	16%	17%	14%	13%	14%	8%	18%	20%	15%	21%
Not at all familiar	14%	14%	13%	-	4%	11%	14%	17%	13%	17%	20%	22%	10%	10%	10%	4%	21%

How familiar, if at all, would you say you are with each of the following TV programmes? (Please tick one option on each row)

HID_q1_2. The Apprentice

Base: All small business senior decision makers	547	374	173	9	54	98	128	258	451	96	82	92	72	78	162	27	34
Very familiar	34%	34%	35%	44%	46%	45%	30%	29%	36%	26%	24%	28%	43%	38%	36%	52%	24%
Fairly familiar	31%	30%	31%	33%	35%	31%	33%	29%	30%	33%	33%	30%	29%	31%	28%	26%	44%
Not that familiar	18%	18%	19%	11%	15%	16%	21%	19%	18%	21%	15%	21%	11%	17%	23%	19%	15%
Not at all familiar	17%	17%	16%	11%	4%	8%	16%	24%	16%	20%	28%	21%	17%	14%	12%	4%	18%

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

HID_q2_1. Programmes such as Dragons Den and The Apprentice have raised awareness of entrepreneurs and entrepreneurship :

Base: All small business senior decision makers that are familiar with Dragons Den and/ or The Apprentice	406	276	130	7	48	80	91	180	335	71	59	62	61	61	117	22	24
Strongly agree	19%	21%	15%	57%	33%	15%	14%	17%	20%	14%	14%	15%	20%	21%	19%	32%	21%
Tend to agree	57%	57%	58%	29%	50%	66%	59%	56%	57%	61%	54%	60%	62%	62%	55%	45%	58%
Neither agree or disagree	14%	13%	16%	14%	15%	10%	11%	17%	14%	13%	20%	16%	13%	8%	14%	14%	8%
Tend to disagree	6%	5%	7%	-	2%	6%	9%	5%	5%	8%	8%	5%	3%	2%	7%	5%	13%
Strongly disagree	3%	4%	2%	-	-	1%	4%	4%	3%	3%	2%	5%	2%	3%	3%	5%	-
Don't know	1%	1%	2%	-	-	1%	2%	1%	1%	1%	2%	-	-	2%	3%	-	-

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 BUSINESS Sample

Management level								Organisation size			
Owner/ Proprietor	Partner	Chairperson	Chief Executive	Managing Director	Non Executive Director	Other board level manager/ director	Other senior manager or director below board level	Small	Medium	Large	Don't know

For the following question we will be asking about your familiarity with certain TV programmes. By "familiarity", we mean that you know the programmes format and have followed/ watched episodes at some point in the past. How familiar, if at all, would you say you are with each of the following TV programmes? (Please tick one option on each row)

HID_q1_1. Dragons Den :

Base: All small business senior decision makers	250	40	11	7	45	9	78	107	547	-	-	-
Very familiar	35%	40%	36%	14%	36%	22%	40%	36%	36%	-	-	-
Fairly familiar	32%	35%	27%	57%	40%	56%	35%	34%	34%	-	-	-
Not that familiar	14%	20%	36%	29%	13%	-	14%	20%	16%	-	-	-
Not at all familiar	18%	5%	-	-	11%	22%	12%	11%	14%	-	-	-

How familiar, if at all, would you say you are with each of the following TV programmes? (Please tick one option on each row)

HID_q1_2. The Apprentice

Base: All small business senior decision makers	250	40	11	7	45	9	78	107	547	-	-	-
Very familiar	33%	40%	27%	14%	31%	22%	38%	36%	34%	-	-	-
Fairly familiar	28%	38%	27%	29%	33%	56%	32%	30%	31%	-	-	-
Not that familiar	18%	18%	36%	43%	20%	-	14%	19%	18%	-	-	-
Not at all familiar	20%	5%	9%	14%	16%	22%	15%	15%	17%	-	-	-

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

HID_q2_1. Programmes such as Dragons Den and The Apprentice have raised awareness of entrepreneurs and entrepreneurship :

Base: All small business senior decision makers that are familiar with Dragons Den and/ or The Apprentice	180	33	7	5	35	7	59	80	406	-	-	-
Strongly agree	19%	18%	29%	20%	26%	14%	15%	18%	19%	-	-	-
Tend to agree	56%	58%	14%	60%	49%	29%	71%	60%	57%	-	-	-
Neither agree or disagree	13%	15%	43%	20%	14%	29%	8%	14%	14%	-	-	-
Tend to disagree	8%	6%	14%	-	6%	-	3%	3%	6%	-	-	-
Strongly disagree	2%	-	-	-	6%	29%	2%	6%	3%	-	-	-
Don't know	2%	3%	-	-	-	-	-	-	1%	-	-	-

Work industry (short list)														
Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other	Finance and Accounting

For the following question we will be asking about your familiarity with certain TV programmes. By "familiarity", we mean that you know the programmes format and have followed/ watched episodes at some point in the past.
 How familiar, if at all, would you say you are with each of the following TV programmes? (Please tick one option on each row)

HID_q1_1. Dragons Den :

Base: All small business senior decision makers	65	53	76	37	28	14	21	64	60	13	6	4	8	98	51
Very familiar	32%	30%	43%	35%	46%	50%	33%	30%	40%	38%	17%	25%	38%	34%	39%
Fairly familiar	40%	38%	36%	30%	21%	29%	52%	31%	30%	31%	17%	75%	50%	34%	29%
Not that familiar	11%	15%	9%	27%	21%	7%	14%	23%	17%	23%	67%	-	13%	13%	22%
Not at all familiar	17%	17%	12%	8%	11%	14%	-	16%	13%	8%	-	-	-	19%	10%

How familiar, if at all, would you say you are with each of the following TV programmes? (Please tick one option on each row)

HID_q1_2. The Apprentice

Base: All small business senior decision makers	65	53	76	37	28	14	21	64	60	13	6	4	8	98	51
Very familiar	32%	30%	38%	46%	46%	29%	33%	25%	32%	38%	17%	25%	38%	36%	41%
Fairly familiar	34%	28%	28%	19%	18%	21%	57%	28%	37%	38%	33%	50%	50%	31%	20%
Not that familiar	11%	15%	18%	24%	25%	14%	10%	28%	18%	15%	50%	25%	13%	15%	22%
Not at all familiar	23%	26%	16%	11%	11%	36%	-	19%	13%	8%	-	-	-	18%	18%

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

HID_q2_1. Programmes such as Dragons Den and The Apprentice have raised awareness of entrepreneurs and entrepreneurship :

Base: All small business senior decision makers that are familiar with Dragons Den and/ or The Apprentice	50	38	61	25	21	11	19	40	46	10	3	4	7	71	36
Strongly agree	18%	16%	20%	16%	38%	55%	-	23%	20%	20%	-	-	29%	13%	28%
Tend to agree	58%	55%	54%	72%	52%	36%	63%	58%	59%	50%	100%	75%	43%	58%	61%
Neither agree or disagree	14%	24%	11%	8%	5%	9%	21%	13%	13%	20%	-	25%	29%	13%	8%
Tend to disagree	6%	3%	7%	4%	5%	-	5%	8%	7%	-	-	-	-	8%	3%
Strongly disagree	4%	3%	7%	-	-	-	11%	-	2%	-	-	-	-	4%	-
Don't know	-	-	2%	-	-	-	-	-	-	10%	-	-	-	4%	-

Centre for Entrepreneurs
Dragons Den / The Apprentice
 BUSINESS Sample

Company annual turnover					
First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know	Prefer not to answer

For the following question we will be asking about your familiarity with certain TV programmes. By "familiarity", we mean that you know the programmes format and have followed/ watched episodes at some point in the past. How familiar, if at all, would you say you are with each of the following TV programmes? (Please tick one option on each row)

HID_q1_1. Dragons Den :

Base: All small business senior decision makers	24	287	126	26	30	54
Very familiar	29%	33%	42%	35%	33%	39%
Fairly familiar	46%	34%	31%	46%	40%	31%
Not that familiar	21%	17%	15%	12%	10%	19%
Not at all familiar	4%	16%	12%	8%	17%	11%

How familiar, if at all, would you say you are with each of the following TV programmes? (Please tick one option on each row)

HID_q1_2. The Apprentice

Base: All small business senior decision makers	24	287	126	26	30	54
Very familiar	38%	32%	41%	19%	30%	37%
Fairly familiar	17%	32%	29%	42%	33%	30%
Not that familiar	29%	18%	14%	23%	17%	20%
Not at all familiar	17%	18%	16%	15%	20%	13%

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

HID_q2_1. Programmes such as Dragons Den and The Apprentice have raised awareness of entrepreneurs and entrepreneurship :

Base: All small business senior decision makers that are familiar with Dragons Den and/ or The Apprentice	18	204	97	22	24	41
Strongly agree	17%	19%	15%	27%	17%	22%
Tend to agree	67%	57%	56%	59%	50%	61%
Neither agree or disagree	-	13%	20%	9%	25%	7%
Tend to disagree	11%	7%	4%	-	4%	5%
Strongly disagree	6%	2%	5%	5%	4%	2%
Don't know	-	2%	-	-	-	2%

Centre for Entrepreneurs
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 BUSINESS Sample

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

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)
 HID_q2_2 Programmes such as Dragons Den and The Apprentice have increased public awareness of entrepreneurship as a career path :

	406	276	130	7	48	80	91	180	335	71	59	62	61	61	117	22	24
Base: All small business senior decision makers that are familiar with Dragons Den and/or The Apprentice																	
Strongly agree	15%	16%	12%	43%	27%	14%	15%	11%	16%	8%	14%	10%	20%	15%	15%	23%	17%
Tend to agree	50%	47%	56%	43%	50%	55%	49%	48%	49%	55%	37%	55%	51%	51%	52%	59%	42%
Neither agree or disagree	21%	22%	20%	14%	13%	18%	19%	27%	22%	18%	31%	27%	18%	18%	16%	9%	33%
Tend to disagree	8%	8%	8%	-	10%	11%	5%	8%	8%	10%	10%	2%	10%	11%	9%	5%	8%
Strongly disagree	4%	5%	2%	-	-	1%	9%	4%	4%	7%	7%	5%	2%	3%	5%	5%	-
Don't know	1%	1%	2%	-	-	1%	2%	2%	1%	1%	2%	2%	-	2%	3%	-	-

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)
 HID_q2_3. Programmes such as Dragons Den and The Apprentice provide an accurate portrayal of entrepreneurs :

	406	276	130	7	48	80	91	180	335	71	59	62	61	61	117	22	24
Base: All small business senior decision makers that are familiar with Dragons Den and/or The Apprentice																	
Strongly agree	2%	3%	1%	29%	4%	6%	-	1%	2%	3%	5%	-	3%	2%	3%	-	4%
Tend to agree	20%	17%	26%	43%	27%	23%	16%	18%	21%	17%	14%	23%	23%	31%	15%	27%	13%
Neither agree or disagree	26%	26%	25%	-	27%	24%	19%	31%	24%	37%	29%	26%	33%	20%	22%	36%	25%
Tend to disagree	30%	29%	33%	14%	29%	24%	41%	29%	31%	25%	32%	29%	23%	25%	37%	14%	46%
Strongly disagree	19%	23%	12%	-	10%	21%	22%	20%	20%	17%	19%	23%	18%	18%	21%	14%	13%
Don't know	2%	2%	3%	14%	2%	3%	2%	2%	2%	1%	2%	-	-	5%	3%	9%	-

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)
 HID_q2_4. Programmes such as Dragons Den and The Apprentice provide an accurate portrayal of the business start-up process :

	406	276	130	7	48	80	91	180	335	71	59	62	61	61	117	22	24
Base: All small business senior decision makers that are familiar with Dragons Den and/or The Apprentice																	
Strongly agree	3%	5%	-	14%	6%	6%	1%	2%	3%	4%	5%	2%	8%	-	3%	-	4%
Tend to agree	15%	14%	16%	29%	25%	10%	11%	15%	15%	13%	12%	16%	13%	25%	10%	18%	13%
Neither agree or disagree	19%	18%	21%	14%	17%	20%	16%	21%	18%	25%	20%	19%	25%	13%	19%	18%	21%
Tend to disagree	38%	34%	47%	29%	38%	39%	37%	39%	39%	37%	36%	37%	34%	36%	41%	41%	50%
Strongly disagree	23%	28%	14%	-	15%	23%	33%	22%	24%	21%	27%	26%	20%	26%	25%	14%	13%
Don't know	1%	1%	2%	14%	-	3%	1%	1%	1%	-	-	-	-	-	3%	9%	-

Management level								Organisation size			
Owner/ Proprietor	Partner	Chairperson	Chief Executive	Managing Director	Non Executive Director	Other board level manager/ director	Other senior manager or director below board level	Small	Medium	Large	Don't know

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)
 HID_q2_2 Programmes such as Dragons Den and The Apprentice have increased public awareness of entrepreneurship as a career path :

Base: All small business senior decision makers that are familiar with Dragons Den and/or The Apprentice

	180	33	7	5	35	7	59	80	406	-	-	-
Strongly agree	16%	18%	29%	20%	14%	-	12%	14%	15%	-	-	-
Tend to agree	47%	55%	14%	40%	43%	43%	61%	53%	50%	-	-	-
Neither agree or disagree	23%	12%	43%	40%	20%	29%	19%	20%	21%	-	-	-
Tend to disagree	7%	12%	-	-	23%	-	7%	8%	8%	-	-	-
Strongly disagree	5%	-	14%	-	-	29%	2%	5%	4%	-	-	-
Don't know	2%	3%	-	-	-	-	-	1%	1%	-	-	-

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)
 HID_q2_3. Programmes such as Dragons Den and The Apprentice provide an accurate portrayal of entrepreneurs :

Base: All small business senior decision makers that are familiar with Dragons Den and/or The Apprentice

	180	33	7	5	35	7	59	80	406	-	-	-
Strongly agree	2%	3%	14%	-	-	-	3%	3%	2%	-	-	-
Tend to agree	21%	21%	14%	20%	29%	14%	19%	16%	20%	-	-	-
Neither agree or disagree	28%	12%	43%	-	14%	29%	34%	25%	26%	-	-	-
Tend to disagree	31%	36%	29%	40%	34%	14%	25%	30%	30%	-	-	-
Strongly disagree	14%	27%	-	40%	23%	43%	19%	24%	19%	-	-	-
Don't know	4%	-	-	-	-	-	-	3%	2%	-	-	-

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)
 HID_q2_4. Programmes such as Dragons Den and The Apprentice provide an accurate portrayal of the business start-up process :

Base: All small business senior decision makers that are familiar with Dragons Den and/or The Apprentice

	180	33	7	5	35	7	59	80	406	-	-	-
Strongly agree	3%	6%	14%	-	3%	-	-	4%	3%	-	-	-
Tend to agree	13%	12%	14%	20%	17%	29%	17%	14%	15%	-	-	-
Neither agree or disagree	22%	18%	29%	20%	11%	14%	14%	21%	19%	-	-	-
Tend to disagree	40%	42%	29%	40%	37%	14%	46%	31%	38%	-	-	-
Strongly disagree	19%	21%	14%	20%	31%	43%	24%	29%	23%	-	-	-
Don't know	2%	-	-	-	-	-	-	1%	1%	-	-	-

Centre for Entrepreneurs
Dragons Den / The Apprentice
 BUSINESS Sample

Work industry (short list)														
Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other	Finance and Accounting

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)
 HID_q2_2 Programmes such as Dragons Den and The Apprentice have increased public awareness of entrepreneurship as a career path :

Base: All small business senior decision makers that are familiar with Dragons Den and/ or The Apprentice

	50	38	61	25	21	11	19	40	46	10	3	4	7	71	36
Strongly agree	20%	11%	13%	16%	19%	36%	-	18%	17%	30%	-	-	29%	10%	22%
Tend to agree	42%	39%	52%	60%	57%	36%	68%	43%	57%	30%	100%	50%	57%	49%	53%
Neither agree or disagree	28%	29%	18%	8%	24%	18%	5%	30%	11%	20%	-	50%	14%	25%	11%
Tend to disagree	8%	13%	8%	12%	-	9%	16%	10%	11%	10%	-	-	-	4%	11%
Strongly disagree	2%	8%	7%	4%	-	-	11%	-	4%	-	-	-	-	6%	3%
Don't know	-	-	2%	-	-	-	-	-	-	10%	-	-	-	6%	-

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)
 HID_q2_3. Programmes such as Dragons Den and The Apprentice provide an accurate portrayal of entrepreneurs :

Base: All small business senior decision makers that are familiar with Dragons Den and/ or The Apprentice

	50	38	61	25	21	11	19	40	46	10	3	4	7	71	36
Strongly agree	4%	3%	3%	-	-	-	-	3%	-	20%	-	-	14%	1%	-
Tend to agree	26%	21%	16%	16%	24%	45%	21%	23%	17%	30%	-	25%	14%	14%	25%
Neither agree or disagree	24%	29%	33%	20%	29%	18%	21%	30%	17%	10%	33%	50%	43%	25%	19%
Tend to disagree	28%	21%	30%	36%	33%	27%	37%	20%	35%	30%	-	25%	14%	39%	33%
Strongly disagree	16%	24%	16%	28%	14%	9%	16%	25%	28%	-	33%	-	14%	17%	22%
Don't know	2%	3%	2%	-	-	-	5%	-	2%	10%	33%	-	-	3%	-

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)
 HID_q2_4. Programmes such as Dragons Den and The Apprentice provide an accurate portrayal of the business start-up process :

Base: All small business senior decision makers that are familiar with Dragons Den and/ or The Apprentice

	50	38	61	25	21	11	19	40	46	10	3	4	7	71	36
Strongly agree	4%	5%	3%	-	14%	-	-	-	-	20%	-	-	14%	1%	-
Tend to agree	12%	16%	13%	20%	14%	36%	11%	20%	15%	20%	-	25%	-	10%	25%
Neither agree or disagree	28%	29%	21%	12%	14%	27%	16%	18%	13%	30%	-	25%	14%	14%	17%
Tend to disagree	28%	26%	41%	40%	48%	27%	47%	40%	39%	20%	33%	25%	57%	46%	36%
Strongly disagree	28%	24%	21%	28%	10%	9%	21%	23%	30%	-	33%	25%	14%	27%	22%
Don't know	-	-	-	-	-	-	5%	-	2%	10%	33%	-	-	1%	-

Centre for Entrepreneurs
Dragons Den / The Apprentice
 BUSINESS Sample

Company annual turnover					
First year of trading	Less than £999,999 (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 tick one option on each row)
 HID_q2_2 Programmes such as Dragons Den and The Apprentice have increased public awareness of entrepreneurship as a career path :

Base: All small business senior decision makers that are familiar with Dragons Den and/or The Apprentice

	18	204	97	22	24	41
Strongly agree	11%	18%	10%	23%	17%	10%
Tend to agree	50%	53%	46%	41%	33%	54%
Neither agree or disagree	22%	17%	25%	32%	33%	20%
Tend to disagree	6%	6%	12%	-	13%	15%
Strongly disagree	11%	3%	6%	5%	4%	-
Don't know	-	2%	-	-	-	2%

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)
 HID_q2_3. Programmes such as Dragons Den and The Apprentice provide an accurate portrayal of entrepreneurs :

Base: All small business senior decision makers that are familiar with Dragons Den and/or The Apprentice

	18	204	97	22	24	41
Strongly agree	6%	3%	3%	-	-	-
Tend to agree	6%	21%	18%	23%	38%	15%
Neither agree or disagree	22%	26%	24%	27%	25%	32%
Tend to disagree	39%	27%	31%	36%	21%	41%
Strongly disagree	28%	20%	23%	14%	17%	10%
Don't know	-	3%	2%	-	-	2%

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)
 HID_q2_4. Programmes such as Dragons Den and The Apprentice provide an accurate portrayal of the business start-up process :

Base: All small business senior decision makers that are familiar with Dragons Den and/or The Apprentice

	18	204	97	22	24	41
Strongly agree	6%	3%	4%	5%	-	-
Tend to agree	6%	14%	13%	27%	21%	12%
Neither agree or disagree	6%	19%	16%	23%	38%	20%
Tend to disagree	56%	39%	35%	32%	25%	49%
Strongly disagree	28%	23%	30%	14%	17%	17%
Don't know	-	1%	1%	-	-	2%

**Centre for Entrepreneurs
Dragons Den / The Apprentice**
BUSINESS Sample

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

HID_q3. You stated you are familiar with the TV programme Dragons Den...Which ONE of the following statements do you MOST agree with?

Base: All small business senior decision makers that are familiar with Dragons Den

Dragons Den portrays entrepreneurs in a positive light	32%	32%	32%	29%	47%	33%	30%	29%	34%	25%	35%	22%	34%	29%	36%	45%
Dragons Den portrays entrepreneurs in neither a positive nor negative light	48%	47%	50%	57%	33%	49%	56%	47%	45%	60%	47%	59%	46%	41%	41%	25%
Dragons Den portrays entrepreneurs in a negative light	17%	18%	15%	-	18%	15%	13%	21%	18%	15%	16%	19%	17%	14%	18%	25%
Don't know	2%	2%	3%	14%	2%	3%	1%	2%	3%	-	2%	-	3%	5%	1%	5%

HID_q4. Which ONE, if either, of the following do you think BEST describes why the entrepreneurs seeking investment on Dragons Den are chosen to pitch in the den?

Base: All small business senior decision makers that are familiar with Dragons Den

They will make good television	76%	76%	76%	57%	73%	69%	77%	80%	77%	73%	80%	88%	64%	71%	73%	85%
They offer the most credible investment opportunities	13%	12%	15%	14%	22%	19%	14%	8%	13%	15%	5%	10%	25%	20%	12%	10%
None of these	7%	8%	5%	-	2%	8%	5%	9%	7%	4%	13%	2%	5%	4%	9%	5%
Don't know	4%	4%	4%	29%	2%	4%	4%	3%	3%	7%	2%	-	5%	5%	9%	-

HID_q5. To what extent do you agree or disagree with the following statement? "The portrayal of entrepreneurs in Dragons Den could be off putting for aspiring entrepreneurs considering starting their own business"

Base: All small business senior decision makers that are familiar with Dragons Den

Strongly agree	10%	9%	11%	-	13%	12%	5%	10%	9%	10%	11%	5%	8%	9%	14%	5%
Tend to agree	34%	37%	28%	43%	31%	35%	32%	35%	35%	28%	38%	41%	31%	25%	31%	55%
Neither agree nor disagree	29%	28%	31%	29%	24%	31%	27%	30%	28%	34%	29%	25%	29%	29%	31%	30%
Tend to disagree	19%	17%	23%	29%	20%	17%	27%	14%	19%	16%	11%	20%	25%	17%	23%	5%
Strongly disagree	6%	8%	3%	-	9%	3%	6%	8%	6%	7%	7%	8%	5%	7%	5%	5%
Don't know	3%	2%	4%	-	2%	3%	2%	3%	3%	3%	4%	-	2%	5%	2%	9%

For HID_q6 OE

see tab 1

For HID_q7 OE

see tab 2

Centre for Entrepreneurs
Dragons Den / The Apprentice
 BUSINESS Sample



Management level								Organisation size			
Owner/ Proprietor	Partner	Chairperson	Chief Executive	Managing Director	Non Executive Director	Other board level manager/ director	Other senior manager or director below board level	Small	Medium	Large	Don't know

HID_q3. You stated you are familiar with the TV programme Dragons Den...Which ONE of the following statements do you MOST agree with?

Base: All small business senior decision makers that are familiar with Dragons Den

Dragons Den portrays entrepreneurs in a positive light	28%	33%	43%	60%	38%	29%	33%	35%	32%	-	-	-
Dragons Den portrays entrepreneurs in neither a positive nor negative light	49%	53%	29%	20%	41%	43%	57%	45%	48%	-	-	-
Dragons Den portrays entrepreneurs in a negative light	20%	10%	14%	20%	21%	29%	9%	20%	17%	-	-	-
Don't know	4%	3%	14%	-	-	-	2%	-	2%	-	-	-

HID_q4. Which ONE, if either, of the following do you think BEST describes why the entrepreneurs seeking investment on Dragons Den are chosen to pitch in the den?

Base: All small business senior decision makers that are familiar with Dragons Den

They will make good television	75%	73%	86%	80%	79%	71%	72%	80%	76%	-	-	-
They offer the most credible investment opportunities	14%	23%	-	-	15%	29%	17%	5%	13%	-	-	-
None of these	5%	3%	14%	20%	6%	-	7%	11%	7%	-	-	-
Don't know	6%	-	-	-	-	-	3%	4%	4%	-	-	-

HID_q5. To what extent do you agree or disagree with the following statement? "The portrayal of entrepreneurs in Dragons Den could be off putting for aspiring entrepreneurs considering starting their own business"

Base: All small business senior decision makers that are familiar with Dragons Den

Strongly agree	10%	-	-	20%	21%	29%	9%	7%	10%	-	-	-
Tend to agree	33%	33%	43%	-	32%	29%	33%	41%	34%	-	-	-
Neither agree nor disagree	28%	43%	14%	60%	24%	14%	28%	30%	29%	-	-	-
Tend to disagree	20%	13%	43%	-	15%	14%	21%	19%	19%	-	-	-
Strongly disagree	5%	10%	-	20%	9%	14%	7%	4%	6%	-	-	-
Don't know	5%	-	-	-	-	-	3%	-	3%	-	-	-

Work industry (short list)														
Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other	Finance and Accounting

HID_q3. You stated you are familiar with the TV programme Dragons Den...Which ONE of the following statements do you MOST agree with?

Base: All small business senior decision makers that are familiar with Dragons Den

	47	36	60	24	19	11	18	39	42	9	2	4	7	66	35
Dragons Den portrays entrepreneurs in a positive light	30%	22%	35%	42%	42%	45%	33%	33%	38%	44%	-	50%	29%	23%	43%
Dragons Den portrays entrepreneurs in neither a positive nor negative light	49%	58%	52%	46%	37%	36%	44%	46%	40%	33%	50%	25%	57%	53%	43%
Dragons Den portrays entrepreneurs in a negative light	19%	17%	13%	13%	21%	9%	17%	18%	17%	11%	50%	25%	14%	23%	11%
Don't know	2%	3%	-	-	-	9%	6%	3%	5%	11%	-	-	-	2%	3%

HID_q4. Which ONE, if either, of the following do you think BEST describes why the entrepreneurs seeking investment on Dragons Den are chosen to pitch in the den?

Base: All small business senior decision makers that are familiar with Dragons Den

	47	36	60	24	19	11	18	39	42	9	2	4	7	66	35
They will make good television	79%	69%	70%	92%	79%	73%	83%	67%	79%	56%	100%	75%	71%	82%	86%
They offer the most credible investment opportunities	11%	14%	12%	4%	21%	9%	6%	21%	12%	33%	-	25%	29%	12%	6%
None of these	11%	11%	15%	-	-	9%	11%	5%	2%	-	-	-	-	3%	3%
Don't know	-	6%	3%	4%	-	9%	-	8%	7%	11%	-	-	-	3%	6%

HID_q5. To what extent do you agree or disagree with the following statement? "The portrayal of entrepreneurs in Dragons Den could be off putting for aspiring entrepreneurs considering starting their own business"

Base: All small business senior decision makers that are familiar with Dragons Den

	47	36	60	24	19	11	18	39	42	9	2	4	7	66	35
Strongly agree	9%	11%	10%	4%	11%	18%	11%	5%	7%	22%	-	25%	14%	11%	9%
Tend to agree	40%	36%	28%	38%	21%	36%	39%	26%	31%	33%	50%	50%	29%	39%	37%
Neither agree nor disagree	23%	36%	28%	21%	32%	9%	22%	46%	29%	11%	50%	-	-	33%	17%
Tend to disagree	19%	14%	23%	25%	21%	18%	17%	15%	21%	22%	-	-	57%	12%	23%
Strongly disagree	9%	-	8%	8%	16%	9%	6%	5%	10%	-	-	-	-	3%	9%
Don't know	-	3%	2%	4%	-	9%	6%	3%	2%	11%	-	25%	-	2%	6%

Centre for Entrepreneurs
Dragons Den / The Apprentice
 BUSINESS Sample

Company annual turnover					
First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know	Prefer not to answer

HID_q3. You stated you are familiar with the TV programme Dragons Den...Which ONE of the following statements do you MOST agree with?

Base: All small business senior decision makers that are familiar with Dragons Den

	18	193	92	21	22	38
Dragons Den portrays entrepreneurs in a positive light	39%	35%	26%	38%	36%	26%
Dragons Den portrays entrepreneurs in neither a positive nor negative light	39%	44%	57%	43%	45%	55%
Dragons Den portrays entrepreneurs in a negative light	17%	19%	16%	19%	14%	16%
Don't know	6%	3%	1%	-	5%	3%

HID_q4. Which ONE, if either, of the following do you think BEST describes why the entrepreneurs seeking investment on Dragons Den are chosen to pitch in the den?

Base: All small business senior decision makers that are familiar with Dragons Den

	18	193	92	21	22	38
They will make good television	83%	74%	77%	81%	73%	79%
They offer the most credible investment opportunities	11%	16%	13%	10%	5%	11%
None of these	6%	6%	8%	5%	14%	8%
Don't know	-	5%	2%	5%	9%	3%

HID_q5. To what extent do you agree or disagree with the following statement? "The portrayal of entrepreneurs in Dragons Den could be off putting for aspiring entrepreneurs considering starting their own business"

Base: All small business senior decision makers that are familiar with Dragons Den

	18	193	92	21	22	38
Strongly agree	17%	10%	9%	14%	5%	5%
Tend to agree	33%	31%	36%	48%	36%	34%
Neither agree nor disagree	33%	28%	30%	14%	41%	29%
Tend to disagree	11%	19%	20%	19%	5%	26%
Strongly disagree	-	8%	4%	5%	5%	5%
Don't know	6%	3%	1%	-	9%	-

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

HID_q8. For the following question by the term 'equity investment' we mean money invested to buy a share of a company or enterprise. To what extent do you agree or disagree with the following statement? "Dragons Den creates the image that all businesses require equity investment to succeed"

Base: All small business senior decision makers that are familiar with Dragons Den

Strongly agree	14%	15%	10%	14%	22%	15%	14%	11%	13%	16%	20%	14%	12%	9%	15%	15%
Tend to agree	41%	45%	34%	43%	24%	44%	43%	44%	42%	39%	38%	44%	46%	48%	36%	45%
Neither agree nor disagree	21%	20%	24%	14%	36%	20%	19%	19%	22%	16%	20%	24%	17%	21%	22%	20%
Tend to disagree	16%	14%	23%	-	9%	16%	17%	19%	16%	18%	16%	10%	20%	14%	18%	15%
Strongly disagree	3%	3%	3%	14%	-	1%	5%	3%	3%	3%	2%	3%	2%	2%	4%	5%
Don't know	4%	3%	6%	14%	9%	4%	2%	3%	3%	7%	4%	5%	3%	5%	4%	-

HID_q9. You stated you are familiar with the TV programme The Apprentice... Which ONE of the following statements do you MOST agree with?

Base: All small business senior decision makers that are familiar with The Apprentice

The Apprentice portrays the entrepreneurial candidates in a positive light	8%	9%	7%	-	18%	8%	7%	6%	9%	5%	4%	6%	15%	11%	7%	5%	9%
The Apprentice portrays the entrepreneurial candidates in neither a positive nor negative light	27%	25%	31%	57%	32%	26%	22%	27%	26%	32%	17%	35%	23%	30%	26%	29%	30%
The Apprentice portrays the entrepreneurial candidates in a negative light	61%	63%	57%	29%	48%	62%	68%	62%	61%	61%	74%	59%	56%	52%	63%	62%	61%
Don't know	4%	3%	5%	14%	2%	4%	2%	5%	4%	2%	4%	-	6%	7%	4%	5%	-

HID_q10. Which ONE, if any, of the following do you think BEST describes why the entrepreneurs on The Apprentice are primarily chosen as candidates?

Base: All small business senior decision makers that are familiar with The Apprentice

They will make good television	88%	88%	88%	43%	84%	88%	88%	91%	88%	86%	83%	85%	85%	89%	92%	90%	87%
They offer the most credible investment opportunities	7%	8%	6%	43%	14%	7%	7%	4%	7%	9%	9%	13%	10%	7%	3%	5%	9%
None of these	5%	4%	6%	14%	2%	5%	5%	5%	5%	5%	9%	2%	6%	4%	5%	5%	4%

HID_q11. To what extent do you agree or disagree with the following statement? "The portrayal of the entrepreneurial candidates in The Apprentice could be off-putting for aspiring entrepreneurs considering starting their own business"

Base: All small business senior decision makers that are familiar with The Apprentice

Strongly agree	25%	27%	18%	14%	27%	16%	26%	28%	25%	25%	38%	26%	19%	9%	29%	5%	39%
Tend to agree	37%	38%	33%	29%	36%	45%	37%	33%	36%	40%	30%	39%	35%	54%	34%	38%	22%
Neither agree nor disagree	20%	17%	28%	-	18%	18%	17%	25%	21%	18%	15%	15%	25%	19%	23%	29%	17%
Tend to disagree	13%	12%	14%	29%	16%	15%	14%	9%	13%	11%	15%	17%	12%	11%	10%	14%	17%
Strongly disagree	4%	4%	4%	14%	-	4%	5%	3%	3%	5%	-	2%	8%	4%	3%	10%	4%
Don't know	2%	2%	3%	14%	2%	3%	1%	2%	2%	2%	2%	2%	2%	4%	2%	5%	-

Management level								Organisation size			
Owner/ Proprietor	Partner	Chairperson	Chief Executive	Managing Director	Non Executive Director	Other board level manager/ director	Other senior manager or director below board level	Small	Medium	Large	Don't know

HID_q8. For the following question by the term 'equity investment' we mean money invested to buy a share of a company or enterprise. To what extent do you agree or disagree with the following statement? "Dragons Den creates the image that all businesses require equity investment to succeed"

Base: All small business senior decision makers that are familiar with Dragons Den	169	30	7	5	34	7	58	74	384	-	-	-
Strongly agree	17%	7%	-	20%	6%	14%	19%	9%	14%	-	-	-
Tend to agree	40%	57%	43%	20%	47%	43%	38%	39%	41%	-	-	-
Neither agree nor disagree	17%	23%	29%	20%	21%	14%	28%	26%	21%	-	-	-
Tend to disagree	18%	13%	29%	40%	24%	-	12%	14%	16%	-	-	-
Strongly disagree	2%	-	-	-	-	29%	-	8%	3%	-	-	-
Don't know	6%	-	-	-	3%	-	3%	4%	4%	-	-	-

HID_q9. You stated you are familiar with the TV programme The Apprentice...Which ONE of the following statements do you MOST agree with?

Base: All small business senior decision makers that are familiar with The Apprentice	153	31	6	3	29	7	55	71	355	-	-	-
The Apprentice portrays the entrepreneurial candidates in a positive light	8%	13%	-	-	7%	14%	7%	8%	8%	-	-	-
The Apprentice portrays the entrepreneurial candidates in neither a positive nor negative light	28%	35%	33%	33%	34%	-	25%	20%	27%	-	-	-
The Apprentice portrays the entrepreneurial candidates in a negative light	59%	48%	67%	67%	55%	86%	64%	68%	61%	-	-	-
Don't know	5%	3%	-	-	3%	-	4%	4%	4%	-	-	-

HID_q10. Which ONE, if any, of the following do you think BEST describes why the entrepreneurs on The Apprentice are primarily chosen as candidates?

Base: All small business senior decision makers that are familiar with The Apprentice	153	31	6	3	29	7	55	71	355	-	-	-
They will make good television	89%	84%	83%	100%	79%	100%	87%	90%	88%	-	-	-
They offer the most credible investment opportunities	7%	10%	17%	-	21%	-	5%	4%	7%	-	-	-
None of these	5%	6%	-	-	-	-	7%	6%	5%	-	-	-

HID_q11. To what extent do you agree or disagree with the following statement? "The portrayal of the entrepreneurial candidates in The Apprentice could be off-putting for aspiring entrepreneurs considering starting their own business"

Base: All small business senior decision makers that are familiar with The Apprentice	153	31	6	3	29	7	55	71	355	-	-	-
Strongly agree	25%	16%	33%	-	28%	57%	24%	24%	25%	-	-	-
Tend to agree	36%	52%	50%	67%	41%	43%	25%	35%	37%	-	-	-
Neither agree nor disagree	20%	26%	17%	33%	14%	-	29%	17%	20%	-	-	-
Tend to disagree	13%	-	-	-	17%	-	18%	14%	13%	-	-	-
Strongly disagree	3%	3%	-	-	-	-	4%	7%	4%	-	-	-
Don't know	3%	3%	-	-	-	-	-	3%	2%	-	-	-

Work industry (short list)														
Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other	Finance and Accounting

HID_q8. For the following question by the term 'equity investment' we mean money invested to buy a share of a company or enterprise. To what extent do you agree or disagree with the following statement? "Dragons Den creates the image that all businesses require equity investment to succeed"

Base: All small business senior decision makers that are familiar with Dragons Den

	47	36	60	24	19	11	18	39	42	9	2	4	7	66	35
Strongly agree	17%	22%	8%	17%	-	18%	6%	13%	17%	11%	-	-	14%	17%	17%
Tend to agree	32%	47%	40%	46%	32%	55%	44%	44%	36%	44%	50%	50%	29%	47%	49%
Neither agree nor disagree	30%	11%	23%	25%	21%	9%	33%	26%	21%	22%	-	-	29%	14%	20%
Tend to disagree	21%	8%	22%	13%	21%	-	6%	10%	21%	-	50%	25%	29%	18%	9%
Strongly disagree	-	3%	3%	-	16%	9%	6%	5%	2%	11%	-	-	-	-	3%
Don't know	-	8%	3%	-	11%	9%	6%	3%	2%	11%	-	25%	-	5%	3%

HID_q9. You stated you are familiar with the TV programme The Apprentice... Which ONE of the following statements do you MOST agree with?

Base: All small business senior decision makers that are familiar with The Apprentice

	43	31	50	24	18	7	19	34	41	10	3	3	7	65	31
The Apprentice portrays the entrepreneurial candidates in a positive light	9%	19%	8%	13%	11%	29%	5%	3%	7%	10%	33%	-	-	2%	16%
The Apprentice portrays the entrepreneurial candidates in neither a positive nor negative light	23%	26%	24%	17%	33%	14%	32%	21%	22%	50%	33%	33%	14%	37%	16%
The Apprentice portrays the entrepreneurial candidates in a negative light	60%	48%	66%	71%	56%	43%	58%	76%	68%	20%	33%	33%	86%	58%	65%
Don't know	7%	6%	2%	-	-	14%	5%	-	2%	20%	-	33%	-	3%	3%

HID_q10. Which ONE, if any, of the following do you think BEST describes why the entrepreneurs on The Apprentice are primarily chosen as candidates?

Base: All small business senior decision makers that are familiar with The Apprentice

	43	31	50	24	18	7	19	34	41	10	3	3	7	65	31
They will make good television	84%	74%	90%	88%	94%	86%	89%	91%	95%	50%	100%	100%	100%	91%	87%
They offer the most credible investment opportunities	9%	16%	4%	4%	6%	14%	5%	6%	2%	30%	-	-	-	8%	6%
None of these	7%	10%	6%	8%	-	-	5%	3%	2%	20%	-	-	-	2%	6%

HID_q11. To what extent do you agree or disagree with the following statement? "The portrayal of the entrepreneurial candidates in The Apprentice could be off-putting for aspiring entrepreneurs considering starting their own business"

Base: All small business senior decision makers that are familiar with The Apprentice

	43	31	50	24	18	7	19	34	41	10	3	3	7	65	31
Strongly agree	21%	32%	22%	17%	33%	43%	21%	24%	24%	10%	33%	-	43%	26%	23%
Tend to agree	35%	26%	48%	46%	28%	14%	53%	32%	37%	40%	-	-	43%	35%	39%
Neither agree nor disagree	23%	29%	14%	17%	17%	14%	11%	21%	20%	-	67%	67%	-	26%	16%
Tend to disagree	9%	10%	10%	21%	22%	14%	11%	21%	10%	30%	-	33%	-	9%	19%
Strongly disagree	9%	-	2%	-	-	14%	-	3%	10%	-	-	-	14%	2%	3%
Don't know	2%	3%	4%	-	-	-	5%	-	-	20%	-	-	-	2%	-

Centre for Entrepreneurs
Dragons Den / The Apprentice
BUSINESS Sample

Company annual turnover					
First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know	Prefer not to answer

HID_q8. For the following question by the term 'equity investment' we mean money invested to buy a share of a company or enterprise. To what extent do you agree or disagree with the following statement? "Dragons Den creates the image that all businesses require equity investment to succeed"

Base: All small business senior decision makers that are familiar with Dragons Den	18	193	92	21	22	38
Strongly agree	11%	17%	15%	14%	-	3%
Tend to agree	50%	42%	41%	29%	36%	45%
Neither agree nor disagree	11%	20%	23%	24%	27%	24%
Tend to disagree	17%	15%	15%	24%	23%	18%
Strongly disagree	6%	3%	3%	-	5%	5%
Don't know	6%	4%	2%	10%	9%	5%

HID_q9. You stated you are familiar with the TV programme The Apprentice... Which ONE of the following statements do you MOST agree with?

Base: All small business senior decision makers that are familiar with The Apprentice	13	183	88	16	19	36
The Apprentice portrays the entrepreneurial candidates in a positive light	8%	9%	10%	13%	-	3%
The Apprentice portrays the entrepreneurial candidates in neither a positive nor negative light	23%	25%	27%	31%	26%	36%
The Apprentice portrays the entrepreneurial candidates in a negative light	69%	61%	61%	56%	58%	61%
Don't know	-	5%	1%	-	16%	-

HID_q10. Which ONE, if any, of the following do you think BEST describes why the entrepreneurs on The Apprentice are primarily chosen as candidates?

Base: All small business senior decision makers that are familiar with The Apprentice	13	183	88	16	19	36
They will make good television	85%	86%	90%	88%	84%	94%
They offer the most credible investment opportunities	8%	8%	7%	13%	5%	6%
None of these	8%	6%	3%	-	11%	-

HID_q11. To what extent do you agree or disagree with the following statement? "The portrayal of the entrepreneurial candidates in The Apprentice could be off-putting for aspiring entrepreneurs considering starting their own business"

Base: All small business senior decision makers that are familiar with The Apprentice	13	183	88	16	19	36
Strongly agree	46%	26%	23%	19%	11%	22%
Tend to agree	31%	36%	39%	50%	26%	39%
Neither agree nor disagree	8%	21%	16%	19%	42%	19%
Tend to disagree	15%	10%	18%	13%	11%	14%
Strongly disagree	-	3%	5%	-	5%	6%
Don't know	-	4%	-	-	5%	-

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

HID_q12. To what extent do you agree or disagree with the following statement? "The Apprentice provides viewers with an accurate portrayal of the business investment process"

Base: All small business senior decision makers that are familiar with The Apprentice

Strongly agree	2%	2%	1%	-	7%	5%	-	-	2%	2%	4%	-	4%	2%	2%	-	-
Tend to agree	6%	7%	6%	-	18%	5%	5%	5%	7%	4%	9%	7%	8%	13%	4%	-	-
Neither agree nor disagree	14%	13%	15%	29%	16%	5%	10%	19%	12%	21%	9%	15%	17%	15%	12%	10%	26%
Tend to disagree	32%	27%	43%	29%	27%	32%	31%	34%	32%	30%	19%	43%	31%	28%	37%	24%	30%
Strongly disagree	42%	48%	31%	14%	30%	46%	53%	40%	44%	35%	55%	33%	38%	37%	43%	52%	43%
Don't know	4%	3%	4%	29%	2%	5%	1%	3%	3%	9%	4%	2%	2%	6%	3%	14%	-

HID_q13. Please imagine that The Apprentice programme changed its format, whereby businesses were shortlisted for investment before candidates undertake challenges to prove their entrepreneurial potential...To what extent would you support or oppose this?

Base: All small business senior decision makers that are familiar with The Apprentice

Strongly support	15%	17%	12%	14%	20%	11%	12%	17%	16%	11%	13%	9%	21%	17%	17%	14%	9%
Somewhat support	40%	40%	41%	43%	41%	43%	44%	36%	42%	33%	34%	44%	44%	33%	40%	43%	48%
Neither support nor oppose	33%	32%	35%	14%	25%	35%	33%	34%	32%	39%	45%	41%	25%	30%	29%	24%	39%
Somewhat oppose	3%	3%	3%	14%	11%	3%	1%	1%	3%	2%	2%	4%	-	6%	1%	10%	4%
Strongly oppose	2%	2%	2%	-	-	1%	2%	3%	2%	5%	-	2%	2%	6%	3%	-	-
Don't know	7%	7%	7%	14%	2%	7%	6%	8%	6%	11%	6%	-	8%	9%	10%	10%	-

HID_q14. To what extent do you agree or disagree with the following statement? "A new TV programme/ programming is required which provides coverage of alternative funding approaches for new businesses, such as crowd funding"

Base: All small business senior decision makers that are familiar with Dragons Den and The Apprentice

Strongly agree	15%	16%	13%	14%	19%	16%	11%	15%	15%	14%	15%	11%	13%	16%	17%	14%	13%
Tend to agree	39%	41%	35%	57%	33%	33%	36%	43%	38%	41%	34%	45%	41%	33%	37%	41%	50%
Neither agree nor disagree	30%	28%	32%	14%	35%	30%	33%	27%	30%	28%	32%	34%	26%	28%	23%	38%	-
Tend to disagree	6%	6%	7%	-	10%	11%	4%	4%	7%	3%	7%	5%	7%	8%	6%	9%	-
Strongly disagree	3%	3%	3%	-	-	4%	5%	3%	3%	3%	7%	3%	7%	-	3%	-	-
Don't know	8%	7%	10%	14%	2%	6%	10%	8%	7%	11%	5%	2%	7%	15%	9%	14%	-

Management level								Organisation size			
Owner/ Proprietor	Partner	Chairperson	Chief Executive	Managing Director	Non Executive Director	Other board level manager/ director	Other senior manager or director below board level	Small	Medium	Large	Don't know

HID_q12. To what extent do you agree or disagree with the following statement? "The Apprentice provides viewers with an accurate portrayal of the business investment process"

Base: All small business senior decision makers that are familiar with The Apprentice	153	31	6	3	29	7	55	71	355	-	-	-
Strongly agree	2%	3%	-	-	3%	14%	-	1%	2%	-	-	-
Tend to agree	5%	16%	-	-	10%	-	5%	7%	6%	-	-	-
Neither agree nor disagree	13%	19%	33%	33%	10%	-	11%	15%	14%	-	-	-
Tend to disagree	35%	19%	17%	-	31%	57%	36%	28%	32%	-	-	-
Strongly disagree	40%	39%	50%	67%	45%	29%	45%	45%	42%	-	-	-
Don't know	6%	3%	-	-	-	-	2%	3%	4%	-	-	-

HID_q13. Please imagine that The Apprentice programme changed its format, whereby businesses were shortlisted for investment before candidates undertake challenges to prove their entrepreneurial potential...To what extent would you support or oppose this?

Base: All small business senior decision makers that are familiar with The Apprentice	153	31	6	3	29	7	55	71	355	-	-	-
Strongly support	14%	13%	17%	-	28%	14%	20%	10%	15%	-	-	-
Somewhat support	43%	48%	33%	-	31%	57%	35%	39%	40%	-	-	-
Neither support nor oppose	31%	29%	33%	67%	31%	29%	35%	35%	33%	-	-	-
Somewhat oppose	1%	-	17%	-	3%	-	5%	4%	3%	-	-	-
Strongly oppose	2%	-	-	-	-	-	2%	6%	2%	-	-	-
Don't know	8%	10%	-	33%	7%	-	4%	6%	7%	-	-	-

HID_q14. To what extent do you agree or disagree with the following statement? "A new TV programme/ programming is required which provides coverage of alternative funding approaches for new businesses, such as crowd funding"

Base: All small business senior decision makers that are familiar with Dragons Den and The Apprentice	180	33	7	5	35	7	59	80	406	-	-	-
Strongly agree	15%	3%	29%	40%	26%	14%	17%	10%	15%	-	-	-
Tend to agree	41%	48%	29%	20%	34%	43%	41%	31%	39%	-	-	-
Neither agree nor disagree	27%	33%	43%	20%	29%	43%	27%	35%	30%	-	-	-
Tend to disagree	6%	-	-	-	6%	-	5%	13%	6%	-	-	-
Strongly disagree	2%	3%	-	20%	6%	-	5%	3%	3%	-	-	-
Don't know	9%	12%	-	-	-	-	5%	9%	8%	-	-	-

Work industry (short list)														
Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other	Finance and Accounting

HID_q12. To what extent do you agree or disagree with the following statement? "The Apprentice provides viewers with an accurate portrayal of the business investment process"

Base: All small business senior decision makers that are familiar with The Apprentice

	43	31	50	24	18	7	19	34	41	10	3	3	7	65	31
Strongly agree	7%	3%	-	-	-	-	-	-	2%	10%	-	-	-	2%	-
Tend to agree	12%	16%	8%	4%	-	14%	11%	3%	5%	10%	-	-	-	2%	6%
Neither agree nor disagree	16%	16%	10%	13%	28%	29%	11%	12%	17%	10%	-	67%	14%	8%	16%
Tend to disagree	33%	23%	38%	29%	28%	-	32%	32%	29%	50%	67%	-	29%	35%	23%
Strongly disagree	30%	35%	42%	50%	44%	57%	47%	53%	44%	-	33%	33%	57%	46%	52%
Don't know	2%	6%	2%	4%	-	-	-	-	2%	20%	-	-	-	8%	3%

HID_q13. Please imagine that The Apprentice programme changed its format, whereby businesses were shortlisted for investment before candidates undertake challenges to prove their entrepreneurial potential...To what extent would you support or oppose this?

Base: All small business senior decision makers that are familiar with The Apprentice

	43	31	50	24	18	7	19	34	41	10	3	3	7	65	31
Strongly support	16%	16%	10%	13%	39%	14%	5%	12%	17%	10%	-	-	29%	17%	13%
Somewhat support	51%	29%	44%	50%	17%	57%	53%	35%	37%	30%	67%	33%	43%	38%	52%
Neither support nor oppose	23%	52%	36%	21%	22%	29%	37%	47%	29%	20%	33%	67%	14%	31%	23%
Somewhat oppose	-	-	-	4%	11%	-	-	-	5%	10%	-	-	14%	5%	3%
Strongly oppose	2%	-	2%	-	-	-	-	-	5%	10%	-	-	-	5%	-
Don't know	7%	3%	8%	13%	11%	-	5%	6%	7%	20%	-	-	-	5%	10%

HID_q14. To what extent do you agree or disagree with the following statement? "A new TV programme/ programming is required which provides coverage of alternative funding approaches for new businesses, such as crowd funding"

Base: All small business senior decision makers that are familiar with Dragons Den and The Apprentice

	50	38	61	25	21	11	19	40	46	10	3	4	7	71	36
Strongly agree	8%	13%	21%	4%	10%	36%	5%	20%	20%	20%	-	25%	-	14%	14%
Tend to agree	42%	26%	44%	48%	43%	27%	42%	23%	39%	40%	67%	25%	43%	42%	42%
Neither agree nor disagree	18%	47%	25%	32%	38%	18%	47%	38%	15%	10%	-	25%	43%	34%	28%
Tend to disagree	14%	-	3%	8%	5%	-	-	10%	15%	-	-	-	14%	1%	6%
Strongly disagree	8%	3%	2%	-	5%	9%	-	3%	7%	10%	-	-	-	-	3%
Don't know	10%	11%	5%	8%	-	9%	5%	8%	4%	20%	33%	25%	-	8%	8%

Company annual turnover					
First year of trading	Less than £999,999 (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know	Prefer not to answer

HID_q12. To what extent do you agree or disagree with the following statement? "The Apprentice provides viewers with an accurate portrayal of the business investment process"

Base: All small business senior decision makers that are familiar with The Apprentice	13	183	88	16	19	36
Strongly agree	8%	2%	2%	6%	-	-
Tend to agree	8%	7%	6%	19%	5%	3%
Neither agree nor disagree	8%	13%	11%	6%	37%	19%
Tend to disagree	31%	30%	34%	25%	32%	42%
Strongly disagree	46%	44%	45%	44%	21%	33%
Don't know	-	5%	1%	-	5%	3%

HID_q13. Please imagine that The Apprentice programme changed its format, whereby businesses were shortlisted for investment before candidates undertake challenges to prove their entrepreneurial potential...To what extent would you support or oppose this?

Base: All small business senior decision makers that are familiar with The Apprentice	13	183	88	16	19	36
Strongly support	15%	16%	18%	13%	5%	8%
Somewhat support	46%	38%	43%	44%	26%	47%
Neither support nor oppose	38%	33%	30%	25%	47%	33%
Somewhat oppose	-	2%	2%	6%	11%	3%
Strongly oppose	-	2%	2%	13%	-	3%
Don't know	-	9%	5%	-	11%	6%

HID_q14. To what extent do you agree or disagree with the following statement? "A new TV programme/ programming is required which provides coverage of alternative funding approaches for new businesses, such as crowd funding"

Base: All small business senior decision makers that are familiar with Dragons Den and The Apprentice	18	204	97	22	24	41
Strongly agree	22%	15%	16%	18%	8%	7%
Tend to agree	44%	38%	38%	41%	17%	51%
Neither agree nor disagree	33%	29%	25%	23%	50%	34%
Tend to disagree	-	4%	10%	5%	13%	5%
Strongly disagree	-	2%	4%	9%	4%	2%
Don't know	-	11%	6%	5%	8%	-