

Getting the best out of the Enterprise Survey

BiG
MAKE IT
YOUR BUSINESS

In 2007, the Generate team designed an online survey to find out how students aged 11-19 really feel about enterprise. We've now run the survey over three years, capturing over 7,500 student responses from 21 schools and colleges across Sheffield.

This has helped identify how young people feel about starting a business as a career choice and has highlighted the sort of support that young people feel they need to set up in business. And it has generated a lot of valuable discussion amongst the participants!

This is vital information at whole school level and also provides a touch point in directing the support to individual students such as fledgling entrepreneurs.

This guide indicates what we've learned and how to get the most out of doing the survey with your students.

Is starting a business a good idea?

The survey has highlighted a very significant level of recognition for and interest in enterprise, only slightly dampened during the economic downturn.

- Over 70% view starting a business as a brilliant or good career choice.
- The majority are interested in running their own business, with males more likely to be 'very interested' (33% compared to 24% of females).
- 66% think that anyone with a good idea can start a business.
- 4% (299 in total) stated they were already running their own business.
- Of those who think that starting a business is a good career choice, almost half believe that they have an idea that could make them money.

How can the results help us to help young entrepreneurs?

The survey has also helped identify whether or not budding young entrepreneurs want help and, if so, what sort of help.

- 50% stated they would like information about how to start a business
- 44% would like help to develop their ideas for business.
- 55% of those running a business already, or very interested in doing so, want specific advice on setting up a business.

What can the school or college get out of the survey?

It is very useful to understand attitudes to enterprise and self-employment across the school and how this varies between groups. This can be a vital aid to planning your enterprise programme and using your resources in a well targeted manner.

Even more importantly, the individual survey responses, available in a simple spreadsheet format, enable you to engage directly with the students who have requested support in developing their business ideas.

The survey is online at www.bigchallenge.biz so you can run it anytime you like with any size group so long as they have access to a computer – with individuals, a whole class, a year group, at an enterprise club or with your BiG Challenge teams.

For more information please contact your school or college Enterprise Champion

Quick Tips

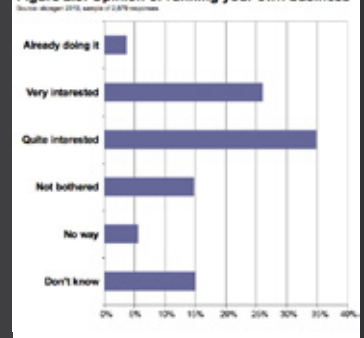
Familiarity - Download the questions for your own planning from: www.bigchallenge.biz

Strategy - Decide whether to use the survey as part of a larger learning opportunity, perhaps linked to upcoming enterprise activities, to Option choices or careers sessions.

Delivery - It takes no more than 10 minutes. Whilst the students don't get any analysis at the end, the questions are engaging (even provocative) so they provide a great platform for group voting and discussion.

Follow Up - Decide how you will follow up individuals who express significant interest in setting up their own business and in self-employment. Our experience is that there will be more than one such student in most groups.

Figure 2.3: Opinion of running your own business



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