

## **Social Enterprise - exclusive survey results for Charity Finance**

### **About this survey**

*Total sample size was 2107 adults. Fieldwork was undertaken 30th November - 2nd December 2011. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+). All figures, unless otherwise stated, are from YouGov Plc.*

### **Results**

*Respondents were initially asked to pick the statement that best described what social enterprise means to them.*

- *One third (33%) correctly identified social enterprises as "a business that is more interested in meeting social or environmental goals, than in making lots of money for owners or shareholders" (definition derived from the government website). 45-54 year olds (39%) are the most likely to identify the correct description of a social enterprise, with 18-24 year olds the least likely (28%)*
- *Just over one in five (21%) think that a social enterprise is a for profit business that is trying to run ethically*
- *Almost one third (30%) said they do not know what a social enterprise is*

## Which best describes what you think the term “social enterprise” means?

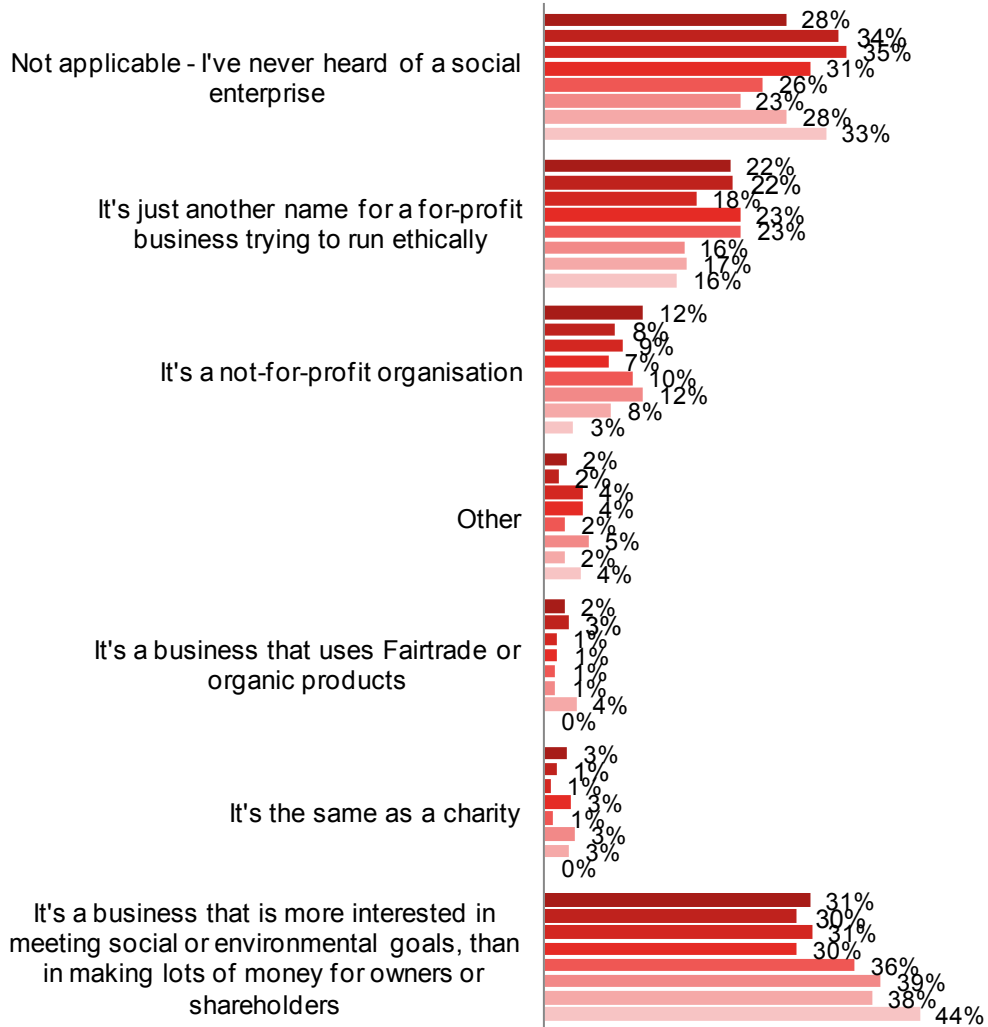


Source: YouGov  
Base: All Respondents (2107)

**Respondents living in Northern Ireland (44%), Wales (39%), Scotland (38%), and the South of England (36%) are most likely to correctly describe a social enterprise. Respondents living in the East of England (34%) and Midlands (35%), and those living in Northern Ireland (33%) are most likely to say they have never heard of a social enterprise.**

# Which best describes what you think the term “social enterprise” means?

■ North ■ Midlands ■ East ■ London ■ South ■ Wales ■ Scotland ■ Northern Ireland



Source: YouGov

Base: All Respondents (2107)

All respondents were then shown the following definition of social enterprises before being asked the remaining questions.

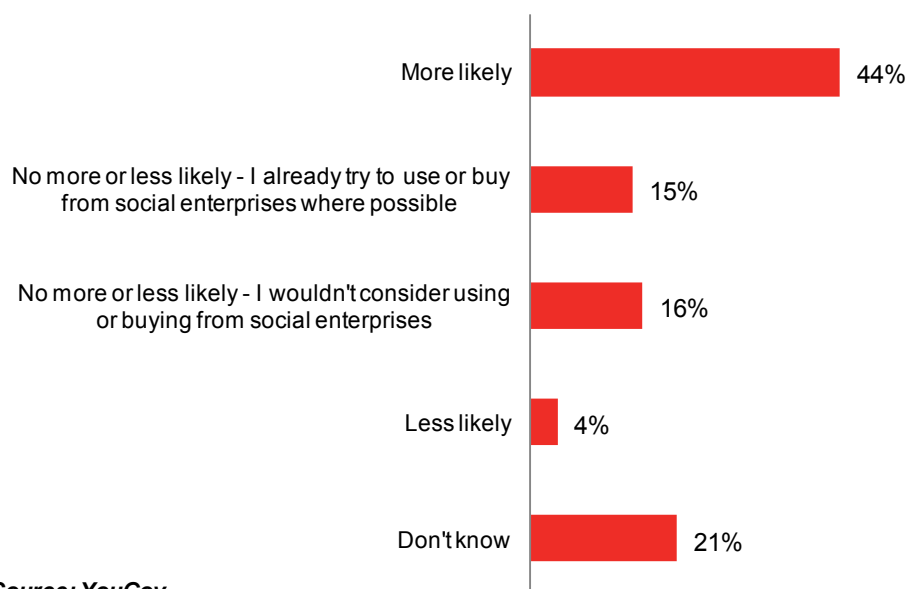
***Social enterprises are businesses whose main goals are social or environmental. Social enterprises can take many different forms, but their main aim is to make money to invest in their social or environmental goals, rather than making as much profit as possible for shareholders and owners.***

***Social enterprises can be found in many different types of businesses. Some examples of social enterprises are Divine Chocolate, The Big Issue, and the Co-operative bank.***

More than one in four (44%) of respondents said they would be more likely to use or buy from a business calling itself a social enterprise - 8% said they were much more likely to do this.

- 15% say they already try to patronise social enterprises where possible, whilst almost the same proportion (16%) said they wouldn't consider using a social enterprise
- Just over one in five (21%) say they aren't sure
- A larger proportion of women say they would be more likely to buy from or use a business calling itself a social enterprise (48% vs 40% of men). Men are more likely to say they wouldn't consider using or buying from a social enterprise (20% vs 12% of women)
- 18% of those aged 55+ say they already try to buy from a social enterprise where possible - compared to only 8% of 18-24s.

**Assuming that they were providing something that you wanted or needed...  
How much more or less likely would you be to use or buy from a business that called itself a social enterprise rather than one that didn't?**



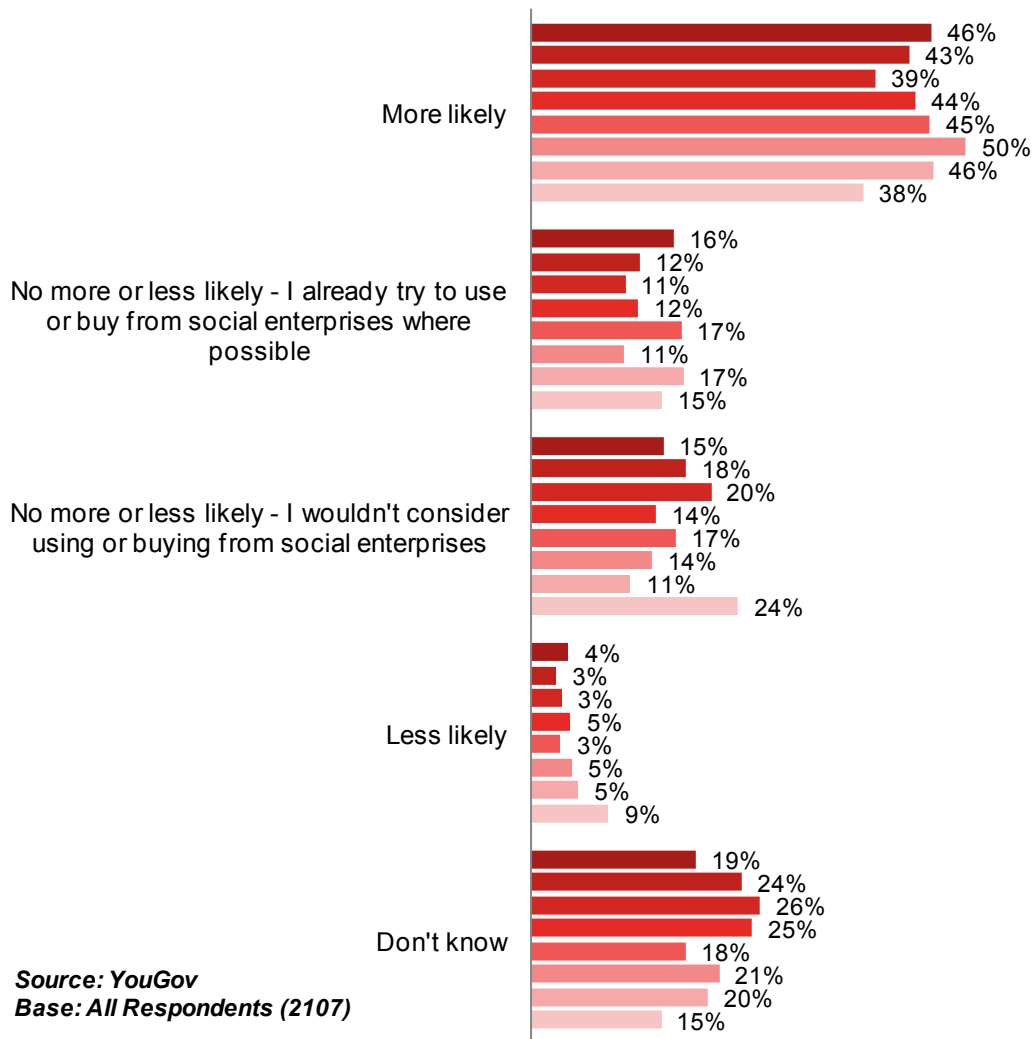
**Source: YouGov**  
**Base: All Respondents (2107)**

**Half (50%) of those living in Wales say they would be more likely to buy from or use a social enterprise, as would 46% of respondents in Scotland and the North of England. By comparison, 38% of respondents in Northern Ireland, and 39% of respondents in the East of England said the same.**

- Almost one in four (24%) of respondents in Northern Ireland say they wouldn't consider using or buying from a social enterprise.**

**Assuming that they were providing something that you wanted or needed...  
How much more or less likely would you be to use or buy from a business that called itself a social enterprise rather than one that didn't?**

■ North ■ Midlands ■ East ■ London ■ South ■ Wales ■ Scotland ■ Northern Ireland

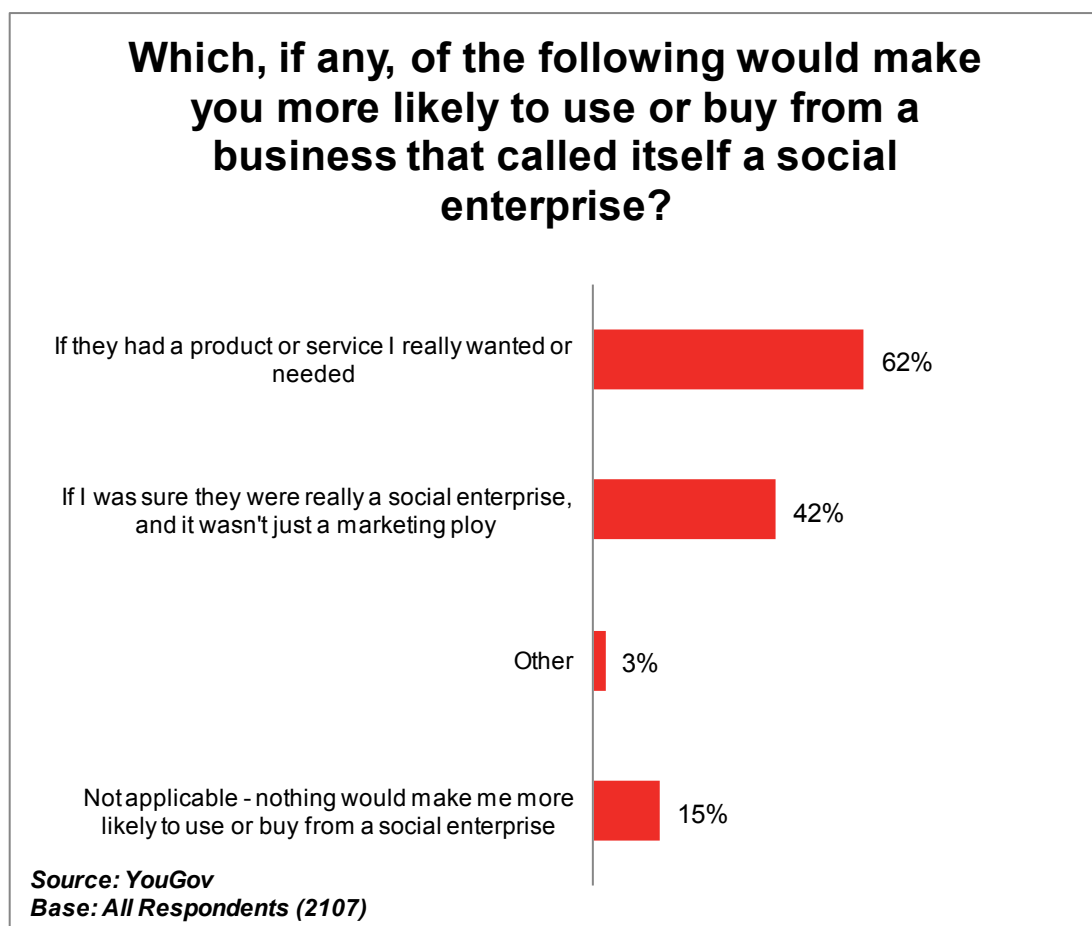


Source: YouGov

Base: All Respondents (2107)

**Just over one in ten (15%) of respondents say that there is nothing will make them more likely to buy from a social enterprise. Desirable products and services (62%) are more likely to motivate respondents than certainty that a business is in fact a social enterprise (42%). NB respondents were able to select more than one option for this question, other than N/A**

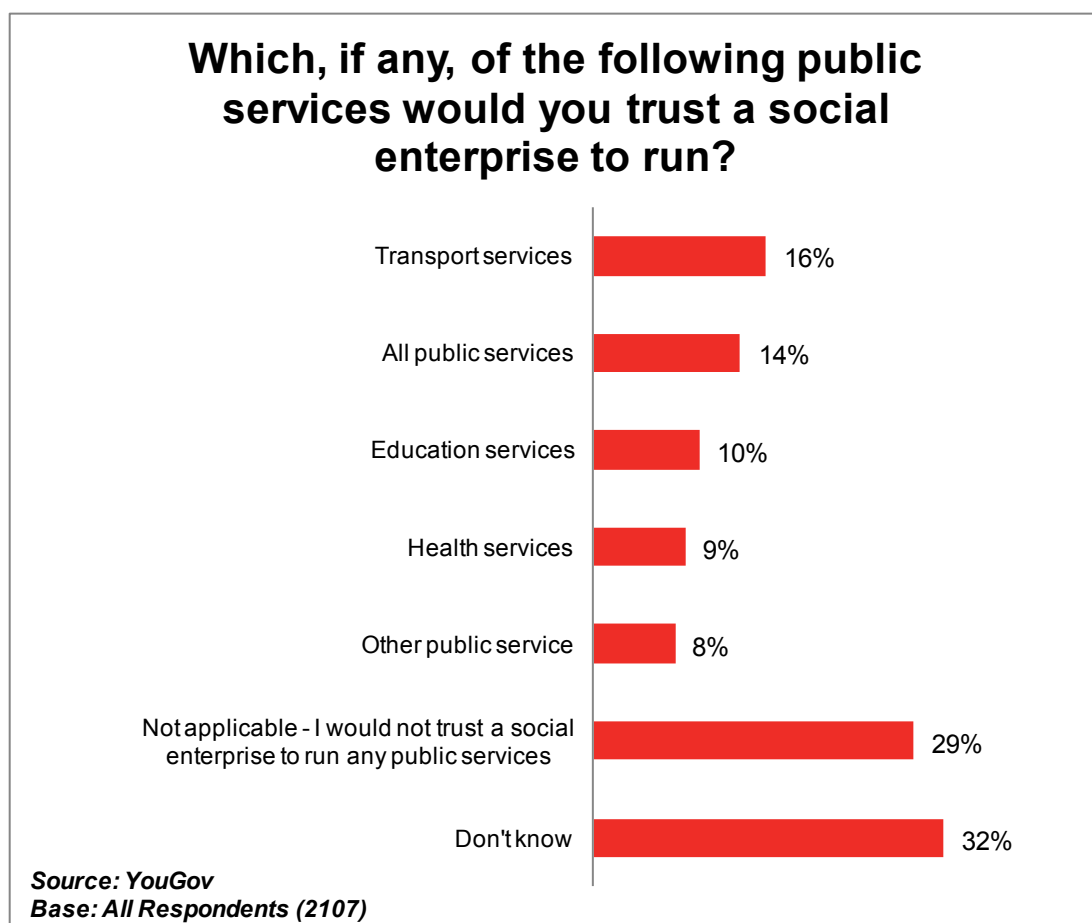
- **Women are slightly more likely than men to say being sure a business was a social enterprise (44% vs 39% of men)**
- **Respondents aged 55+ are most likely to need convincing that a business really is a social enterprise (36%)**
- **Those aged 18-24 (21%) and 25-34 (18%) are most likely to say nothing would make them more likely to use or buy from a social enterprise.**



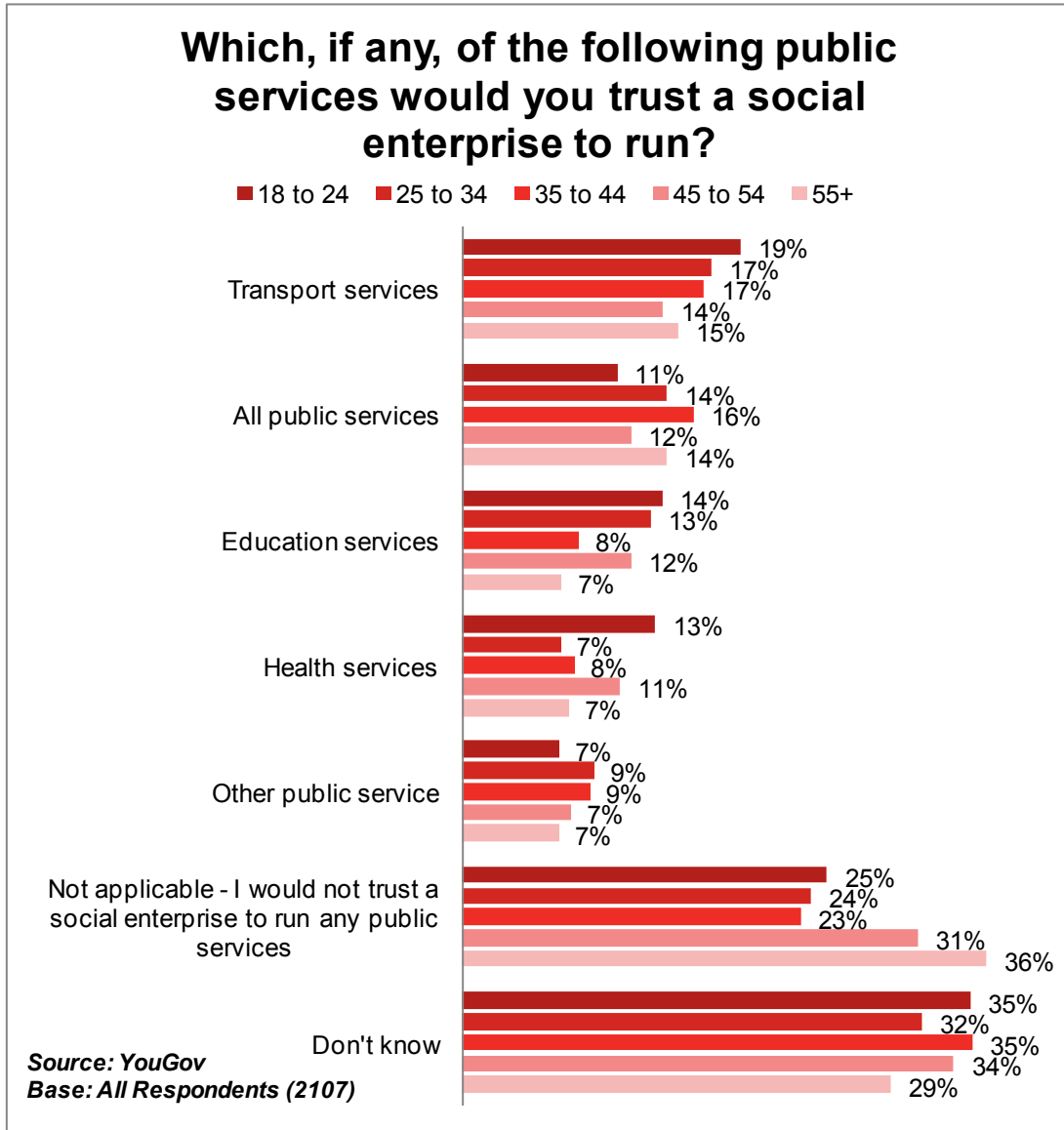
**29% of respondents say they would not trust a social enterprise to run any public services, with a further 32% saying they don't know if they would trust a social enterprise to run any of the public services listed**

***NB respondents were able to select more than one option for this question, other than N/A and don't know)***

- **Respondents are most likely to trust social enterprises to run transport services (16%), however 14% said they would trust social enterprises to run all public services.**
- **Less than one in ten (9%) trust social enterprises to run health services**
- **Men are more likely than women to say they don't trust social enterprises to run any public services (35% vs 24% of women), whilst women are more likely to say they don't know (39% vs 25% of men).**



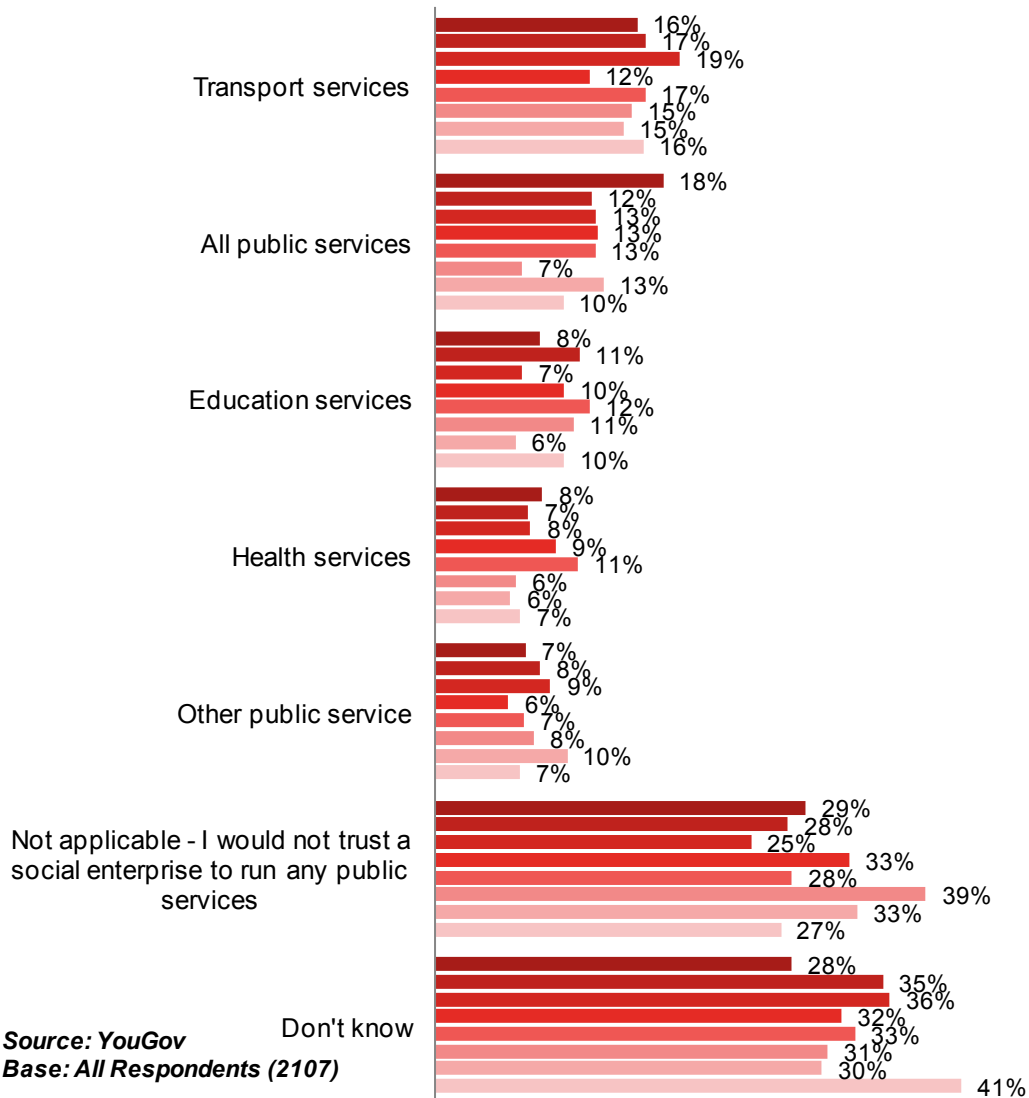
- Respondents aged 45+ are the most likely to say they wouldn't trust a social enterprise to run any public services.



- Respondents in the north of England are most likely to trust social enterprises to run all public services
- Those living in Wales are the most likely to say they wouldn't trust social enterprises to run any public services
- Respondents living in London are least likely to trust social enterprises to run transport services (12%).

## Which, if any, of the following public services would you trust a social enterprise to run?

■ North ■ Midlands ■ East ■ London ■ South ■ Wales ■ Scotland ■ Northern Ireland

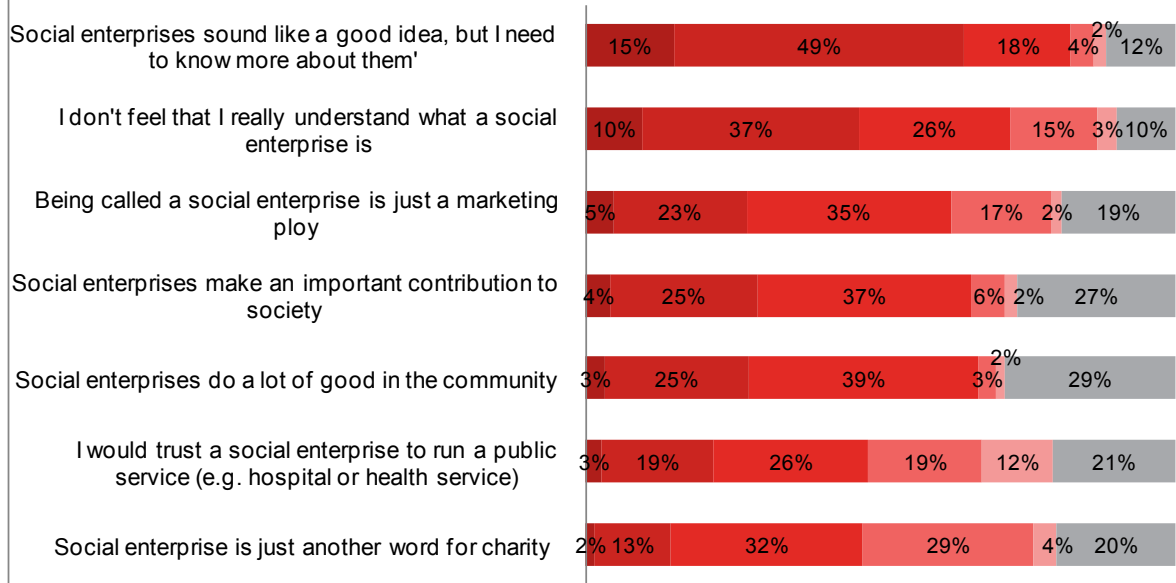


**Respondents were asked to say how much they agreed or disagreed with a series of statements about social enterprises.**

- **Overall 64% of respondents agree that social enterprises sound like a good idea, but that they need to know more - 15% strongly agree with this statement. Only 6% disagree**
  - **Women are much more likely to agree than men (70% vs 58%)**
  - **Those living in the North, East and South of England are most likely to agree (68%), particularly when compared to those living in London (58%)**
  - **Respondents age 55+ are most likely to agree (70%)**
- **47% agree that they don't really understand what a social enterprise is - 18% disagree**
- **More than one quarter (28%) agree that being called a social enterprise is a marketing ploy - this is higher than the proportion who disagree (19%)**
  - **Men are more likely to agree that the term social enterprise is a marketing ploy (33% vs 22% of women)**
- **One third (33%) disagree that social enterprise is just another word for charity**
  - **One in five (20%) of respondents in Scotland agree that social enterprise is another word for charity. In contrast only 9% of respondents in the Midlands agree.**

## Attitudes to Social Enterprises

■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Don't know

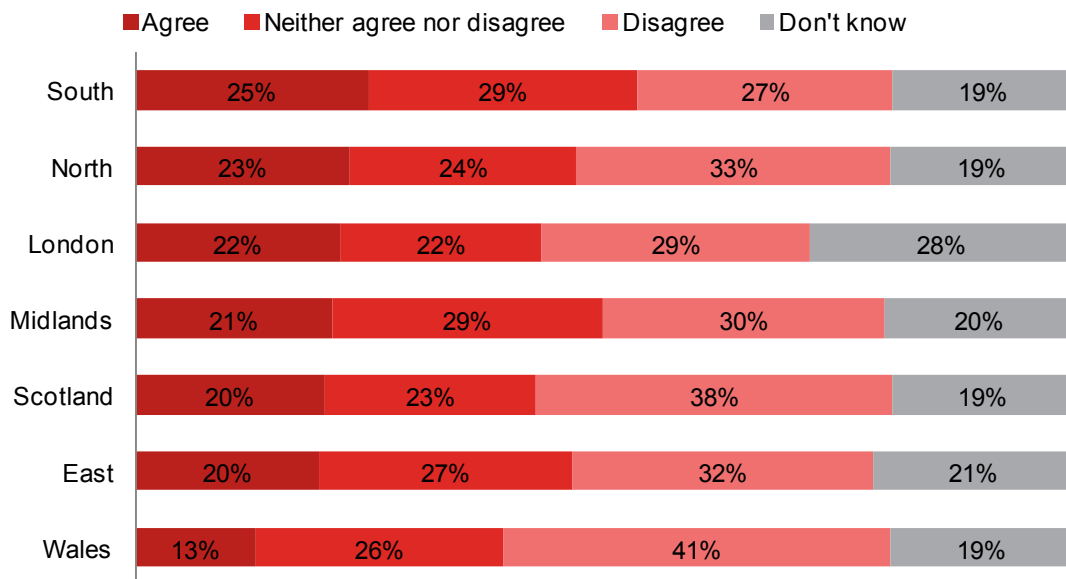


Source: YouGov

Base: All Respondents (2107)

- **Almost one quarter (22%) agree that they would trust a social enterprise to run a public service however 31% disagree - 12% strongly.**
  - **Respondents living Wales are most likely to disagree (41%), closely followed by those living in Scotland (38%).**

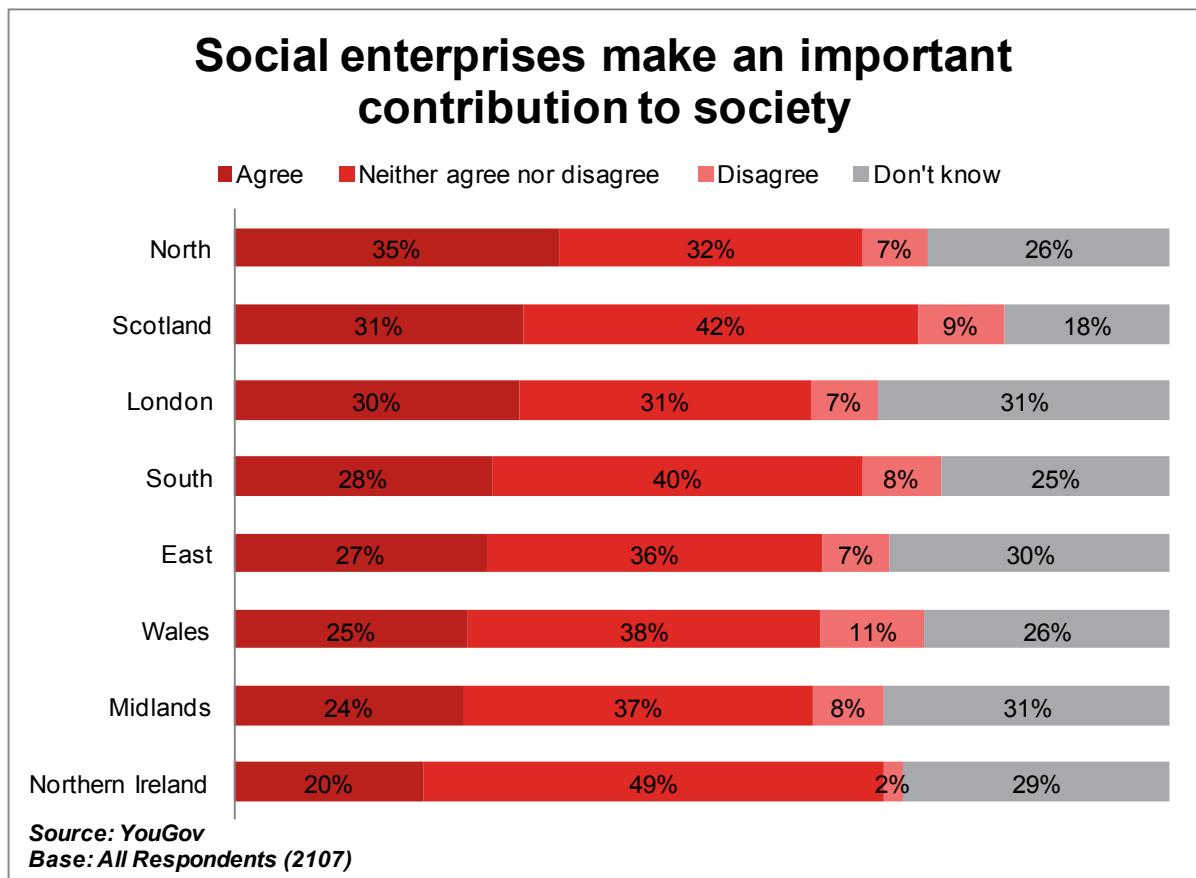
## I would trust a social enterprise to run a public service



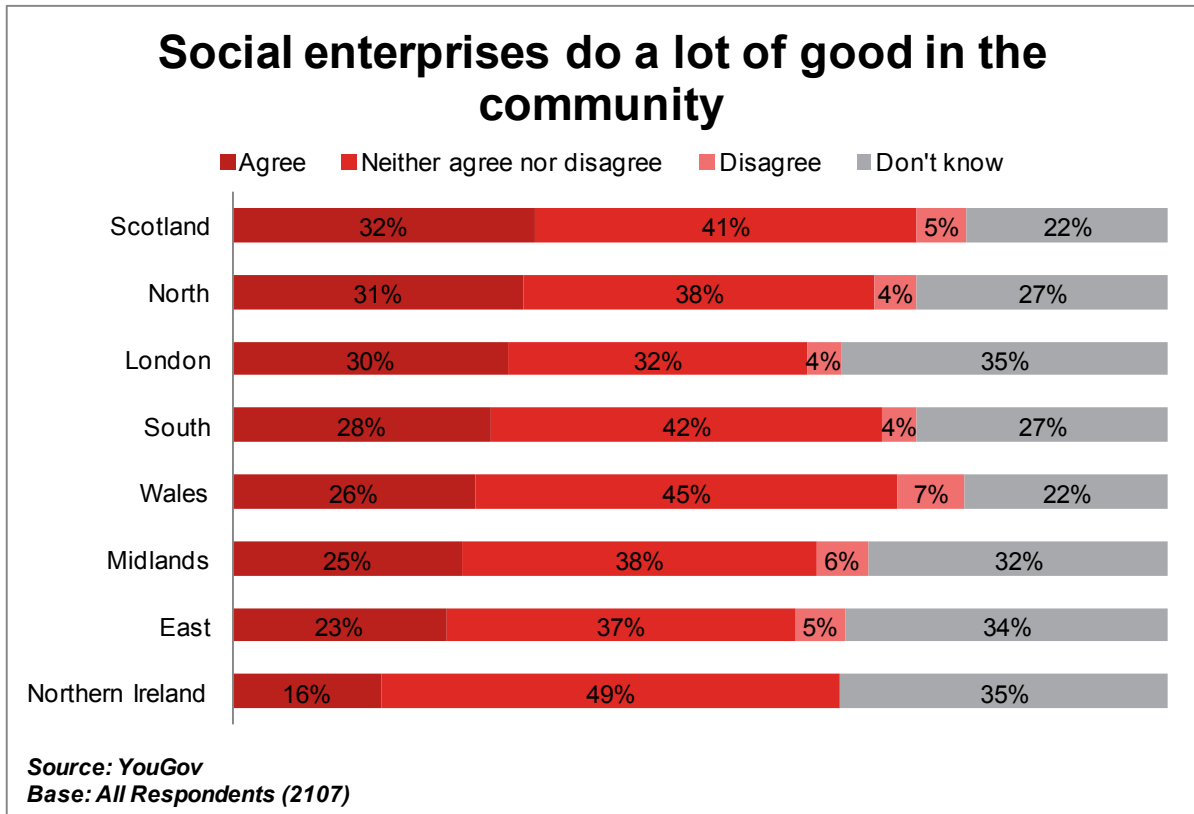
Source: YouGov

Base: All Respondents (2107)

- **29% agree that social enterprises make an important contribution to society, and 28% agree that social enterprises do good in the community. For both of these statements, however, there is a high proportion of respondents who say they don't know.**
- **Respondents living in the North of England are the most likely to agree that social enterprises make an important contribution to society.**



- **Respondents living in Northern Ireland are the least likely agree that social enterprises do a lot of good in the community. Almost half (49%) of respondents in Northern Ireland neither agree nor disagree with this statement, although none disagree.**



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