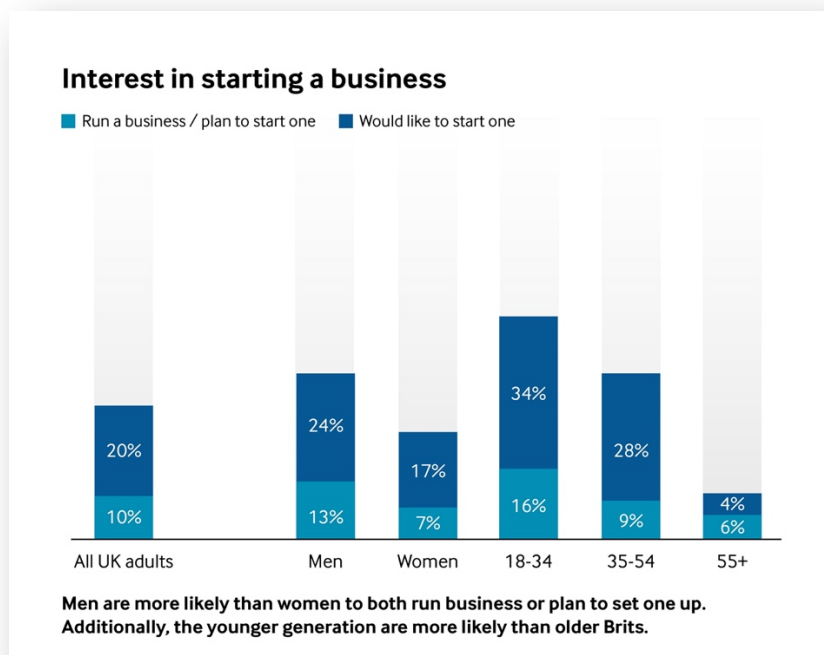


The UK Start-up Appetite Report 2021

A fifth of UK adults say they want to start a business in 2021 but need more support. Research conducted on behalf of small business support network Enterprise Nation and Start Up Loans ahead of the UK's biggest start-up event StartUp 2021, found an additional 10 per cent already run one or have a solid plan to start.



That appetite to start an independent enterprise rises to more than a third (34%) amongst 18-34 year-olds and 28 per cent for 35-54-year-olds.

One in six (17%) think most people will start a business at some stage in their life with just over a third (37%) saying they think being an entrepreneur is easier now that it was 10 years ago - and that figure rises to 45 per cent of 18-34-year-olds.

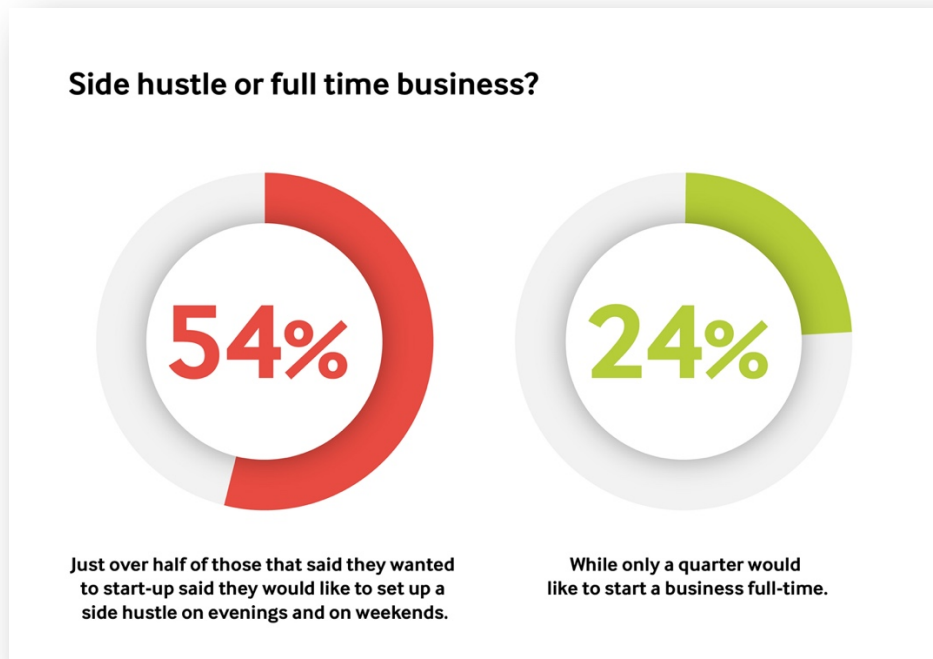
The most common reasons for wanting to start up a business:



Necessity

Despite everything, of those with an active plan to start-up, only six per cent said it was because they had lost a job with eight per cent pointing to being furloughed as the reason.

More than a third (37%) said they had always wanted to start a business and that figure rises to 42 per cent amongst women. A third (33%) said they could see an opportunity and another third (34%) said it was to top up income.



Side hustle or full-time

Of those that said they wanted to start, 54 per cent said they would prefer to set up a side hustle on evenings and weekends, with a quarter (24%) saying they wanted to start a full-time enterprise. That figure rises to 57 per cent amongst those with active plans to start in 2021.

One in five (19%) said they felt they needed to get training before they start.

Top sectors for starting a business in 2021



Sectors

The most popular sector to start in was health and wellbeing (11%) followed by manufacturing (10%), tech (10%) and business services (10%) suggesting that the lockdown exercise phenomenon has had an impact and fears for post-Brexit shortages has seen ambition to make something in the UK.

Top 5 sectors for female entrepreneurs



Female sectors

The top sectors women are keen to start in are health, beauty, exercise and well-being (15%), education (11%), business services (11%), fashion (8%), events (7%).

Regions

In the West Midlands, the most popular sector was overwhelmingly manufacturing (31%); in the North West was tech (18%) and in Wales it was education (38%). In London, the South West and South East it was health and wellbeing.

The region with the most people saying they were actively planning to start a business in 2021 was the West Midlands.

The regions where people are most likely to have put off their plans to more certain times were in the North East and the South East (13%).

The research was conducted by polling firm Opinium between December 15 and 17 2020 and polled 2,000 adults.

About Enterprise Nation:

[Enterprise Nation](#) is the UK's leading small business network and business support provider delivering support to more than 50,000 small businesses every month. Its aim is to help people turn their good ideas into great businesses – through expert advice, events, acceleration support and networking.

Enterprise Nation's small business active membership has grown by 34 per cent in 2020. It now has more than 70,000 members and subscribers, ten per cent of which are professional advisers from a range of sectors offering strategic support to small firms. The adviser platform now sees hundreds of connections every week with small firms reaching out for expert support.