

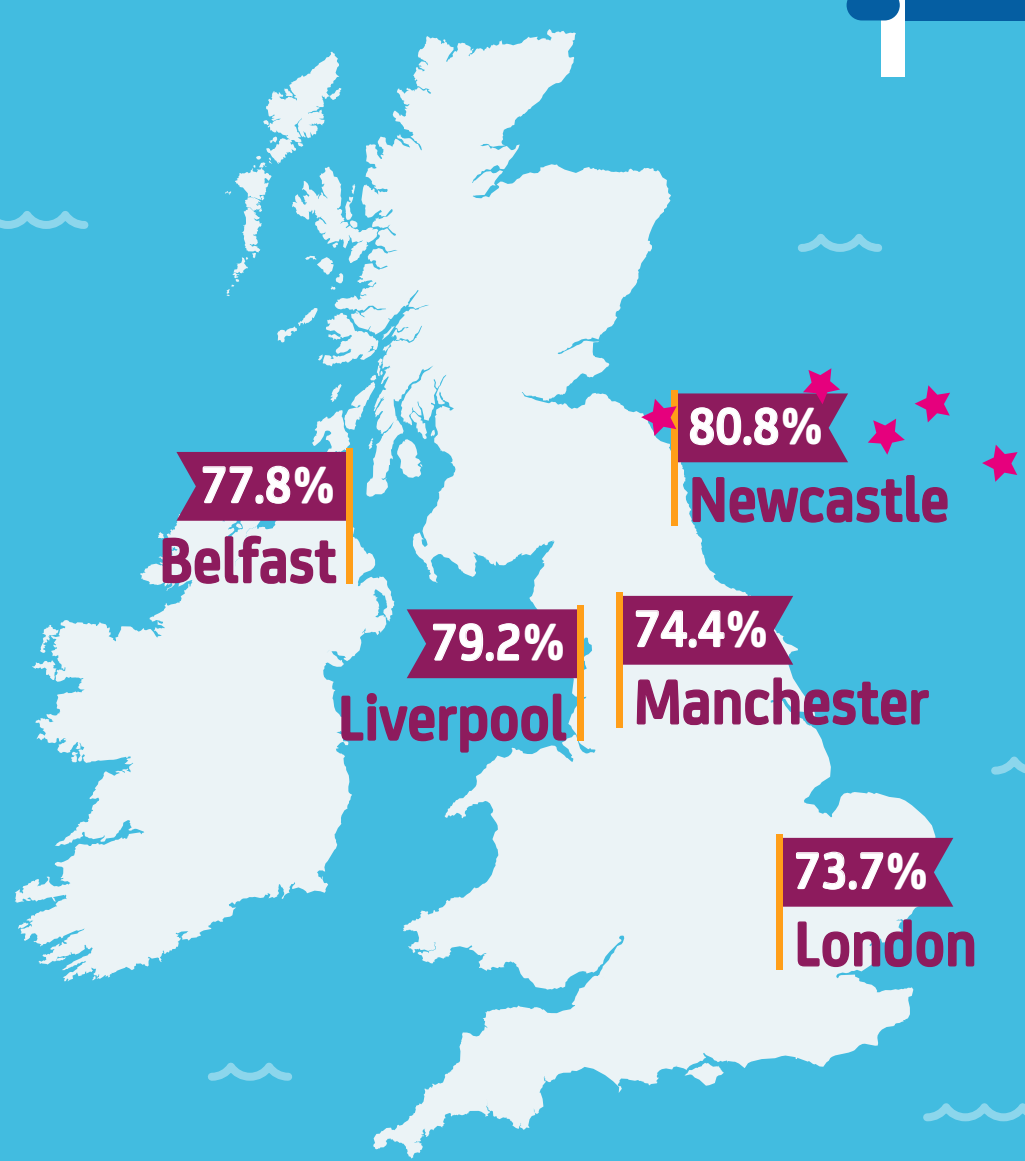
Start Up Cities Index

There are 5.7 million businesses in the UK, with well over **600,000 new ones** registered every single year. But what are the stories behind the founders? Where do they come from, and why did they decide to go into business?

Home birds

67%

of startup owners set up their business in the same city they were born in

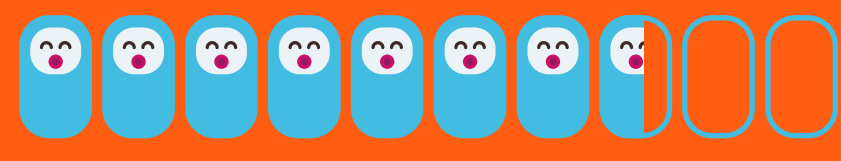


Starting a business in your home city – demographic breakdown

By age

76%

of 18-37 year olds start up owners have set up in the same city they were born in



vs 53%

of 38-65 year olds

By revenue

86%

of respondents with a yearly turnover figure between £400,000-£500,000 started their business in the same city of their birth.



Of those with company turnover of £0-£50,000,

just 51%

said the same.



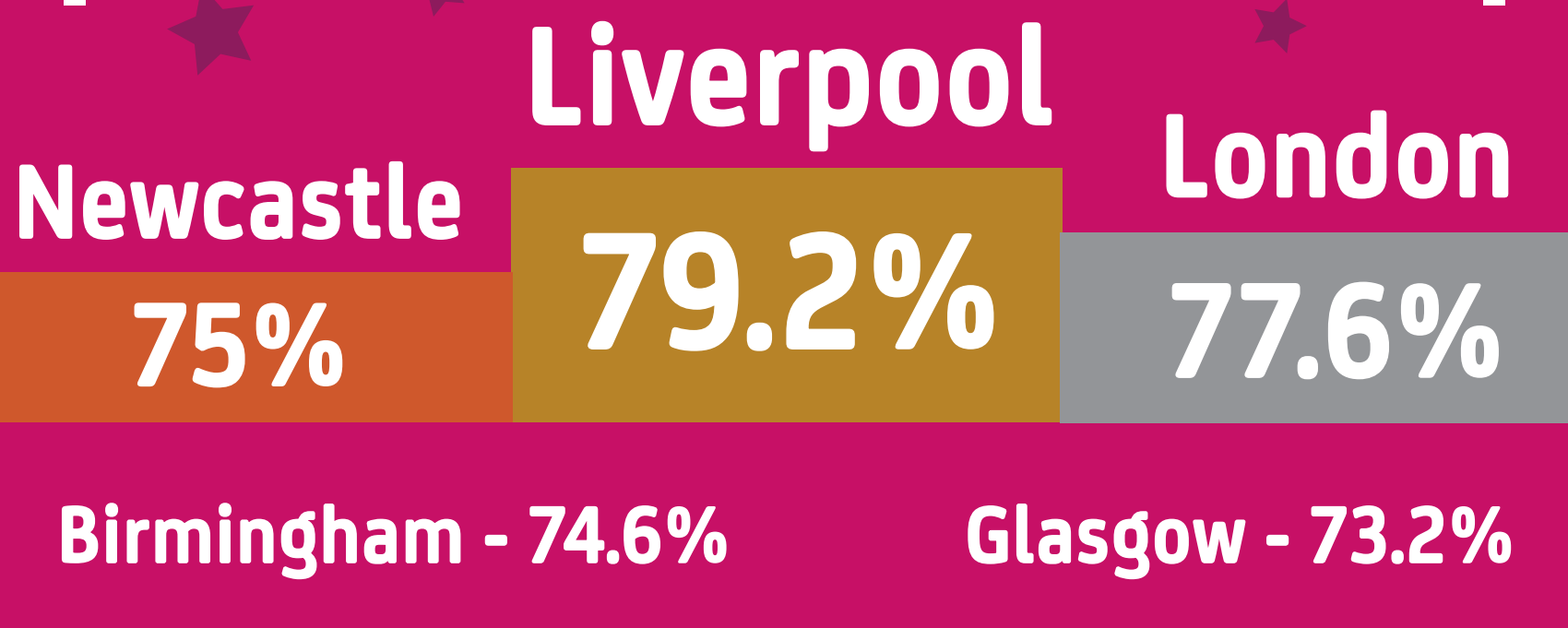
What were the most significant factors behind starting up a business in your home city?

The top three factors:



Has your home city made a positive impact on you starting up a business?

% of yes responses



What was your biggest concern when starting up a business?

