Veuve Clicquot

REIMS FRANCE

# Veuve Clicquot
# Women Entrepreneurship Barometer

## UNITED KINGDOM 2019

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# Overview of the country situation

# Overview of the country situation

## Key Data

- ✓ Population (millions): 66,022,270
- ✓ Female (% of total): 50.7%
- ✓ 25-29 y.o. (% of female population): 7%
- ✓ Area: 242,545 km²
- ✓ Density: 272.90 pop./km²
- ✓ GDP (Global): 2,624.53 Md $USD (5th)
- ✓ GDP (per capita): 39,720 USD /capita (28th)

## Politics

- ✓ System: Parliamentary constitutional monarchy
- ✓ Head of State: Elizabeth II (Monarch since 1952), Theresa May (Prime Minister since 2016)
- ✓ Women in national parliament (%, Nov. 2018) : 32.2%

## Demographics

- ✓ Fertility rate: 1.83 births / woman (2014)
- ✓ Population growth: 0.65 % / year
- ✓ Life expectancy: 81 years
  - ✓ Female: 83 years
  - ✓ Male: 79 years
- ✓ Average age of women at first birth : 29.9

Source : World Bank / IMF / Interparliamentary Union

# Overview of the country situation

## Doing Business Index (2019, out of 190 measured economies)

- ✓ Ease of doing business: 9th
- ✓ Starting a business (procedure, time, cost): 19th
- ✓ Time required to start a business: 4.5 days

## Women's professional Situation

- ✓ Unemployment: 4.3%
  - ✓ Women: 4.2%
  - ✓ Men: 4.4%
- ✓ Female share of employment in senior and middle management (%): 34%
- ✓ Maternity pay and leave: 52 weeks / 90% of the pay (Father: 14 days)
- ✓ Law ensuring women an equivalent post after maternity leave: Yes

Source : World Bank / United Nations / Doing Business / PopulationData.Net /Interparliamentary Union / HuffPost / INS Global Consulting

# OUR METHODOLOGY

# SURVEY POPULATION RECRUITMENT, ADMINISTRATION AND REPRESENTATIVITY

## THE SURVEY WAS SELF-ADMINISTERED ONLINE

- ✓ The study was conducted by Market Probe
- ✓ The sample was sourced via an online panel
- ✓ Panelists were send an e-mail invitation to the survey and could take the survey online

## SCREENING

- ✓ Those who entered the survey were screened on age, gender and region (where applicable)
- ✓ Quota stops were put in place to ensure representation with regard to these attributes

## REPRESENTATIVITY

- ✓ As internet penetration is high in the UK, the sample is fairly representative of the entire country

## ANALYSIS

- ✓ Results were analysed by BETC Corporate

| | Target | |
|---|---|---|
| | Male | Female |
| 20-29 | 248 | 255 |
| 30-39 | 243 | 250 |
| 40-49 | 249 | 256 |
| 50-59 | 246 | 253 |

# GENDER AND AGE SEGMENTATION

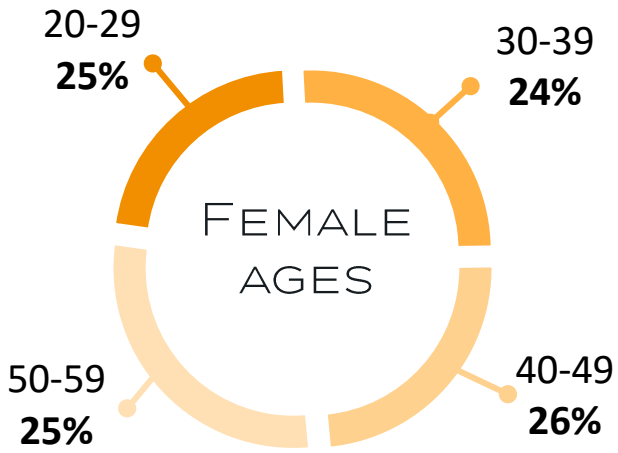
**2003**

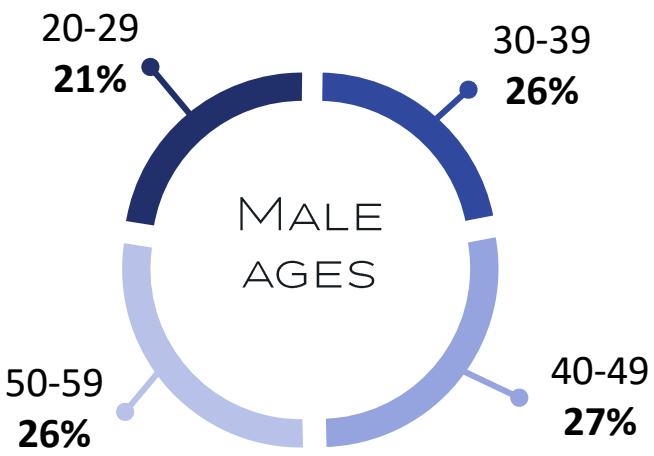
**RESPONDENTS IN 2018**

12,4% IN THE GREATER LONDON

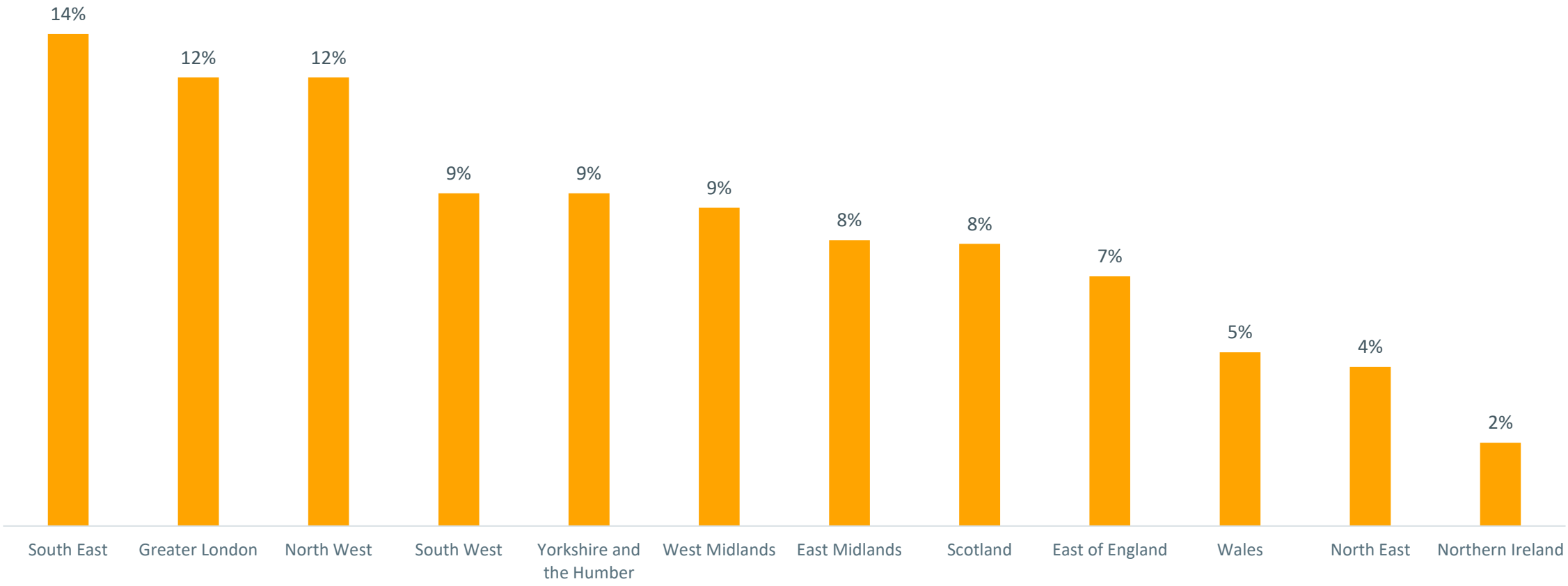
FEMALE
54%

MALE
46%



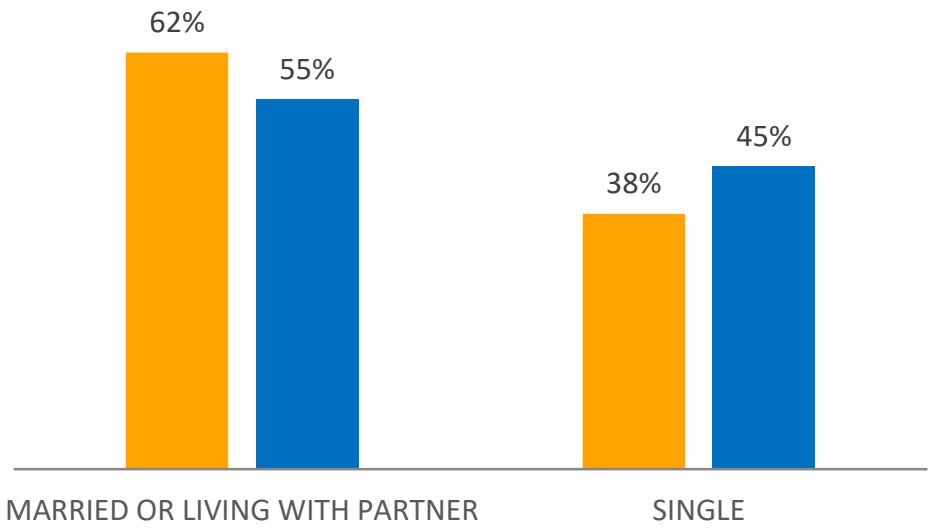



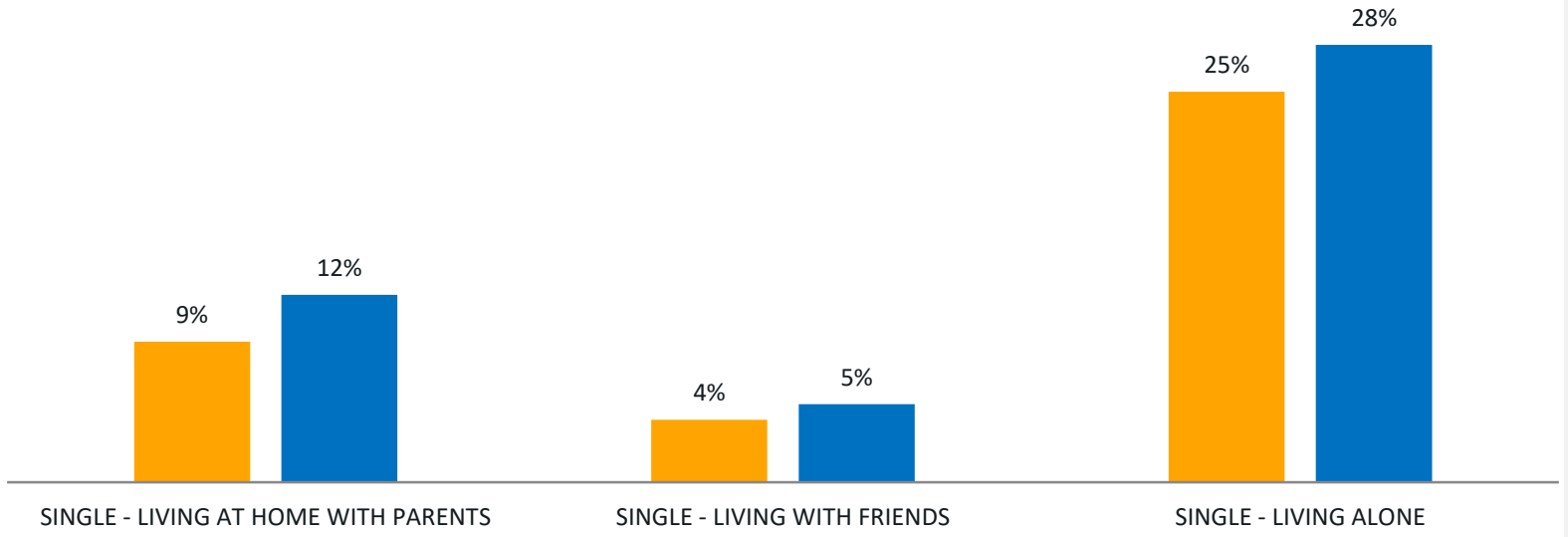
# REGIONAL BREAKDOWN




BASE : TOTAL SAMPLE

# MARITAL STATUS

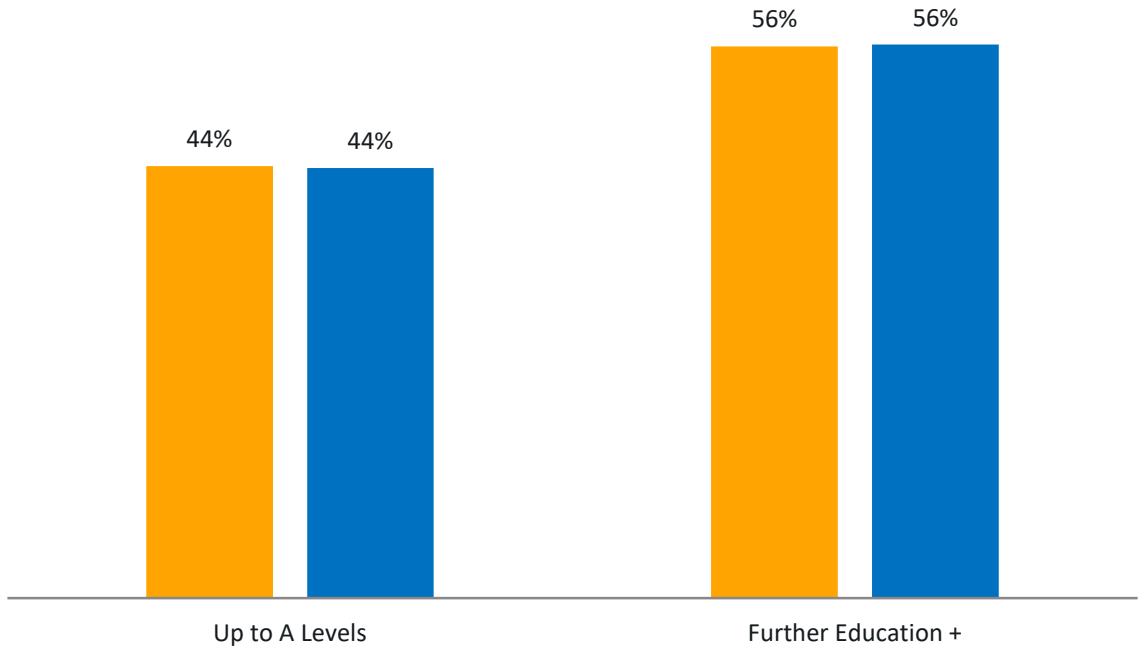



TOTAL FEMALE

TOTAL MALE

# LEVEL OF STUDIES




TOTAL FEMALE

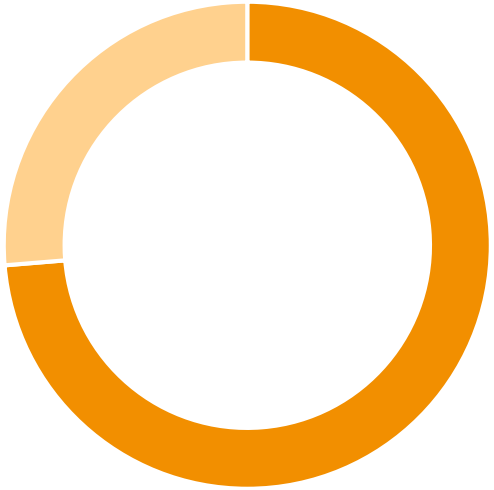
TOTAL MALE

# HOUSEHOLD INCOME

"Into which of these groups does your total annual household income fall?"

**FEMALE**

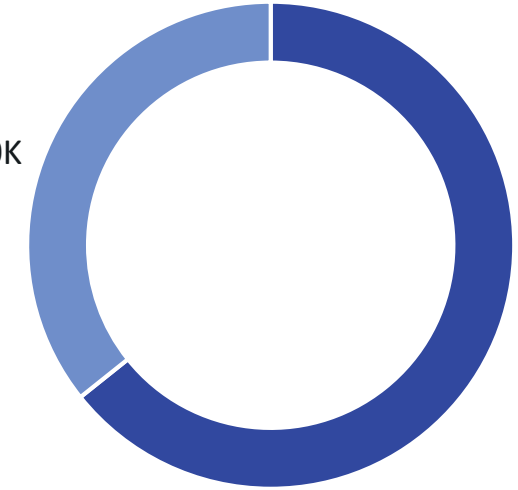
MORE THAN £40K PER YEAR **26%**



LESS THAN £40K PER YEAR **74%**

**MALE**

MORE THAN £40K PER YEAR **36%**



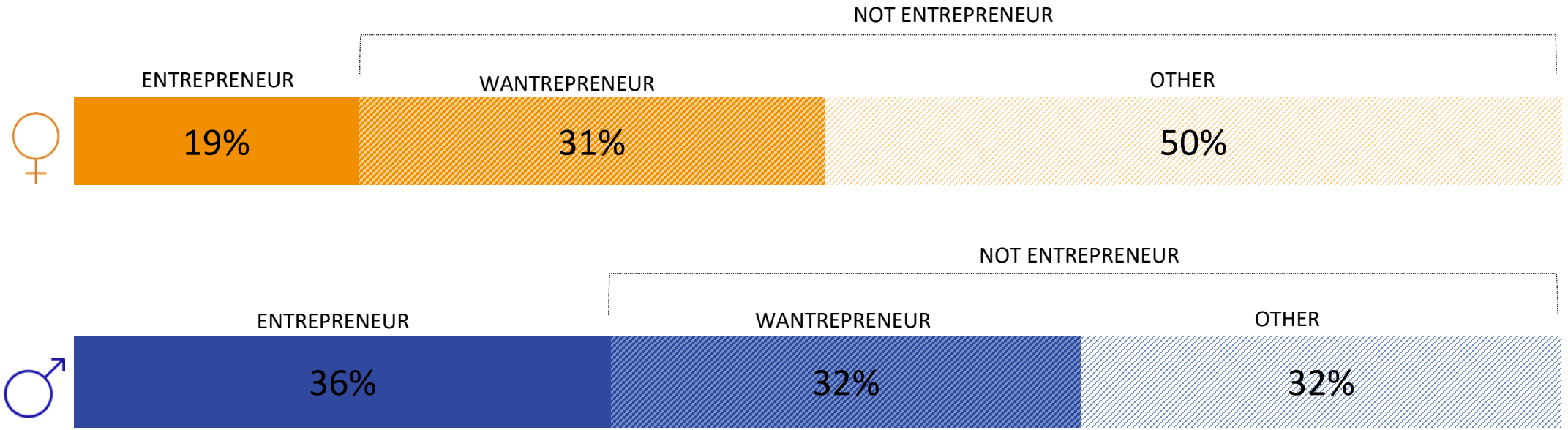
LESS THAN £40K PER YEAR **64%**

**Conversion rate in USD (DEC. 18)**
1 £ = 1.27 USD
40,000 £ = 50,741.12 USD

**Disclaimer:** This information is self-reported and household revenue reports are often overclaimed in surveys. Use this breakdown as an indication of the wealth repartition rather than an accurate reflection of earnings.

BASE : TOTAL

# PROFESSIONAL SITUATION




## DEFINITIONS

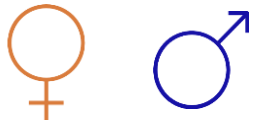
**ENTREPRENEUR**
SOMEONE WHO STARTS THEIR OWN BUSINESS OR TAKES OVER AN EXISTING BUSINESS.

**NOT ENTREPRENEUR**
PEOPLE WHO HAVE NEITHER STARTED NOR TAKEN OVER A BUSINESS.

**WANTREPRENEUR**
AMONG PEOPLE WHO ARE NOT ENTREPRENEURS, THOSE WHO ARE CONSIDERING BECOMING ENTREPRENEURS.

# SAMPLE BASE OF OUR STUDY

## TOTAL BASE
2003 RESPONDENTS



TOTAL FEMALE
1080 RESPONDENTS

TOTAL MALE
923 RESPONDENTS

TOTAL FEMALE
1080 RESPONDENTS

MALE ENTREPRENEUR
333 RESPONDENTS

TOTAL FEMALE
1080 RESPONDENTS

MALE NOT ENTREPRENEUR
590 RESPONDENTS

FEMALE WANTREPRENEUR
338 RESPONDENTS

MALE WANTREPRENEUR
292 RESPONDENTS

FEMALE NOT ASPIRANT
535 RESPONDENTS

MALE NOT ASPIRANT
298 RESPONDENTS

# GENERAL OVERVIEW OF THE DIFFERENT SAMPLES

## TOTAL FEMALE
**1080** RESPONDENTS

**20-29** **266** RESPONDENTS
**30-39** **262** RESPONDENTS
**40-49** **279** RESPONDENTS
**50-59** **273** RESPONDENTS

## FEMALE ENTREPRENEUR
**207** RESPONDENTS

**20-39** **130** RESPONDENTS
**40-59*** **77** RESPONDENTS

## FEMALE NOT ENTREPRENEUR
**873** RESPONDENTS

**20-29** **201** RESPONDENTS
**30-39** **197** RESPONDENTS
**40-49** **232** RESPONDENTS
**50-59** **243** RESPONDENTS

## FEMALE WANTREPRENEUR
**338** RESPONDENTS

**20-39** **182** RESPONDENTS
**40-59** **156** RESPONDENTS

## FEMALE NOT ASPIRANT
**535** RESPONDENTS

## TOTAL MALE
**923** RESPONDENTS

**20-29** **193** RESPONDENTS
**30-39** **237** RESPONDENTS
**40-49** **248** RESPONDENTS
**50-59** **245** RESPONDENTS

## MALE ENTREPRENEUR
**333** RESPONDENTS

**20-39** **207** RESPONDENTS
**40-59** **126** RESPONDENTS

## MALE NOT ENTREPRENEUR
**590** RESPONDENTS

**20-29** **107** RESPONDENTS
**30-39** **116** RESPONDENTS
**40-49** **162** RESPONDENTS
**50-59** **205** RESPONDENTS

## MALE WANTREPRENEUR
**292** RESPONDENTS

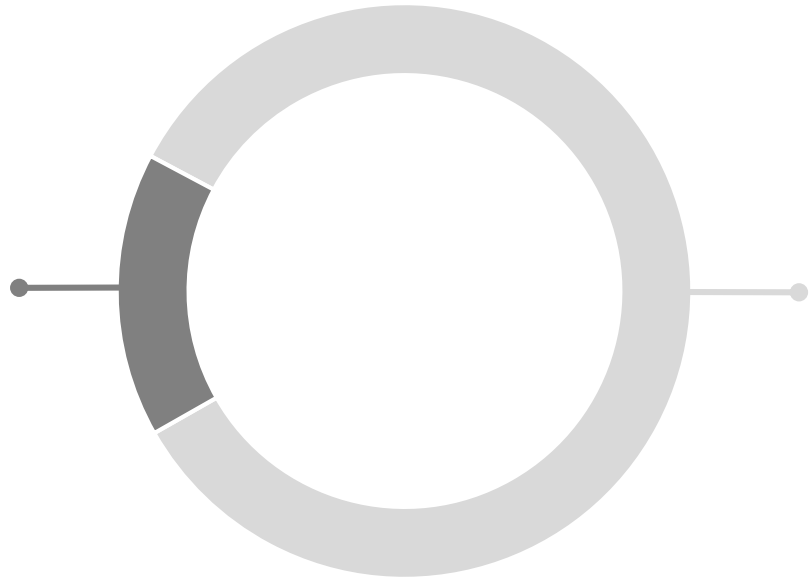
**20-39** **149** RESPONDENTS
**40-59** **143** RESPONDENTS

## MALE NOT ASPIRANT
**298** RESPONDENTS

# TYPICAL ENTREPRENEURIAL PROFILE ACCORDING TO OUR STUDY

# 84% OF ENTREPRENEURS HAVE STARTED THEIR OWN BUSINESS

"DID YOU START YOUR OWN BUSINESS OR TOOK OVER A BUSINESS?"

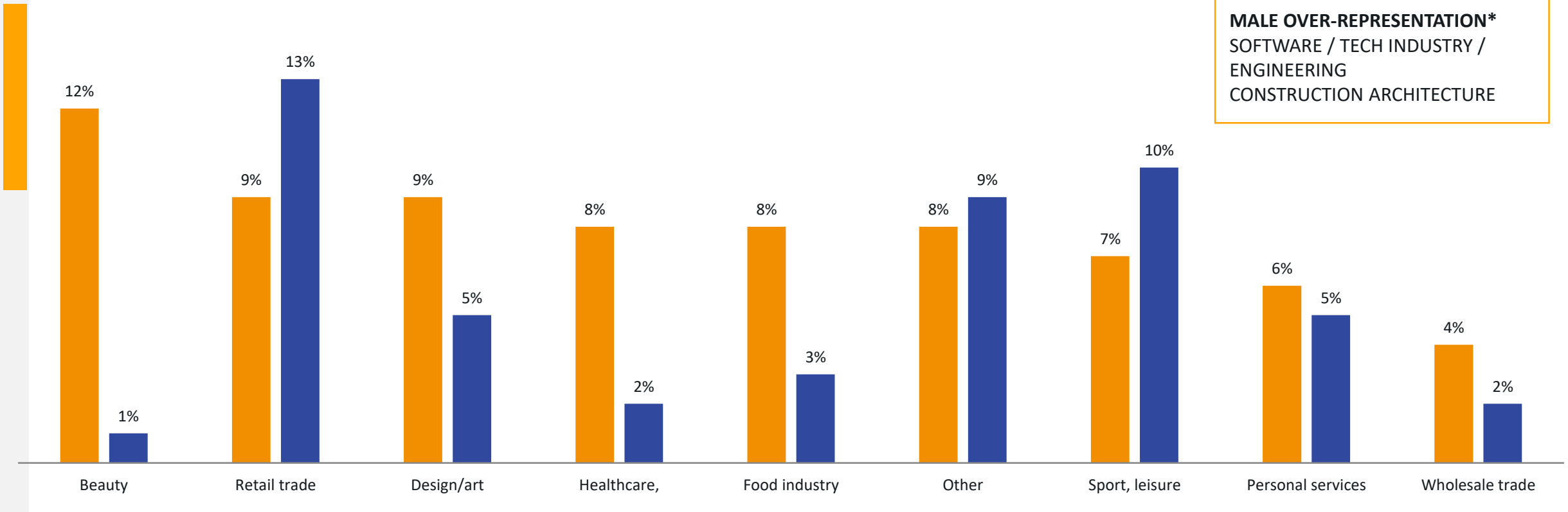


# Entrepreneurs' sector of activity (1/2)

"In which of the following sector are you ?"

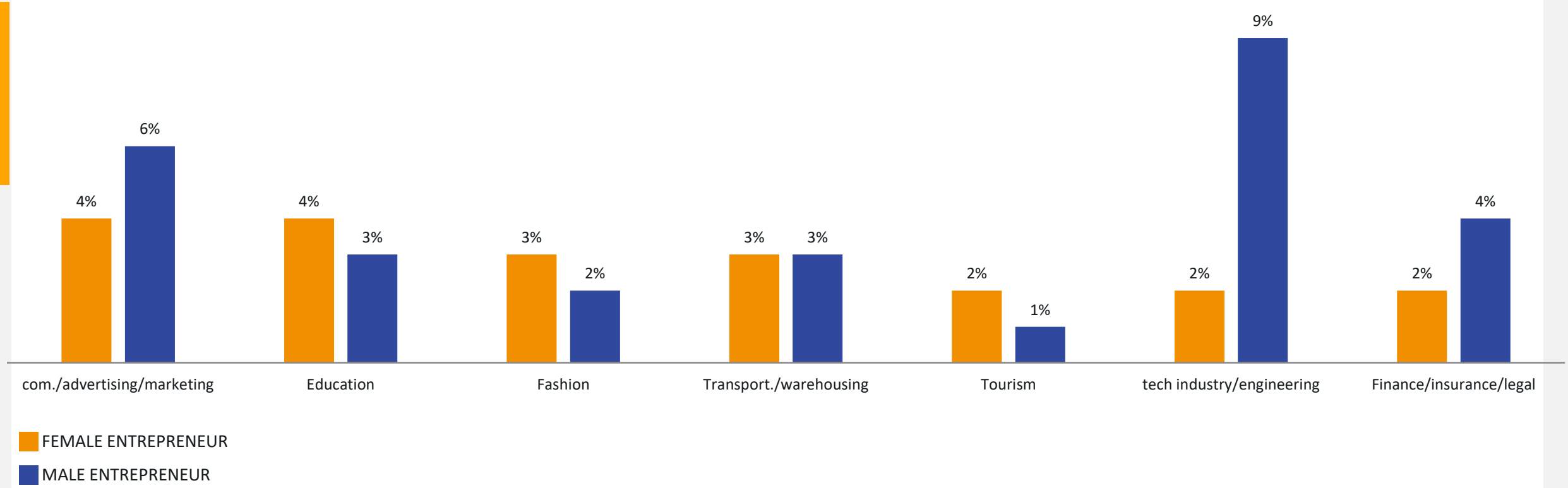
**FEMALE OVER-REPRESENTATION***
BEAUTY
HEALTHCARE / SOCIAL ASSISTANCE / WELLNESS
FOOD INDUSTRY

**MALE OVER-REPRESENTATION***
SOFTWARE / TECH INDUSTRY / ENGINEERING
CONSTRUCTION ARCHITECTURE



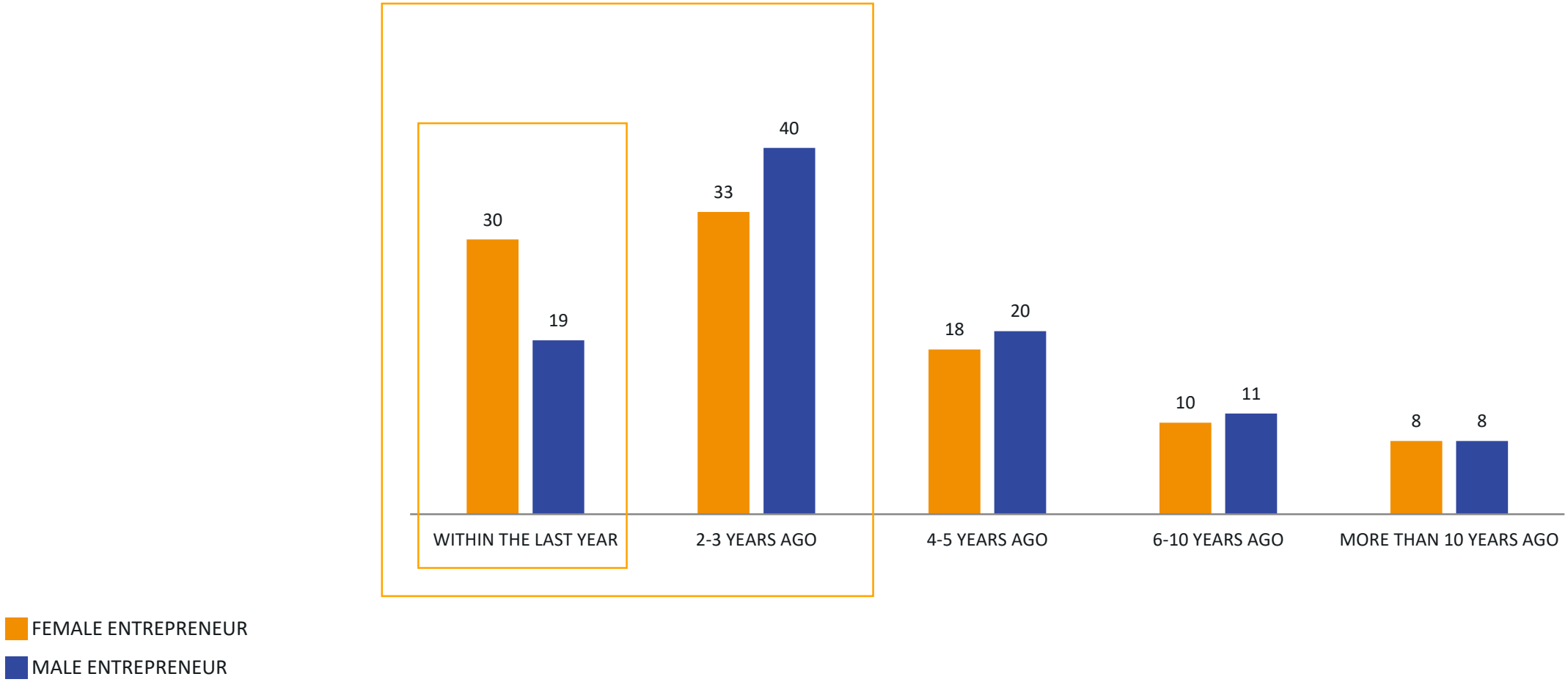
# Entrepreneurs' sector of activity (2/2)

"In which of the following sector are you ?"

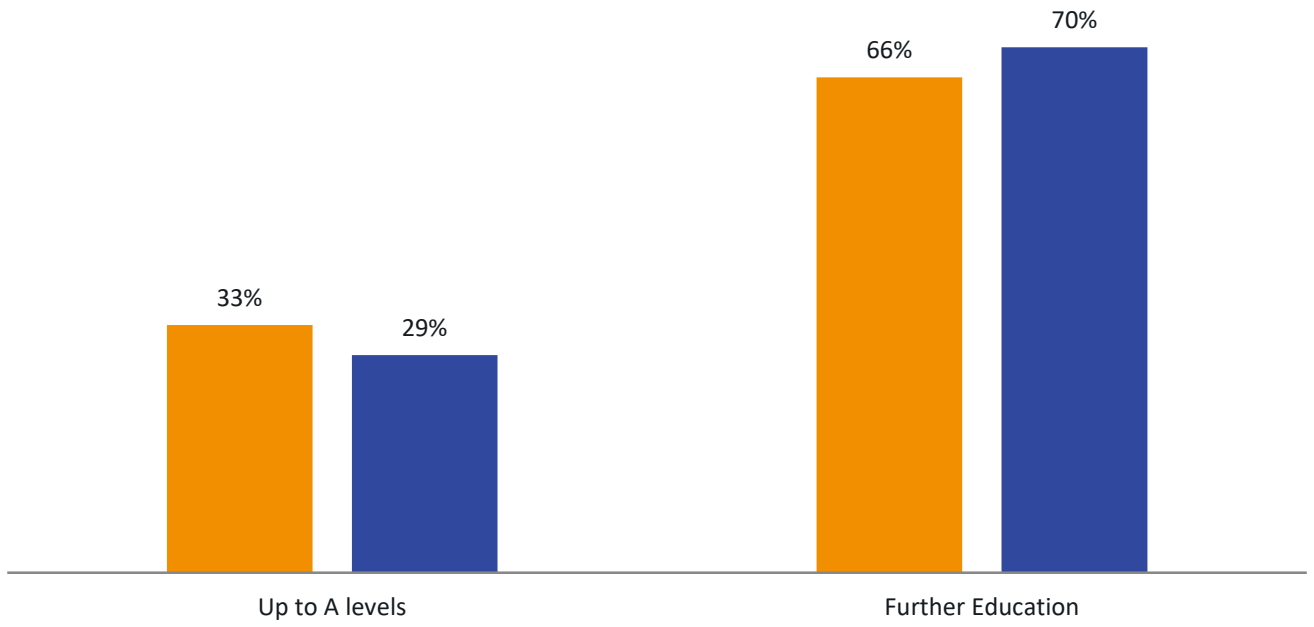


# 63% OF FEMALE AND 49% OF MALE ENTREPRENEURS IN THE SURVEY HAVE STARTED LESS THAN 3 YEARS AGO

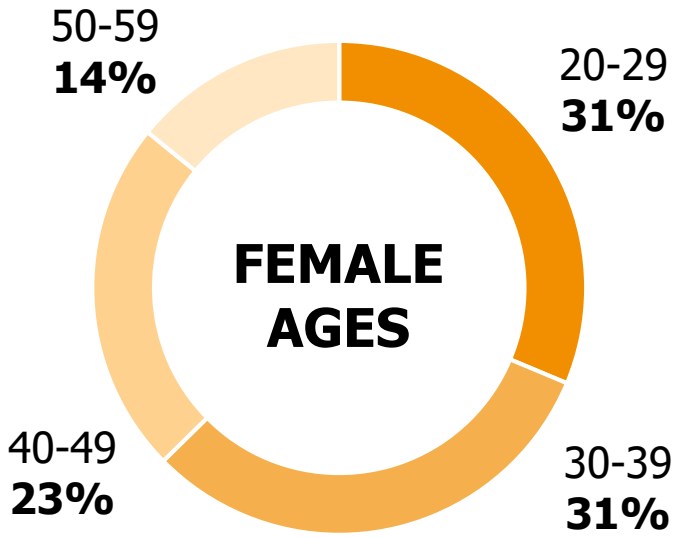
## "PLEASE INDICATE WHEN YOU STARTED/TOOK OVER YOUR BUSINESS"



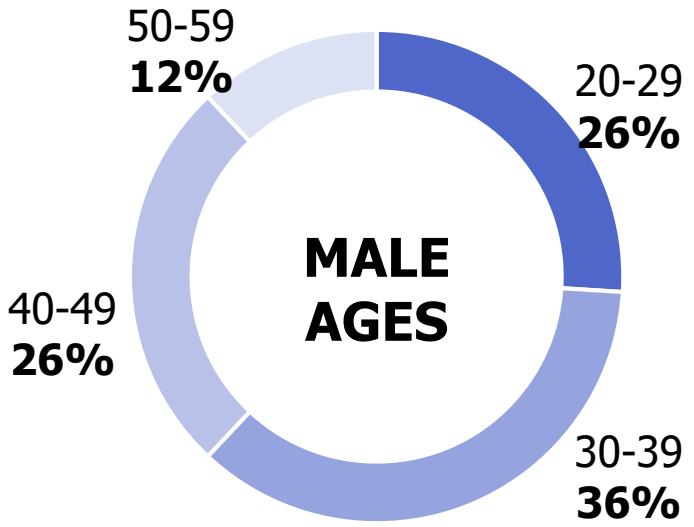
# Entrepreneurs tend to have a higher level of studies than the total population



# MALE AND FEMALE ENTREPRENEURS TEND TO BE YOUNGER THAN THE SURVEY'S TOTAL POPULATION



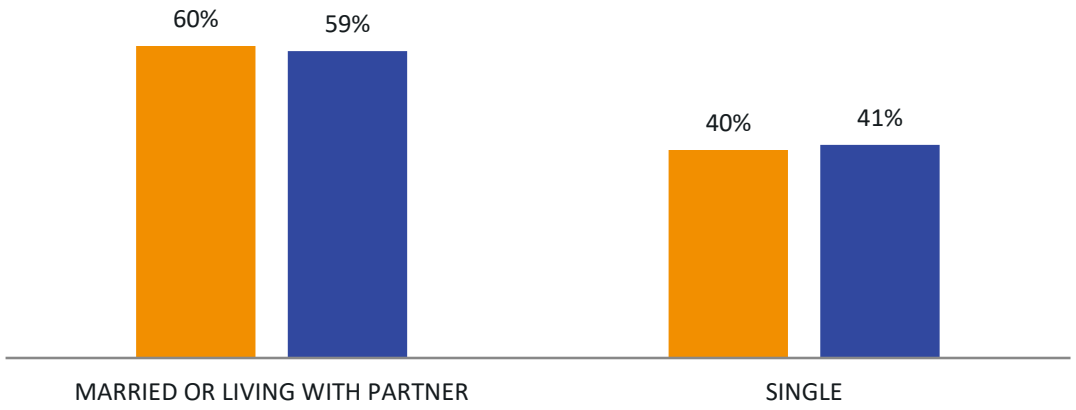

MEAN **36.5**
MEDIAN **35.9**

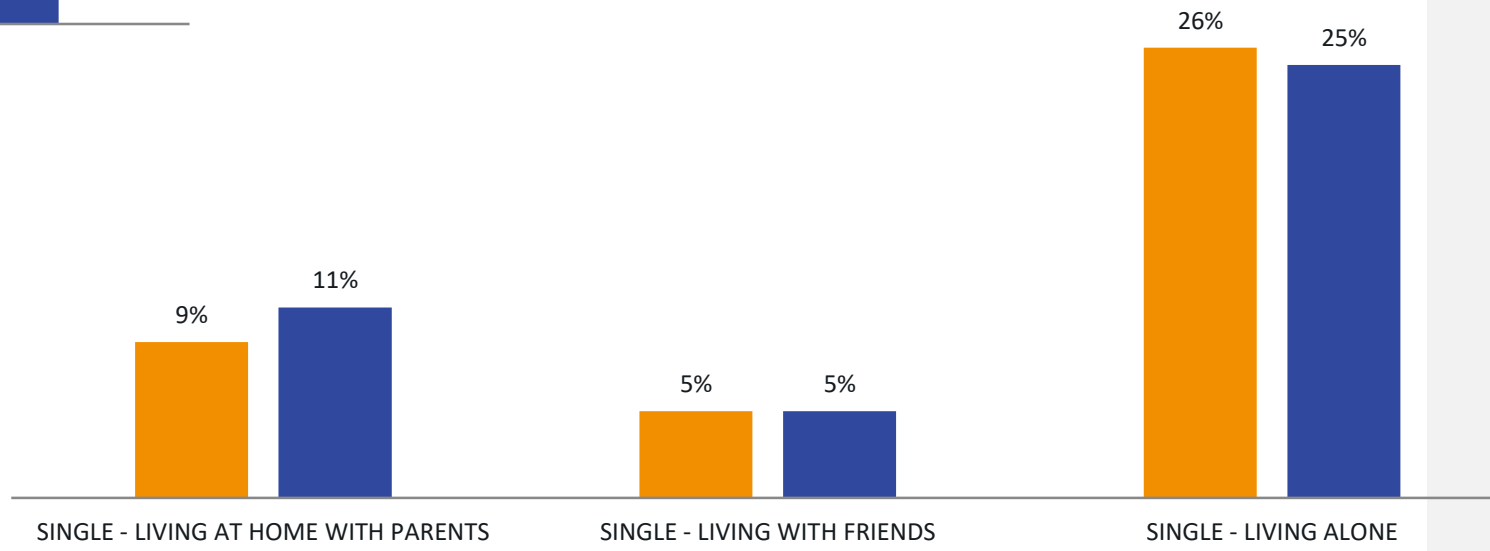



MEAN **36.9**
MEDIAN **36.7**

**BASE : ENTREPRENEURS**

# ENTREPRENEURS IN THIS SURVEY ARE SLIGHTLY LESS LIKELY TO BE MARRIED THAN THE TOTAL POPULATION




FEMALE ENTREPRENEUR

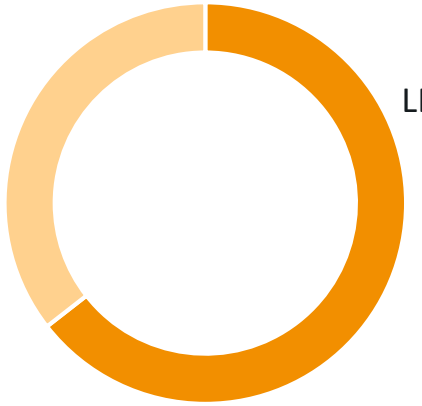
MALE ENTREPRENEUR

# ENTREPRENEURS' HOUSEHOLD INCOME

## "INTO WHICH OF THESE GROUPS DOES YOUR TOTAL ANNUAL HOUSEHOLD INCOME FALL?"

### FEMALE ENTREPRENEURS

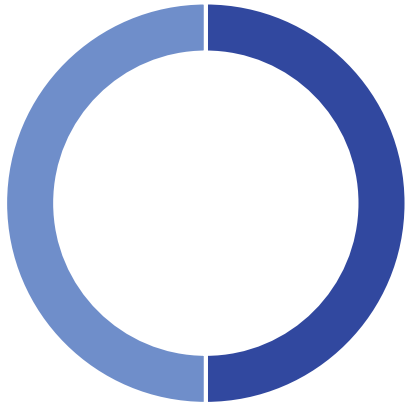
MORE THAN 40K€ PER YEAR **36%**



LESS THAN 40K€ PER YEAR **64%**

### MALE ENTREPRENEURS

MORE THAN 40K€ PER YEAR **50%**



LESS THAN 40K€ PER YEAR **50%**

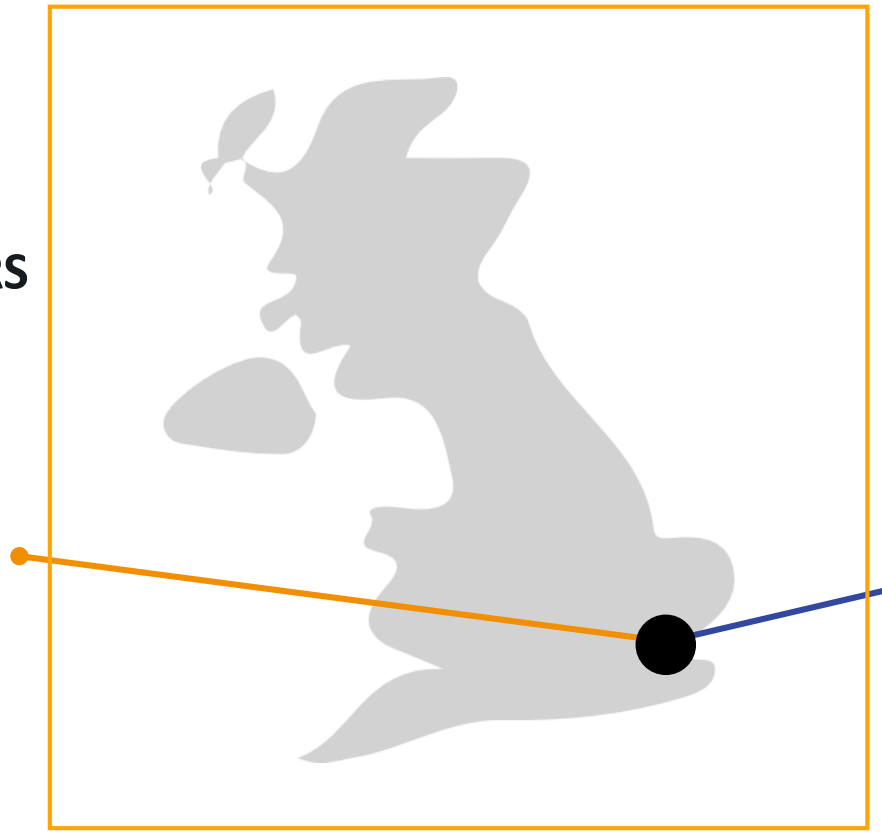
**Conversion rate in USD (DEC. 18)**
1 £ = 1.27 USD
40,000 £ = 50,741.12 USD

**Disclaimer:** This information is self-reported and household revenue reports are often overclaimed in surveys. Use this breakdown as an indication of the wealth repartition rather than an accurate reflection of earnings.

# MALE ENTREPRENEURS ARE MORE PRESENT IN THE GREATER LONDON AREA

**FEMALE ENTREPRENEURS**

**13%**
IN GREATER LONDON



**MALE ENTREPRENEURS**

**23%**
IN GREATER LONDON

# ENTREPRENEURSHIP IS AN ATTRACTIVE CAREER CHOICE

# EVERYONE IS TALKING ABOUT ENTREPRENEURSHIP

The Telegraph

**It's time to stop hiding entrepreneurship from our brightest graduates**

INDEPENDENT

**Home Office to launch 'startup visas' for entrepreneurs looking to come to UK**

The Guardian

**Five young entrepreneurs share how they started their businesses**

Source : The Telegraph (02/24/2018) / Independent (06/13/2018) / The Guardian (06/25/2014)

# THE UNITED KINGDOM REMAINS A FERTILE GROUND FOR BUSINESS

Inc. **Research Suggests Brexit Has Had Little Impact on U.K. Companies**

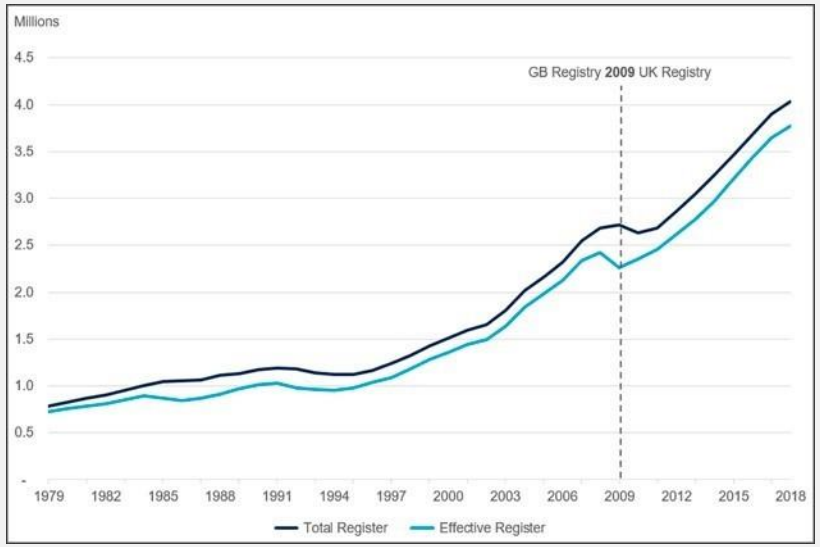
Forbes **The U.K. Tops Forbes' Best Countries For Business 2018**

GOV.UK **Overseas investment into the UK at highest ever level**

Source : Inc.(01/09/2018) / Forbes (12/19/2017) / Gov.uk (12/04/2018)

# 620,000 COMPANIES WERE INCORPORATED IN THE UK IN THE 12 MONTHS TO MARCH 2018

## Total and effective register sizes, 1979-2018, UK




Source : Companies register activities 2017 to 2018, Official Statistics, Gov.uk (06/28/2018)

# BRITISH STUDENTS ARE ATTRACTED BY ENTREPRENEURSHIP EVEN BEFORE THEY GRADUATE

MORE THAN

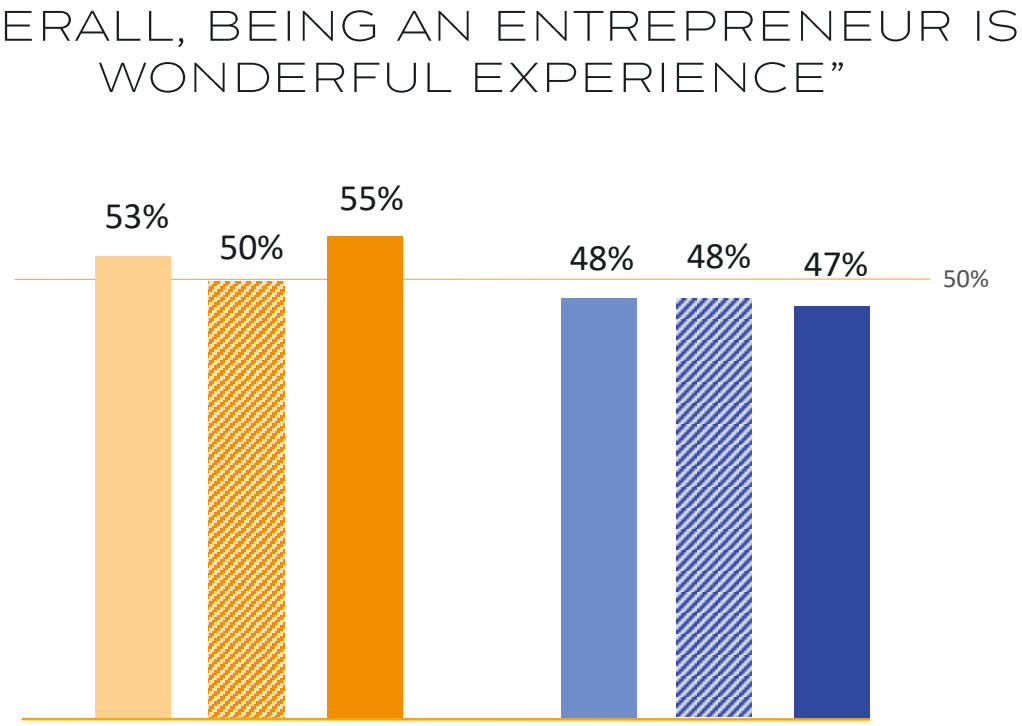
**25%**

OF BRITISH UNIVERSITY STUDENTS RUN OR PLAN TO RUN A BUSINESS DURING THEIR STUDIES

Source : The Independent (02/12/2018)

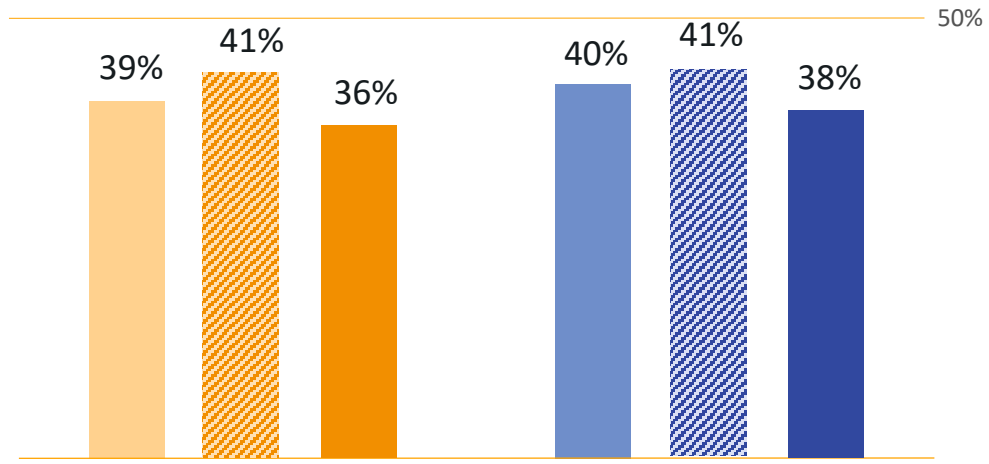
# OVERALL, WOMEN AND MEN PERCEIVE ENTREPRENEURSHIP THE SAME WAY

# MOST MEN & WOMEN BELIEVE ENTREPRENEURSHIP IS A WONDERFUL EXPERIENCE



# BOTH GENDERS ARE EQUALLY MOTIVATED BY MONEY

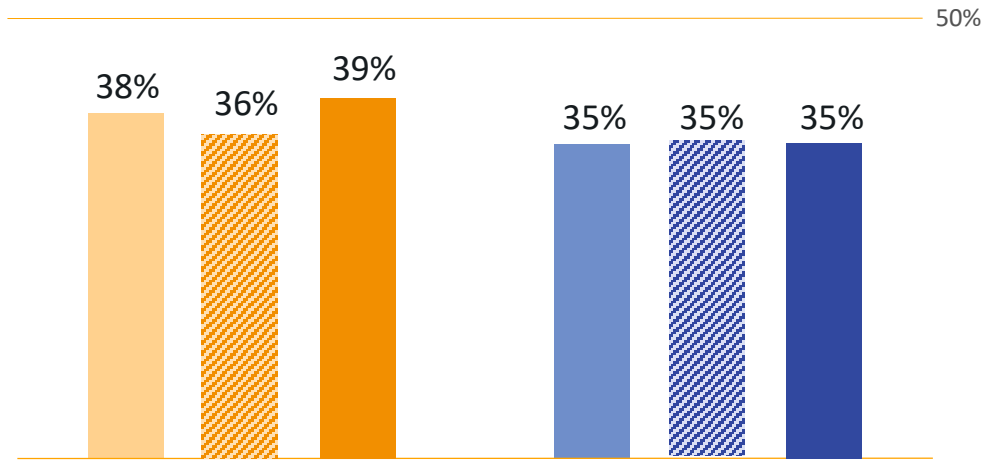
## "BEING AN ENTREPRENEUR IS A GOOD WAY TO EARN MORE MONEY"




- TOTAL FEMALE
- FEMALE WANTREPRENEUR
- FEMALE ENTREPRENEUR
- TOTAL MALE
- MALE WANTREPRENEUR
- MALE ENTREPRENEUR

# WOMEN TEND TO IDENTIFY MEANING AS AN IMPORTANT REASON FOR ENTREPRENEURSHIP

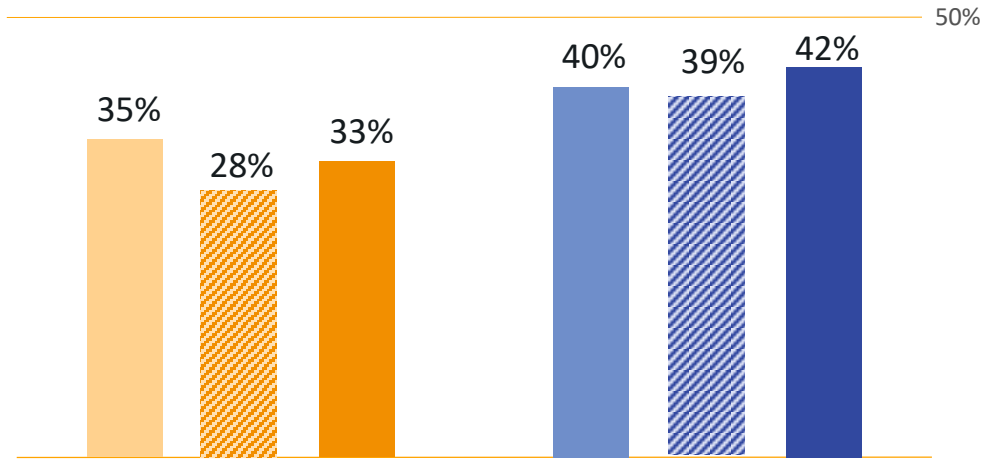
"BEING AN ENTREPRENEUR MEANS YOU GIVE MEANING TO YOUR LIFE BY DEVELOPPING YOUR OWN VALUES AND BELIEFS"




- TOTAL FEMALE
- FEMALE WANTREPRENEUR
- FEMALE ENTREPRENEUR
- TOTAL MALE
- MALE WANTREPRENEUR
- MALE ENTREPRENEUR

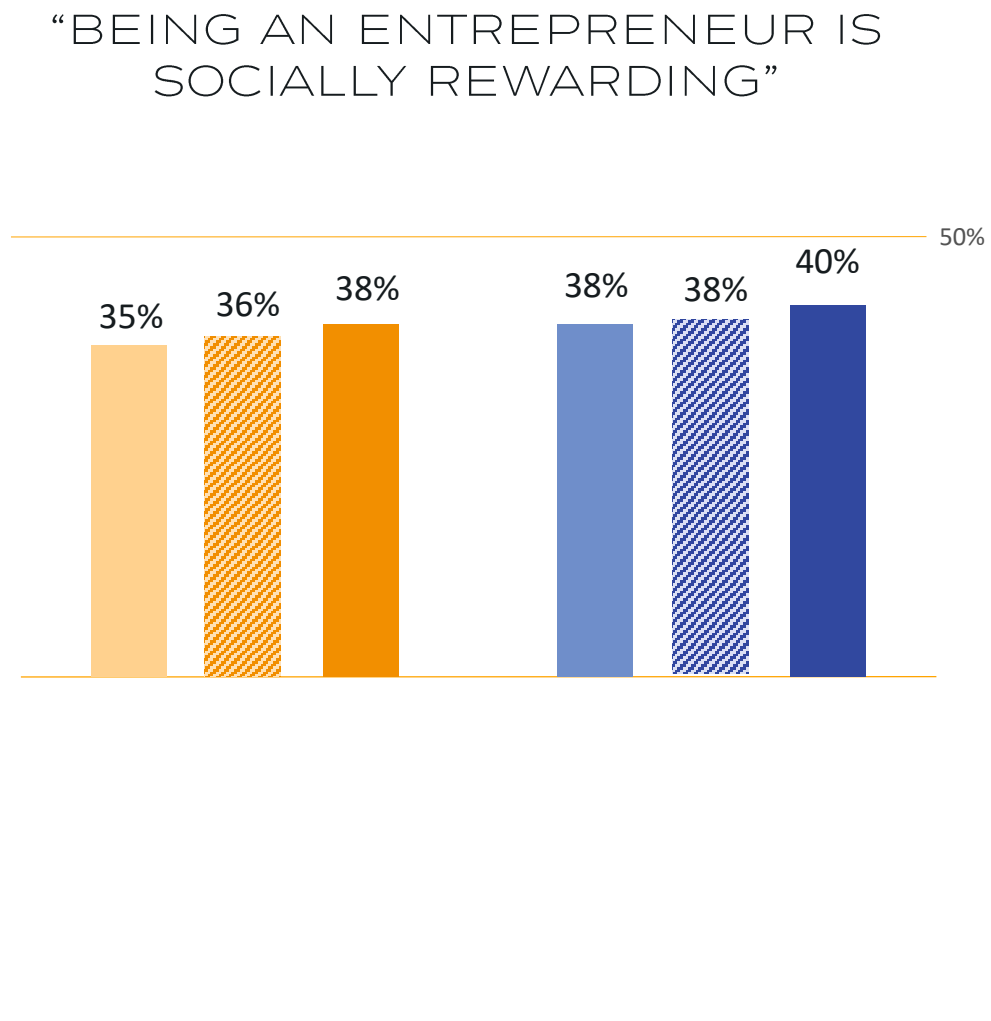
# AND MEN TEND TO VALUE INDEPENDENCE IN ENTREPRENEURSHIP MORE

## "BEING AN ENTREPRENEUR MEANS HAVING THE PLEASURE OF BEING YOUR OWN BOSS"

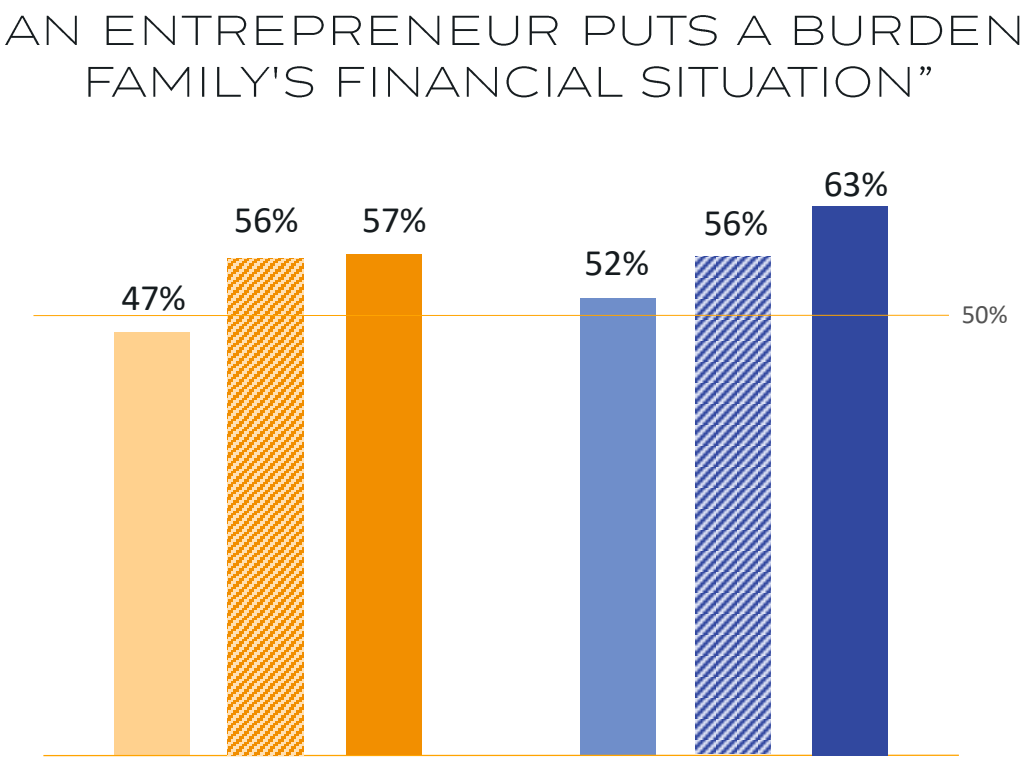



- TOTAL FEMALE
- FEMALE WANTREPRENEUR
- FEMALE ENTREPRENEUR
- TOTAL MALE
- MALE WANTREPRENEUR
- MALE ENTREPRENEUR

# BOTH GENDERS BELIEVE IT CAN BE A SOCIALLY REWARDING EXPERIENCE



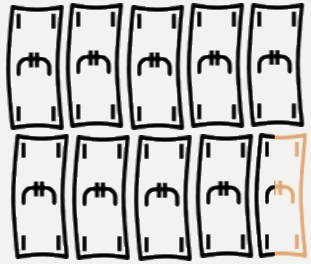
# AND BOTH GENDERS RECOGNIZE THAT ENTREPRENEURSHIP CAN PUT A STRAIN ON THEIR FAMILY'S FINANCES



# AND YET MUCH LESS WOMEN THAN MEN BECOME ENTREPRENEURS

# AN INCONVENIENT TRUTH

ONLY **19%**
OF BRITISH SERIAL
ENTREPRENEURS
ARE **WOMEN**



START-UPS WITH A FEMALE FOUNDER
RAISED **8.5% OF ALL FUNDING** RAISED IN
THE UK IN 2017.

Source : Beyond the First Business - The Center for Entrepreneurs 2016 / The Entrepreneurs Network, 2017

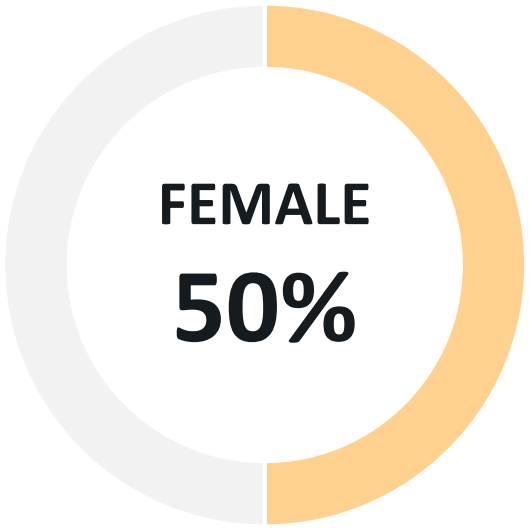
# WOMEN ARE LESS EAGER TO BECOME ENTREPRENEURS THAN MEN

"I WOULD LIKE TO BECOME AN ENTREPRENEUR"

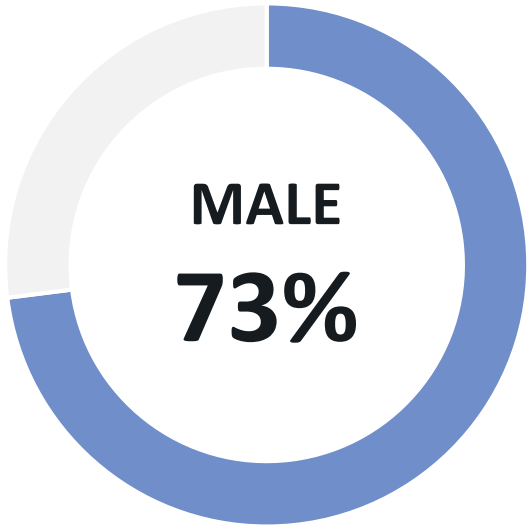
# YOUNGER WOMEN ARE MORE MOTIVATED THAN THEIR ELDERS. BUT THEY ARE EVEN LESS ATTRACTED TO IT THAN YOUNGER MEN

"I WOULD LIKE TO BECOME AN ENTREPRENEUR"

20-29 Y.O




**42% / 36% / 30%**
30-39 / 40-49 / 50-59



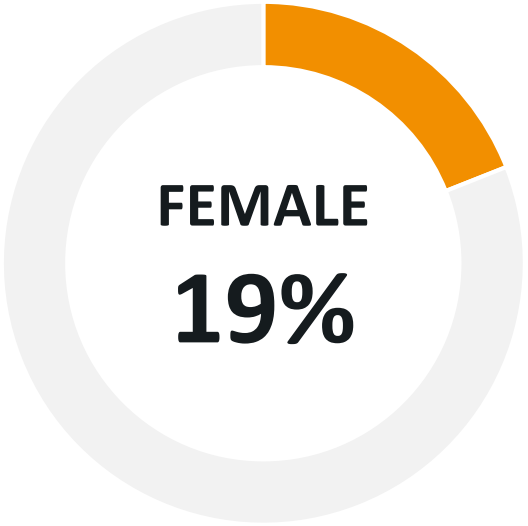

**61% / 48% / 32%**
30-39 / 40-49 / 50-59

FEMALE NOT ENTREPRENEUR

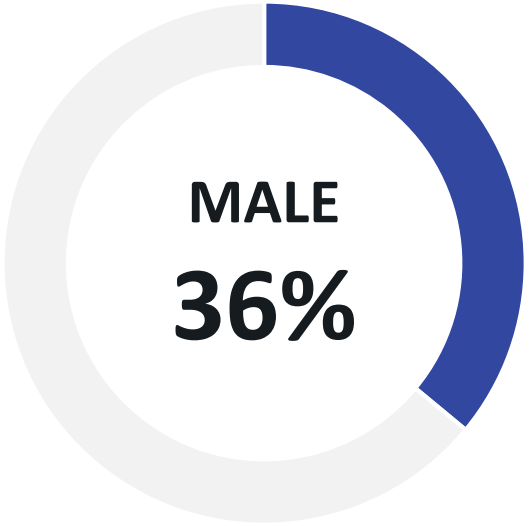
MALE NOT ENTREPRENEUR

# COMPARED WITH MEN, VERY FEW WOMEN BECOME ENTREPRENEURS. THE GAP BETWEEN MALE AND FEMALE ENTREPRENEURS IS THE WIDEST IN OUR SURVEY

## "I AM AN ENTREPRENEUR"




**44% / 47% / 37% / 40%**
20-29 / 30-39 / 40-49 / 50–59




**46% / 59% / 51% / 59%**
20-29 / 30-39 / 40-49 / 50–59

**COUNTRY FOCUS:**
**The UK is the country where the gap between male and female entrepreneurs is the widest**
"I am an entrepreneur":
- JAPAN: 9% / 21% (GAP: 12pts)
- FRANCE: 14% / 22% (GAP: 8pts)
- UK: 19% / 36% **(GAP: 17pts)**
- HK: 36% / 41% (GAP: 5pts)
- SA: 43% / 53% (GAP: 10pts)

FEMALE ENTREPRENEUR
MALE ENTREPRENEUR

# WHY ARE WOMEN LESS LIKELY TO BECOME ENTREPRENEURS?

# APPARENTLY, THIS ISN'T ABOUT SELF-CONFIDENCE

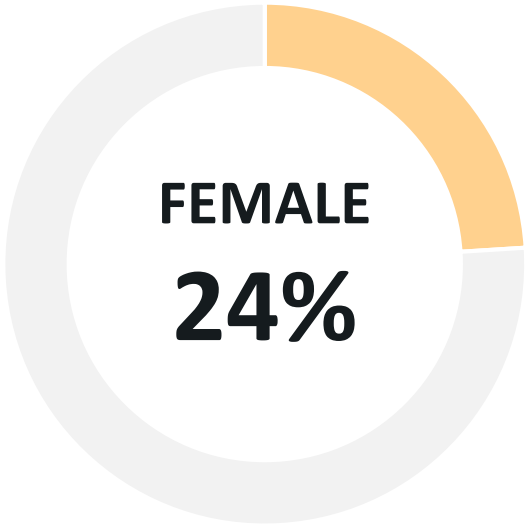
“WE WANT TO EMPOWER WOMEN
TO DO EXACTLY WHAT THEY WANT,
TO BE TRUE TO THEMSELVES,
TO HAVE THE OPPORTUNITIES TO DEVELOP.
WOMEN SHOULD FEEL FREE.”

EMMA WATSON

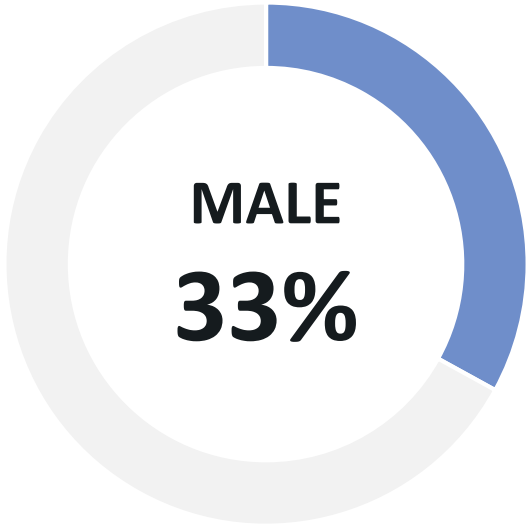
# WOMEN TODAY CAN ACHIEVE ANYTHING THEY WANT

# WOMEN FEEL MORE THAN MEN THAT THEY DESERVE THEIR PROFESSIONAL SITUATION

"I SOMETIMES FEEL THAT I DON'T DESERVE MY PROFESSIONAL SITUATION."




**34% / 28% / 23% / 12%**
20-29 / 30-39 / 40-49 / 50-59



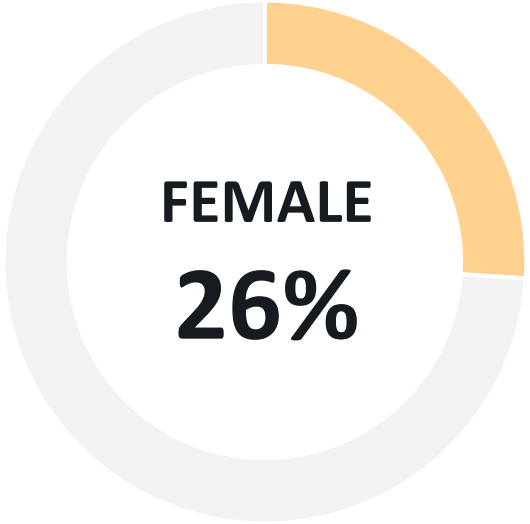

**43% / 44% / 34% / 14%**
20-29 / 30-39 / 40-49 / 50-59

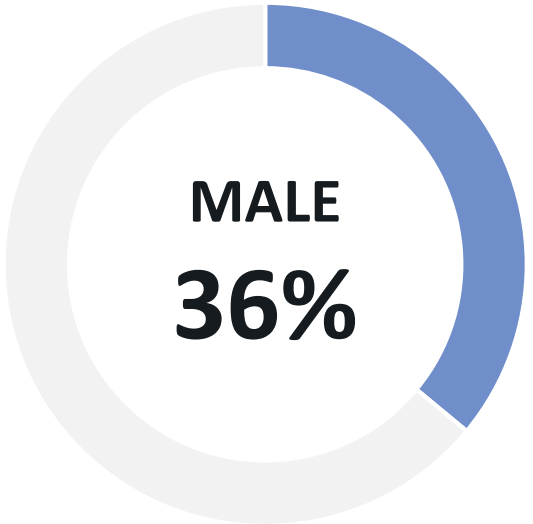
TOTAL FEMALE

TOTAL MALE

# WOMEN BELIEVE MORE THAN MEN THAT THEIR PROFESSIONAL ACHIEVEMENTS COME FROM HARD WORK RATHER THAN LUCK

"IF I BECOME PROFESSIONALLY SUCCESSFUL, IT IS MOSTLY DUE TO LUCK RATHER THAN HARD WORK."




**35% / 27% / 24% / 20%**
20-29 / 30-39 / 40-49 / 50-59

**46% / 44% / 30% / 25%**
20-29 / 30-39 / 40-49 / 50-59

Again, this "impostor syndrome" diminishes with age, which might be due to more mature women feeling more in control of their professional skill-set

TOTAL FEMALE

TOTAL MALE

# THE SHARE OF WOMEN IN HIGHER EDUCATION IS MORE IMPORTANT

WOMEN WERE

**31%**

MORE LIKELY THAN MALE TO ENTER HIGHER EDUCATION IN THE UK IN 2012

**VS**

WOMEN WERE

**37%**

MORE LIKELY THAN MALE TO ENTER HIGHER EDUCATION IN THE UK IN 2017

Source : The Guardian (08/28/2017)

# THE UK'S TOP COMPANIES CONTINUE TO INCREASE THE REPRESENTATION OF WOMEN ON THEIR BOARDS

Source : WISE - Women on Boards (2017)

# SO, WHAT ARE THE OBSTACLES FOR WOMEN?

# SUCCEEDING IN ENTREPRENEURSHIP IS DIFFICULT FOR EVERYONE

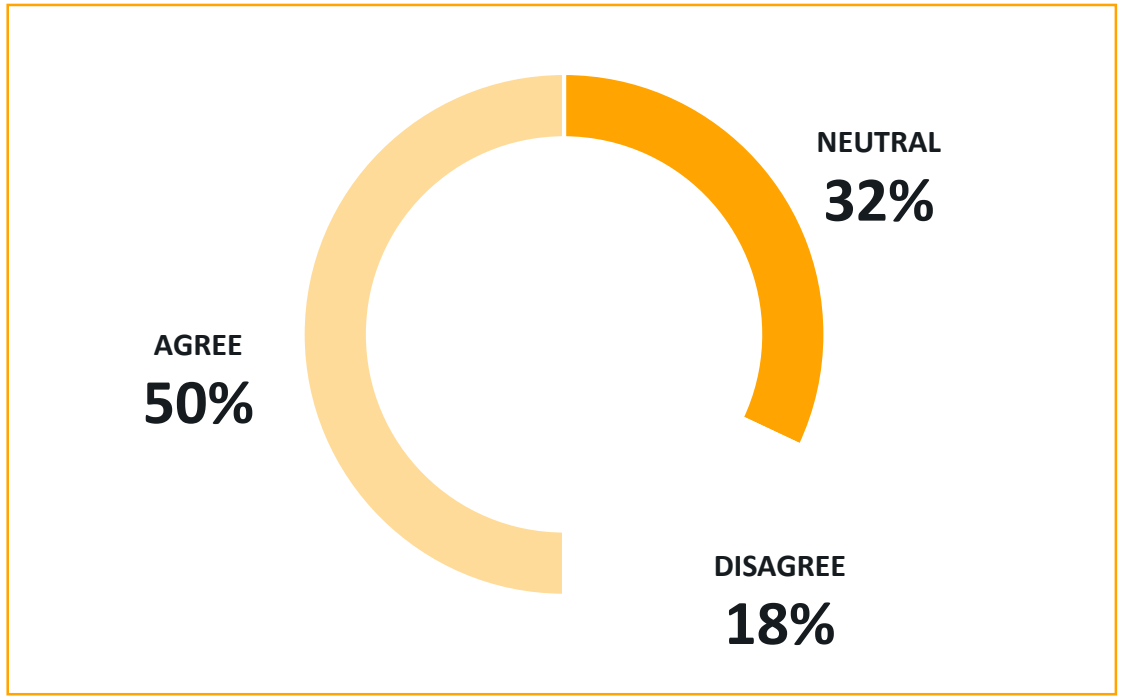
**95%**

OF NEW BUSINESSES FAIL IN THEIR FIRST FIVE YEARS OF EXISTENCE IN THE UNITED KINGDOM

Source : Liverpool Business News (12/21/2017)

# BUT OVER HALF OF THE POPULATION BELIEVE IT IS EVEN MORE DIFFICULT FOR WOMEN THAN FOR MEN

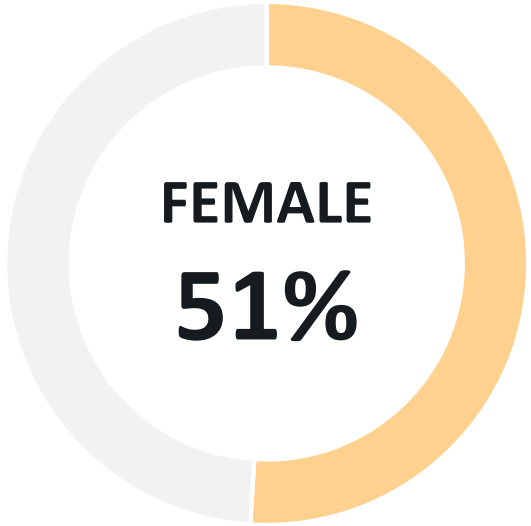
"IT IS MORE DIFFICULT FOR WOMEN TO BECOME ENTREPRENEURS THAN IT IS FOR MEN"



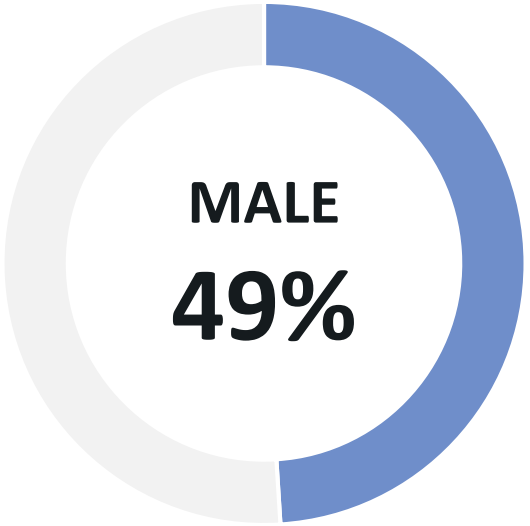

BASE: TOTAL

# MEN AND WOMEN AGREE THAT WOMEN HAVE TO FACE MORE BARRIERS, ESPECIALLY YOUNGER ONES

## "IT IS MORE DIFFICULT FOR WOMEN TO BECOME ENTREPRENEURS THAN MEN"




**58%** / **50%** / **50%** / **48%**
20-29 / 30-39 / 40-49 / 50-59



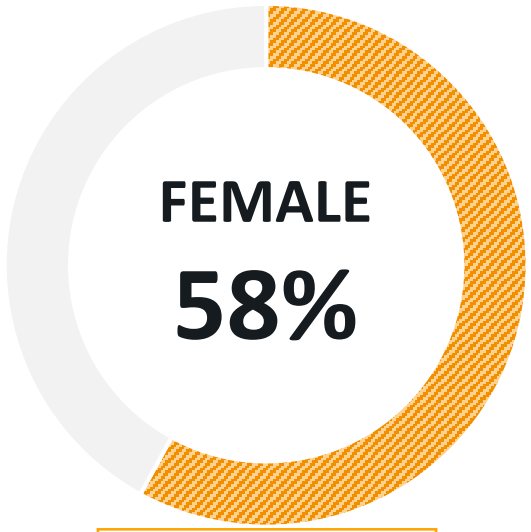

**58%** / **56%** / **44%** / **42%**
20-29 / 30-39 / 40-49 / 50-59

TOTAL FEMALE

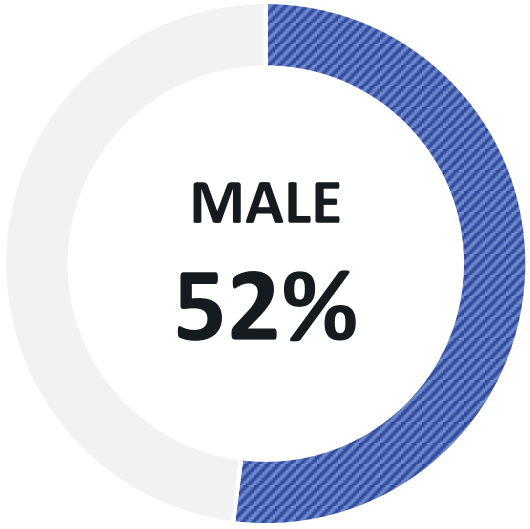
TOTAL MALE

# FEMALE WANTREPRENEURS BELIEVE ENTREPRENEURSHIP WOULD BE MORE DIFFICULT FOR THEM. AGAIN, YOUNGER MALE WANTREPRENEURS AGREE

"IT IS MORE DIFFICULT FOR WOMEN
TO BECOME ENTREPRENEURS THAN IT IS FOR MEN"




**59% / 57%**
20-39 / 40-59



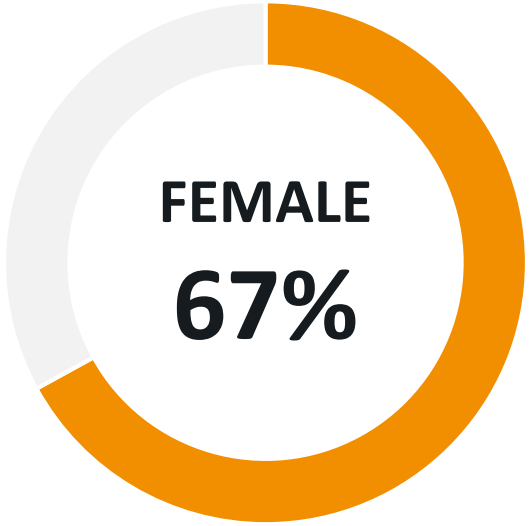

**58% / 46%**
20-39 / 40-59

FEMALE WANTREPRENEUR

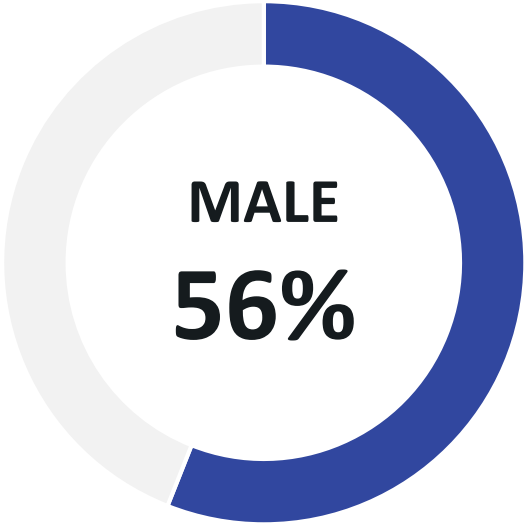
MALE WANTREPRENEUR

# FEMALE ENTREPRENEURS CONFIRM. YOUNGER MALE ENTREPRENEURS TEND TO AGREE

"IT IS MORE DIFFICULT FOR WOMEN
TO BECOME ENTREPRENEURS THAN IT IS FOR MEN"




**69%** / **64%**
20-39 / 40-59*




**60%** / **49%**
20-39 / 40-59

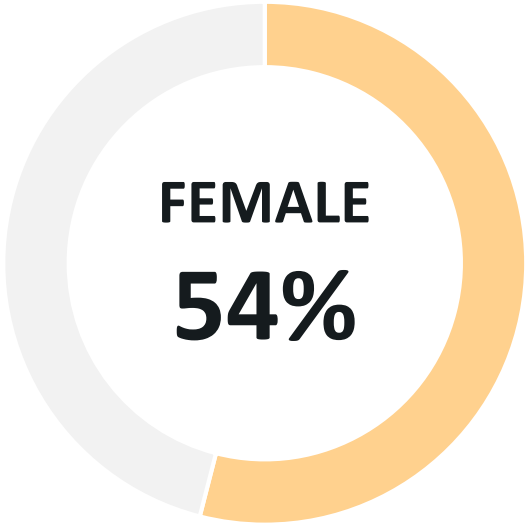
FEMALE ENTREPRENEUR

MALE ENTREPRENEUR

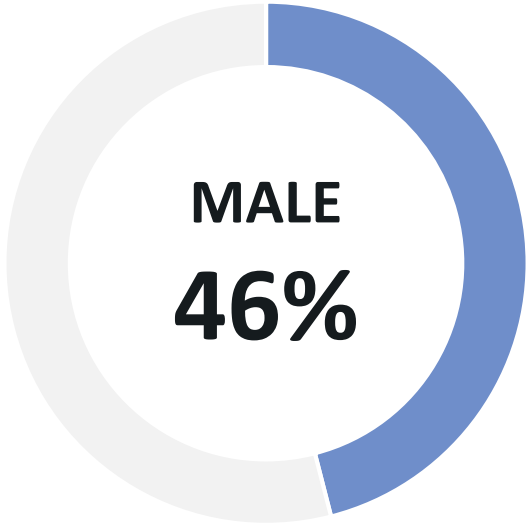
*Small base

# WOMEN BELIEVE THAT FEMALE ENTREPRENEURS NEED TO WORK HARDER THAN THEIR MALE COUNTERPARTS TO SUCCEED

"FEMALE ENTREPRENEURS NEED TO WORK MORE THAN THEIR MALE COUNTERPARTS IN ORDER TO BE SUCCESSFUL."




**60% / 47% / 49% / 59%**
20-29 / 30-39 / 40-49 / 50-59



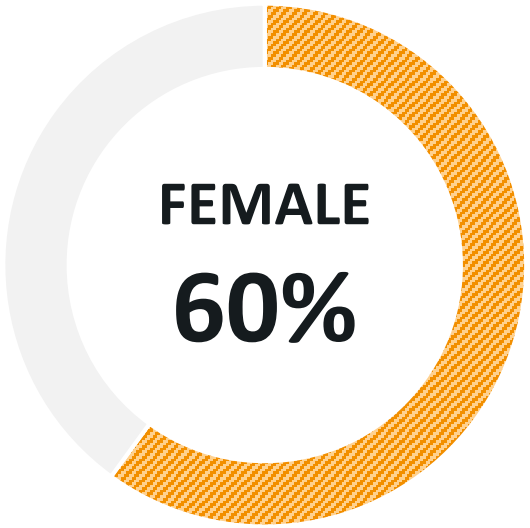

**47% / 51% / 45% / 40%**
20-29 / 30-39 / 40-49 / 50-59

TOTAL FEMALE

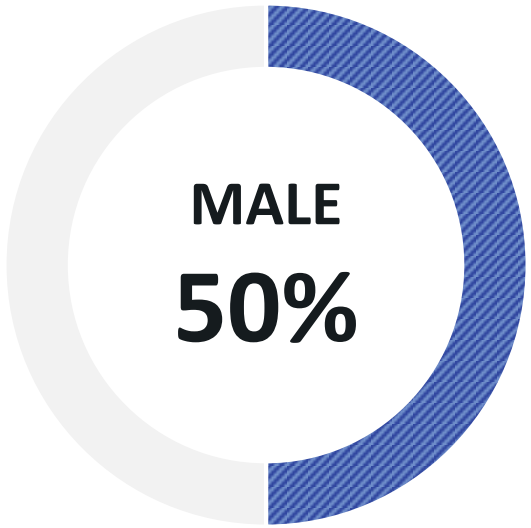
TOTAL MALE

# THIS IS EVEN MORE THE CASE FOR FEMALE WANTREPRENEURS

"FEMALE ENTREPRENEURS NEED TO WORK MORE THAN THEIR MALE COUNTERPARTS IN ORDER TO BE SUCCESSFUL."




**59% / 60%**
20-39 / 40-59



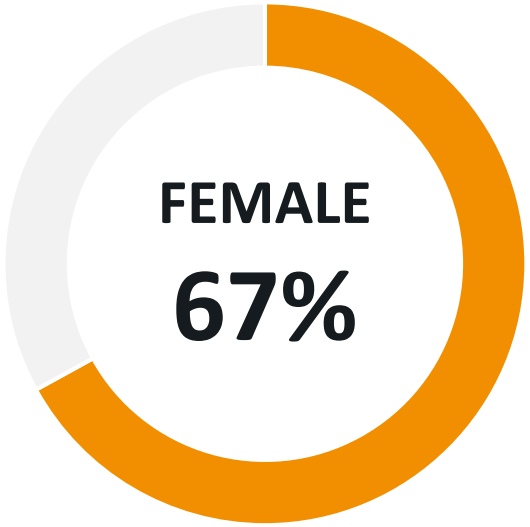

**51% / 49%**
20-39 / 40-59

FEMALE WANTREPRENEUR

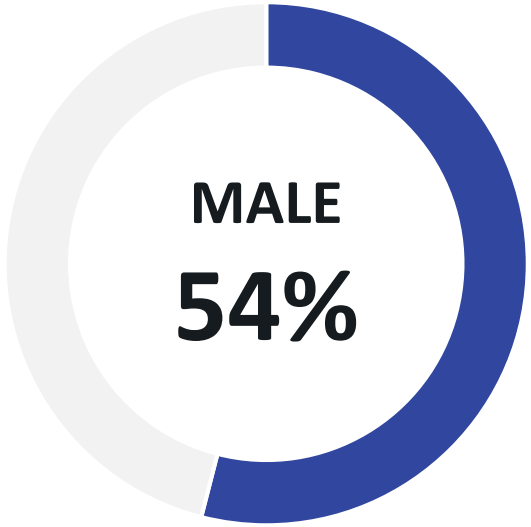
MALE WANTREPRENEUR

# FEMALE ENTREPRENEURS WHOLEHEARTEDLY CONFIRM AND OVER HALF OF MALE ENTREPRENEURS AGREE

"FEMALE ENTREPRENEURS NEED TO WORK MORE THAN THEIR MALE COUNTERPARTS IN ORDER TO BE SUCCESSFUL."




**68% / 66%**
20-39 / 40-59*




**57% / 50%**
20-39 / 40-59

FEMALE ENTREPRENEUR

MALE ENTREPRENEUR

*Small base

Younger male entrepreneurs seem more aware of the reality described by female entrepreneurs than their elders

# IS THE LACK OF FEMALE ENTREPRENEURS DUE TO RISK AVERSION?

# BRITISH MEN SEEM MORE RELUCTANT THAN WOMEN TO TAKE RISKS IN CERTAIN SITUATIONS

# PARADOXICALLY, MEN ARE MORE LIKELY TO FEEL THEY HAVE BEEN REJECTED BECAUSE OF THEIR GENDER (IT IS THE ONLY COUNTRY SURVEYED WHERE THIS IS THE CASE)

## "I HAVE ALREADY EXPERIENCED A PROFESSIONAL FAILURE BECAUSE OF MY GENDER."

**19% FEMALE**
**25% MALE**

**21% FEMALE**
**27% MALE**

**39% FEMALE**
**39% MALE**

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR
TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

**COUNTRY FOCUS:**
**The UK is the only country amongst all countries surveyed where men are more likely to have felt discriminated because of their gender.**

# MEN ARE ALSO MORE WARY OF RISK AFTER EXPERIENCING A PROFESSIONAL FAILURE THAN WOMEN

"I AM LESS EAGER TO TAKE RISKS PROFESSIONALLY BECAUSE I HAVE ALREADY EXPERIENCED A FAILURE."

25% FEMALE
33% MALE

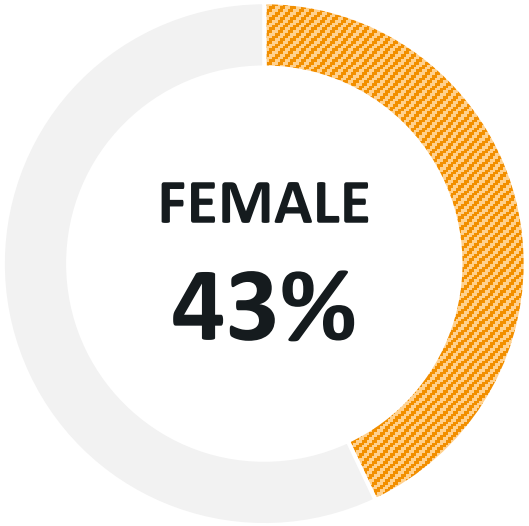
25% FEMALE
36% MALE

41% FEMALE
44% MALE

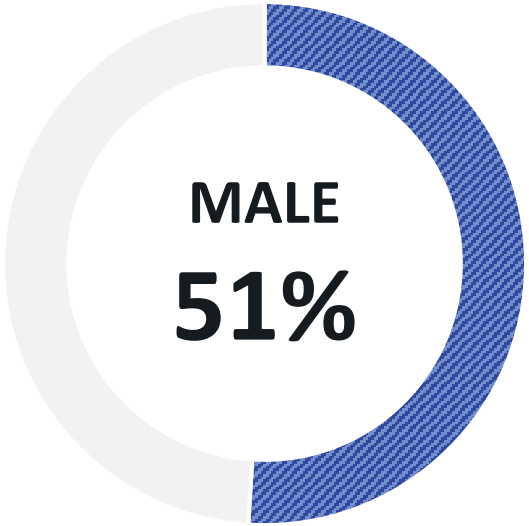
TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR
TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

# WHICH MIGHT BE WHY MALE WANTREPRENEURS SEEM MORE CAUTIOUS THAN WOMEN ABOUT THE RISKS ASSOCIATED WITH ENTREPRENEURSHIP

"THE RISKS I'D HAVE TO TAKE AS AN ENTREPRENEUR OUTWEIGH THE BENEFITS OF BECOMING SUCCESSFUL."




**50% / 35%**
20-39 / 40-59




**58% / 43%**
20-39 / 40-59

FEMALE WANTREPRENEUR

MALE WANTREPRENEUR

# BUT BRITISH WOMEN  STILL DESCRIBE THEMSELVES AS MORE RISK-AVERSE THEN MEN DO

# MEN AND WOMEN SAY THEY HAVE THE SAME RESPONSE TO RISKY SITUATIONS IN GENERAL (MALE WANTREPRENEURS ARE MORE DARING)

## "I AVOID BEING IN A SITUATION WHERE I COULD FAIL."

44% FEMALE
44% MALE

51% FEMALE
41% MALE

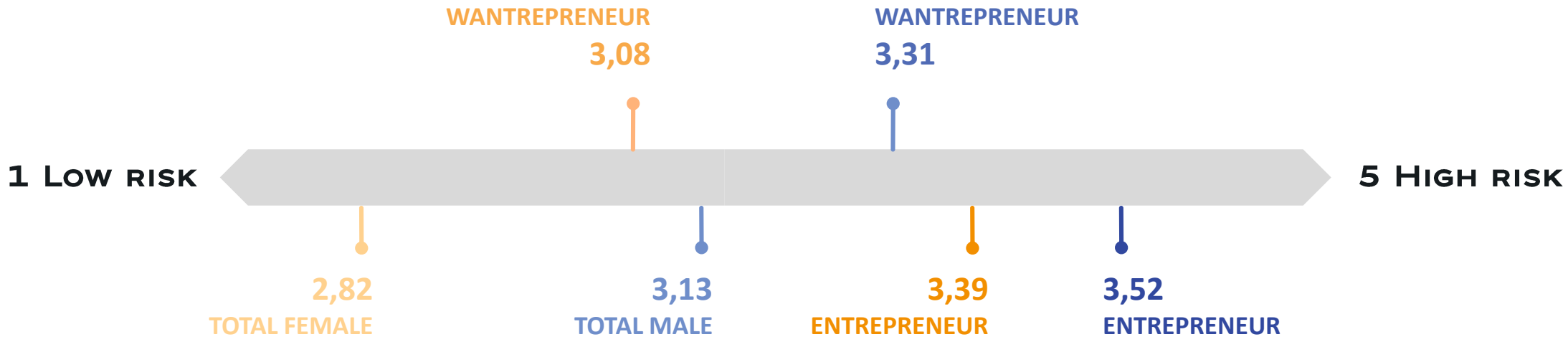
50% FEMALE
51% MALE

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR
TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

**COUNTRY FOCUS:**
**Of all the countries surveyed, the UK is where women are least likely to say they avoid risky situations.**

# BUT WOMEN IN GENERAL DEFINE THEMSELVES AS MORE RISK AVERSE THAN MEN, EVEN THE ONES WHO ARE ENTREPRENEURS

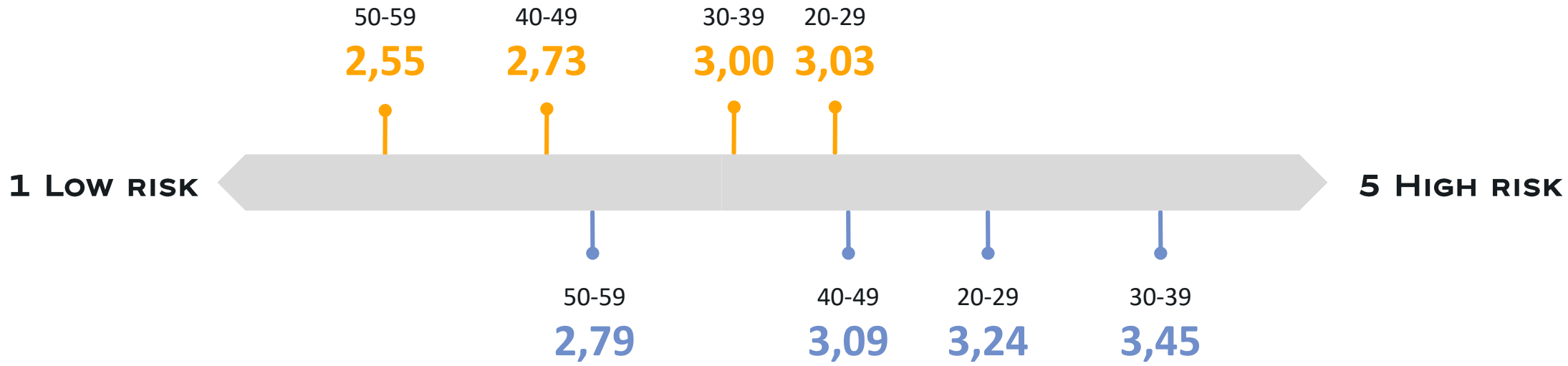
"ON A SCALE OF 1 TO 5, WHERE DO YOU POSITION YOURSELF IN TERMS OF RISK-TAKING IN THE PROFESSIONAL SPHERE?"




TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR
TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

# YOUNG WOMEN ARE MORE AUDACIOUS THAN THEIR ELDERS BUT STILL LESS THAN YOUNG MEN

"ON A SCALE OF 1 TO 5, WHERE DO YOU POSITION YOURSELF IN TERMS OF RISK-TAKING IN THE PROFESSIONAL SPHERE?"



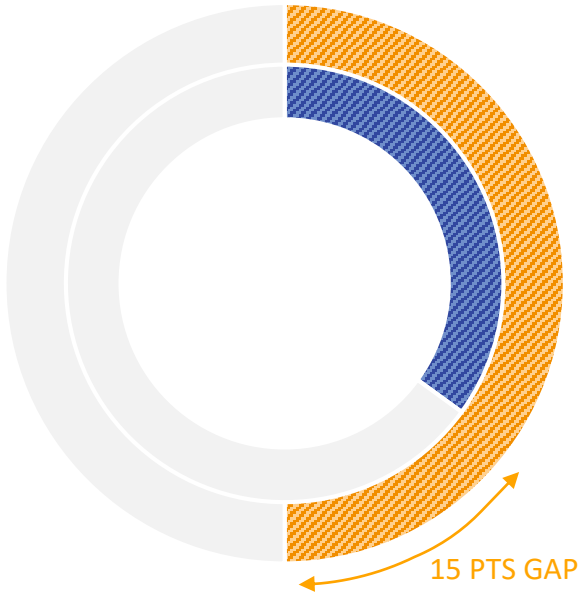

TOTAL FEMALE

TOTAL MALE

# WOMEN AGREE THAT BUILDING A BUSINESS IS RISKIER FOR A WOMAN THAN FOR A MAN. MALE ENTREPRENEURS TEND TO AGREE

## "BUILDING A BUSINESS IS RISKIER FOR WOMEN THAN IT IS FOR MEN."

42% FEMALE
35% MALE




50% FEMALE
35% MALE

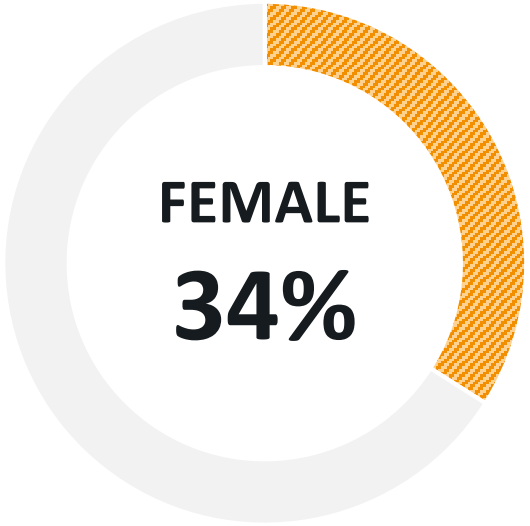
57% FEMALE
46% MALE

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR
TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

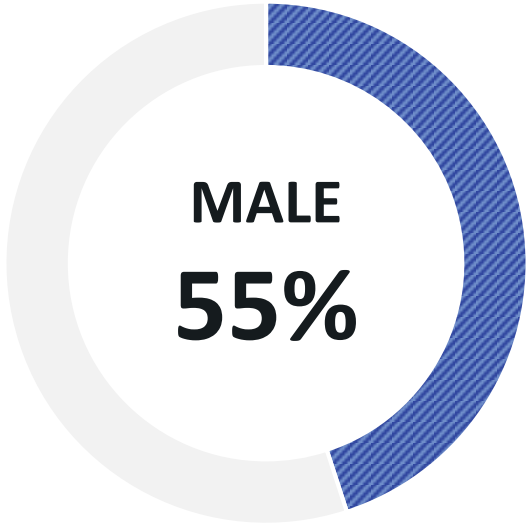
FEMALE WANTREPRENEURS ESPECIALLY SEEM LESS CONFIDENT THAN THEIR MALE PEERS ABOUT THEIR ABILITY TO BECOME SUCCESSFUL

# FEMALE WANTREPRENEURS SEEM TO FIND IT MORE DIFFICULT TO OVERCOME PROFESSIONAL FAILURE THAN MALE WANTREPRENEURS

"I HAVE ALREADY OVERCOME A FAILURE IN MY PROFESSIONAL LIFE."




**38% / 29%**
20-39 / 40-59



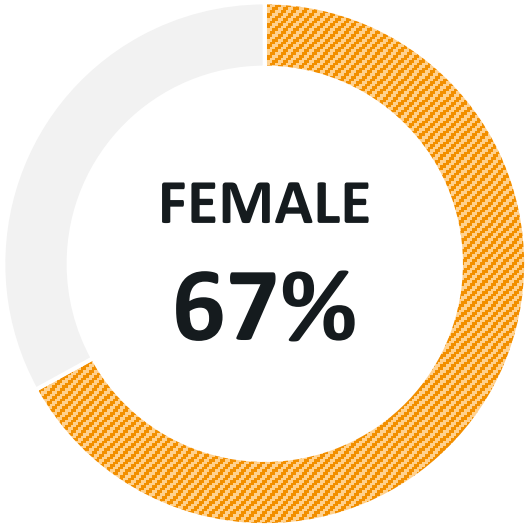

**52% / 38%**
20-39 / 40-59

FEMALE WANTREPRENEUR

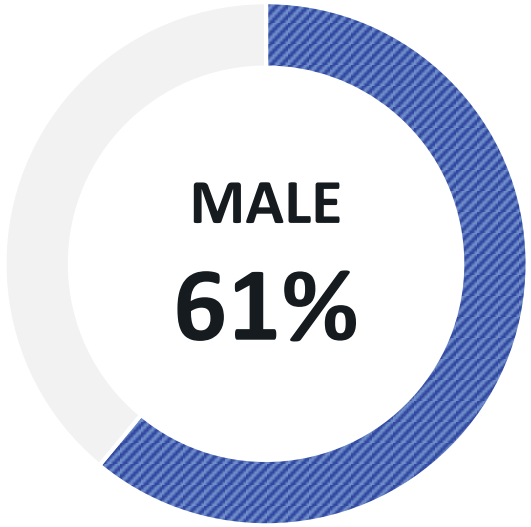
MALE WANTREPRENEUR

# WHICH MIGHT BE WHY FEAR OF FAILURE IS A BIGGER DETERRENT FOR WOMEN WANTREPRENEURS THAN FOR THEIR MALE PEERS

"FEAR OF FAILURE COULD DISCOURAGE ME FROM BECOMING AN ENTREPRENEUR."




**73%** / **60%**
20-39 / 40-59



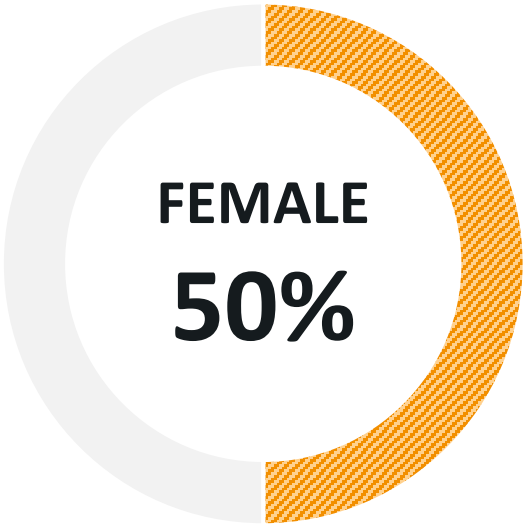

**60% / 61%**
20-39 / 40-59

FEMALE WANTREPRENEUR

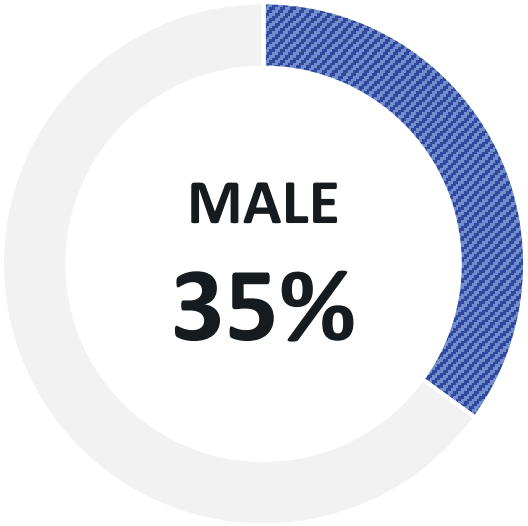
MALE WANTREPRENEUR

# FEMALE WANTREPRENEURS PERCEIVE MORE STRONGLY THAN MEN THAT BUILDING A BUSINESS IS RISKIER FOR THEM

"BUILDING A BUSINESS IS RISKIER FOR WOMEN THAN FOR MEN"




**73% / 60%**
20-39 / 40-59

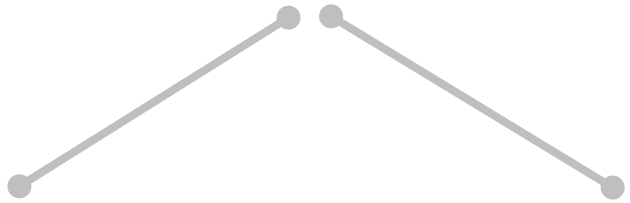



**60% / 61%**
20-39 / 40-59

FEMALE WANTREPRENEUR

MALE WANTREPRENEUR

# WE NEED TO BETTER UNDERSTAND WHERE WOMEN'S AVERSION TO RISK COMES FROM TO BETTER HELP THEM OVERCOME IT



STRUCTURAL BARRIERS

MENTAL BARRIERS

# STRUCTURAL BARRIERS

MENTAL BARRIERS

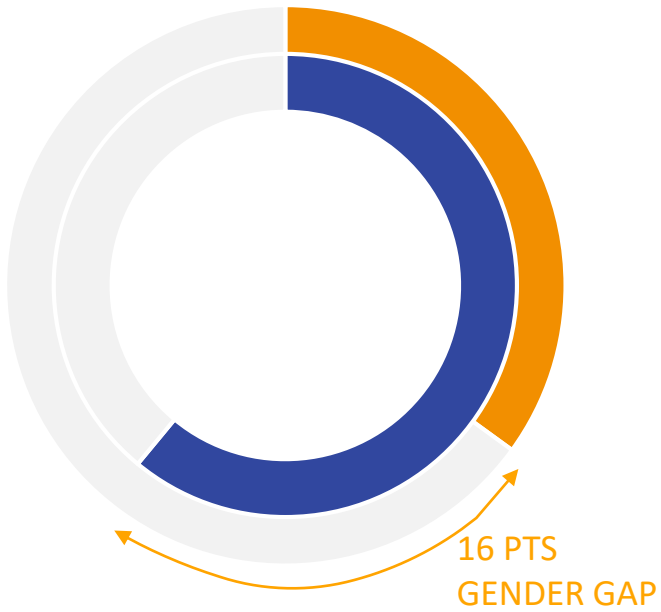
# STRUCTURAL BARRIER #1: COMBINING ENTREPRENEURSHIP AND FAMILY LIFE

# MEN, ESPECIALLY MALE ENTREPRENEURS, BELIEVE THAT MALE ENTREPRENEURSHIP DISTURBS FAMILY LIFE. WOMEN ARE LESS LIKELY TO AGREE

## "WORKING FULL TIME AS A MALE ENTREPRENEUR DISTURBS/UNSETTLES FAMILY LIFE."

34% FEMALE
48% MALE

38% FEMALE
51% MALE

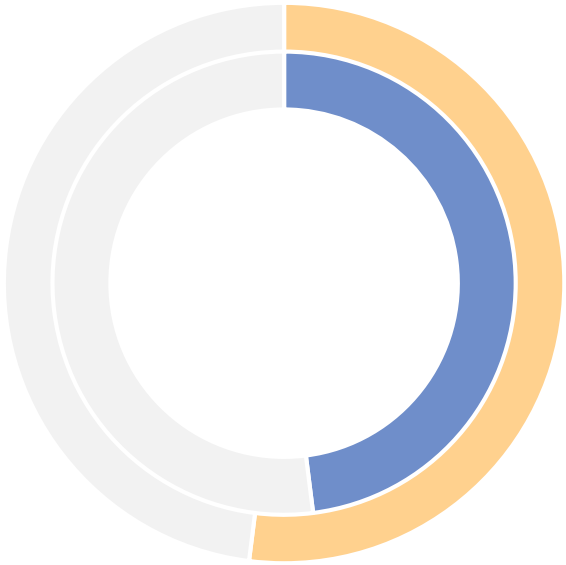



45% FEMALE
61% MALE

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR
TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

# BUT FOR WOMEN, THE IMPACT OF FEMALE ENTREPRENEURSHIP ON FAMILY LIFE IS EVEN MORE DISTURBING, ESPECIALLY FOR FEMALE WANTREPRENEURS AND ENTREPRENEURS.

## "WORKING FULL TIME AS A FEMALE ENTREPRENEUR DISTURBS/UNSETTLES FAMILY LIFE."



52% FEMALE
48% MALE

60% FEMALE
46% MALE

62% FEMALE
60% MALE

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR

TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

# YET, FEMALE ENTREPRENEURS RECEIVED MORE SUPPORT FROM THEIR PARTNER THAN THEIR MALE COUNTERPARTS WHEN THEY STARTED OUT

## "MY PARTNER WOULD FEEL UNCOMFORTABLE IF I WERE THE ONE TO BECOME AN ENTREPRENEUR."

16% FEMALE
24% MALE

FEMALE NOT ENTREPRENEUR / MARRIED OR LIVING WITH A PARTNER (BASE 202)
MALE NOT ENTREPRENEUR / MARRIED OR LIVING WITH A PARTNER (BASE 165)

## "MY PARTNER FELT UNCOMFORTABLE WHEN I STARTED MY BUSINESS."

24% FEMALE
50% MALE

FEMALE ENTREPRENEUR / MARRIED OR LIVING WITH A PARTNER (BASE 108)
MALE ENTREPRENEUR / MARRIED OR LIVING WITH A PARTNER (BASE 159)

# THIS MIGHT BE EXPLAINED BY THE STILL UNEQUAL REPARTITION OF DOMESTIC WORKLOAD IN THE UK

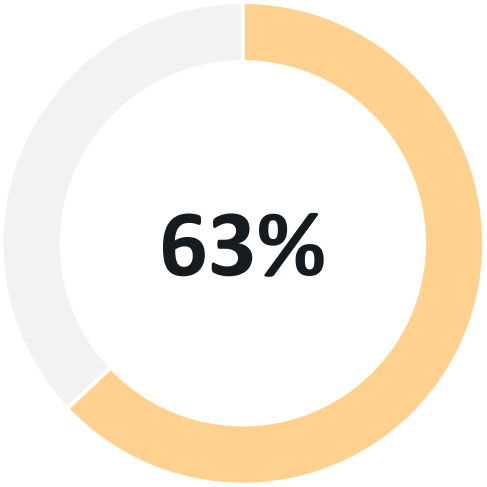
WOMEN IN BRITAIN STILL CONTRIBUTE

**60%** MORE OF UNPAID WORK THAN MEN

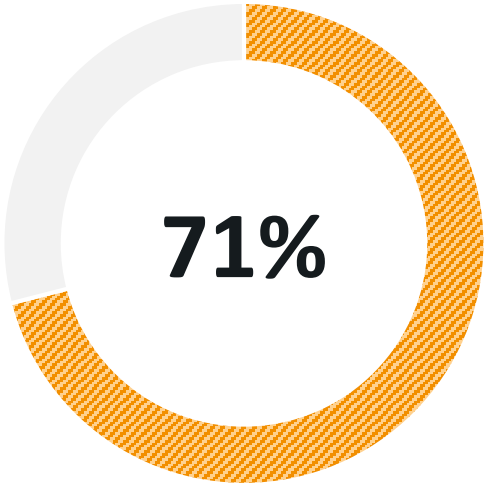
* OFFICE FOR NATIONAL STATISTICS 2016 STUDY, REPORTED IN THE GUARDIAN

# WOMEN BELIEVE THAT WORK-LIFE BALANCE FOR FEMALE ENTREPRENEURS IS MORE DIFFICULT FOR THEM THAN FOR MEN, ESPECIALLY FEMALE ENTREPRENEURS

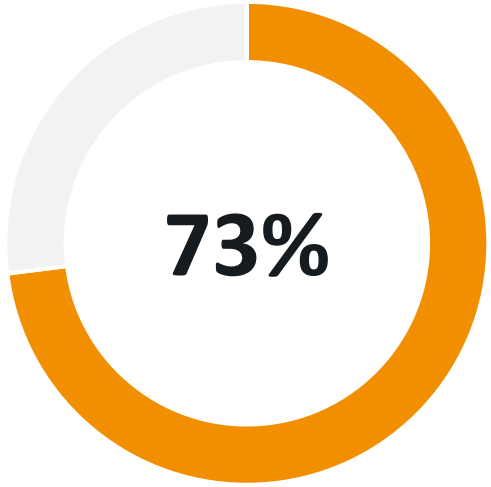
"IT IS MUCH HARDER FOR A WOMAN THAN A MAN TO BALANCE WORK AND FAMILY LIFE AS AN ENTREPRENEUR."




**64% / 59% / 60% / 69%**
20-29 / 30-39 / 40-49 / 50-59




**68% / 82%**
20-39 / 40-59



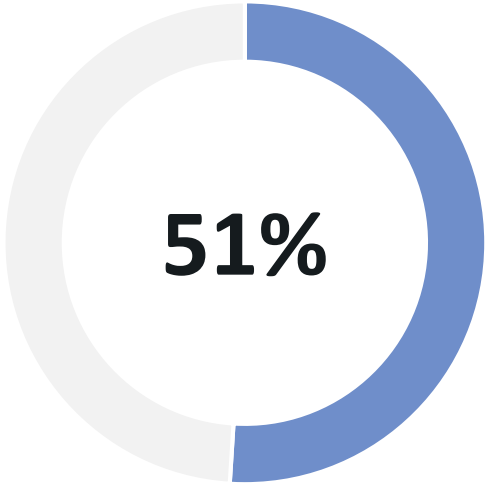

**72% / 75%**
20-39 / 40-59*

TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

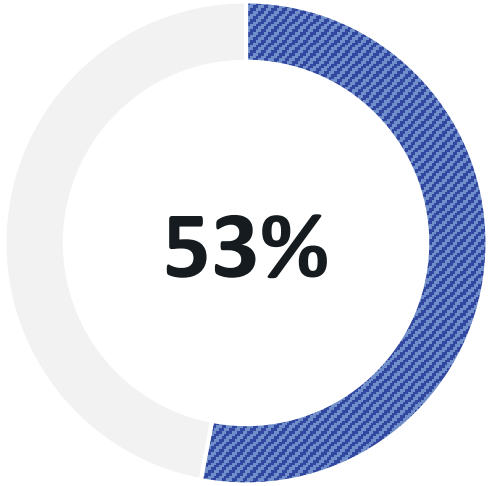
*Small base

# MEN CONSIDER THIS OBSTACLE LESS BUT MALE ENTREPRENEURS ARE MORE AWARE, ESPECIALLY YOUNGER ONES

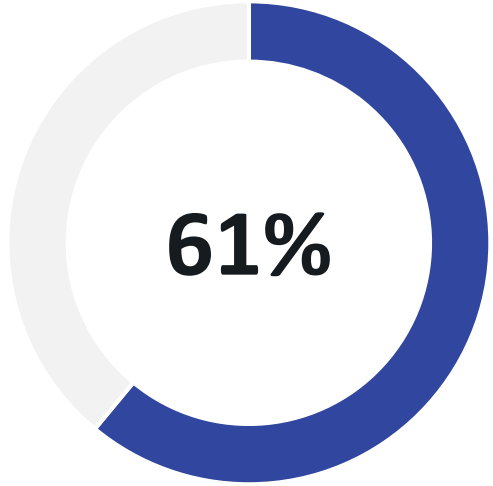
"IT IS MUCH HARDER FOR A WOMAN THAN A MAN TO BALANCE WORK AND FAMILY LIFE AS AN ENTREPRENEUR."




**51% / 55% / 50% / 47%**
20-29 / 30-39 / 40-49 / 50-59




**50% / 56%**
20-39 / 40-59




**65% / 56%**
20-39 / 40-59

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR

# MATERNITY IS CHALLENGING FOR FEMALE ENTREPRENEURS

FOR SELF-EMPLOYED
WOMEN IN THE UK

**39 WEEKS**

OF MATERNITY ALLOWANCE IS
AVAILABLE

**BUT**

ONLY

**10 DAYS**

OF « KEEPING IN TOUCH (KIT) »
WORKING DAYS ARE ALLOWED DURING
THIS PERIOD*

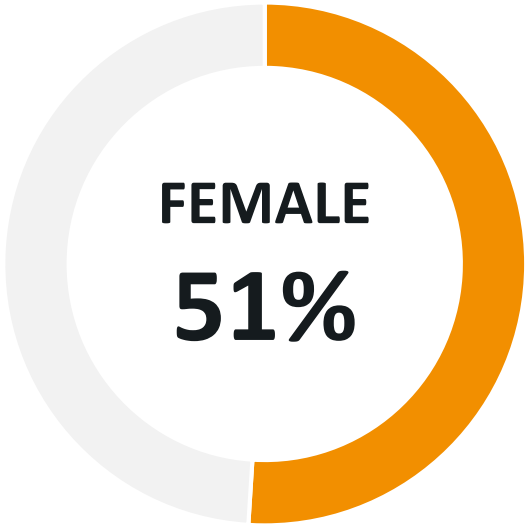
*IF WOMEN WORK ANY FURTHER, PAYMENTS WILL STOP

Source : Gov.uk / The Guardian (12/07/2017)

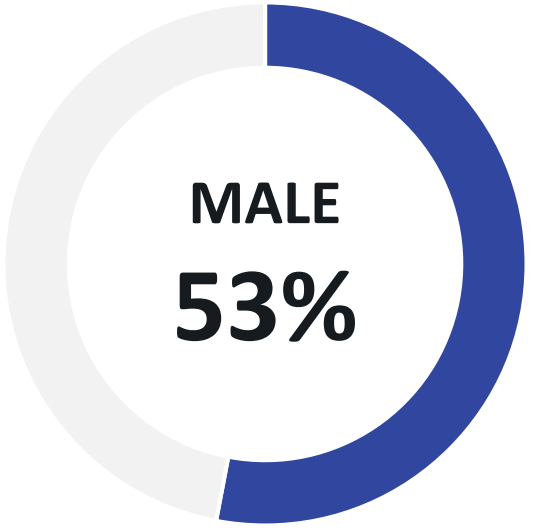
# STRUCTURAL BARRIER #2: ACCESS TO FUNDING

# BOTH GENDERS EXPECT RAISING MONEY TO BE MORE CHALLENGING FOR WOMEN

"FUNDING IS MORE LIKELY TO BE AVAILABLE TO MALE THAN FEMALE ENTREPRENEURS."




**52% / 48%**
20-39 / 40-59*




**61% / 41%**
20-39 / 40-59

*Small base

FEMALE ENTREPRENEUR

MALE ENTREPRENEUR

# MEN ESPECIALLY BELIEVE THAT WOMEN NEED TO WORK HARDER TO PROVE THEIR CREDIBILITY WHEN RAISING MONEY

"MEN ARE MORE CREDIBLE THAN WOMEN WHEN THEY TRY TO RAISE MONEY TO FUND THEIR BUSINESS."

30% FEMALE
35% MALE

39% FEMALE
34% MALE

41% FEMALE
49% MALE

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR
TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

# AND BUSINESS ANGELS ARE MOSTLY MEN

WOMEN REPRESENT **ONLY 9%*** OF THE BRITISH BUSINESS ANGELS POPULATION

* “UK BUSINESS ANGEL MARKET” 2018 STUDY, BRITISH BUSINESS BANK

# STRUCTURAL BARRIERS

## SUPPORT

WOMEN DON'T HAVE ACCESS TO ALL THE RESOURCES THEY NEED

WOMEN NEED EASIER ACCESS TO ORGANIZATIONAL AND FINANCIAL RESOURCES

MENTAL BARRIERS

STRUCTURAL BARRIERS

# MENTAL BARRIERS

# MENTAL BARRIER #1: WOMEN THINK THEY'LL NEED TO CHANGE THEIR BEHAVIOR

# BOTH GENDERS AGREE THAT MALE BEHAVIORS STILL DICTATE PROFESSIONAL CODES IN THE ENTREPRENEURIAL WORLD

## "FEMALE ENTREPRENEURS HAVE TO ACT MORE LIKE MEN IF THEY WANT TO SUCCEED IN THEIR BUSINESS."

44% FEMALE
41% MALE

49% FEMALE
45% MALE

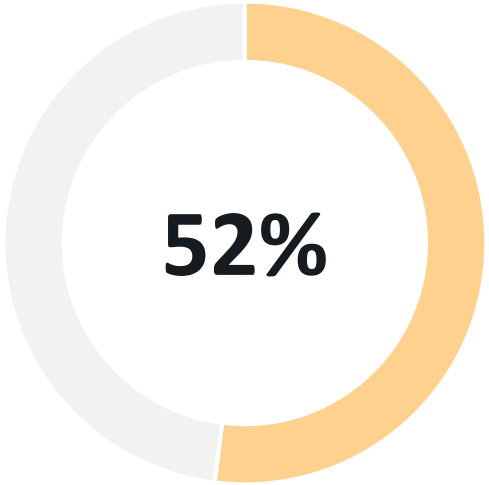
55% FEMALE
52% MALE

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR

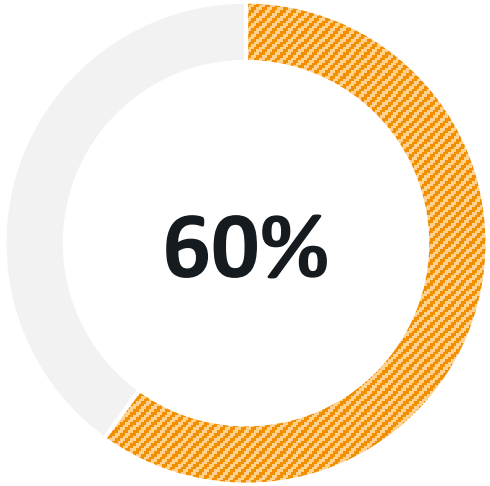
TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

# WOMEN, ESPECIALLY YOUNGER ENTREPRENEURS, FEEL THE NEED TO SHOW MORE AUTHORITY THAN MEN IN ORDER TO BE RESPECTED AS ENTREPRENEURS

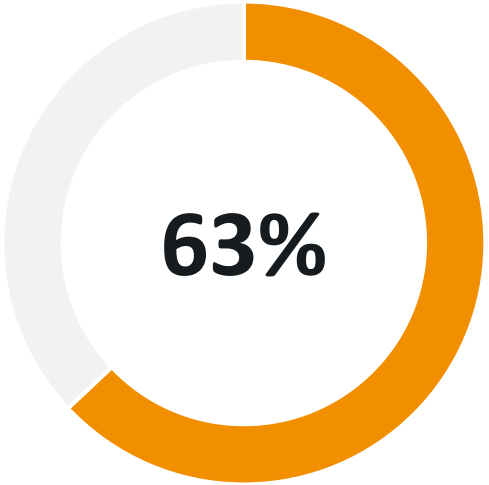
"FEMALE ENTREPRENEURS NEED TO SHOW MORE AUTHORITY THAN MALE ENTREPRENEURS IN ORDER TO BE RESPECTED."




**58% / 48% / 48% / 54%**
20-29 / 30-39 / 40-49 / 50-59




**59% / 61%**
20-39 / 40-59




**67% / 56%**
20-39 / 40-59*

TOTAL FEMALE

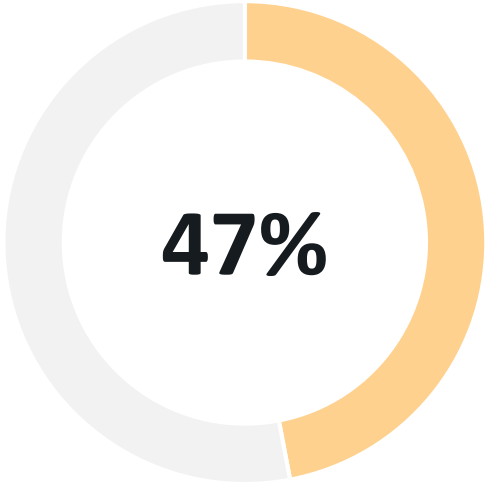
FEMALE WANTREPRENEUR

FEMALE ENTREPRENEUR

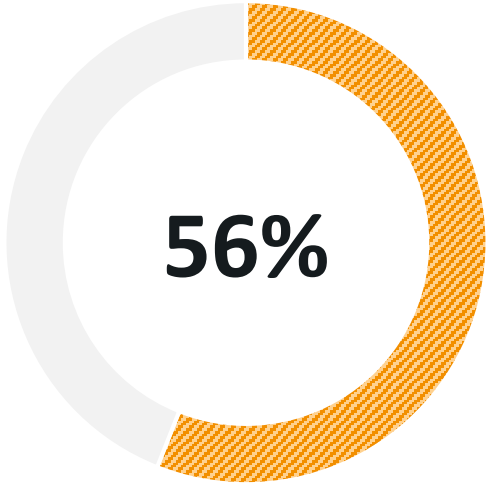
*Small base

# WOMEN ALSO FEEL THAT IF THEY ARE TOO NICE THEY WILL NOT BE TAKEN SERIOUSLY AS ENTREPRENEURS

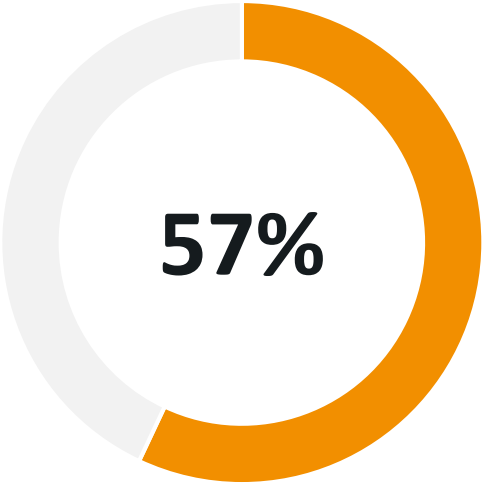
"FEMALE ENTREPRENEURS WHO ARE TOO NICE WILL NOT BE TAKEN SERIOUSLY."




**56% / 44% / 46% / 44%**
20-29 / 30-39 / 40-49 / 50-59




**58% / 53%**
20-39 / 40-59



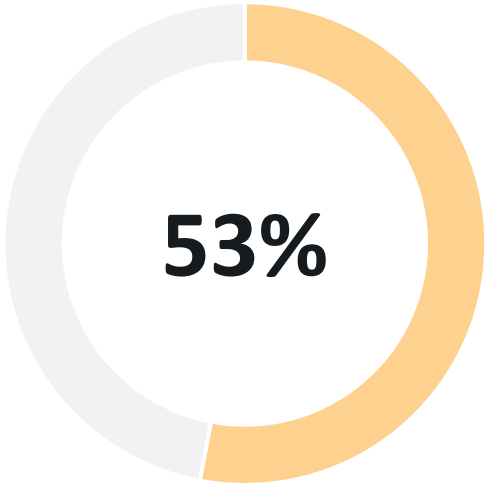

**55% / 58%**
20-39 / 40-59*

TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

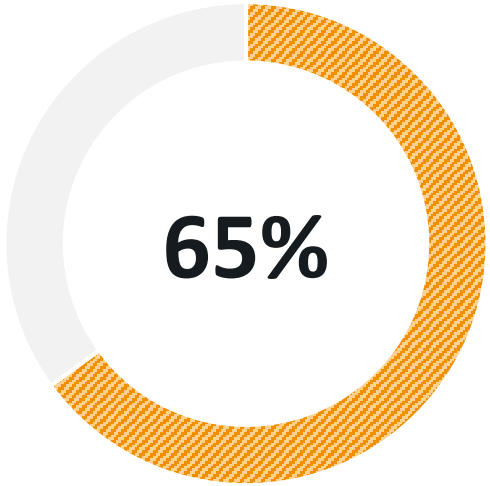
*Small base

# THE MAJORITY OF WOMEN, ESPECIALLY AMONG FEMALE WANTREPRENEURS, ALSO BELIEVE THAT FEMALE ENTREPRENEURS NEED TO BE CAREFUL ABOUT HOW THEY DRESS

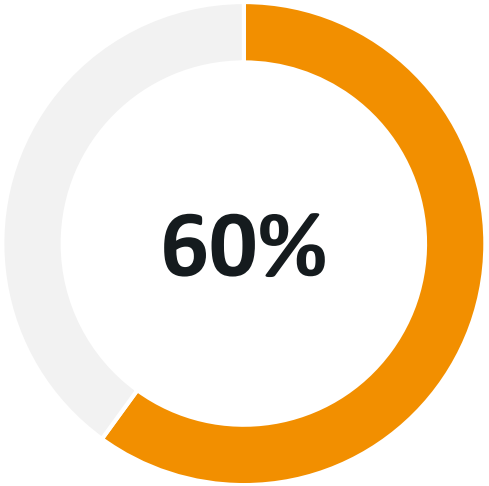
"FEMALE ENTREPRENEURS NEED TO BE MORE CAREFUL WITH THE WAY THEY DRESS SO AS NOT TO BE CRITICIZED"




**56% / 44% / 54% / 59%**
20-29 / 30-39 / 40-49 / 50-59




**63% / 68%**
20-39 / 40-59




**56% / 66%**
20-39 / 40-59*

TOTAL FEMALE

FEMALE WANTREPRENEUR

FEMALE ENTREPRENEUR

*Small base

# BUT WHEN PEOPLE CHANGE THEIR BEHAVIOR THEY ARE MORE LIKELY TO BE EVALUATED NEGATIVELY

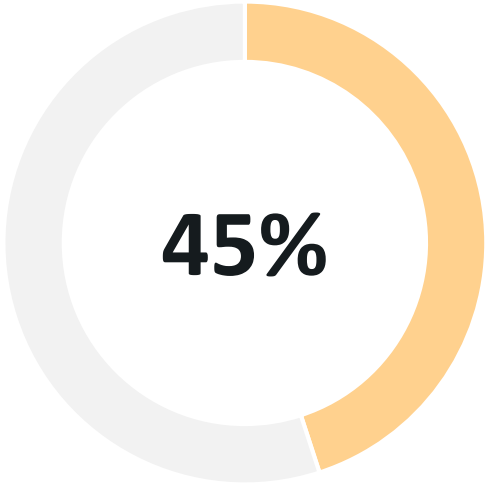
DECADES OF RESEARCH HAS SHOWN THAT **STEREOTYPES ABOUT MEN AND WOMEN** HAVE A HUGE IMPACT ON OUR BELIEFS ABOUT HOW THEY SHOULD (OR SHOULD NOT) BEHAVE.
THERE IS EVIDENCE THAT MEN AND WOMEN WHO BEHAVE IN WAYS THAT CONTRAST WITH THESE TRADITIONAL STEREOTYPES ARE LIKELY TO BE **EVALUATED NEGATIVELY** BY OTHERS.

Source : The Guardian (06/12/2013)

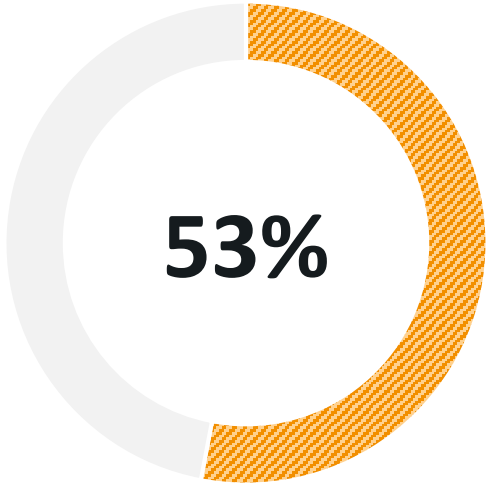
# MENTAL BARRIER #2: DESPITE ALL THEIR EFFORTS, WOMEN EXPECT TO BE MORE CRITICIZED

# DESPITE ALL THESE EFFORTS, MOST WOMEN BELIEVE THAT THEY ARE LIKELY TO BE PERCEIVED AS TOO BOSSY, ESPECIALLY FEMALE ENTREPRENEURS

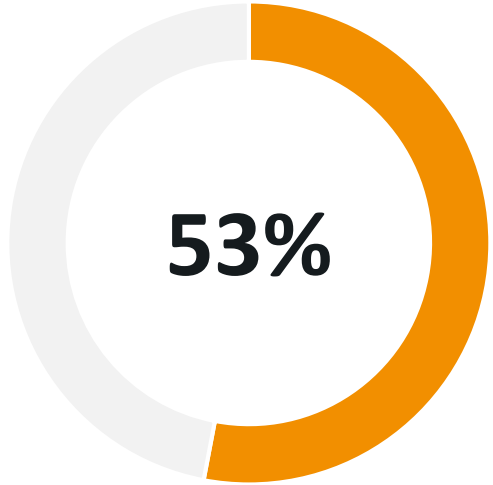
## "FEMALE ENTREPRENEURS ARE PERCEIVED AS TOO BOSSY."




**52% / 44% / 41% / 45%**
20-29 / 30-39 / 40-49 / 50-59




**52% / 54%**
20-39 / 40-59




**55% / 49%**
20-39 / 40-59*

TOTAL FEMALE

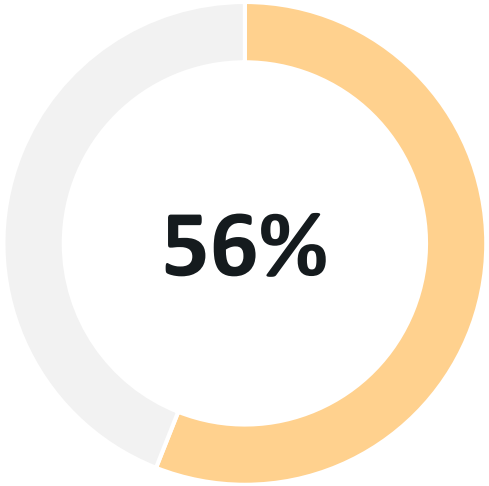
FEMALE WANTREPRENEUR

FEMALE ENTREPRENEUR

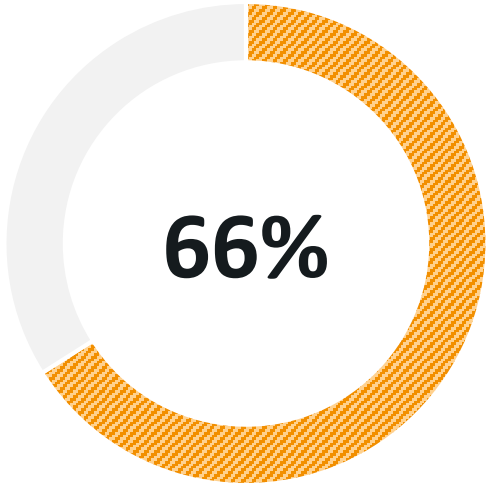
*Small base

# AND AN EVEN BIGGER PROPORTION OF WOMEN BELIEVE THAT FEMALE ENTREPRENEURS ARE MORE LIKELY TO BE CRITICIZED BY THEIR STAFF AND PEERS

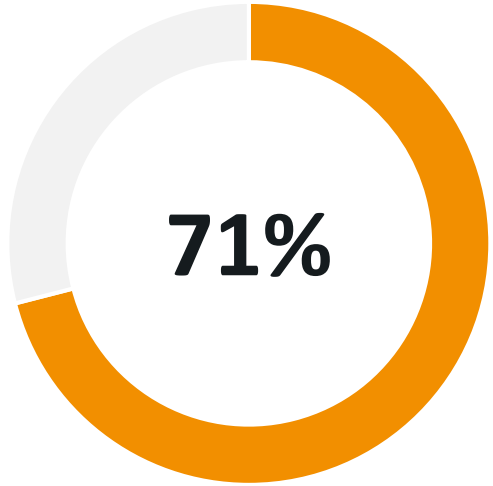
"FEMALE ENTREPRENEURS FACE MORE CRITICISM FROM THEIR EMPLOYEES AND PEERS THAN MALE ENTREPRENEURS."




**65% / 55% / 48% / 56%**
20-29 / 30-39 / 40-49 / 50-59




**68% / 64%**
20-39 / 40-59




**73% / 66%**
20-39 / 40-59*

TOTAL FEMALE

FEMALE WANTREPRENEUR

FEMALE ENTREPRENEUR

*Small base

# DREAM KILLER: WOMEN WANTREPRENEUR EXPECT TO BE LIKED LESS THAN THEIR MALE COUNTERPARTS BY THEIR OWN STAFF

"FEMALE ENTREPRENEURS ARE MORE POPULAR AMONG THEIR EMPLOYEES COMPARED TO MALE ENTREPRENEURS."

26% FEMALE
36% MALE

"MALE ENTREPRENEURS ARE MORE POPULAR AMONG THEIR EMPLOYEES COMPARED TO FEMALE ENTREPRENEURS."

35% FEMALE
35% MALE

FEMALE WANTREPRENEUR

MALE WANTREPRENEUR

# THE NEGATIVE CORRELATION BETWEEN LIKEABILITY AND SUCCESS FOR WOMEN MIGHT BE THE REASON WHY SO MANY ARE RELUCTANT TO TAKE THE PLUNGE

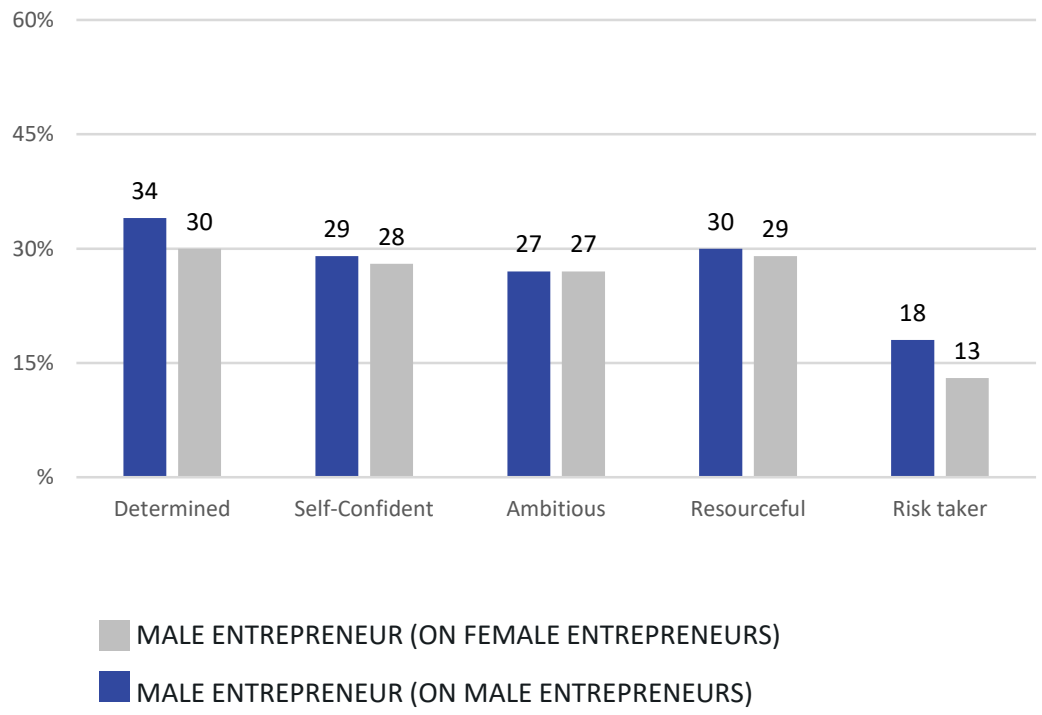
"SUCCESS AND LIKEABILITY ARE POSITIVELY CORRELATED FOR MEN AND **NEGATIVELY FOR WOMEN**. WHEN A MAN IS SUCCESSFUL, HE IS LIKED BY BOTH MEN AND WOMEN. WHEN A WOMAN IS SUCCESSFUL, PEOPLE OF BOTH GENDERS LIKE HER LESS."

*SHERYLL SANDBERG, LEAN IN

# AND THE REASON WHY FEMALE ENTREPRENEURS RANK DETERMINATION AS THE MOST IMPORTANT REASON FOR THEIR SUCCESS

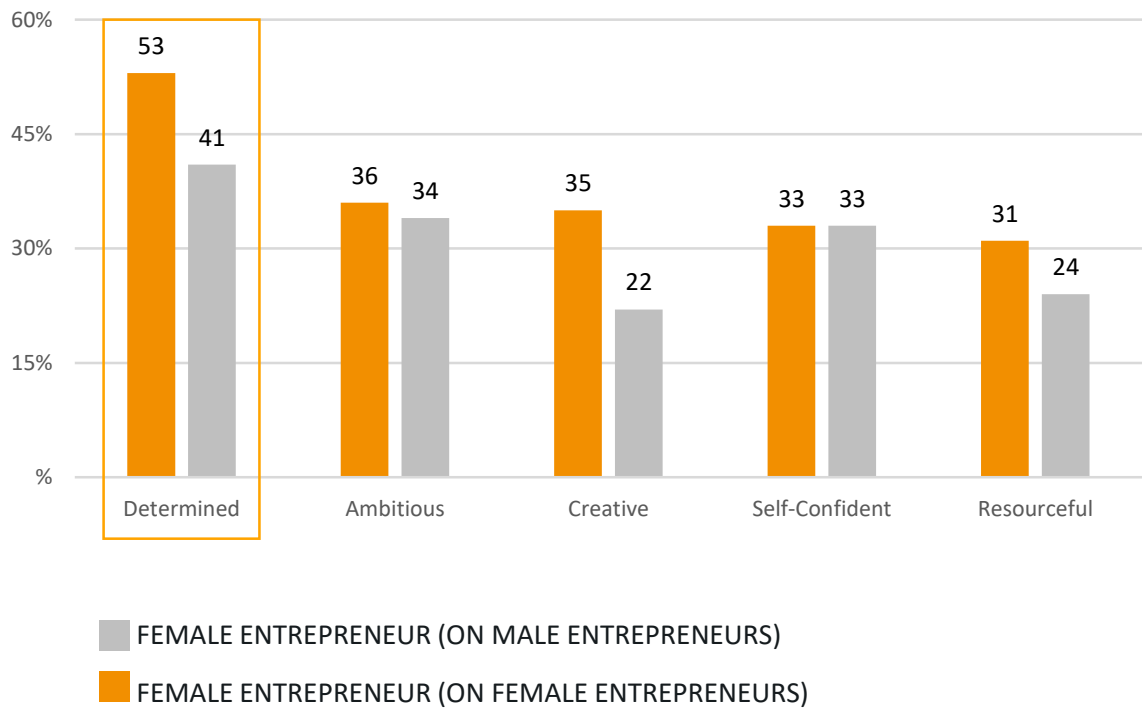
**MALE VIEWPOINT**

"CHARACTERISTICS THAT DEFINE A SUCCESSFUL **MALE** ENTREPRENEUR (BLUE)/ **FEMALE** ENTREPRENEUR (GREY)?"




**FEMALE VIEWPOINT**

"CHARACTERISTICS THAT DEFINE A SUCCESSFUL **FEMALE** ENTREPRENEUR (ORANGE)/ **MALE** ENTREPRENEUR (GREY)?"



GENDER STEREOTYPES REMAIN OMNIPRESENT IN THE ENTREPRENEURIAL WORLD

WOMEN FEAR THEY MIGHT BE SACRIFICING TOO MUCH WITHOUT REAPING REWARDS

# HELPING A NEW GENERATION OF FEMALE ENTREPRENEURS RISE

# WHAT DO WOMEN NEED TO FULFILL THEIR ENTREPRENEURIAL ASPIRATIONS?

# BOTH MEN & WOMEN (AND ESPECIALLY FEMALE ENTREPRENEURS) AGREE THAT IN ORDER TO SUCCEED IN ENTREPRENEURSHIP, WOMEN NEED A NETWORK THAT SUPPORTS THEM

"HAVING ACCESS TO A NETWORK OF OTHER FEMALE ENTREPRENEURS IS ESSENTIAL FOR WOMEN WHO WANT TO BECOME ENTREPRENEURS AND HAVE SUPPORT THROUGHOUT THE PROCESS OF BUILDING THEIR BUSINESS."

59% FEMALE
56% MALE

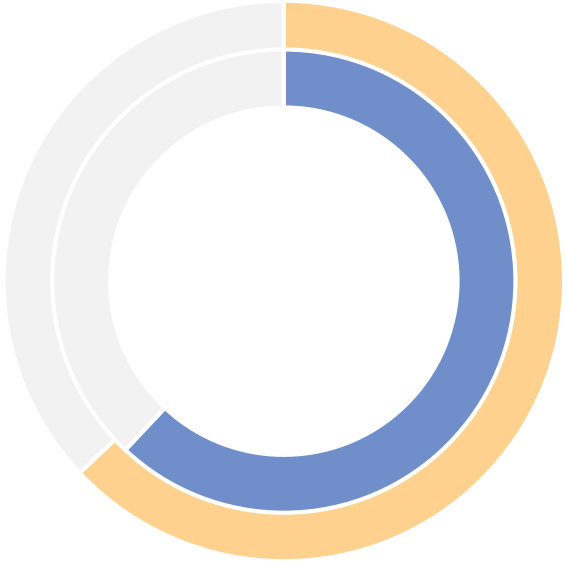
72% FEMALE
69% MALE

68% FEMALE
64% MALE

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR
TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

# BOTH MEN & WOMEN AGREE MENTORING IS EVEN MORE ESSENTIAL FOR ANYONE LOOKING TO BECOME AN ENTREPRENEUR. WOMEN TEND TO AGREE MORE

## "MENTORSHIP IS ESSENTIAL FOR PEOPLE WHO WANT TO BECOME ENTREPRENEURS"



63% FEMALE
62% MALE

74% FEMALE
75% MALE

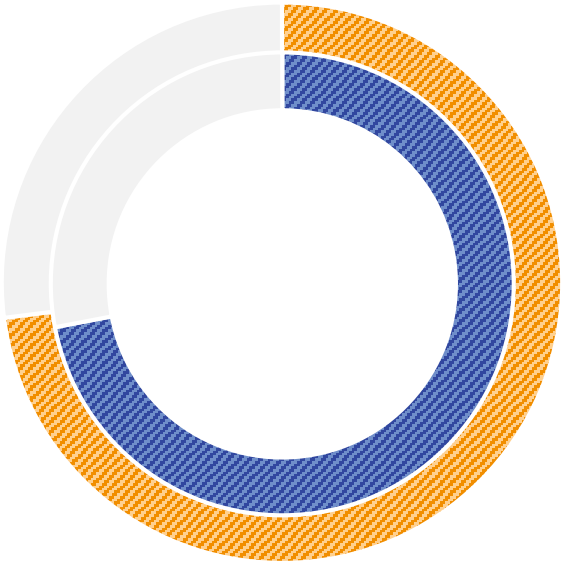
75% FEMALE
71% MALE

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR
TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

# AND BOTH GENDER LOOK UP TO ROLE MODELS WHEN IT COMES TO ENTREPRENEURSHIP

## "TO BECOME AN ENTREPRENEUR, IT'S IMPORTANT TO HAVE A ROLE MODEL TO LOOK UP TO"

59% FEMALE
60% MALE



73% FEMALE
72% MALE

70% FEMALE
72% MALE

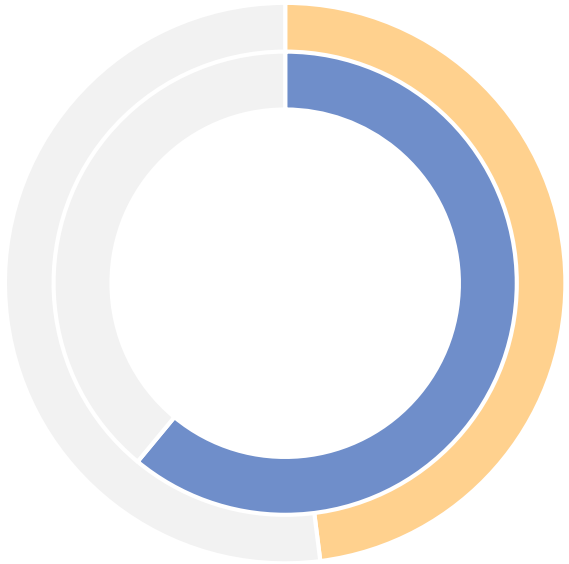
TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR

TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

# WHAT WOULD HELP CHAMPION A NEW VISION OF ENTREPRENEURSHIP THAT IS RELEVANT FOR WOMEN?

# MALE ENTREPRENEURS ARE INSPIRING FOR EVERYONE (ESPECIALLY MALE WANTREPRENEURS)

## "I FEEL INSPIRED BY MALE ENTREPRENEURS"



61% FEMALE
48% MALE

71% FEMALE
80% MALE

66% FEMALE
75% MALE

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR

TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

# WOMEN ENTREPRENEURS ARE MUCH MORE INSPIRING FOR WOMEN, ESPECIALLY FEMALE WANTREPRENEURS AND ENTREPRENEURS

## “I FEEL INSPIRED BY FEMALE ENTREPRENEURS”

64% FEMALE
58% MALE

85% FEMALE
73% MALE

85% FEMALE
74% MALE

TOTAL MALE
MALE WANTREPRENEUR
MALE ENTREPRENEUR

TOTAL FEMALE
FEMALE WANTREPRENEUR
FEMALE ENTREPRENEUR

# MANY PEOPLE KNOW SUCCESSFUL MALE ENTREPRENEURS

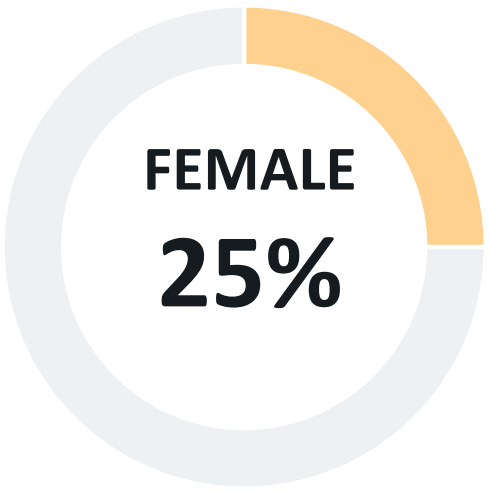
"I KNOW THE NAME OF SUCCESSFUL MALE ENTREPRENEURS"

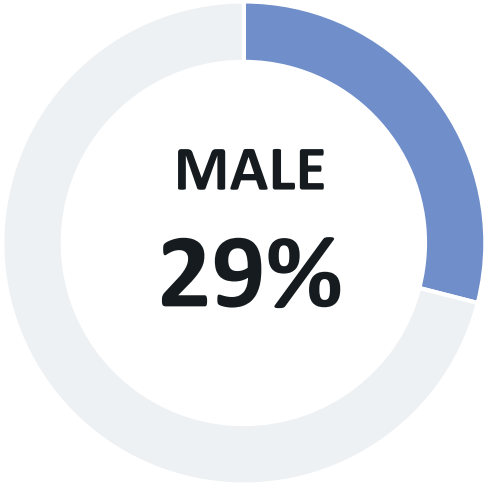
TOTAL FEMALE

TOTAL MALE

# BUT SUCCESSFUL FEMALE ENTREPRENEURS ARE LESS FAMOUS, NO MATTER THE GENDER

"I KNOW THE NAME OF SUCCESSFUL FEMALE ENTREPRENEURS"




TOTAL FEMALE

TOTAL MALE

# MOST ENTREPRENEURS CAN NAME ONE OF THEIR MALE COUNTERPARTS

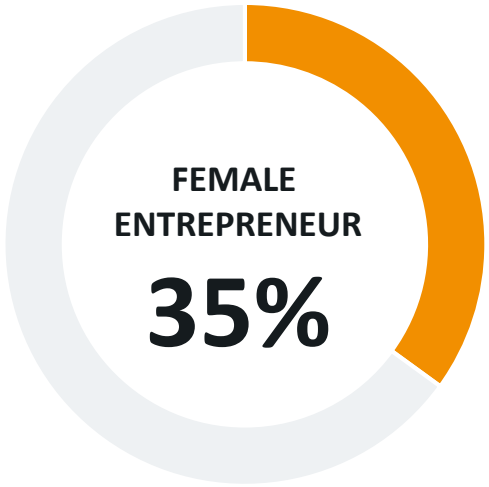
"I KNOW THE NAME OF SUCCESSFUL MALE ENTREPRENEURS"

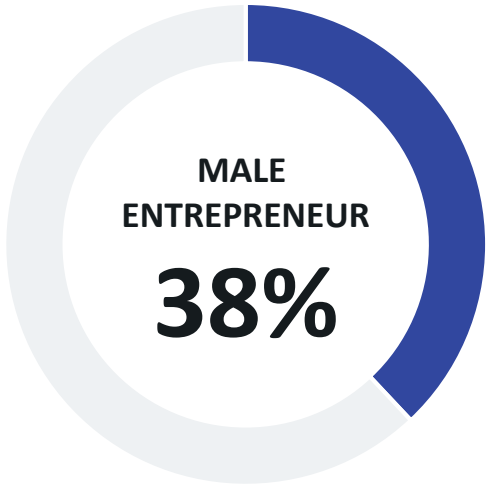
FEMALE ENTREPRENEUR

MALE ENTREPRENEUR

# YET MOST ENTREPRENEURS OF BOTH GENDERS CAN'T NAME A SUCCESSFUL FEMALE COUNTERPART

"I KNOW THE NAME OF SUCCESSFUL FEMALE ENTREPRENEURS"




FEMALE ENTREPRENEUR

MALE ENTREPRENEUR

# MALE ENTREPRENEURS ARE MOSTLY POWERFUL CEOs

## "NAME THREE SUCCESSFUL MALE ENTREPRENEURS"

| RANK | SUCCESSFUL MALE ENTREPRENEURS | NUMBER OF OCCURRENCE |
|---|---|---|
| 1 | RICHARD BRANSON | 482 |
| 2 | ALAN SUGAR | 443 |
| 3 | BILL GATES | 139 |
| 4 | PETER JONES | 94 |
| 5 | MARK ZUCKERBERG | 87 |
| 6 | JAMES DYSON | 86 |
| 7 | STEVE JOBS | 68 |
| 8 | ELON MUSK | 66 |
| 9 | DUNCAN BANNATYNE | 66 |
| 10 | DONALD TRUMP | 40 |

# THE MOST FREQUENTLY CITED BRITISH FEMALE ENTREPRENEURS ARE ALSO ESTABLISHED CEOs

## "NAME THREE SUCCESSFUL FEMALE ENTREPRENEURS"

| RANK | SUCCESSFUL FEMALE ENTREPRENEURS | NUMBER OF OCCURRENCE |
|---|---|---|
| 1 | KAREN BRADY | 167 |
| 2 | DEBORAH MEADEN | 131 |
| 3 | ANITA RODDICK | 48 |
| 4 | MICHELLE MONE | 31 |
| 5 | OPRAH WINFREY | 30 |
| 6 | JK ROWLING | 29 |
| 7 | VICTORIA BECKHAM | 27 |
| 8 | KELLY HOPPEN | 18 |
| 9 | JO MALONE | 17 |
| 10 | KIM KARDASHIAN | 15 |

## STRUCTURAL BARRIERS

### SUPPORT

WOMEN DON'T HAVE ACCESS TO ALL THE RESOURCES THEY NEED

WOMEN NEED EASIER ACCESS TO ORGANISATIONAL AND FINANCIAL RESOURCES

## MENTAL BARRIERS

### INSPIRE

ENTREPRENEURSHIP IS STILL MALE-FOCUSED

WOMEN NEED TO BE SUPPORTED AND INSPIRED BY OTHER FEMALE AND ANOTHER VISION OF ENTREPRENEURSHIP

# KEY LEARNINGS

# #1

# BRITISH MEN & WOMEN VIEW ENTREPRENEURSHIP AS AN INSPIRING LIFE CHOICE. YET, FEW WOMEN BECOME ONE

*53% of total female think "being an entrepreneur is a wonderful experience" but only 19% of total female become one.*

"BEING AN ENTREPRENEUR IS A WONDERFUL EXPERIENCE OVERALL"

- ✓ 50% of total population
- ✓ 48% of total male < 53% of total female
- ✓ 48% of total male wantrepreneurs < 50% of total female wantrepreneurs
- ✓ 47% of total male entrepreneurs < 55% of total female entrepreneurs

"I WOULD LIKE TO BECOME AN ENTREPRENEUR"

- ✓ 43% of total population
- ✓ 39% of total female < 50% of total male

"I AM AN ENTREPRENEUR"

- ✓ 19% of total women < 36% of total men

# #2

# WOMEN WOULD CHOOSE ENTREPRENEURSHIP FOR A VARIETY OF REASON BUT THEY TEND TO VALUE INDEPENDANCE LESS THAN MEN

*Money, meaning and social reward are cited by more than 1/3rd of British female wantrepreneurs as good reasons to become an entrepreneur.*

"BEING AN ENTREPRENEUR IS A GOOD WAY TO EARN MORE MONEY"

- ✓ 41% for total female wantrepreneurs / 41% for total men wantrepreneurs

"GIVING MEANING TO ONE'S LIFE BY DEVELOPING ONE'S VALUES AND BELIEFS"

- ✓ 36% for total female wantrepreneurs / 35% for total men wantrepreneurs

"IS SOCIALLY REWARDING"

- ✓ 36% for total male wantrepreneurs < 38% for total female wantrepreneurs

"IS THE PLEASURE OF BEING YOUR OWN BOSS"

- ✓ 28% for total female wantrepreneurs < 39% for total men wantrepreneurs

# #3

# WOMEN ARE MORE CONFIDENT THAN MEN IN THEIR PROFESSIONAL ABILITIES YET SHY AWAY FROM ENTREPRENEURSHIP FOR FEAR OF FAILING

*Only 24% of total female feel that they don't deserve their professional situation, yet 62% of total female say the risk of failure could discourage them from entrepreneurship .*

"I SOMETIMES FEEL THAT I DON'T DESERVE MY PROFESSIONAL SITUATION"

- ✓ 24% total female < 33% total male
- ✓ 28% female wantrepreneurs < 38% male wantrepreneurs
- ✓ 39% female entrepreneur < 44% male entrepreneur

"THE FEAR OF FAILURE COULD DISCOURAGE ME FROM BECOMING AN ENTREPRENEUR"

- ✓ 55% total male < 61% total female
- ✓ 61% male wantrepreneurs < 67% female wantrepreneurs
- ✓ 60% male entrepreneur < 61% female entrepreneur

# #4

# WOMEN FEEL THAT THEY WILL NEED TO WORK HARDER & CHANGE THEIR BEHAVIOR BUT WON'T BE REWARDED

*60% of female wantrepreneurs believe they'll need to work harder than their male counterparts to be successful.*

"FEMALE ENTREPRENEURS NEED TO WORK MORE THAN THEIR MALE COUNTERPARTS IN ORDER TO BE SUCCESSFUL"

- ✓ 46% total male < 54% total female
- ✓ 50% male wantrepreneurs < 60% female wantrepreneurs
- ✓ 67% male entrepreneur < 54% female entrepreneur

"MALE ENTREPRENEURS ARE MORE POPULAR AMONG THEIR EMPLOYEES COMPARED TO FEMALE ENTREPRENEURS"

- ✓ 33% total female / 34% total male
- ✓ 35% female wantrepreneurs / 35% male wantrepreneurs
- ✓ 51% male entrepreneur < 47% female entrepreneur

# #5

# THEY ALSO WORRY ABOUT THE IMPACT ON THEIR FAMILY LIFE, MORE THAN IF THEY WERE A MALE ENTREPRENEUR

*For 62% of female entrepreneurs working full time as a female entrepreneur disturbs/unsettles family life*

"WORKING FULL TIME AS A **MALE** ENTREPRENEUR DISTURBS/ UNSETTLES FAMILY LIFE"

- ✓ 34% total female < 48% total male
- ✓ 38% female wantrepreneurs < 51% male wantrepreneurs
- ✓ 45% female entrepreneurs < 61% male entrepreneurs

"WORKING FULL TIME AS A **FEMALE** ENTREPRENEUR DISTURBS/ UNSETTLES FAMILY LIFE"

- ✓ 48% total male < 52% total female
- ✓ 46% male wantrepreneurs < 60% female wantrepreneurs
- ✓ 60% male entrepreneurs < 62% female entrepreneurs

# #6

# YET AN INSPIRING MYTH IS BORN: THAT OF THE FEMALE ENTREPRENEUR. BUT WE LACK THE ICONS/FACES TO EMBODY IT

*64% of women feel inspired by female entrepreneurs but only 25% of them can name a successful one*

"I FEEL INSPIRED BY FEMALE ENTREPRENEURS"

- ✓ 64% total female
- ✓ 85% female wantrepreneurs
- ✓ 85% female entrepreneurs

"I KNOW THE NAME OF SUCCESSFUL FEMALE ENTREPRENEURS"

- ✓ 25% total female
- ✓ 35% female entrepreneurs

# #7

# WOMEN LOOK UP TO ROLE MODELS, BUT ESPECIALLY WANT SOMEONE TO GUIDE THEM

*According 74% of female aspiring entrepreneurs, mentorship is essential for people who want to become entrepreneurs*

" TO BECOME AN ENTREPRENEUR, IT IS IMPORTANT TO HAVE A ROLE MODEL TO LOOK UP TO"

- ✓ 59% total female
- ✓ 73% female wantrepreneurs
- ✓ 70% female entrepreneurs

"MENTORSHIP IS ESSENTIAL FOR PEOPLE WHO WANT TO BECOME ENTREPRENEURS"

- ✓ 63% total female
- ✓ 74% female wantrepreneurs
- ✓ 75% female entrepreneurs

# APPENDIX
# ADDITIONAL BACKUP STATISTICS FOR KEY LEARNING

# KEY LEARNING #1: BRITISH MEN & WOMEN VIEW ENTREPRENEURSHIP AS AN INSPIRING LIFE CHOICE. YET, FEW WOMEN BECOME ONE

**QUOTE:**

**53% OF TOTAL FEMALE THINK 'BEING AN ENTREPRENEUR IS A WONDERFUL EXPERIENCE' BUT ONLY 19% OF TOTAL FEMALE BECOME ONE.**

**BACK-UP STATISTICS:**

"BEING AN ENTREPRENEUR IS A WONDERFUL EXPERIENCE OVERALL"

- ✓ 50% of total population
- ✓ 48% of total male < 53% of total female
- ✓ 48% of total male wantrepreneurs < 50% of total female wantrepreneurs
- ✓ 47% of total male entrepreneurs < 55% of total female entrepreneurs

"I WOULD LIKE TO BECOME AN ENTREPRENEUR"

- ✓ 43% of total population
- ✓ 39% of total female < 50% of total male

"I AM AN ENTREPRENEUR"

- ✓ 19% of total women < 36% of total men

# KEY LEARNING #2: MONEY IS THE TOP DRIVER FOR ENTREPRENEURSHIP FOR BOTH GENDERS. BUT ONCE IN, FEMALE ENTREPRENEURS SEEM TO VALUE MEANING AND THEIR MALE PEERS INDEPENDENCE

**QUOTE:**

**39% of British women (and 40% of men) believe entrepreneurship is "a good way to earn more money**

**BACK-UP STATISTICS:**

"BEING AN ENTREPRENEUR IS A GOOD WAY TO EARN MORE MONEY"

- ✓ 39% for total female / 40% for total men
- ✓ 41% for total female wantrepreneurs / 41% for total men wantrepreneurs
- ✓ 36% for total female entrepreneurs / 38% for total men entrepreneurs

"GIVING MEANING TO ONE'S LIFE BY DEVELOPING ONE'S VALUES AND BELIEFS"

- ✓ 38% for total female / 35% for total men
- ✓ 36% for total female wantrepreneurs / 35% for total men wantrepreneurs
- ✓ 39% for total female entrepreneurs / 35% for total men entrepreneurs

"THE PLEASURE OF BEING YOUR OWN BOSS"

- ✓ 35% for total female / 40% for total men
- ✓ 28% for total female wantrepreneurs / 39% for total men wantrepreneurs
- ✓ 33% for total female entrepreneurs / 41% for total men entrepreneurs

"IS SOCIALLY REWARDING"

- ✓ 35% for total female / 38% for total men
- ✓ 36% for total female wantrepreneurs / 28% for total men wantrepreneurs
- ✓ 38% for total female entrepreneurs / 40% for total men entrepreneurs

# KEY LEARNING #3: WOMEN ARE MORE CONFIDENT THAN MEN IN THEIR PROFESSIONAL ABILITIES YET SHY AWAY FROM ENTREPRENEURSHIP FOR FEAR OF FAILING

**QUOTE:**

**24% OF TOTAL FEMALE FEEL THEY DON'T DESERVE THEIR PROFESSIONAL SITUATION (VS. 33% TOTAL MALE), YET 62% OF TOTAL FEMALE SAY THE RISK OF FAILURE COULD DISCOURAGE THEM FROM ENTREPRENEURSHIP .**

**BACK-UP STATISTICS:**

" IF I BECOME PROFESSIONALLY SUCCESSFUL IT IS MOSTLY DUE TO LUCK RATHER THAN HARD WORK"

- ✓ 26% total female < 36% total male
- ✓ 33% female wantrepreneurs < 37% male wantrepreneurs
- ✓ 34% female entrepreneur < 45% male entrepreneur

"I SOMETIMES FEEL THAT I DON'T DESERVE MY PROFESSIONAL SITUATION "

- ✓ 24% total female < 33% total male
- ✓ 28% female wantrepreneurs < 38% male wantrepreneurs
- ✓ 39% female entrepreneur < 44% male entrepreneur

" BUILDING A BUSINESS IS RISKIER FOR WOMEN THAN MEN "

- ✓ 35% total male < 42% total female
- ✓ 35% male wantrepreneurs < 50% female wantrepreneurs
- ✓ 46% male entrepreneur < 57% female entrepreneur

" THE FEAR OF FAILURE COULD DISCOURAGE ME FROM BECOMING AN ENTREPRENEUR "

- ✓ 55% total male < 61% total female
- ✓ 61% male wantrepreneurs < 67% female wantrepreneurs
- ✓ 60% male entrepreneur < 61% female entrepreneur

# KEY LEARNING #4: WOMEN FEEL THAT THEY WILL NEED TO WORK HARDER & CHANGE THEIR BEHAVIOR BUT WON'T BE REWARDED (1/2)

**QUOTE:**

**60% OF FEMALE WANTREPRENEURS BELIEVE THEY'LL NEED TO WORK HARDER THAN THEIR MALE COUNTERPARTS TO BE SUCCESSFUL.**

**BACK-UP STATISTICS:**

"FEMALE ENTREPRENEURS NEED TO WORK MORE THAN THEIR MALE COUNTERPARTS IN ORDER TO BE SUCCESSFUL"

- ✓ 46% total male < 54% total female
- ✓ 50% male wantrepreneurs < 60% female wantrepreneurs
- ✓ 67% male entrepreneur < 54% female entrepreneur

*For female behavior, please see data in the following slide*

# KEY LEARNING #4: WOMEN FEEL THAT THEY WILL NEED TO WORK HARDER & CHANGE THEIR BEHAVIOR BUT WON'T BE REWARDED (2/2)

**QUOTE:**

**60% OF FEMALE WANTREPRENEURS BELIEVE THEY'LL NEED TO WORK HARDER THAN THEIR MALE COUNTERPARTS TO BE SUCCESSFUL.**

**BACK-UP STATISTICS:**

WOMEN FEEL THAT FEMALE ENTREPRENEURS HAVE TO CHANGE THEIR BEHAVIOR:

HAVE TO ACT MORE LIKE MEN:

- ✓ 41% total male < 44% total female
- ✓ 45% male wantrepreneurs < 49% female wantrepreneurs
- ✓ 52% male entrepreneur < 55% female entrepreneur

NEED TO BE CAREFUL ABOUT THE WAY THEY DRESS:

- ✓ 44% total male < 53% total female
- ✓ 49% male wantrepreneurs < 65% female wantrepreneurs
- ✓ 54% male entrepreneur < 60% female entrepreneur

WILL NOT BE TAKEN SERIOUSLY IF TOO NICE:

- ✓ 40% total male < 47% total female
- ✓ 44% male wantrepreneurs < 56% female wantrepreneurs
- ✓ 51% male entrepreneur < 57% female entrepreneur

NEED TO SHOW MORE AUTHORITY:

- ✓ 41% total male < 52% total female
- ✓ 45% male wantrepreneurs < 60% female wantrepreneurs
- ✓ 50% male entrepreneur < 63% female entrepreneur

BUT ARE ALSO MORE LIKELY TO BE CRITICISED FEMALE ENTREPRENEURS ARE PERCEIVED AS TOO BOSSY:

- ✓ 38% total male < 45% total female
- ✓ 42% male wantrepreneurs < 53% female wantrepreneurs
- ✓ 49% male entrepreneur < 53% female entrepreneur

MALE ENTREPRENEURS ARE MORE POPULAR AMONG THEIR EMPLOYEES COMPARED TO FEMALE ENTREPRENEURS:

- ✓ 33% total female / 34% total male
- ✓ 35% female wantrepreneurs / 35% male wantrepreneurs
- ✓ 51% male entrepreneur < 47% female entrepreneur

# KEY LEARNING #5: THEY ALSO WORRY ABOUT THE IMPACT ON THEIR FAMILY LIFE, MORE THAN IF THEY WERE A MALE ENTREPRENEUR

**QUOTE:**

**For 62% of female entrepreneurs working full time as a female entrepreneur disturbs/unsettles family life**

**BACK-UP STATISTICS:**

"WORKING FULL TIME AS A MALE ENTREPRENEUR DISTURBS/ UNSETTLES FAMILY LIFE."

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- ✓ 38% female wantrepreneurs < 51% male wantrepreneurs
- ✓ 45% female entrepreneurs < 61% male entrepreneurs

"WORKING FULL TIME AS A FEMALE ENTREPRENEUR DISTURBS/ UNSETTLES FAMILY LIFE."

- ✓ 48% total male < 52% total female
- ✓ 46% male wantrepreneurs < 60% female wantrepreneurs
- ✓ 60% male entrepreneurs < 62% female entrepreneurs

# KEY LEARNING #6: YET AN INSPIRING MYTH IS BORN: THAT OF THE FEMALE ENTREPRENEUR. BUT WE LACK THE ICONS/FACES TO EMBODY IT

**QUOTE:**

**64% OF WOMEN FEEL INSPIRED BY FEMALE ENTREPRENEURS BUT ONLY 25% OF THEM CAN NAME A SUCCESSFUL ONE**

**BACK-UP STATISTICS:**

"I FEEL INSPIRED BY FEMALE ENTREPRENEURS"

- ✓ 64% total female
- ✓ 85% female wantrepreneurs
- ✓ 85% female entrepreneurs

"I KNOW THE NAME OF SUCCESSFUL FEMALE ENTREPRENEURS"

- ✓ 25% total female
- ✓ 35% female entrepreneurs

# KEY LEARNING #7: WOMEN LOOK UP TO ROLE MODELS, BUT ESPECIALLY WANT SOMEONE INVOLVED IN THEIR SUCCESS

**QUOTE:**

**For 74% of female aspiring entrepreneurs, mentorship is essential for people who want to become entrepreneurs**

**BACK-UP STATISTICS:**

"TO BECOME AN ENTREPRENEUR, IT IS IMPORTANT TO HAVE A ROLE MODEL TO LOOK UP TO"

- ✓ 59% total female
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“MENTORSHIP IS ESSENTIAL FOR PEOPLE WHO WANT TO BECOME ENTREPRENEURS”

- ✓ 63% total female
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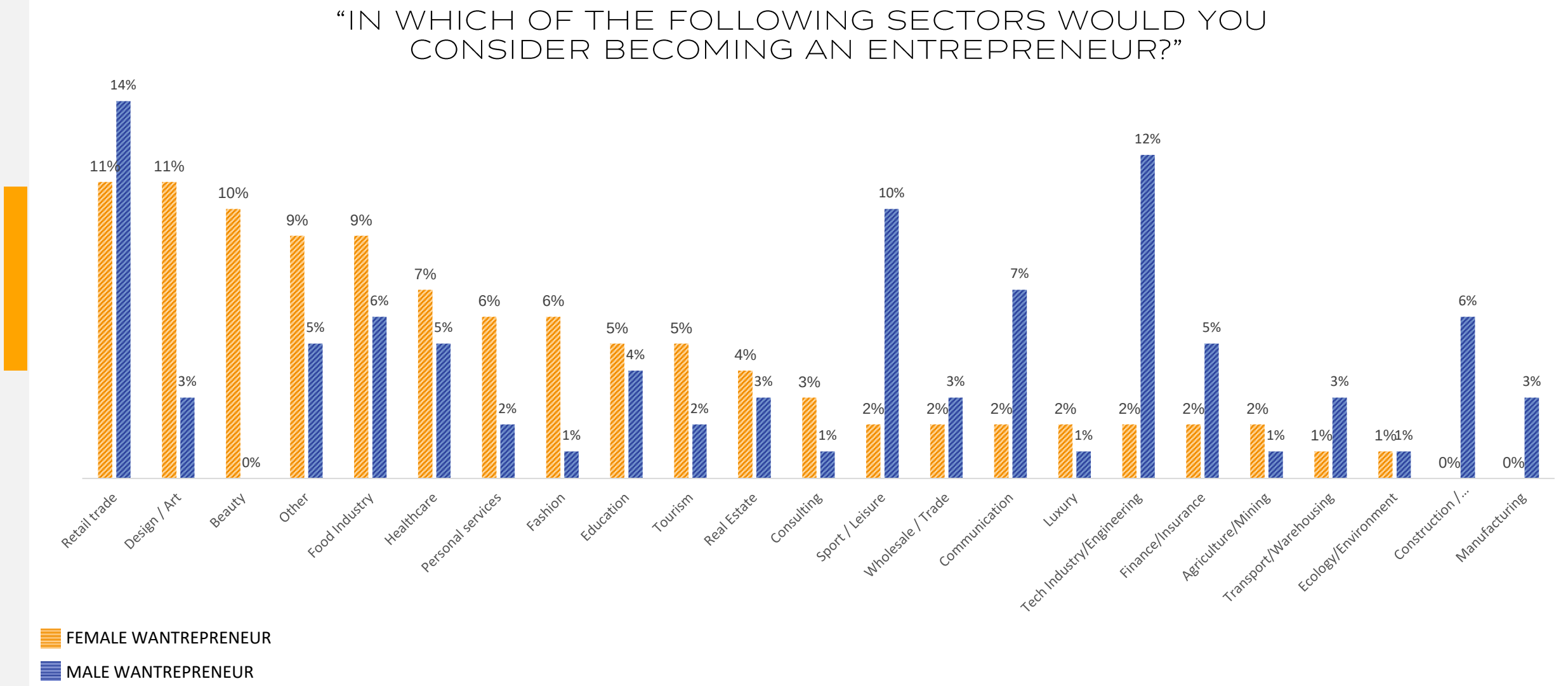
- ✓ 75% female entrepreneurs

# APPENDIX

# WANTREPRENEURS' SECTOR OF ACTIVITY



Veuve Clicquot

REIMS FRANCE