

About the Survey

[Vistaprint](#) conducted a survey of 1600 working British people. The sample was broken into 800 small business owners (a small business is defined as one with 50 or fewer employees), and 800 full time employees and investigated differences in personality traits, career motivation and work life balance.

Findings

Personality traits

- Small business owners (SBOs) and full time employees (FTEs) were asked to rate their agreeance with statements around personality traits on a scale of 1 (strongly disagree) to 5 (strongly agree).
- Below shows the list of personality traits respondents **strongly agreed** they possessed broken down by SBO and FTE.

Personality traits respondents strongly agreed they possessed

Statement	% FTE	% SBO
I am independent	31.8%	45.8%
I am passionate about my work	16.3%	31.3%
I want to help people	26.9%	30.6%
I want to make money	29.1%	30.1%
I love my job	14.4%	29.6%
I am unique	22.9%	27.5%
I am empathetic	23.4%	26.6%
I am confident	15.8%	25.3%
I am a strong character	14.1%	22.6%
I am ambitious	15.8%	20.5%
I am goal orientated	15.6%	19.5%
I am emotional	17.3%	15.4%
I am stubborn	17.1%	14.9%
I am a natural leader	10.5%	14.8%
I want to be liked	20.4%	12.8%
I am popular	8.9%	11.3%
I am an extrovert	7.0%	8.5%
I am altruistic	7.4%	6.8%
I struggled at school	8.0%	6.6%
I embrace conflict	7.1%	5.3%

- The biggest variations between SBOs and FTEs were found in the following traits: passion for work, confidence, strong character and natural leadership.

- SBOs were twice as likely to say they loved their job than FTEs.
- SBOs were more likely to strongly agree they were independent (45.8%) than FTEs (31.8%)
- SBOs were more likely to strongly agree they were confident (25.3%) than FTEs (15.8%).

Work life balance

- Almost three times as many SBOs (39.4%) than FTEs (12.9%) strongly agreed their job was flexible; However, twice as many SBOs (17.8%) than FTEs (8.8%) said they work outside of working hours.

Work life statements respondents strongly agreed with

Statement	% FTE	% SBO
My job is flexible	12.9%	39.4%
I arrange my work around my life	10.1%	21.6%
I am always working outside of working hours	8.8%	17.8%
I often worry about my work outside of working hours	10.0%	14.5%
I have enough time for my family & friends	17.0%	24.5%
I have a good work life balance	18.6%	23.9%

- FTEs work an average of 39.4 hours a week, while SBOs work an average of 33.3 hours.
- 56.6% of SBOs do not work overtime, compared to 24.4% of FTEs.
- The average hours an SBO works per week decreases with age, while the average hours an employee works increases with age.

Average weekly working hours

Age	Average hours by SBOs	Average hours by Employees
18-24	44.0	38.0
25-34	34.2	39.3
35-44	34.0	39.2
45-54	35.4	39.4
55+	31.4	41.0

Career Motivation

- Almost double the amount of SBOs (23.0%) than FTEs (12.0%) say work life balance motivates them in their job.
- More than double the amount of SBOs (21.3.0%) than FTEs (10.3%) cite the love of the job as their greatest career motivation.
- 73.1% of FTEs say they work to live compared to 57.5% of SBOs.

Motivation for career

Motivation	% Employees	% SBO
Money	43.0%	34.3%
Being able to help others	13.6%	11.9%
Career progression and development	12.8%	3.8%
Work life balance	12.0%	23.0%
For the love of the job	10.3%	21.3%
None of the above / No motivation	7.8%	5.1%
Power	0.6%	0.8%

- The region of the UK which is motivated most in their career by being able to help others is Northern Ireland (18.2%), followed by Scotland and the North East (15.2%).
- The region motivated most by the love of the job is the East Midlands (20.9%) followed by Scotland (19.2%).
- The region motivated most by work life balance is East of England (24.8%) followed by North West (23.6%).

Career motivation by region

Regions	Money	Work life balance	For the love of the job	Career progression and development	Being able to help others
Northern Ireland	36.4%	18.2%	18.2%	3.0%	18.2%
Scotland	33.6%	16.8%	19.2%	8.0%	15.2%
North East	37.9%	12.1%	10.6%	13.6%	15.2%
West Midlands	38.4%	18.8%	15.8%	8.3%	14.3%
East Midlands	37.2%	12.8%	20.9%	9.3%	14.0%
Wales	41.5%	13.9%	16.9%	9.2%	13.9%
London	40.7%	14.6%	13.5%	12.0%	13.5%
North West	33.9%	23.6%	14.4%	8.7%	13.3%
Yorkshire and the Humber	41.0%	12.7%	16.4%	6.0%	12.7%
South West	40.3%	18.1%	14.8%	7.4%	12.1%
South East	43.3%	18.9%	17.2%	3.4%	10.1%
East of England	32.7%	24.8%	14.9%	9.9%	6.9%

- As respondents get older, money becomes less of a career motivator, while work life balance and love of the job become more of a motivation.

Career motivation by region

Age	Money	Career progression and development	Being able to help others	For the love of the job	Power	Work life balance
18-24	55.9%	22.0%	6.8%	1.7%	1.7%	6.8%
25-34	42.8%	14.8%	14.5%	12.0%	0.4%	10.6%
35-44	40.2%	10.9%	10.6%	13.8%	1.2%	17.0%
45-54	41.3%	6.6%	12.5%	12.7%	0.5%	19.3%
55+	31.1%	2.6%	14.2%	23.2%	0.6%	21.5%

Entrepreneurship in the UK

- The largest density of small business owners (SBOs) can be found in the South-East indexing at 1.48, followed by London at 1.26.
- The Index takes population of the region into account.

Most entrepreneurial regions in the UK

UK Regions	% of SBOs from region	% of UK population in region	Entrepreneurial Index
South East	20.3%	13.7%	1.48
London	16.8%	13.3%	1.26
South West	10.5%	8.4%	1.25
North West	10.8%	11.0%	0.98
East Midlands	6.8%	7.2%	0.94

- Over a third (36.3%) of full time employees (FTEs) would like to start their own business in the future.
- More than half of those who said they would like to start their own business (52.1%) have plans to do so in the next 5 years.

Regions with the most entrepreneurial plans

Ranking	Region	% respondents who would like to start their own business
1	North East	42.2%
2	London	41.1%
3	Northern Ireland	40.9%
4	North West	40.4%
5	Yorkshire & Humber	39.2%

Regions with the most entrepreneurial desire

Ranking	Region	% respondents who would like to start their own business
1	North East	42.2%
2	London	41.1%
3	Northern Ireland	40.9%
4	North West	40.4%
5	Yorkshire and the Humber	39.2%

- The desire to start a business decreases with age.

Would you like to start your own business some day?

Age range	18-24	25-34	35-44	45-54	55+
% of FTEs who would like to start their own business	44.6%	44.3%	46.8%	24.1%	19.4%