Women tend to see more barriers to starting a new business, and are less sure of where to find support.

**What do you think are / would be the biggest barriers to you starting your own business or enterprise?**

- **It's too risky**
  - Men, 18-30: 36%
  - Women, 18-30: 34%

- **Concerned the business will fail**
  - Men, 18-30: 30%
  - Women, 18-30: 32%

- **The current economic climate is too difficult**
  - Men, 18-30: 27%
  - Women, 18-30: 30%

- **Need more skills**
  - Men, 18-30: 15%
  - Women, 18-30: 17%

- **Don't think I could get enough money to start up**
  - Men, 18-30: 29%
  - Women, 18-30: 34%

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Women are more likely to see business success as having flexibility, and are willing to earn less for it.

**What does or would success look like for your business?**

- **Good work / life balance**
  - Men: 73%
  - Women: 79%

- **Having enough to live on**
  - Men: 59%
  - Women: 60%

- **Sustainable profitability**
  - Men: 45%
  - Women: 53%

- **Having the flexibility to fit other aspects of my life around my work**
  - Men: 51%
  - Women: 59%

- **Growing the business**
  - Men: 45%
  - Women: 51%

- **Establishing a brand reputation**
  - Men: 31%
  - Women: 33%

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There is a greater tendency for women to rely on their networks for business advice.

**Who would you go to for advice if you wanted to start up your own business?**

- **Friends who have started their own business**
  - Men: 36%
  - Women: 36%

- **The bank**
  - Men: 28%
  - Women: 29%

- **Local entrepreneurial support agency**
  - Men: 31%
  - Women: 28%

- **A government-funded business advisor**
  - Men: 28%
  - Women: 28%

- **A network of others who have started their own business**
  - Men: 33%
  - Women: 28%

- **Member of my family**
  - Men: 25%
  - Women: 28%

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Source: Populus Public Reputation Tracker
Base: All respondents who are self employed or starting their own business; Men (268); Women (218)