



The Entrepreneur Era

Millennials, Baby Boomers and The Future of Work

GoDaddy and Morar Consulting
Global Entrepreneur Survey 2016

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Morar Consulting was commissioned by GoDaddy to conduct a global survey of very small businesses – defined as ten workers or less – entrepreneurs and soon-to-be entrepreneurs in Australia, Brazil, Canada, China, Hong Kong, India, Mexico, Singapore, Turkey, the United Kingdom and the United States. A total of 7,291 people participated. The interviews were conducted online by Morar Consulting in August 2016 using an email invitation and an online survey. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 1.5 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Learn more about Morar Consulting on their website:
www.morarconsulting.com

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In 2016, GoDaddy partnered with Morar Consulting to conduct a global survey of 7,291 professionals in 11 regions, including Australia, Brazil, Canada, China, Hong Kong, India, Mexico, Singapore, Turkey, the United Kingdom and the United States to analyze generational views of entrepreneurship and the future of work.

These are the findings.

Executive Summary

What did we learn?

The Entrepreneur Era

Entrepreneurs have always been the lifeblood of an economy – in realizing their dreams they create opportunities for millions of others. Across the globe, there are more than 400 million small businesses and independent ventures. In some instances, these small seedlings grow to redwoods with names like Google and Starbucks, but more often they stay small, and service our local communities. And while the last half-century has seen the concept of small businesses grow in places such as Beijing, Bangalore and Brasilia, we are about to experience a new age of entrepreneurship that could significantly increase the number of global small businesses, according to the Global Entrepreneur Survey 2016.

We are entering the “Entrepreneur Era,” fueled by the largest living generation in the world: Millennials. Their quest for autonomy is perfectly timed with the intersection of new technologies that make starting a company as easy as building a website, and by economic changes that have liberalized ownership. The research, fielded in eleven countries with a sample size of 7,291 people, shows that 36% of professionals plan to either start a small business or be self-employed over the next 10 years. If you include those who plan to moonlight with full-time jobs, that number jumps to an eye-opening 45%.

Who we surveyed

- 2,399 **Millennials** (18-30 years old)
- 2,435 **Gen Xers** (31-50 years old)
- 2,189 **Baby Boomers** (51-70 years old)

- 4,537 **Future entrepreneurs**
- 2,474 **Small business owners**

- 3,805 **Male**
- 3,218 **Female**



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GoDaddy Customer
textilelab.org

The Entrepreneur Era

36% of people surveyed plan to be entrepreneurial over the next 10 years by starting a small business or being self-employed.

- **50%** of Millennials
- **38%** of Gen X
- **16%** of Baby Boomers

The Entrepreneur Era

45% of people surveyed plan to be entrepreneurial over the next 10 years when including those who plan to moonlight on the side.

- **62% of Millennials**
- **47% of Gen X**
- **21% of Baby Boomers**

What's Driving Current and Future Entrepreneurs?

It's the flexibility that being a boss provides: Working when they want, where they want, how they want.

Flexibility (41%) trumps money (17%) and not worrying about corporate layoffs (17%) by a wide margin.

Millennials: Entrepreneurial Spirit

Millennials are taking the plunge and starting new ventures at a pace never seen before.

24% of Millennials were a student when they decided to start a new business or become self-employed.

6x Millennials are 6x more likely to pursue entrepreneurship as students than Baby Boomers were in the 1960s and 1970s

Baby Boomers: The Golden “Working” Years

Many Baby Boomers aren't planning to stop working in their Golden Years. According to the research, 21% plan to start their own venture or moonlight over the next 10 years. In the US alone, that equates to more than 15.7 million new entrepreneurs in the economy.

Technology Fuels Entrepreneurship

Technology Fuels Entrepreneurship

The pervasiveness of affordable and easy-to-use cloud-based technology over the past decade is arguably the single most important propellant for entrepreneurial growth. Ideas jump from concept to a full-fledged online store and social media presence in a single day. The ability to leverage trillions of dollars of digital infrastructure has wiped away a good deal of the risk of starting a new business, and has encouraged entrepreneurs to take the leap.

Technology Fuels Entrepreneurship

81% of those surveyed said that technology made starting a new business easier.

56% are “Do It Yourself-ers” and manage their own technology needs.

Technology Fuels Entrepreneurship

29% of entrepreneurs say building a website is the primary channel for establishing an online presence.

58% of entrepreneurs say websites and social media are the most attractive channels to customers.

New Technology

Layoffs and Reduced Hours Worked

While technology has freed many to start a business, workers understand that it cuts both ways. The introduction of new technologies is squeezing many by leading to layoffs or a reduction in their number of hours over the past 3-5 years.

40% of people surveyed were either laid off or had their hours reduced because of new technology.

- **49% of Millennials** were laid off or had hours reduced because of new technologies.
- **32% of Baby Boomers** were laid off or had hours reduced because of new technologies.

Boot Strapping: **From Unemployed to Self-Employed**

After being laid off, many would-be entrepreneurs take control of their destiny by taking the plunge and finally starting that venture they've always wanted to.

Boot Strapping: From Unemployed to Self-Employed

18% of small business operators surveyed said they started their business after getting let go from their job. Being the boss solves that problem.

Boot Strapping: From Unemployed to Self-Employed

10% of Millennials started their own business after being laid off.

24% of Baby Boomers started their own business after being laid off.

Entrepreneur Attitudes

Entrepreneurs Embrace Risk

- **No fear: 59%** of small business owners would start another venture if their current business failed.
- **No regrets: 87%** of small business owners/self-employed would do it all over again.
- **For the love of the game: 46%** would start another business if they sold their existing business for a large sum.

The Keys to Entrepreneurial Success

Entrepreneurs say grit and determination **(76%)** are more important than having a great idea **(53%)**.



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GoDaddy Customer
www.petsonbroadway.com



Denny Moe's Superstar Barbershop
GoDaddy Customer
www.dennymoes.com

The Keys to Entrepreneurial Success

Only **11%** believe education provided the tools to become an entrepreneur, while **37%** say work experience is most valuable.

Future Ventures

Mom & Pop vs. Fortune 500

Most entrepreneurs aspire to own a business with 25 or less employees.

- 9%** 5 employees or less
- 12%** 6-25 employees
- 22%** 26-100 employees
- 28%** 101-500 employees
- 29%** More than 500 employees

**Millennials think bigger is better:
27% want 100 or more employees.**



Fine & Raw Chocolate
GoDaddy Customer
www.fineandraw.com

Retail and Services

Most Popular Planned Businesses

21% plan to run a small business focused on consumer retail products.

20% plan to run a small business focused on consumer services.

Small, but Global

Entrepreneurs think local and act global

53% want their business to have
global customers.

Role Models for **Entrepreneurs**

Entrepreneurs look close to home for inspiration. Across the globe, would-be entrepreneurs indicated that their parents or a local businessperson was their role model when it came to starting a business. Others looked to young business leaders such as Facebook's Zuckerberg, but few in the United States, for example, seemed impressed by what socialite Kim Kardashian has done to create a personal brand.

Role Models for **Entrepreneurs**

- **39%** say parents are the best role model to follow towards becoming a successful entrepreneur.
- **27%** say Mark Zuckerberg is best.
 - Millennials: **40%** for Zuckerberg vs. **30%** for Mom and Dad
 - Gen X: **21%** for Zuckerberg vs. **39%** for Mom and Dad
 - Baby Boomers: **24%** for Zuckerberg vs. **41%** for Mom and Dad
- **22%** say a local small business owner is best.
- **1%** look to Kim Kardashian.

Summary

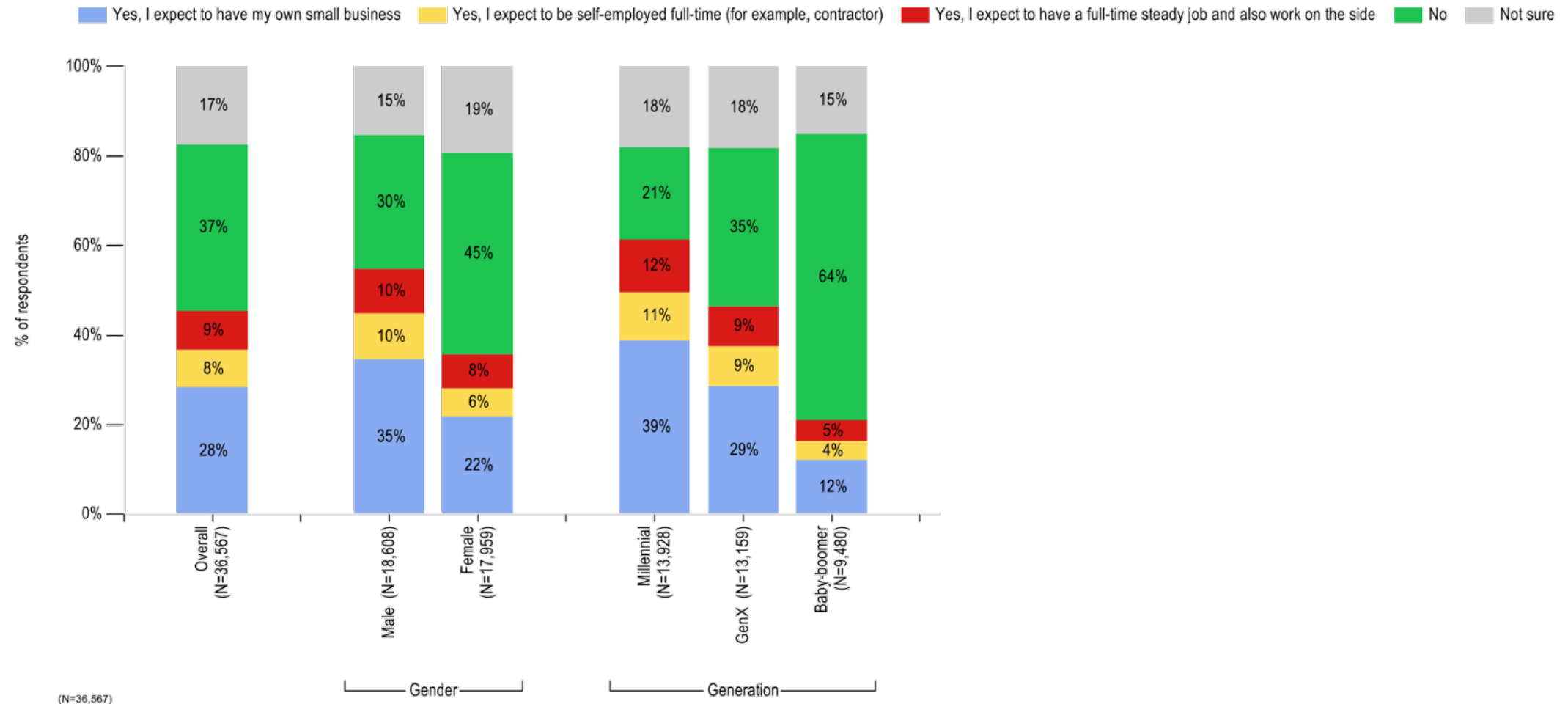
This research demonstrates that every generation — including those just starting their careers and those preparing for retirement — see opportunity and liberation in creating their own venture. They don't fear failure and while the ride is bound to be bouncy, they aren't looking back:

87% of small business operators said if they had a chance to do it all over, they would do it all again.

Appendix

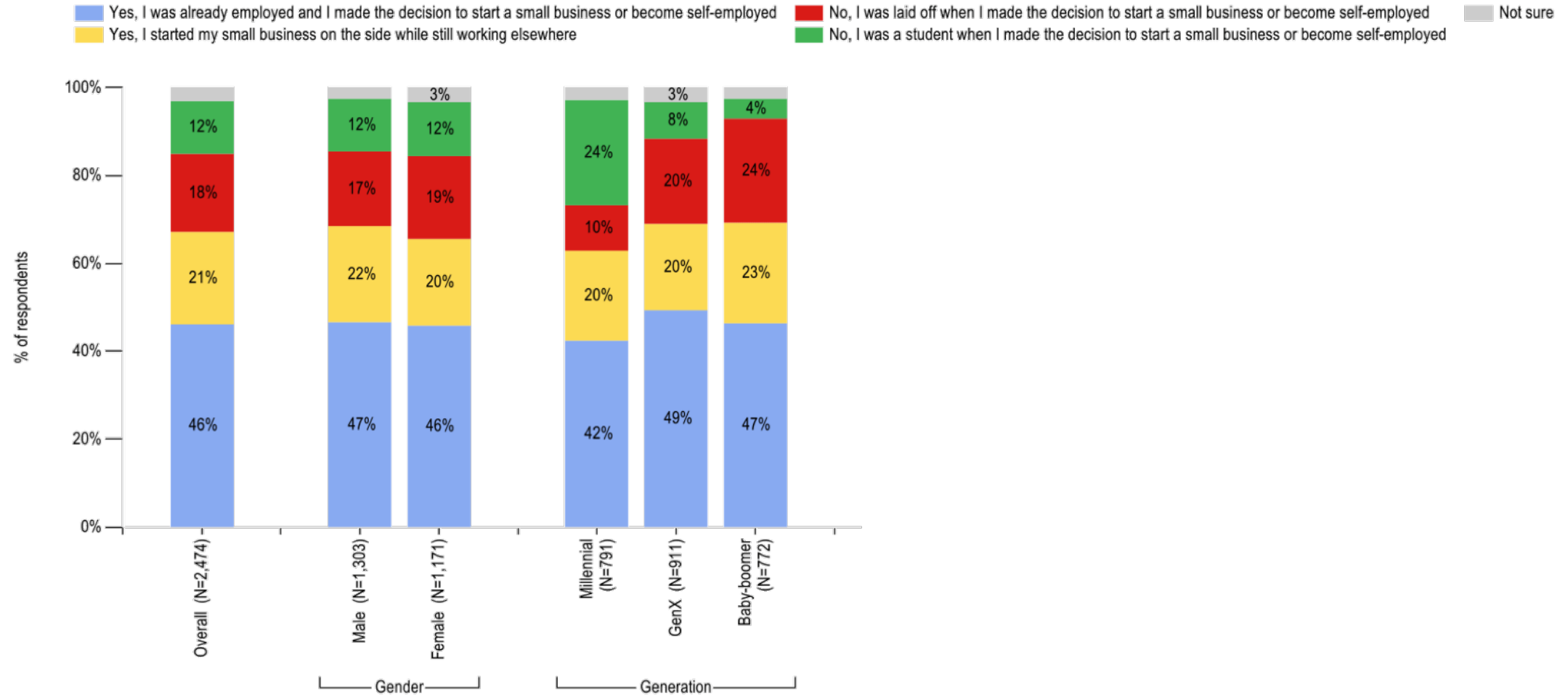
Profile: Entrepreneurial Expectation

Do you expect to be entrepreneurial in the next 10 years, for example, by starting your own business or being self-employed?



Profile: Employment before Business Ownership

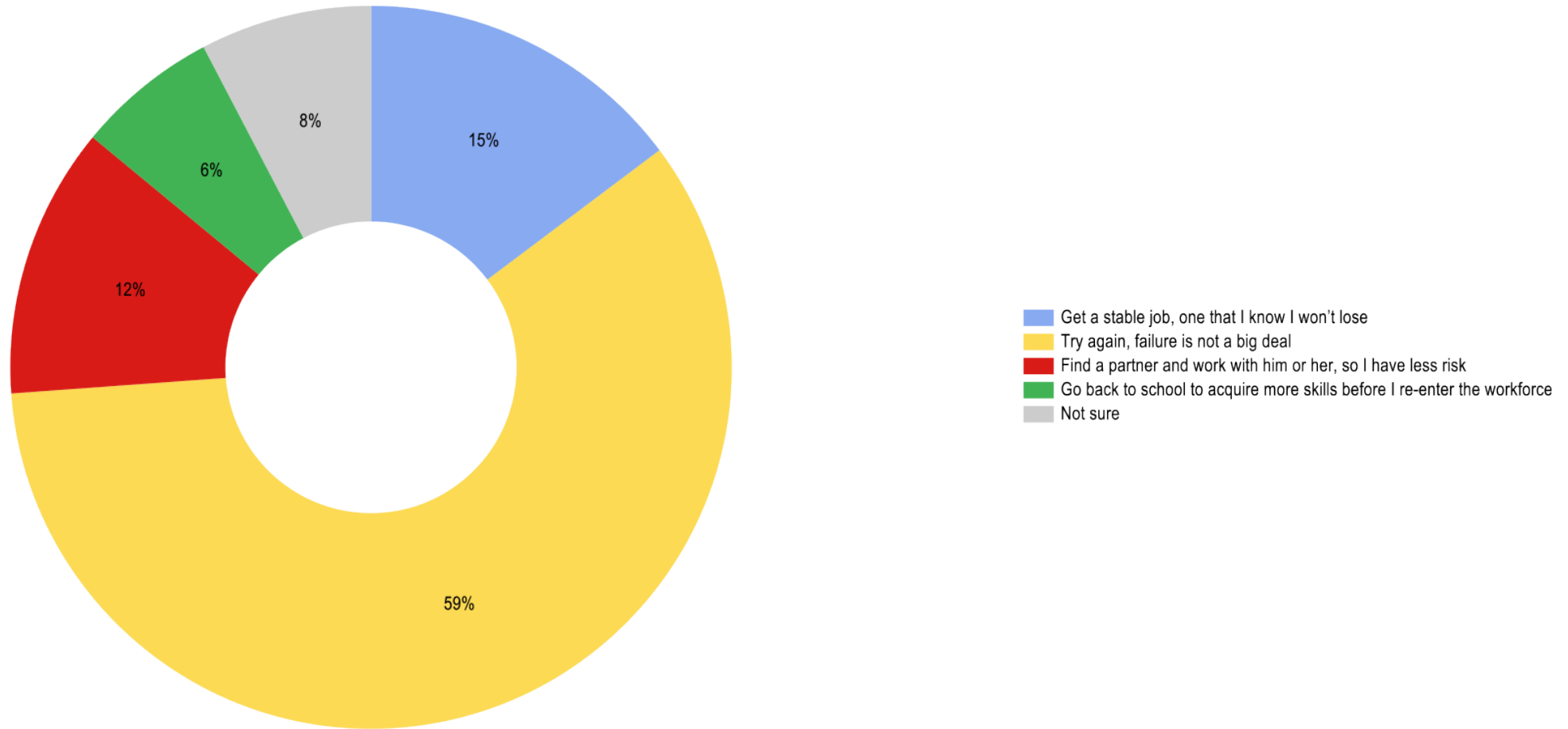
Were you employed before you started your business or became self-employed?



(N=2,474)

Business Failure Alternative

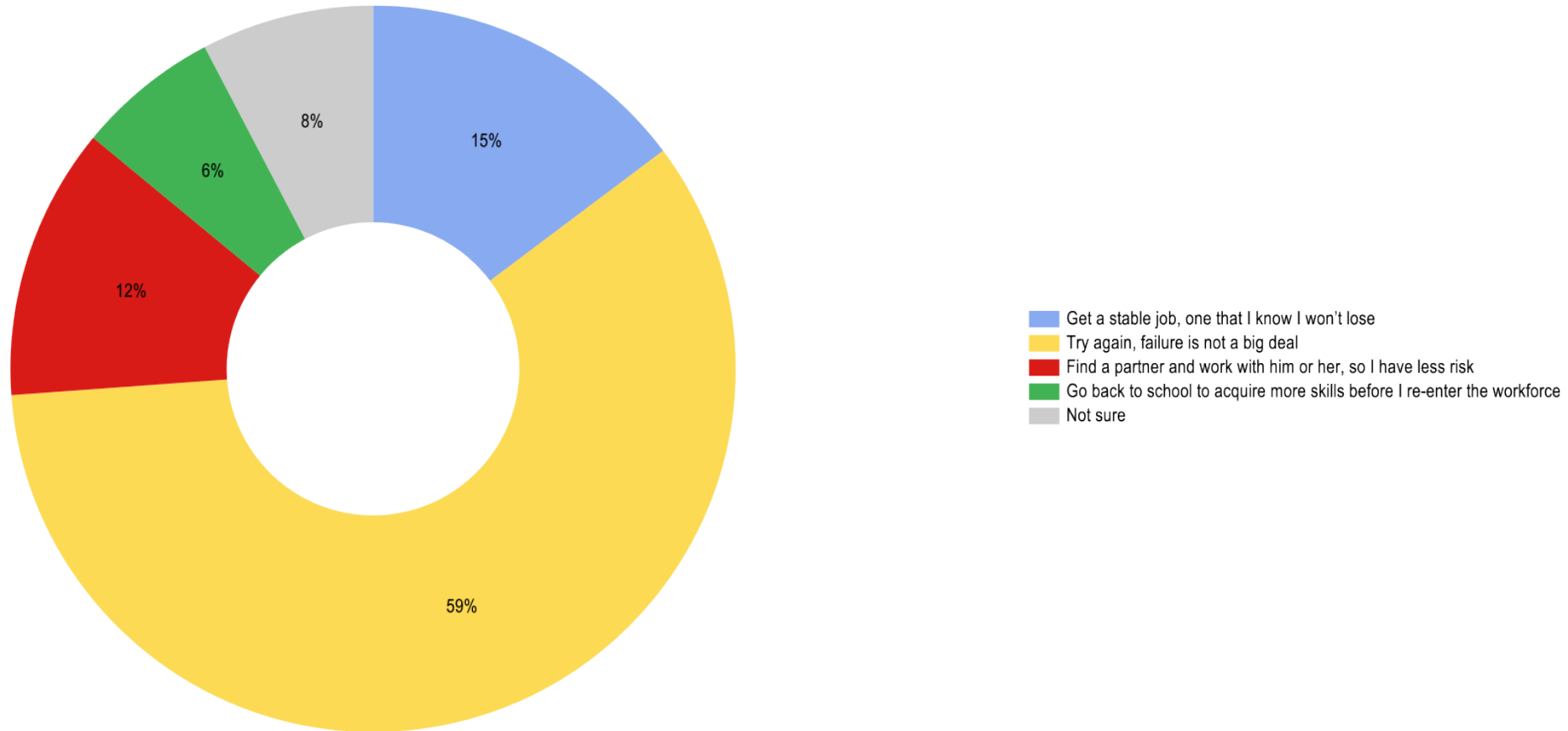
If your current business endeavor failed, what are you likely to do in the future?



(N=2,474)

Technology Management

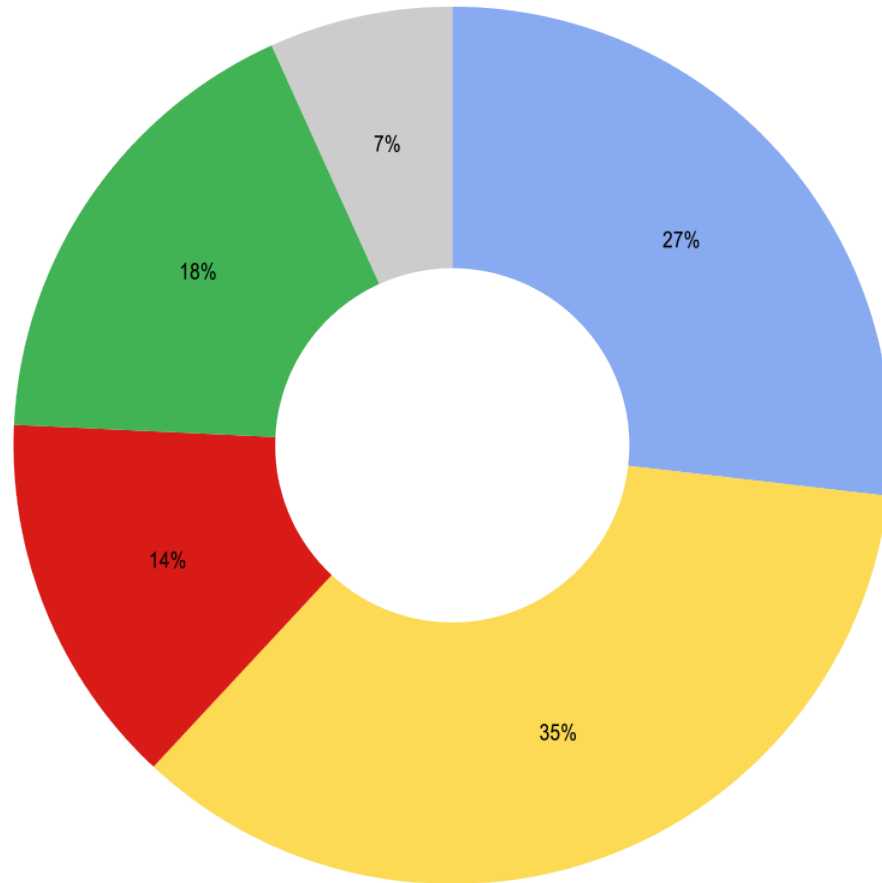
When it comes to managing your business online, how do you handle your technology needs (e.g. keeping your website up and running)?



(N=2,474)

Technology Support

What technologies do you think help you become the most successful entrepreneur you can be?

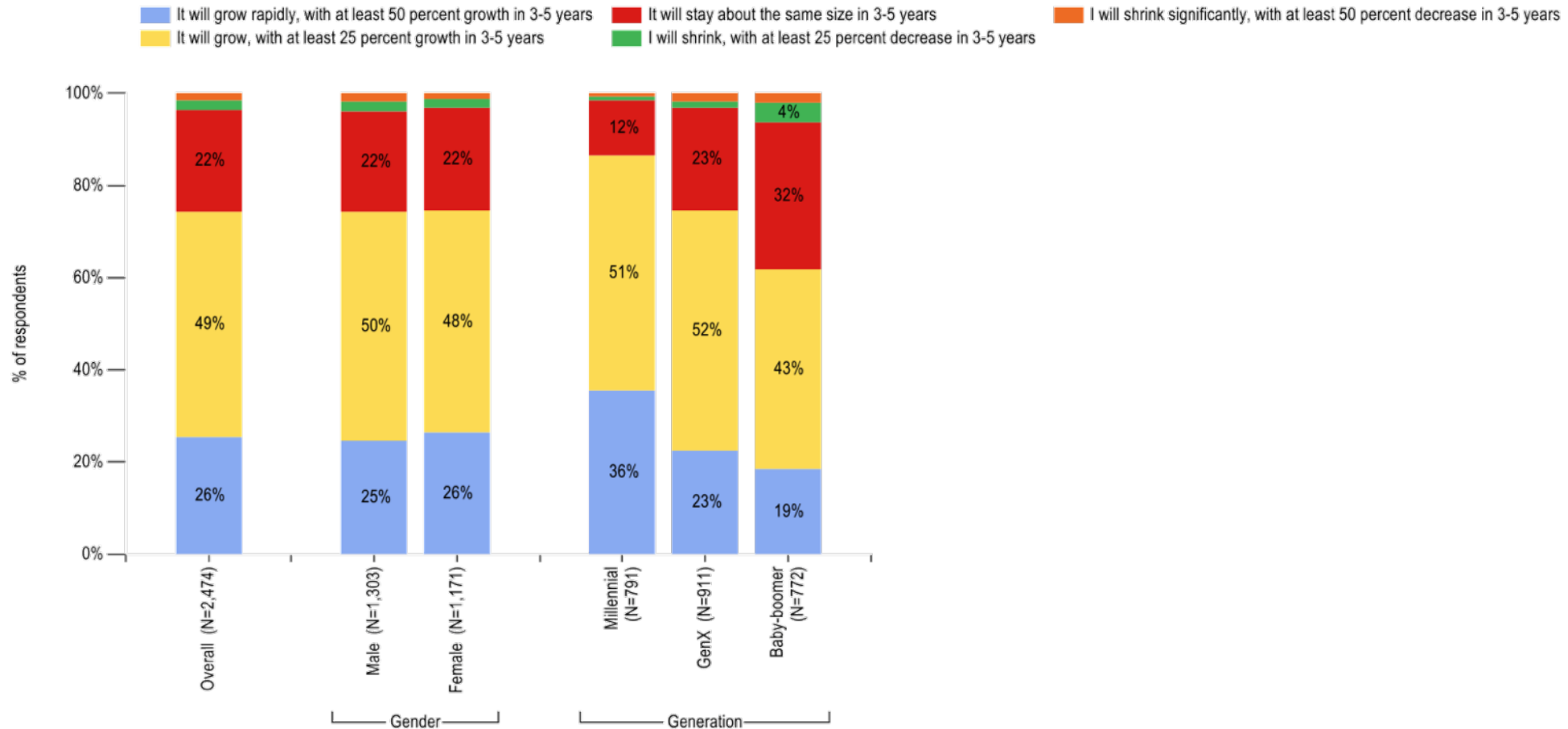


- Technology tools that make my business run more efficiently and as cost effective as possible.
- Technology tools that help me market better, get found, and expand my reach to a broader r...
- Technology tools that help me manage my digital assets - my website and social media pages.
- Technology tools that help me have a closer relationship with the customers I have.
- Not sure

(N=2,474)

Profile: Future Performance

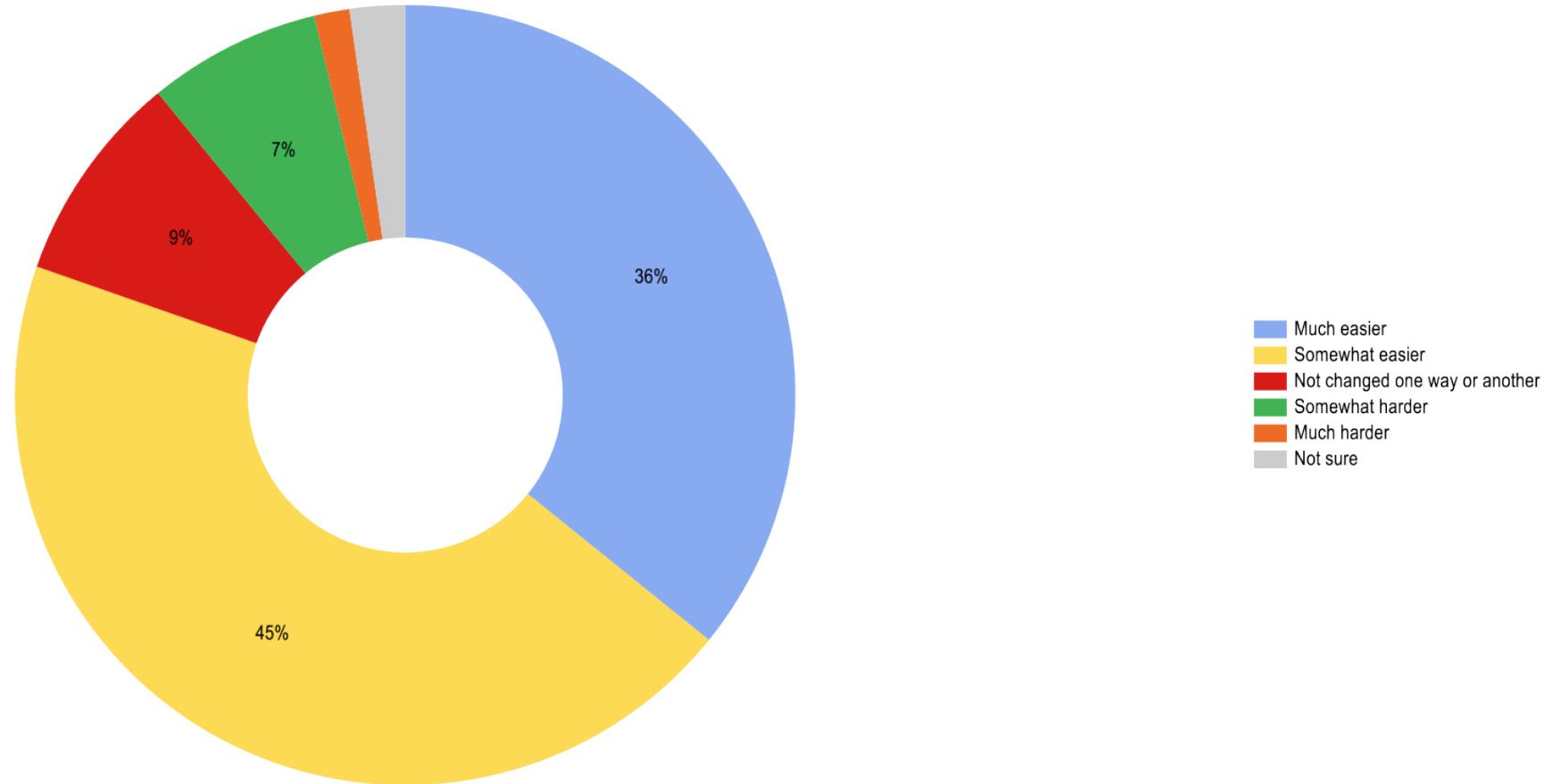
Looking at the next 3-5 years, how do you expect your business endeavor (your small business or self-employment opportunity) to perform?



(N=2,474)

Ease Starting Business

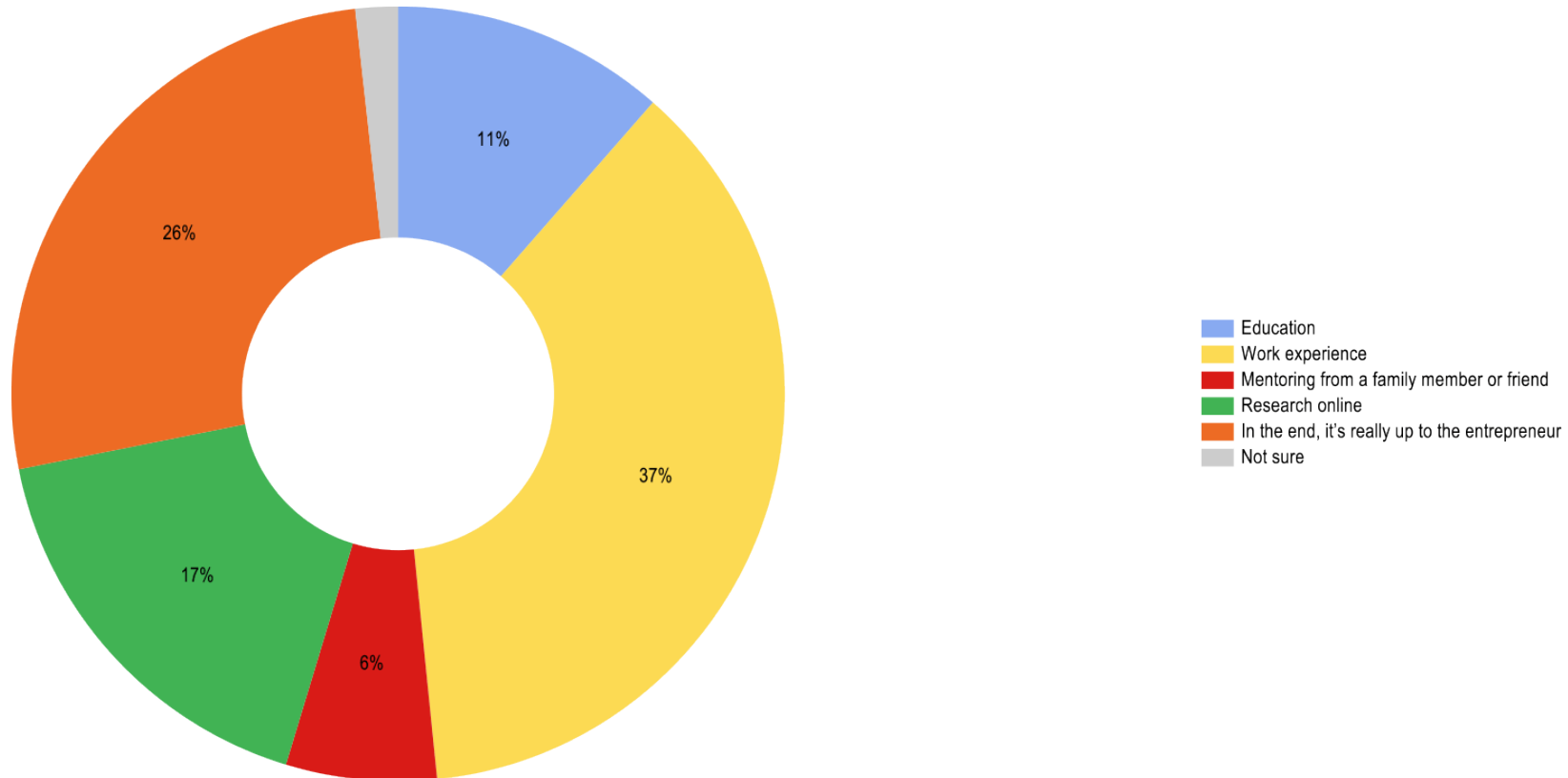
In your opinion, have changes in the economy brought on by new technologies made it easier or harder to start a business and become an entrepreneur?



(N=6,991)

Most Valuable Tools

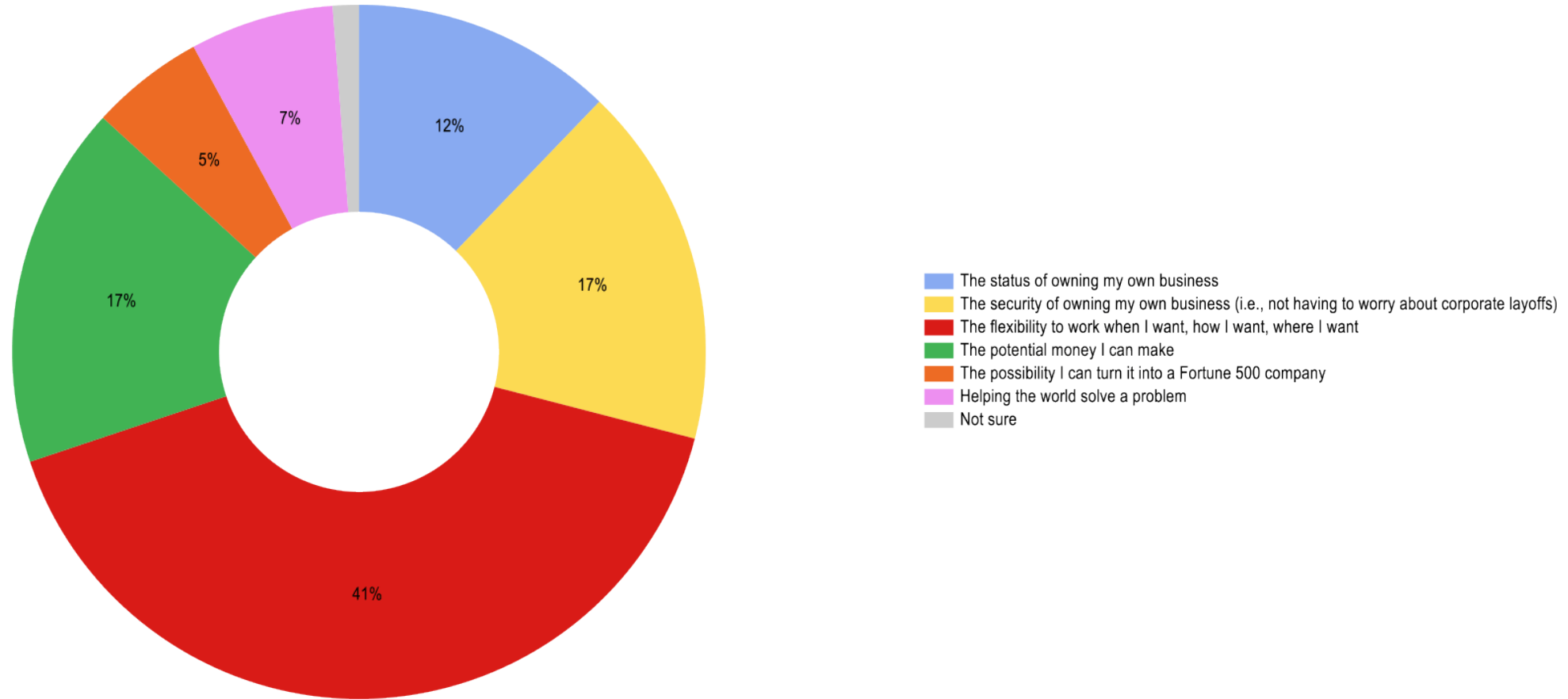
Thinking about what it takes to be an entrepreneur, which of the following are the most valuable to providing the tools and experience to start your own business and become an entrepreneur?



(N=6,991)

Small Business Ownership Attraction

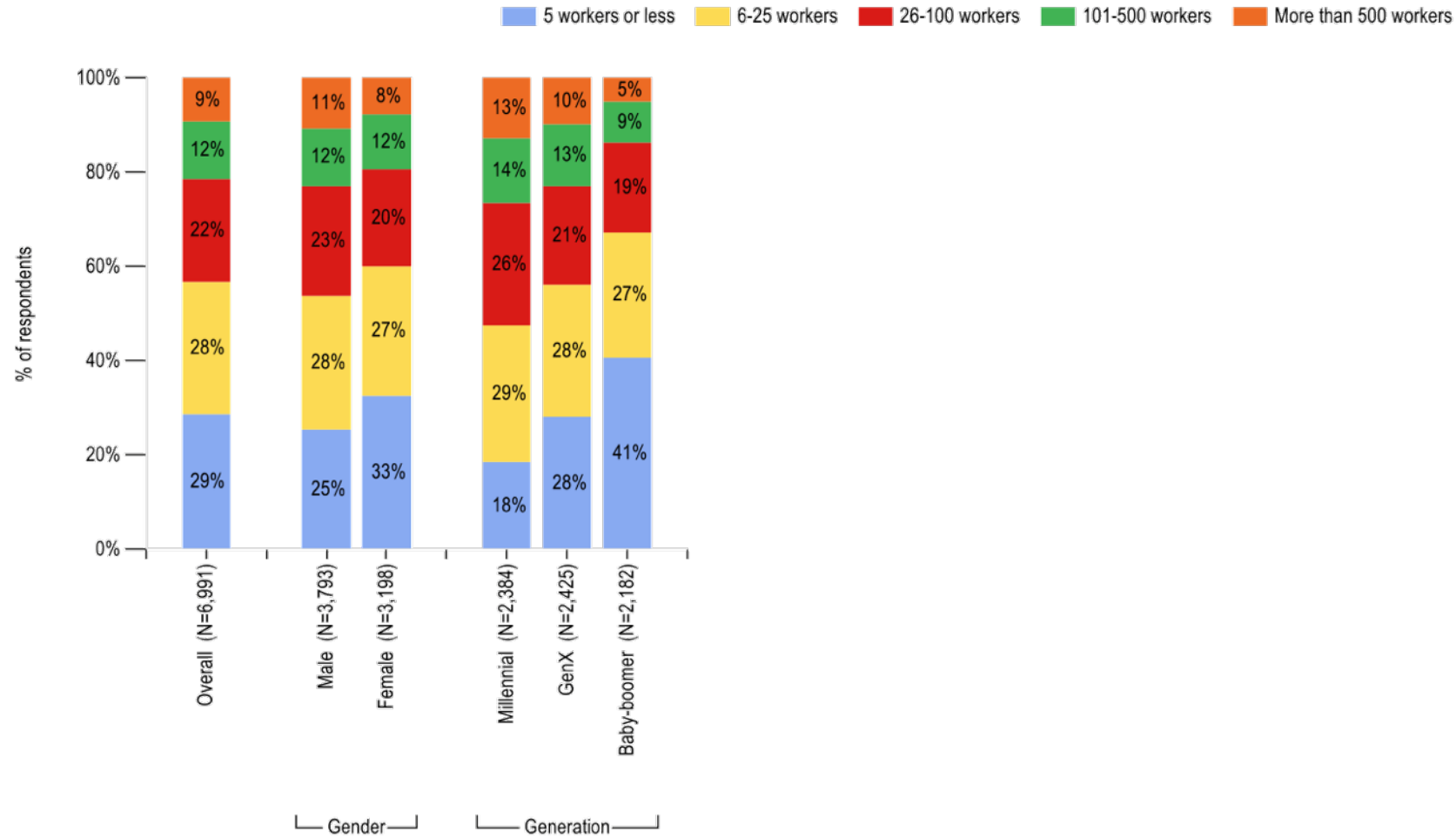
In your opinion, what do you think is the most attractive part of being a small business owner and entrepreneur?



(N=6,990)

Profile: Long Term Ownership Size

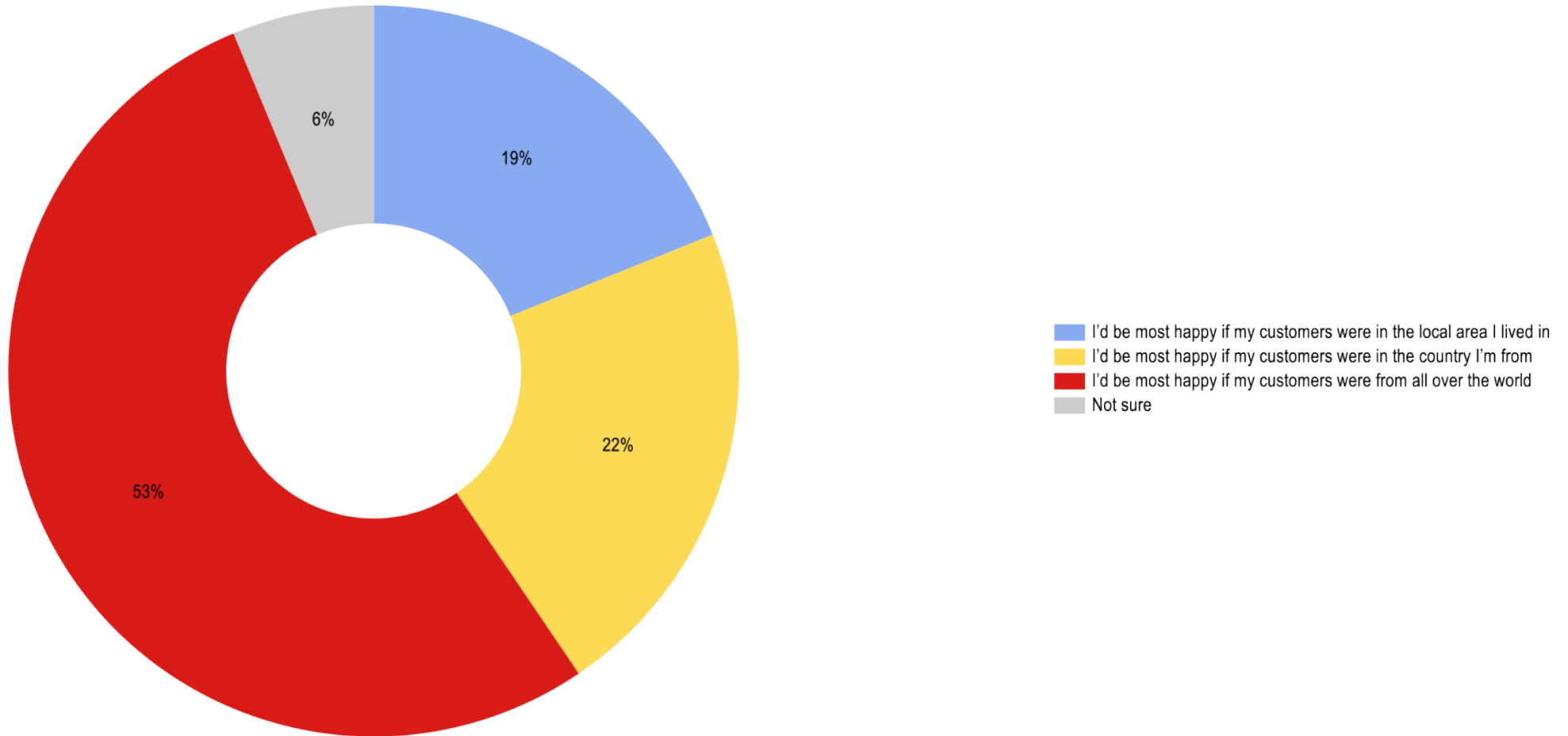
In an ideal world, what kind of business do you want to own and manage in the long term?



(N=6,991)

Long Term Ownership Reach

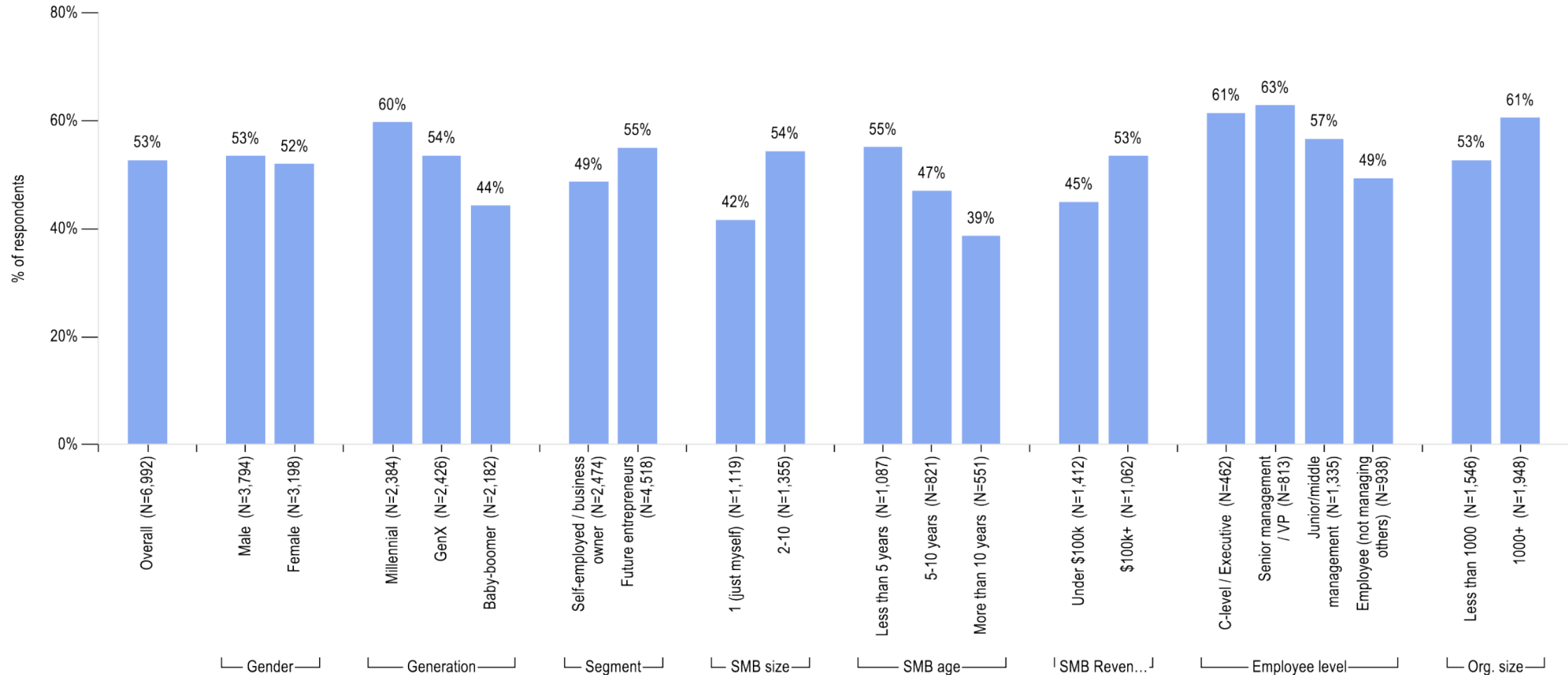
In an ideal world, what kind of business do you want to own and manage in the long term?



(N=6,992)

Profile: Having a Great Idea

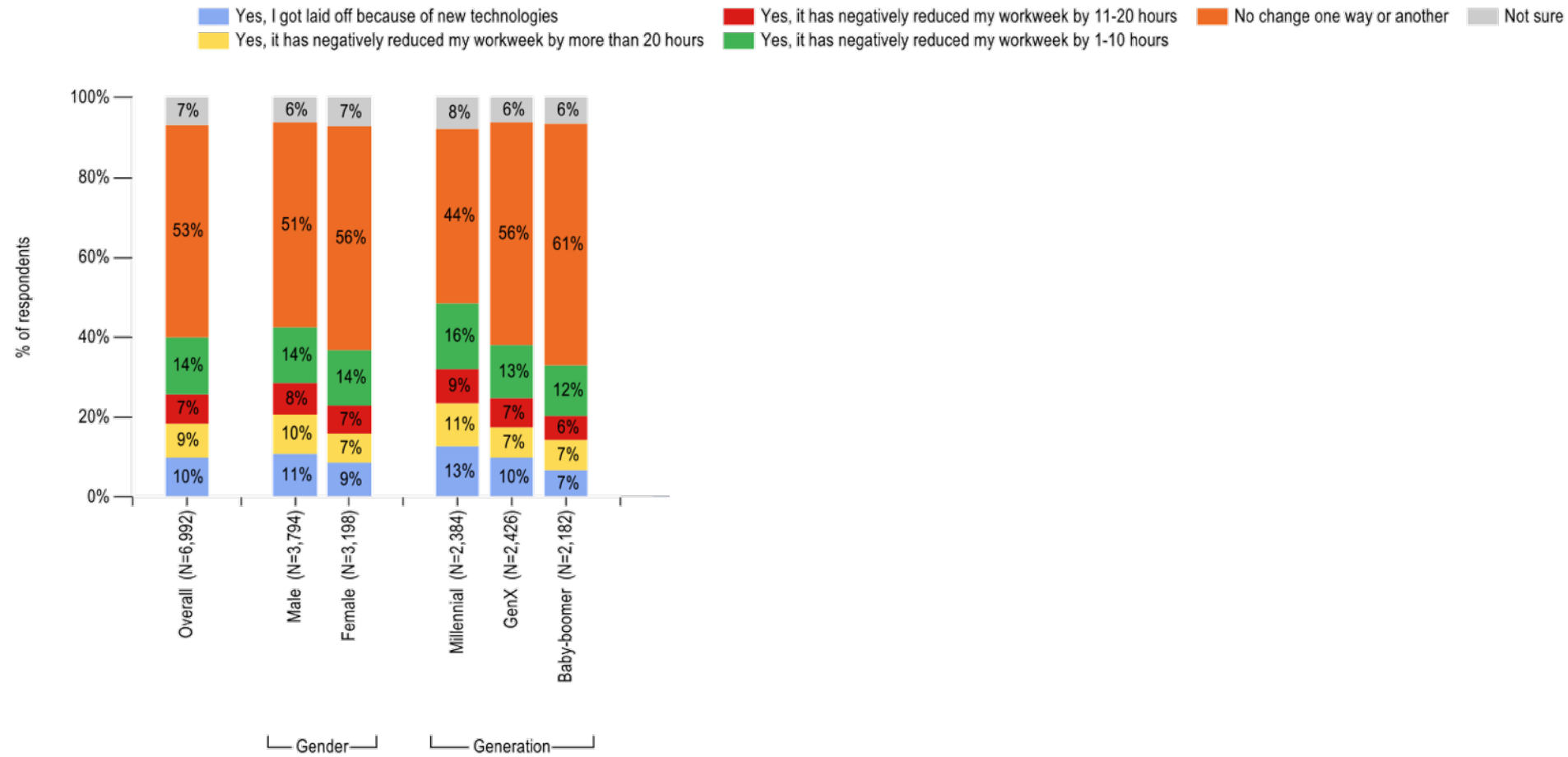
In your opinion, what is the key to success as a small business owner and entrepreneur?



(N=6,992)

Profile: Impact of Technology on Hours Worked

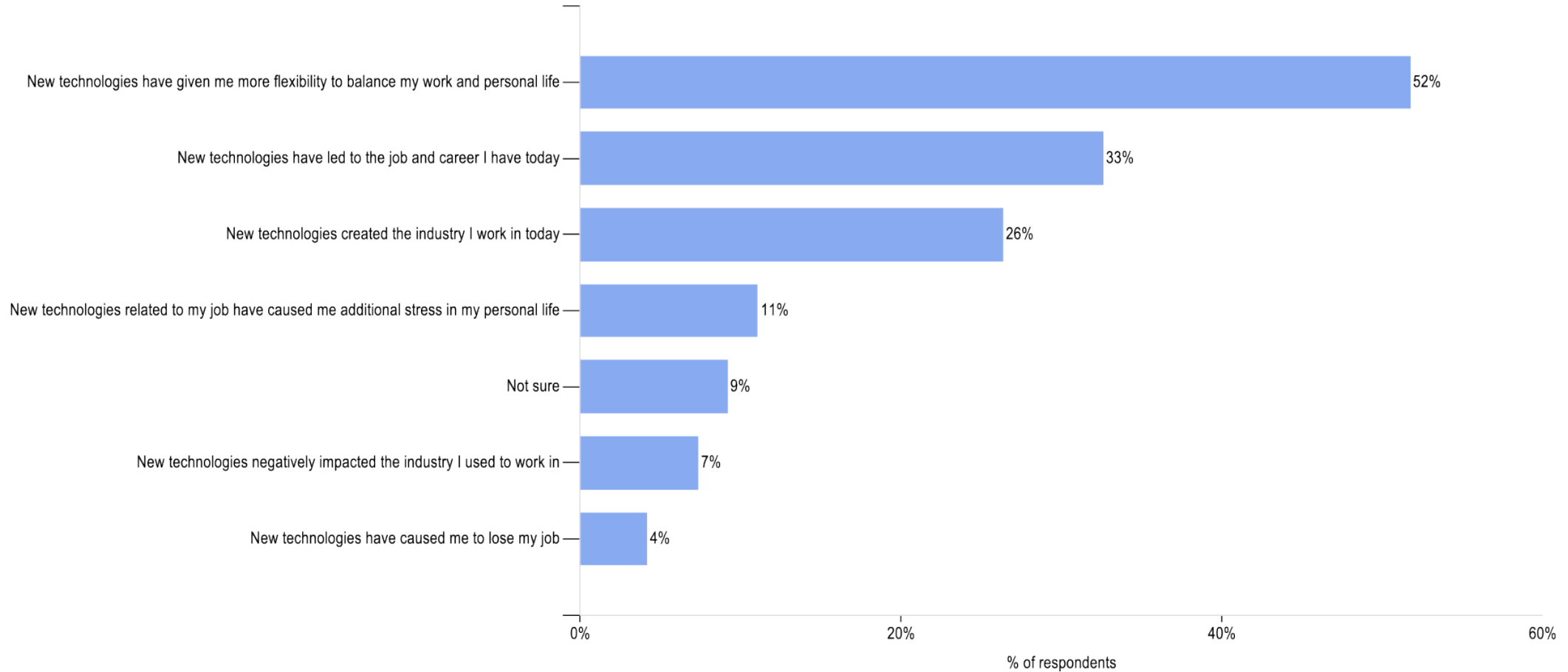
Thinking of your own work, has the introduction of new technologies over the last 3-5 years had an impact on the number of hours you work?



(N=6,992)

Impact of Technology

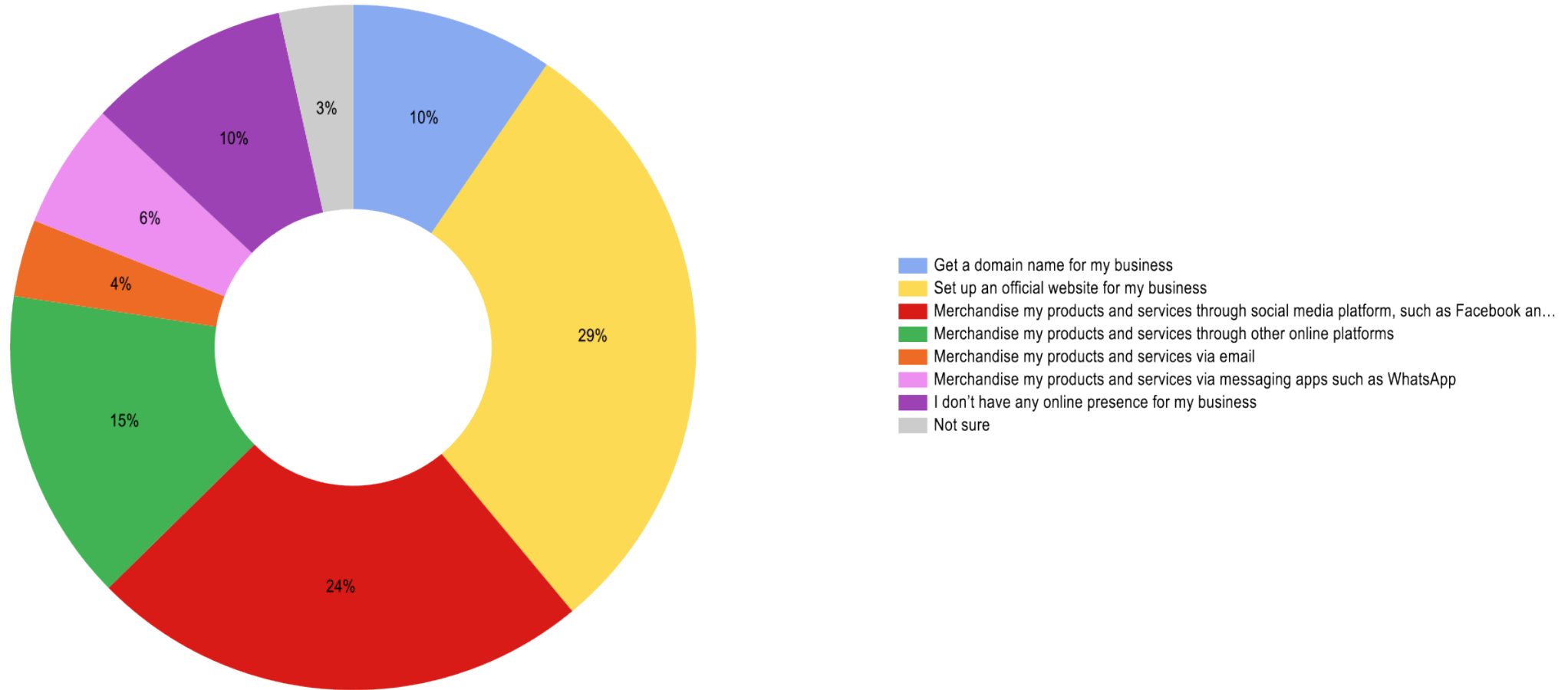
Thinking of your own work and career and the impact of new technologies in the last 3-5 years, which of the following statements is true for you.



(N=6,992)

Primary Channel to Establish Online Presence

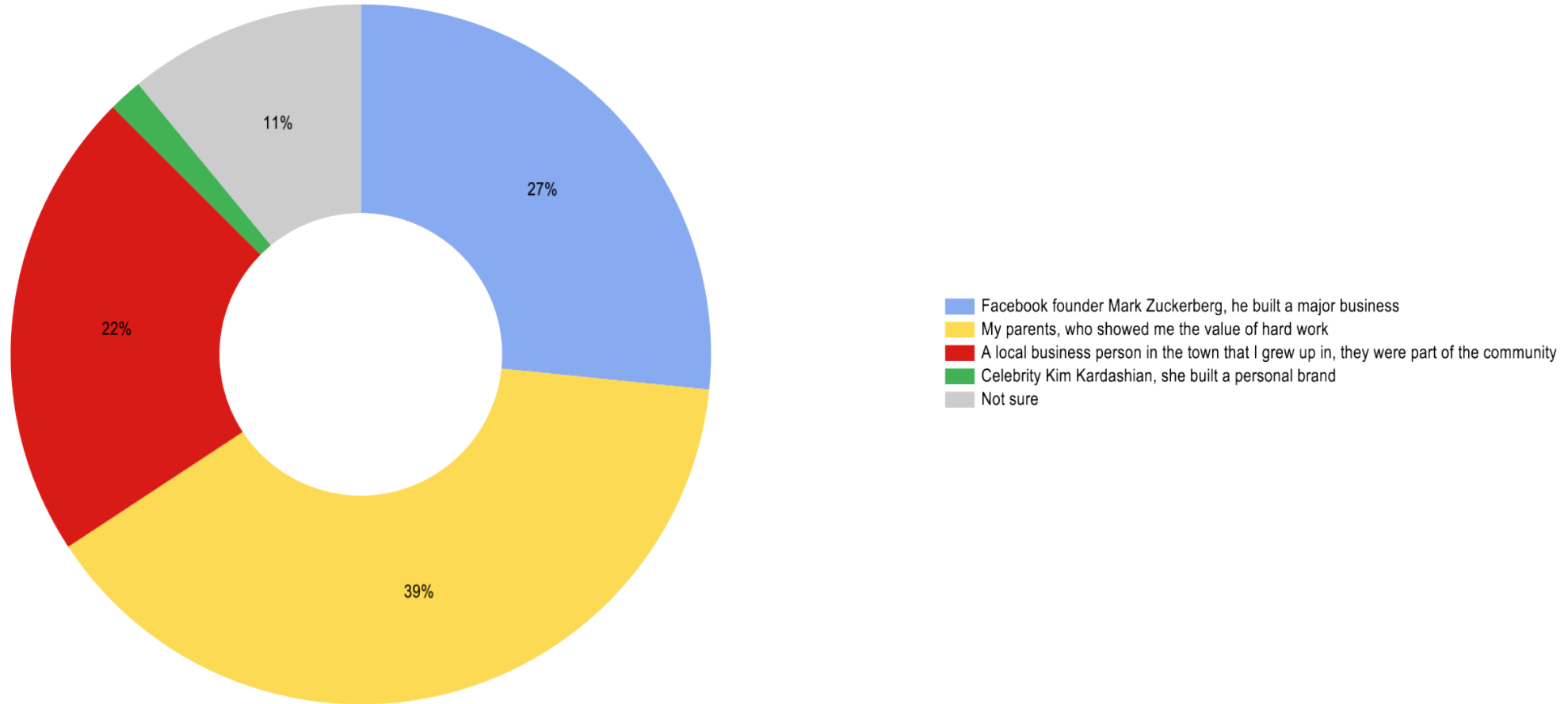
If you are setting up or have already set up your own business, what is your primary method or channel to establish your online presence?



(N=6,992)

Role Models in the US

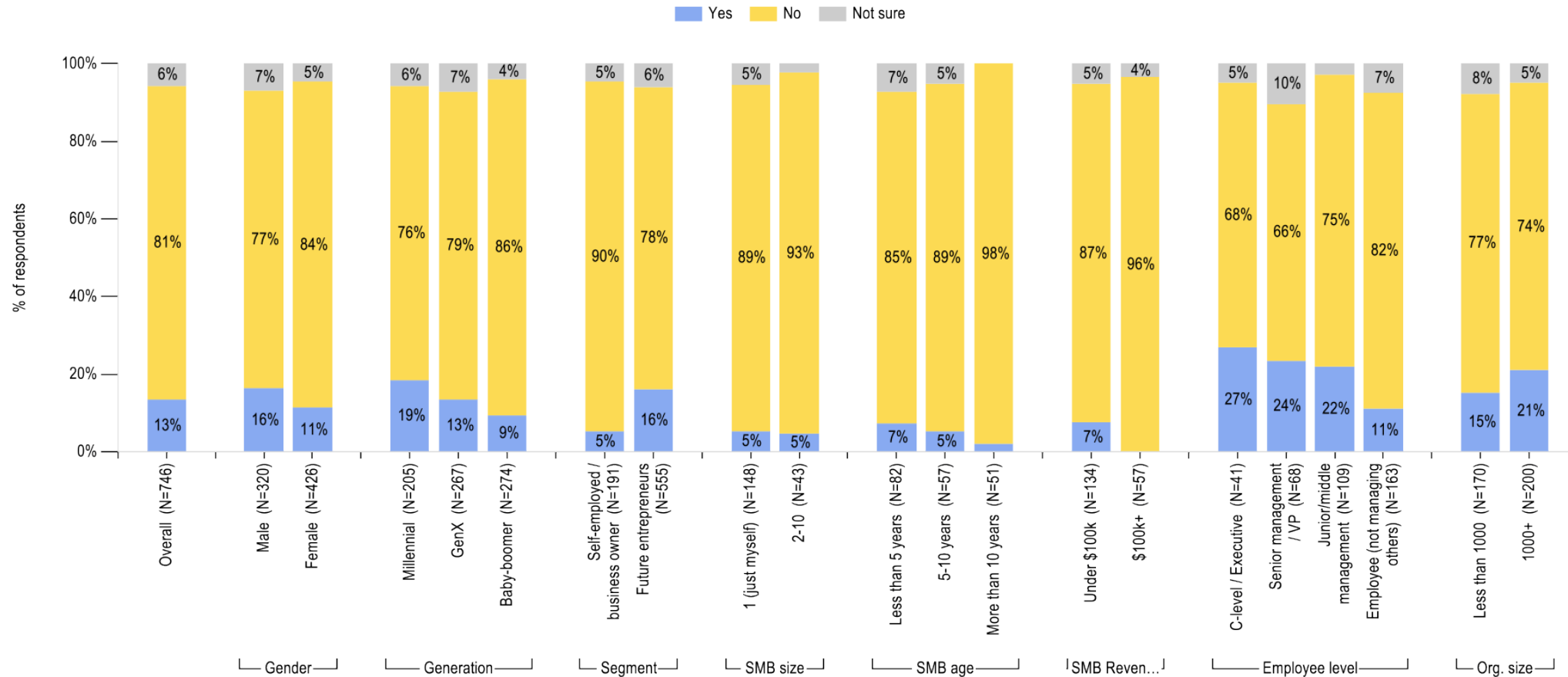
Which of the following is the best role model to follow when it comes to becoming a successful small business owner and entrepreneur?



(N=575)

Profile: Previous Work for a Sharing Economy in the US

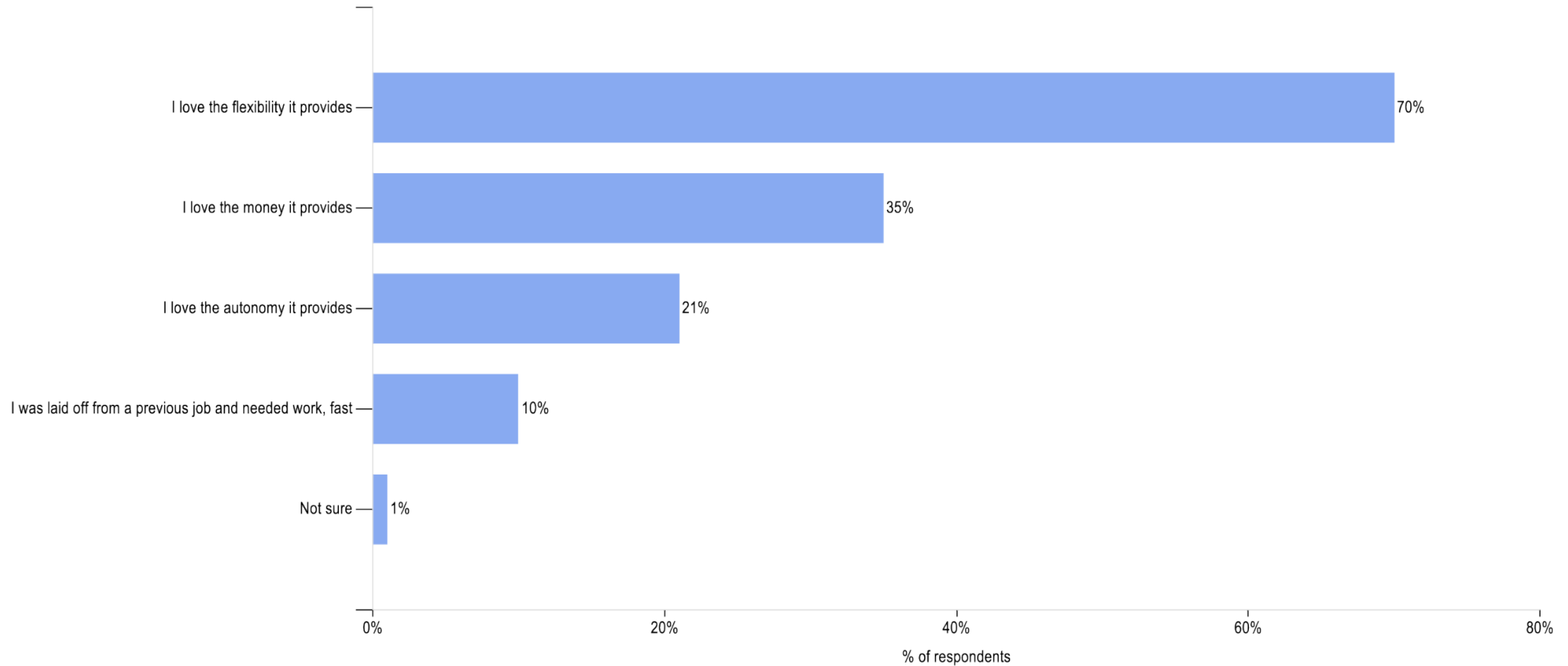
Have you done work that would be considered part of the “Shared” economy? For example, working for a ride-sharing company such as Uber or Lyft, or renting a room/house on AirBnB or HomeAway?



(N=746)

Key Motivation in Working for a Sharing Economy in the US

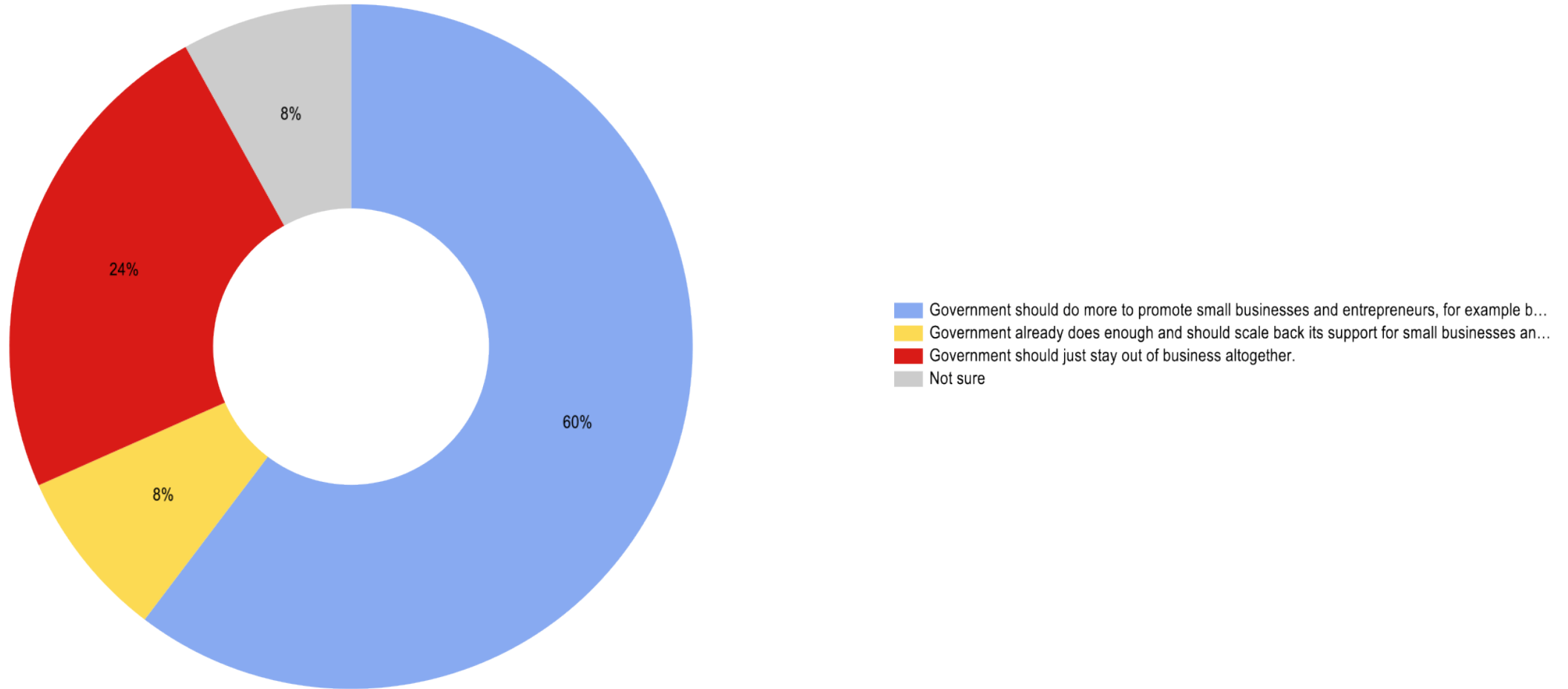
What was the key motivation for working for such a company?



(N=100)

Government Support in the US

Which of the following statements is closest to your opinion?



(N=746)