

Research Findings: Summary Table

Profile	ICA/CBA/RMR/ Monash/ATO/ABS 2010 Australian data	Entity IPro 2009 Australian data	Flying solo 2010 1330 respondents Australia	Kelly Services 2009 130,000 respondents 29 countries Nth America, Europe Asia/Pacific	Zurich Uni 2004 16,000 surveyed in 23 countries
Numbers	19% total workforce 2 million			20% of global workforce	
Age	Mature begin from 35 yrs old		Experienced 46% 40 yrs + 36% 25-39 yrs	48+ yrs largest share. Desire same in all age groups	
Working Hours	Longer hours than employees				
Gender	2/3 male 1/3 female			More likely to be men	
Skills	Higher				
Time in business			57% 3 yrs + 23% 1-3 yrs		
Others in the business			2/3 working on our own.		
Industries	All but construction largest		705 were home based		
Providing			Mostly services		
Incomes	Higher 41% more likely to earn beyond \$100,000 pa		Higher. Double national avg for over \$100,000 pa		Generally earn less than employees
Family			51% have no children living at home		
Choice	Choose to be self-employed		Choose to be self- employed		

	ICA/CBA/RMR/ Monash/ATO/ABS	Entity IPro	Flying solo	Kelly Services	Zurich Uni
Motivations	Lifestyle flexibility Controlling own destiny	Ability to earn more. Sense of freedom	Lifestyle	Controlling their own career	Autonomy
Info gathers	Highly active		Heavy networkers		
Business Cycles	Not traditional. Follow personal life cycles				
Consumers	Big spenders Optimistic and willing to spend				
Attitudes to debt	Good because it's an enabler Bad when it 'controls you'				
Business Competency	High				
Business attributes	Need for multi-skills/knowledge Holistic	Proud to be self employed			
Business Behaviours		See the need to be flexible.		Accept the need to 'reinvent' themselves in changing environments	
Client relationships		Happy to work with a single client			
View of self Work Satisfaction		"Indiana Jones" mature, educated, conquers obstacles. High satisfaction	Optimistic Overwhelmingly happy with work.	Their skills are needed and wanted	Happier because of higher autonomy
Desire to be self employed				50% of employees would like to be self-employed.	The desire to be self- employed is higher than the actual incidence of self-employment
Why people don't become self-employed				Uncertainty, risk of failure, fear of the cost of healthcare	