

# 38% OF MILLENNIAL MUMS plan to be THEIR OWN BOSS .uk

A new report from Nominet, which runs the .uk domain, explores how millennial mums are pursuing alternative career paths.

TO STRIKE A WORK/LIFE BALANCE ...

**17%** EXPECT TO SET UP their own business within the next 12 MONTHS



**1 in 5**



new mums is expecting to be their own boss IN THE NEXT FIVE YEARS

**1 in 12** NEW MUMS

are already running post-baby businesses

across the UK



## Flexibility is key



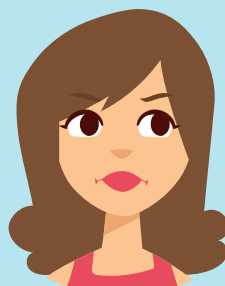
**78%** OF MUMS SAY ...

**FLEXIBILITY & CONTROL**

over **WORKING HOURS** are the driving factors when choosing to **WORK FOR THEMSELVES**

**1 in 5**

mums felt **anxious** about returning to work



**OVER HALF** OF MILLENNIAL MUMS

who returned to traditional employment after maternity leave **STRUGGLED** to juggle family life with a '9 to 5'

## Turning ideas into reality



**94%**

say the skills gained as a new parent such as **MULTI-TASKING** and **KEEPING CALM UNDER PRESSURE** will help in the business world



**28%** HAVE SET UP a website and/or a professional email address



**TWENTY %**

have already carried out some market research

It's never been easier to set up your own business online and to quickly develop a space for yourself and your ideas!



register yourname.uk domain: [www.theukdomain.uk](http://www.theukdomain.uk)

There is a wealth of information available at [www.theukdomain.uk](http://www.theukdomain.uk) to help support anyone who is thinking of starting a business. This includes access to an approved network of registrars who specialise in helping start-ups establish an online presence, from providing a great domain name such as yourbrand.uk, website templates, email hosting, ecommerce, search engine optimisation, cloud storage and more.



### Sources:

Online survey of 1,000 millennial mums between 29.8.16 – 2.9.16, conducted by 3Gem. A "new millennial mum" is defined as a woman born between 1980 and 2000 – with a child under four years old.

### ABOUT NOMINET AND THE .UK DOMAIN

The .uk domain campaigns are run by Nominet to encourage more individuals and businesses to get online with a professional website and email address to help them stand out and enhance their visibility.

Nominet is an international, internet company with a team of 150 people based in Oxford and London. It is a public benefit company with over 2,500 members. Since 1996, Nominet has managed and run domain names that end in .UK and is now one of the world's largest country code registries. With the proceeds of their successful registry business, Nominet set up and supports the Nominet Trust, an independent charitable foundation focussed on increasing access, safety and education on internet issues.

More information about finding a domain name can be found at [www.theukdomain.uk](http://www.theukdomain.uk)