

# Tesco reveal UK mums mean business as 'mumtrepreneur' figures set to rise



## BABY & TODDLER CLUB

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Industry: [Small Business](#)

**Press Release Summary: New research from Tesco Baby & Toddler Club reveals that entrepreneurial spirit is widespread with UK mums**

Press Release Body: More than 50 per cent of new mums are keen to set up their own business, according to new research from **Tesco Baby & Toddler Club**.

In fact, the survey of 2,000 mums\* has revealed one in ten working mums are sick of David Brent bosses who overlooked them for promotion simply because they were a parent.

More than ten per cent of those questioned complained they'd been discriminated against at work by female colleagues (who were actually worse than men). And one in five mums had struggled with employers who demanded they work longer than their contracted hours.

The research carried out by [Tesco Baby & Toddler Club](#) to mark the launch of its new website suggests the current one million women-owned businesses in the UK\*\* is set to increase – and six per cent of

those questioned claim to already have enterprising ideas ranging from hand-painted cribs to pet hotels.

The research also revealed that 20 per cent wanted to be work-at-home mums because of the flexible hours. The mums were especially internet savvy, and with the end of the extended family and 24 hour access to websites, 40 per cent said they turn to the internet for help on baby/parenting matters. This compares with just 34 per cent talking to their doctor, 29 per cent turning to other parents and one in five seeking advice from their local health centre.

A spokesperson for **Tesco Baby & Toddler Club** said: *"While we know from official figures that the percentage of working mums has increased over the last five years\*\*\*, it seems we're not so keen to work for someone else when it comes to the practicalities of winning the work/life balance.*

*"It's in direct response to the demand for mums seeking parenting help and support online that Tesco have launched the [baby club](#) website offering advice from some of the country's leading [baby experts](#), plus the opportunity for mums to talk to other mums, including work-related experiences.*

*"We know from our own members that being able to talk to other mums in similar situations can give them the confidence to make changes that are right for them."* The survey also revealed that when it comes to role models, the top 10 working mums are:

- |                  |                      |
|------------------|----------------------|
| 1. Davina McCall | 6. Tana Ramsey       |
| 2. Fern Britton  | 7. Melinda Messenger |
| 3. Jordan        | 8. Dr. Tania Byron   |
| 4. JK Rowling    | 9. Victoria Beckham  |
| 5. Jools Oliver  | 10. Angelina Jolie   |

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Note to Editors

\* Created by **Tesco Baby & Toddler Club, Mums' Choice** is an independent panel of over 4,000 parents nationwide to harness their expertise and give other parents advice on products and emotional issues.

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Source:

mumandworking.co.uk

\*\*\* Source: National Office of Statistics

**Tesco Baby & Toddler Club** is the longest running retailer Club for pregnant women and parents of children under the age of three. Over 350,000 members are proof of its popularity - and this number is increasing daily as more expectant mums and new parents join **Baby & Toddler Club** for expert advice on [child health](#), [baby recipes](#) and baby tips in the website forum.

**Web Site:** <http://www.tesco.com/babyclub/>

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