

At Work or Play? Small Business Owners are Always On

13% don't separate personal and professional social media activities

10% of micro small business owners don't achieve a good work/life balance

NEW YORK, Aug. 17, 2011 /PRNewswire/ -- New research from specialist insurer Hiscox shows that small business owners are flexible when it comes to managing their work/life balance – in order to spend time with the family *and* to maximize opportunities for their businesses.

Over half of small business owners (51%) cite flexible working hours as their main way of achieving a healthy work/life balance, followed by scheduling time with family and friends (21%) and leaving their work at the office (11%).

However, the office is never far away for small business owners. Only 5% cited not working on weekends and only 3% cited keeping their BlackBerry, or other mobile device, away from the bedroom and the dinner table as the main way they keep their life balanced.

Some small business owners' use of social media across their personal and business life is also blurred.

While 26% of all respondents indicated that they used separate business and personal accounts to avoid confusion, over one in ten (13%) have no separation and live their brand in everything they do. This makes sense as 8% of all respondents and 10% of micro small businesses (less than 10 employees) reported that they don't achieve a good work/life balance.

"The wide range of communications channels available today means that small business owners can always be connected, and the research shows that this is how they're operating," said Kevin Kerridge, small business expert for Hiscox. "Our clients live and breathe their businesses, wherever they are and whoever they're communicating with."

The research, which was carried out among 304 U.S. small business owners and decision makers, also looked at the key motivators of small business owners:

What motivates small businesses to drive their business forward most?

- 37% - Providing financial stability for themselves and their family
- 24% - Personal ambition/recognition
- 22% - Belief in their product/service
- 14% - Desire for wealth

"These results highlight the innate drive we see in our startup clients," Kevin Kerridge added. "Starting a small business requires a high level of commitment, and there are few times when they're not focused on their business and looking for opportunities to drive it forward."

Designed specifically for the small business and home-office market, Hiscox small business [professional liability insurance](#) coverage ([errors and omissions insurance](#)) is customized for a range of knowledge-based professions including IT, management consulting, business consulting and marketing. Hiscox offers [professional liability insurance quotes](#) direct and online in real-time along with other [liability insurance](#) products such as [general liability insurance](#). Hiscox's licensed insurance advisors are solely focused on helping small businesses with their insurance needs.

Hiscox profiles the life of startup entrepreneurs in the critically-acclaimed [Leap Year](#) web series on [www.leapyear-hiscox.tv](#). Hiscox's online offering is backed by experienced, licensed advisors based at the Hiscox Small Business Insurance Customer Service Center in Virginia Beach, VA.

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