

Appendix C

Table 1: Example of Emergent Themes

Research Question	Transcript Text	Emergent Themes
(RQ1a) To what extent is third age entrepreneurship motivated by financial necessity?	<i>“I think if I hadn’t chosen to be self-employed I would be a lot worse off now. I’m doing well keeping myself just above water”.</i>	Financial necessity
	<i>“I had my redundancy money... and I thought that I could survive on it... but I’m now on the old age pension and I realised I needed to make money.”</i>	Financial necessity
	<i>“It’s a tiny little business but you know on top of your pension it’s not too bad.”</i>	Supplementary income
	<i>“I’m not in it to be greedy, I just want some extra money to cushion me in my retirement.”</i>	Supplementary income
	<i>“You know this isn’t making money for the sake of making money, it’s finding projects that actually give me, you know, intellectual interest and if they need some money to support it and I happen to make some money out of it oh well you know.”</i>	Supplementary income

“I think it’s easier when you are older because you can, well in my circumstances it was easier because, you know, because you are sort of more settled. You’ve not got a huge mortgage and you don’t have dependent children and things like that. So it means you can afford to take a risk, you know financially, you can... it’s easier to take a risk.”

Fewer financial responsibilities

“I hadn’t run my own business before so I thought it was a new challenge...My priorities have changed and during my corporate life I made enough money to have some, a bit more security about my financial position, I’m not so desperate for money as I was, as you are when buying your first house and stuff like that...”

Fewer financial responsibilities

“You’ve got your mortgage and you’ve got kids and responsibilities and everything and you do the hours (in salaried employment) you’ve got to do... I’m very fortunate with what I’m doing now and I couldn’t do it without the sort of pension I have.”

Fewer financial responsibilities

“I don’t actually need to work. I’m not under any financial pressure... This isn’t making money for the sake of making money, it’s finding projects that actually give me, you know, intellectual interest.”

Fewer financial responsibilities

“I’ve got my pension already. So that was fine, it gave me income but you know I’m married and my husband works but it wasn’t quite enough...I wanted to do something, you don’t want to just sit down (and do nothing).”

Fewer financial responsibilities

“I’ve always been a very independent woman, even though my husband has always brought in a fantastic wage I basically from day one I’ve not had to work. I wouldn’t have to work because my husband has always brought enough money in. The reason I worked was to have my own money. I like that independence.”

Supplementary income

“I’ve always had my own money, I don’t like not having my own money, which is why I’ve always worked. But yeah, my husband’s pension is what we live on so if it as a bad month we’re not going to starve.”

Supplementary income

RQ1(b) What are the push and pull orientated motivations involved in older entrepreneurship?

"I wanted to carry on using my expertise to make a difference but also because of a lifetime in the third sector my pension is very small and it was another opportunity to enhance that a little bit."

Supplementary income

"I couldn't get any jobs at the time because I relocated... it was difficult for me to find work... so I started to look for self-employed opportunities."

Lack of alternatives

"Where we live is a seaside town...there's not a lot of work here. The only skills I had were in sewing and once the soft furnishing shop closed there was nowhere else around (to work)."

Lack of alternatives

"I knew I'd be very unlikely to get a job that was as good and at the same time there was so much competition out there. I knew it would be hard and I knew I wouldn't get the sort of wage (I was looking for)."

Lack of alternatives

“I think it’s a sort of unspoken area in this country really...ageism... and everyone knows it’s a fact of life but nobody is really talking about it, you know we’ve supposedly got flexible working lives now where we can work beyond 65 but it’s going to take a while for that to sort of filter through to becoming a normality.”

Discrimination

“I don’t take rejection well and I was tired of being rejected for jobs...I’m over 60 and although I tried for several months to get work I am completely convinced that my age was held against me. My experience meant nothing as far as I’m concerned from the interviews that I had... I was past my sell by date basically...As far as I’m concerned I’m still a clever and articulate woman who could have done the jobs that I was going for standing on my head but they just wouldn’t give me a chance because I think they thought, well what’s the point in training her up when she’s that age, she’ll probably just walk away.”

Discrimination

“I had always worked in a call centre and I didn’t really want to

Dissatisfaction with previous employment

work in a call centre again...”

“I left at the age of 50 and wasn’t quite sure what I was going to do but I didn’t want to stay in the corporate world.”

Dissatisfaction with previous employment

“I had a troublesome relationship with my boss I had in the last place I worked. It was a very autocratic style and I couldn’t cope with it. The older I got, the more upset about it I got. I don’t miss her and her tantrums at all. [Now] I like doing it for myself.”

Dissatisfaction with previous employment

“Doing something you actually enjoy doing and not having to deal with some of the insufferable people I’ve had to report to in the past.”

Dissatisfaction with previous employment

“I suppose part of it is the office politics, you get fed up with it. The main reason also [starting a business] is that I can’t be bothered with the commuting.”

Dissatisfaction with previous employment

“The biggest reason I think was that I was commuting everyday which was becoming 2 hours each way and as chief executive, you know, you work a full day anyway and then add 4 hours commuting. It was getting a little much.”

Dissatisfaction with previous employment

“I didn’t want to work for people who weren’t frankly as good as me and I know it sounds arrogant but it happens to be fact... let’s just say it wasn’t for me and therefore I took the leap and opened my own company.”

Desire for independence

“[I] Control my own destiny therefore motivation is in abundance”

Control

“Being your own boss, not being answerable to anybody, having my own responsibility.”

Being own boss

“It was always targets, targets, targets, you’ve got to meet your targets, you’ve got to prove this, you’ve got to have this done by this date or you’ve got to do that and it was driving me absolutely insane... So (now) I set myself little targets that I can work towards but I just try to keep everything within so I can enjoy doing the work and it doesn’t become too much.”

Control

“I wanted to work certain hours... but nowadays they seem to want you to work forever with little pay... So (now) it works for me because I’ll work when I want to work and I’ll work for as long as I want to work.”

Independence/
Control

“I choose when and how often I want to work. It fits in with my lifestyle.”

Flexibility

“Total freedom of when to work and more importantly when not to work, you can’t put a price on that!”

Flexibility/
Independence

“All the flexibility of being in charge of your own hours and your own things that you’re doing. [For example] I can go meet a friend for lunch or meet someone for coffee and I might decide to do a bit more (of work) in the afternoon.”

Flexibility

“I like the fact I can go for a walk, I like the fact I can just do things around the weather. Like today I can, you know, do my washing and I can do the gardening if I want.”

Flexibility/
Independence

“My husband is already retired and you know we were just beginning to think that this time in our lives we want to do something a bit more together.”

Work-life
balance

“I got married again and I lost two marriages, partially because I spent my life on aircraft and hotel rooms. I thought perhaps it wouldn’t be wise to do that again so that was a main motivator, to get a work life balance.”

Work-life
balance

“If I worked for an employer I would have a lot of difficulties but because I work for myself when I get tired and have no energy I just go to bed, so working from home I can do that.”

Flexibility

“There are people I know at my age who’ve retired and frankly they’re not as mentally alert or physically fit as I am and I don’t want to go that way. I think I’m pretty mentally alert and I’m certainly, for 71, physically fit. I enjoy life, I’ve got a great standard of living.”

Remaining active

“A lot of people feel worthless once they’ve retired and their whole identity’s been taken away from them.”

Identity

“I think without going out to work you kind of lose your purpose in life.”

Identity

“I’m always looking for new challenges and new ideas... I’m probably working harder than I have done in a lot of jobs but I don’t feel I am. The prospects can be endless you know.”

Satisfaction

“The motivation behind the business I guess was I wanted to carry on using my expertise to make a difference... it’s quite nice to feel that perhaps you can help some people.”

Satisfaction

RQ2: To what extent is Shapero and Sokol's (1982) 'Displacement Event' observable for older entrepreneurs?

"I had thirty odd years' experience in the third sector and I considered that I would like to share some of the expertise that I'd got...so the motivation behind the business I guess was that I wanted to carry on using my expertise to make a difference."

Human capital

"I had a huge number of connections through my work previously in the water industry and follow up work so I got a huge amount, a lot of word of mouth, referrals."

Social capital

"My husband has been very supportive. When I first started I was running a few classes a week and barely making £20 a week, quite honestly...my husband kept saying you've got to keep going...people walk away from them and because he was supporting me with it I was able to keep going."

Personal norms

"I talked to my friends and they'd say why would you give up a secure job with a pension, why would somebody do that, why would somebody want to take those risks?"

Personal norms

“I thought I would have a look at it [redundancy package], when they came back I was pleasantly surprised and thought ‘ok go for it’. So I got early retirement and voluntary redundancy which means I’ve got my pension already. When I finished I thought what can I do with my skills, I wanted to do something...so I set up my website and yeah it’s kind of taken off I guess.”

Redundancy/
retirement

“It was something that I had always fancied doing, but I couldn’t make that jump. I’d wanted to leave but couldn’t make that jump. I didn’t feel like I could walk away from a senior management job...I wanted to do my own business but I waited until I was pushed that way I felt that if the business failed I couldn’t say to myself what a stupid thing to do.”

Redundancy

“I don’t care what anyone says... what’s the word... ageism or something, they’re (recruiters) against older people. I mean it might be ok if you were in the job for years and they let you work on until you know the day you drop but looking for something new...no.”

Redundancy/
Lack of
alternatives/
Discrimination

RQ3: What are the outcomes of older entrepreneurship?

“I’m now on the old age pension and then I realized I needed to make money. I also needed to get myself out of the house because I was sitting, watching television X hours a day. Not keeping in contact with friends etc., so now I’m getting exercise, working... and I’m meeting new people and hopefully through it possibly making new friends.”

Retirement

“I’m 61 years old... got a good bit of life in me yet but what I want to do now is something that is going to be much more of lifestyle or job that I enjoy and I think the only way to do that is to make it my own.”

Age/life stage

“I was nudging 60 and didn’t want to work in the employment market, so myself and another colleague who worked in the workshop with me decided to try and set up on our own.”

Age/life stage

“I’m coming towards the end now so I want to be able to enjoy my life and just earn a little bit of cash.”

Life stage

“Getting the cash flowing, keeping positive and making your own decisions about your own business... the buck stops here”

Income/
responsibility

“I suppose part of it is the office politics, you get fed up with it... [when working] you’ve got your mortgage and you’ve got your kids and responsibilities and everything and you do the hours you’ve got to do and even with flexitime and things built in but once you come away from it you realize just how much you were in that sort of constrained environment.”

Control/
independence

“So I work two days a week or I’m helping my grandson and having a life. So I have a life as well as a business.”

Flexibility

“I think there is the feeling of achievement and having done something for myself...doing the training, doing it and then you know the sense of achievement of really thinking ‘oh god I can do it and people will pay me to do it’. I think that’s more achievement, more satisfaction from that than going into you know the day in day out [job].”

Satisfaction

“We had a child, he’s now 8 so I wanted to spend more time with him...I’m spending less time on the road now but I have a need to get out [of the home] because I’d go bloody stir crazy otherwise and I do go out. I still network quite a lot and I now have some time to do voluntary work in my own time.”

Identity

“Having done something for myself... it’s a tiny little business but you know just from having the idea in my head... sure I had satisfaction in the past but you’re supporting other people whereas now it’s just for yourself. So, yeah for me that’s a big big plus.”

Satisfaction

“Working from home can be a bit, a little bit isolating but again because we’ve got this network both through forums during the day, people are often posting things.”

Isolation

“Isolation, having to do everything by yourself.”

Isolation

“When I started the business up, suddenly I didn’t have any money and it was horrendous, I felt terrible at first... when I started the baby yoga business I was running a couple of classes a week and barely making £20 a week, quite honestly... my husband kept saying you’ve got to keep going...people walk away from them and because he was supporting me with it I was able to keep going”

Start-up
experience/
financial

“There are a myriad of things including banking, accounts, supplier, customer & staffing issues that you don't come across while working for someone else”

Start-up
experience/
operational

“I’ve got friends who actually set up their businesses at the same time as me... and they are now taking on extra staff. It’s just not the way I wanted to go, they’re still in their 30s and they’ve still got a long way to go yet. Whereas I’m coming towards the end now so I want to be able to enjoy my life.”

Business growth

“If I had my time again I wouldn’t have done it [employ people] I would have just been a lone ranger because they’re not worth it. The responsibility is just not worth it, on a straight earning potential just do it on your own and forget about everyone else because the time you spend looking at their stuff and holding their hand and training them, it’s just not worth it.”

Growth

“When I started out it was really, what can I do a few hours a week just to top up my pension? But the more I’ve got into it, the more I really want to make it a business, a decent business. A small business, but make it as professional as possible and as successful as possible.”

Growth

“Most of my work is from, ok it’s kind of from this UN thing but I deal with the authors directly, you know because they publish all these working papers but if you’re looking at it and any queries you’ve got so I’m corresponding with the authors. People in every country in the world, practically emailing back and forwards. It’s so easy to do.”

Technology

“I probably spend half my time around [home] and half my time in the office but technology enabled me to change that quite dramatically. So I now probably spend a day and a half out and the other three days in or around the office and I use Skype and things to meet people. So it was a much more time out on the road than there is now”

Technology