

# **“Women in Entrepreneurship”**

QUANTITATIVE EXPLORATION

© **NGO “Lidere” & “Latvijas Fakti”**

*February – March 2004*



Vidzeme:	15,4%
Kurzeme:	23,8%
Zemgale:	11,2%
Latgale:	3,7%

\* As a priority there were interviewed owners of enterprises

\*\*for detailed information see attachment

4.

## 5. II. Basic conclusions

1. More than a half (53,3%) of respondents think that the present business environment in Latvia is unfavourable and inconvenience to business development. Main arguments of this point of view – unfavourable taxation policy for small enterprises, lack of state support for small enterprises, competition and unarranged legislation. Nearly one third (30,8%) of respondents have evaluate business environment as neutral and only 13,1% of respondents think that it is favourable (main arguments are – there are a lot of possibilities and obstacles diminish).
2. Exploration results of 2004 as of 2003 prove that main problem women face with in business stay the same – actual challenges are high taxes and competition. Comparing with previous year essentially have diminish problem: difficulties with realisation of products / services; large number of controlling institution / the formal way of controlling; untimely account for given services / realised products.
3. As in previous year main part of women think that for woman it is not harder than for man to start her business (59,8% in 2004 and 54,3% in 2003).
4. „*There is no sex in business*” – think more than two thirds of respondents. Almost all (96,3%) respondents also agree to the point of view – „*for me professionalism and experience is much important than sex*”.
5. Also this year purposefulness, persistence, predisposition, diligence are the most important positive characteristics that have helped to succeed in business. Comparing with the previous year there have augmented characteristics comprising “emotional intelligence” – communicability, ability to manage conflict situations, ability to listen, tolerance, diplomacy etc.). But warmthness, inability to give orders, to organise the work as well inability to decide and insecurity are the main characteristics that have inconvenienced to succeed for respondents.

6. Possibility to do the work she likes, self-realising possibility and to be independent are mentioned as the most important reasons this year that attach women to business.
7. 60,7% of respondents support Latvia's access to European Union but more than two thirds of respondents are aware that they will continue their business after 1<sup>st</sup> May 2004. Thinking about the future they are more worried about EU standards and regulations as well as about augmentation of prices for raw material. Mainly it is because of ignorance, lack of information about essential business subjects – for example, taxes, migration of labour force, exchanges in Latvia's legislation after accession to EU .
8. More than a half of businesswomen are in need to meet with other businesswomen to have information and to establish new business contacts. About two thirds of respondents would like to be members of businesswomen clubs.
9. About a half of respondents are informed about NGOs that have an aim to favour women competition in business (mentoring). Willingness to help young businesswomen has expressed  $\frac{3}{4}$  of respondents, mainly women that are directors in different educational and cultural institutions.

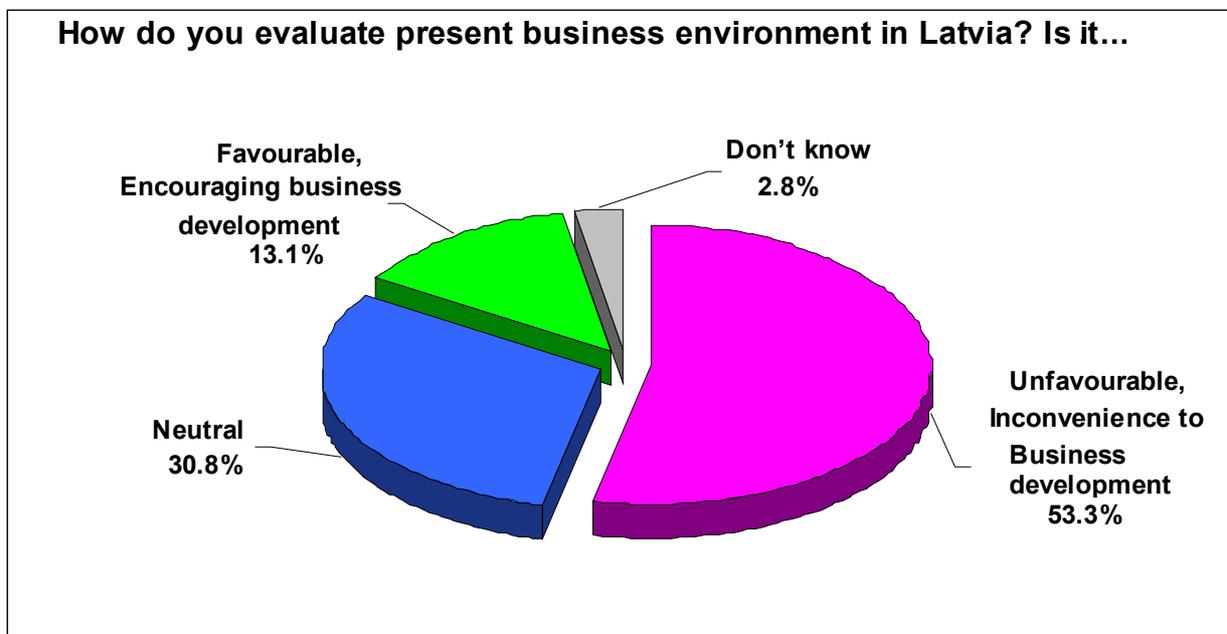
## VI. Analyses of results of exploration

### 1. Business environment in Latvia by the opinion of businesswomen

Question:

*„How do you evaluate the present business environment in Latvia? Is it favourable, encouraging business development; unfavourable, inconvenience to business development or neutral?”*

More than a half (53,3%) of respondents evaluate the present business environment as unfavourable, inconvenience to business development; 30, 8% evaluate it as neutral and 13,1% think that business environment is favourable.



Respondents were asked to explain their opinion. Free formulated answers of respondents in a processing were codified and united into groups; results are seen in the next tabs.

Main arguments why business environment in Latvia in a point of view of respondents is favourable are: there are possibilities if try to find them; common development trends of enterprises and general economical situation in the state shows that.

Main arguments why business environment in Latvia seems as unfavourable are: present taxation policy for small enterprises is unfavourable, lack of support from the part of the state; augmentation of competition.

Respondents (28 from 214), that evaluate business environment in Latvia as favourable argument their choice:

United group of arguments	Spontaneous answers
<b>There are possibilities if try to find them</b>	<i>There are possibilities if try to find them; nobody undisturbed to work; everyone can do that wants if wish can develop its activities; everything depends from themselves; there are no challenges.</i>
<b>Common trends of enterprises show that</b>	<i>Common trends of enterprises show that; number of enterprises grow, everything is arranged; economy is in progress; people become richer; clients trust on; everything is better; SMEs are stimulated; business has become civilised.</i>
<b>Like my job; business</b>	<i>Like my job, business; feel needed to a lot of people; can use different projects</i>
<b>In a context with EU</b>	<i>Will be more clients; larger turnover, profit; will be possibilities to get credits to develop tourism</i>
<b>Legislation become arranged</b>	<i>Normative base become arranged</i>

Respondents (114 from 214), that evaluate business environment in Latvia as unfavourable argument their choice:

United group of arguments	Spontaneous answers
<b>Unfavourable taxation policy for small enterprises</b>	<i>Unfavourable taxation policy for small enterprises; high taxes; high social tax, wrong taxation policy regarding small enterprises; it isn't thought about business specifics in determination of taxes and priorities; higher taxes than income; high taxes – profit only for surviving.</i>
<b>Attitude from the state / government, lack of support for small enterprises</b>	<i>Attitude from the State/government; lack of support for small enterprises; obstacles, orders, decisions caused by the State; State doesn't provide small business with advantageous conditions; State do nothing to support; from the part of the State, ministries, high-level institutions, self-governments are small interest about enterprises; State doesn't protect local enterprises; positive attitude could be reached from newspapers, in praxis there is no support from the State; governments change but there are no long-term programs; incompetence of the government.</i>
<b>Competition</b>	<i>Competition, small enterprises perish, larger enterprises take over smaller one; monopoly; for small enterprises beside Lithuanian super markets in Latvia are hard.</i>
<b>Unarranged legislation</b>	<i>Unarranged legislation; unarranged normative environment; chaotic support programs; contradictory legislation acts; non-persistent legislation, varying legislation acts; for small branches there are no accordant law, it is taken from other branches in a "free way".</i>
<b>Overall economical situation in Latvia, low purchasing power</b>	<i>Overall economical situation in Latvia, low purchasing power/paying capacity; augmentation of prices for dairy produce, public facilities; decrease of purchasing power of inhabitants; high service prices; people in rural regions haven't got money; low welfare level in the state; non-persistent economical situation; hard to realise products.</i>

<b>Week, non-persistent business environment; dishonest competition</b>	<i>Week, non-persistent business environment; dishonest competition; non-persistent market; aggressive environment; unprotected enterprises; to much needs to be honest businessperson; business does not depend from person.</i>
<b>Experience of direction of small enterprise shows that</b>	<i>Experience shows, especially regarding small business; don't feel any support; nobody helps; should close structural units of organisation; don't see inducement for development; small enterprises has small quantity; small enterprises have more handwork; low service prices therefore should work without income.</i>
<b>Hard access to credits; no finances for development</b>	<i>Hard access to credits; no finances for development; difficult access to business environment hard to start; hard to enchain finances; need large finances; difficult to get loans in banks; no possibilities to receive loans in banks because of low salary; unfavourable loans' terms.</i>
<b>Bureaucracy, administrative obstacles</b>	<i>Bureaucracy in different institutions; hackwork in some high-level institutions; many inspections, controls.</i>
<b>In context with EU</b>	<i>In context with EU – ignorance; there are no explanations from government; will be many challenges; we don't correspond to EU standards.</i>
<b>There is politics in business</b>	<i>There is politics in business; everything happens in the interests of politicians and big businessmen; big companies lobby legislature.</i>
<b>Salaries are false augmented</b>	<i>Salaries are false augmented</i>
<b>Hard to evaluate, there is a lack of information</b>	<i>Hard to evaluate, there is a lack of information, sink into own problems; think only about myself, don't analyses society.</i>

Respondents (66 from 214), that evaluate business environment in Latvia as neutral mainly argument their choice: there are no positive or negative factors; it is not too hard or too easy; there are no big or small opportunities; there are no advantages or disadvantages.

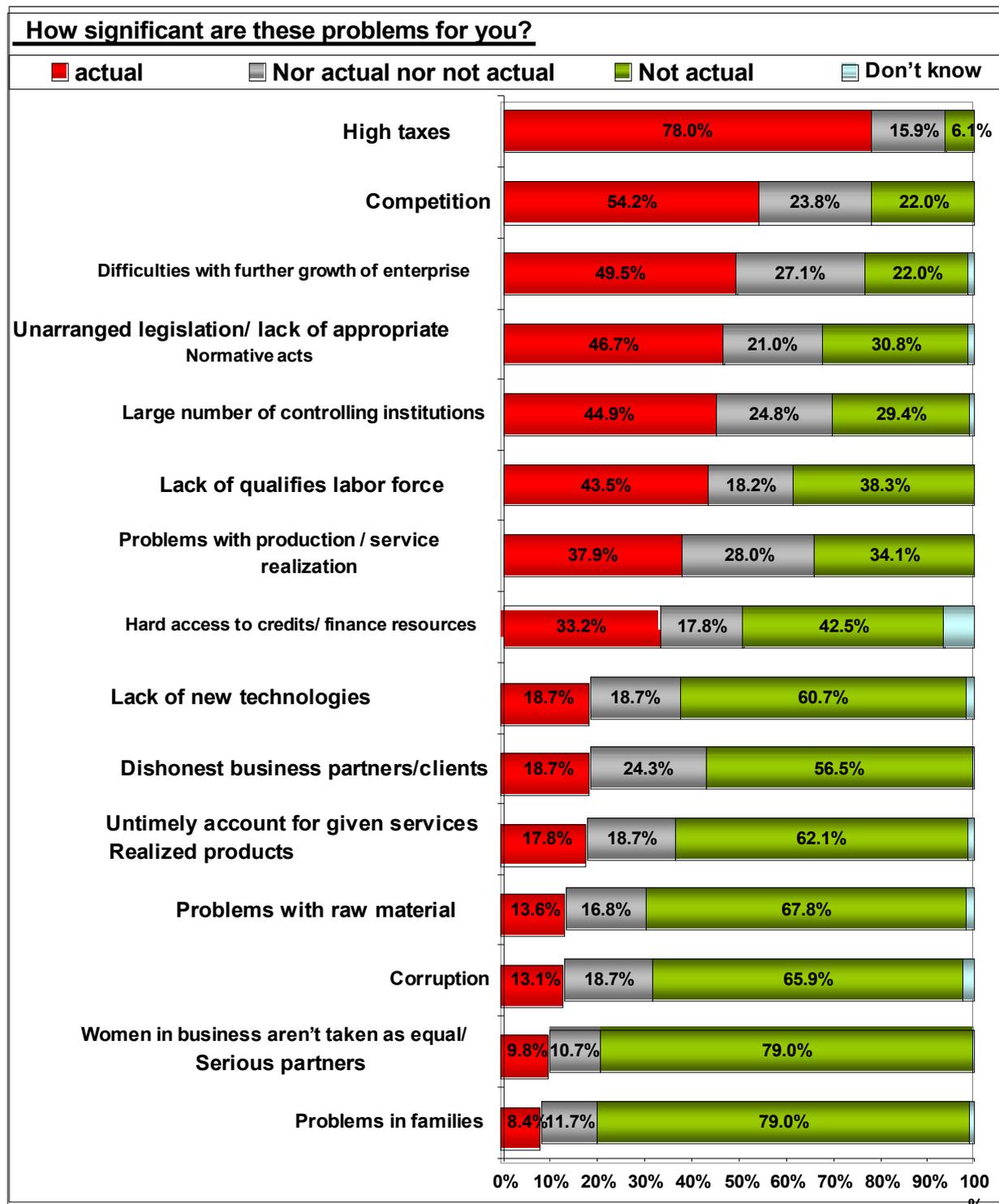
## Problem women meet with in business

Question:

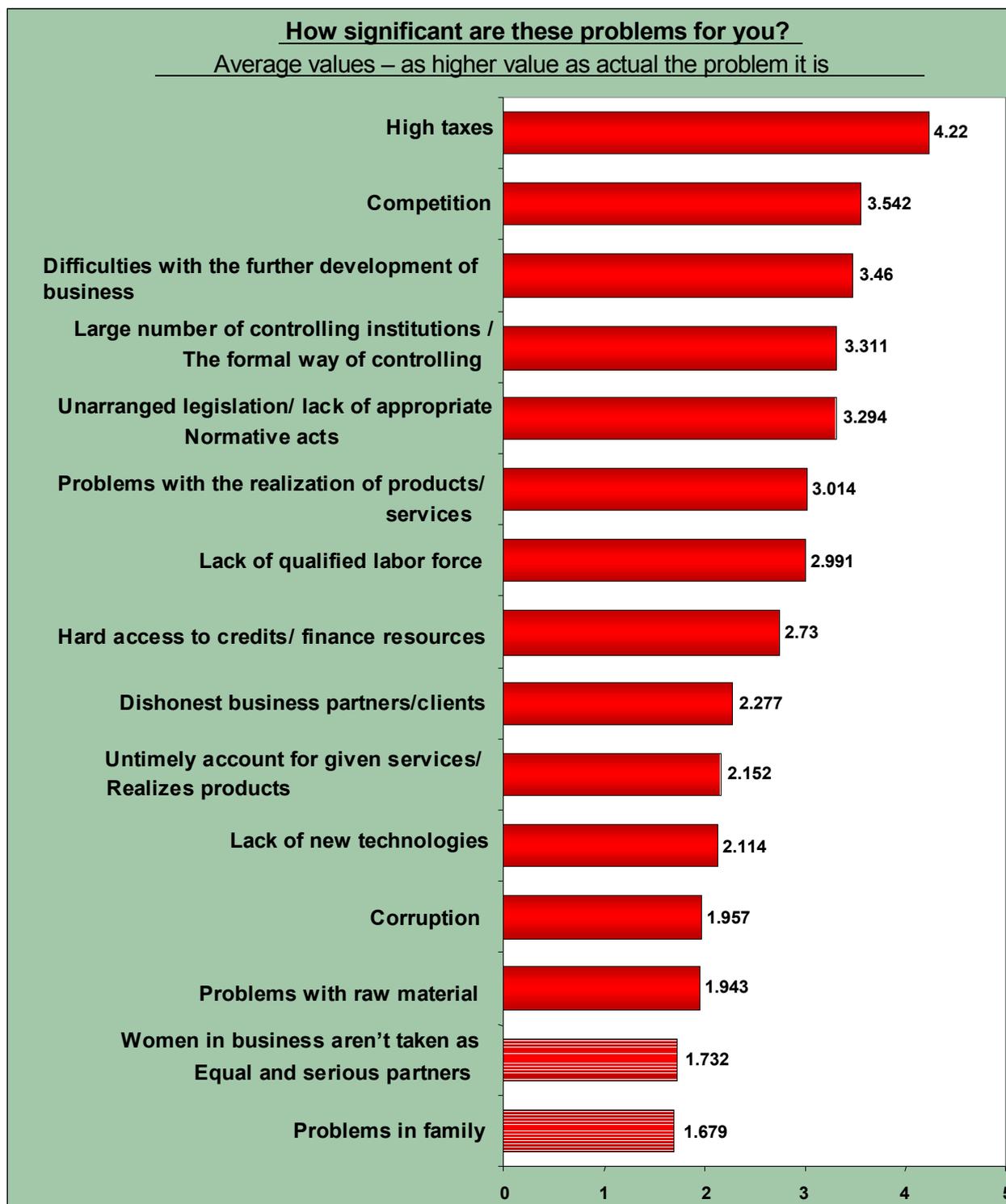
*“There will be different affirmations – possible challenges you should face with in business. How actual are those problems for you? Please, evaluate actuality of the problem in the scale of five points. “1” means “not actual”, but “5” means “very actual” ?”*

Results are seen in the next graphics.

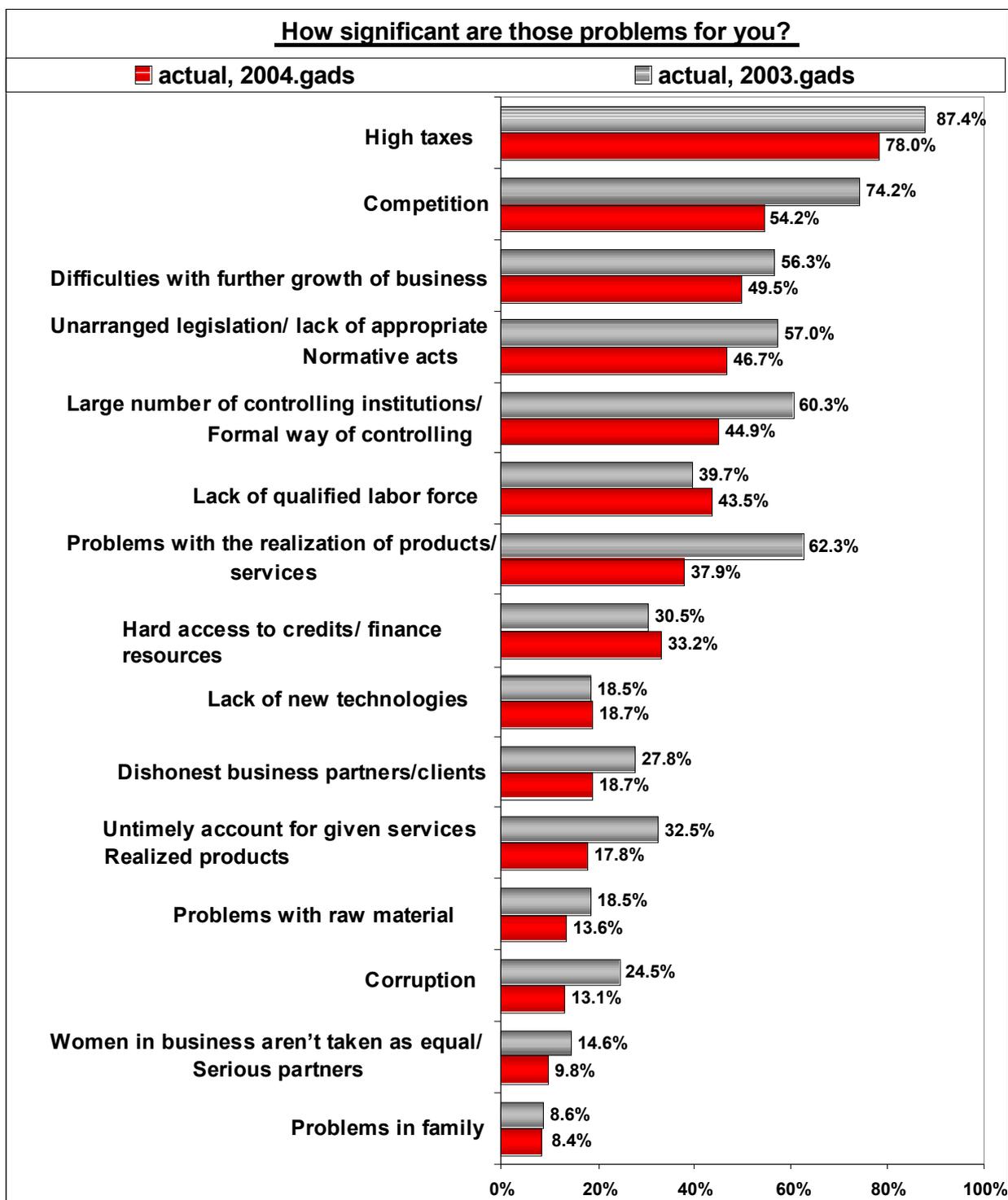
Actual problems for women in entrepreneurship are high taxes (78,0%) and competition (54,2%), that have evaluate as actual more than a half of businesswomen.



In the next graphic business challenges are ranged by the average values. Also regarding those data high taxes and difficulties with the future development of the enterprise are the main challenges women meet in business. But not less actual problems are problems in family and women in business aren't taken as equal and serious partners.



Comparing results of 2003 and 2004 it is seen that in hierarchy of the most actual problems two first places reserve - high taxes and competition - that has stayed constant. In 2004 has diminished problems with *realizations of products and services; large number of controlling institutions and formal way of controlling; the actuality of unarranged legislation.*



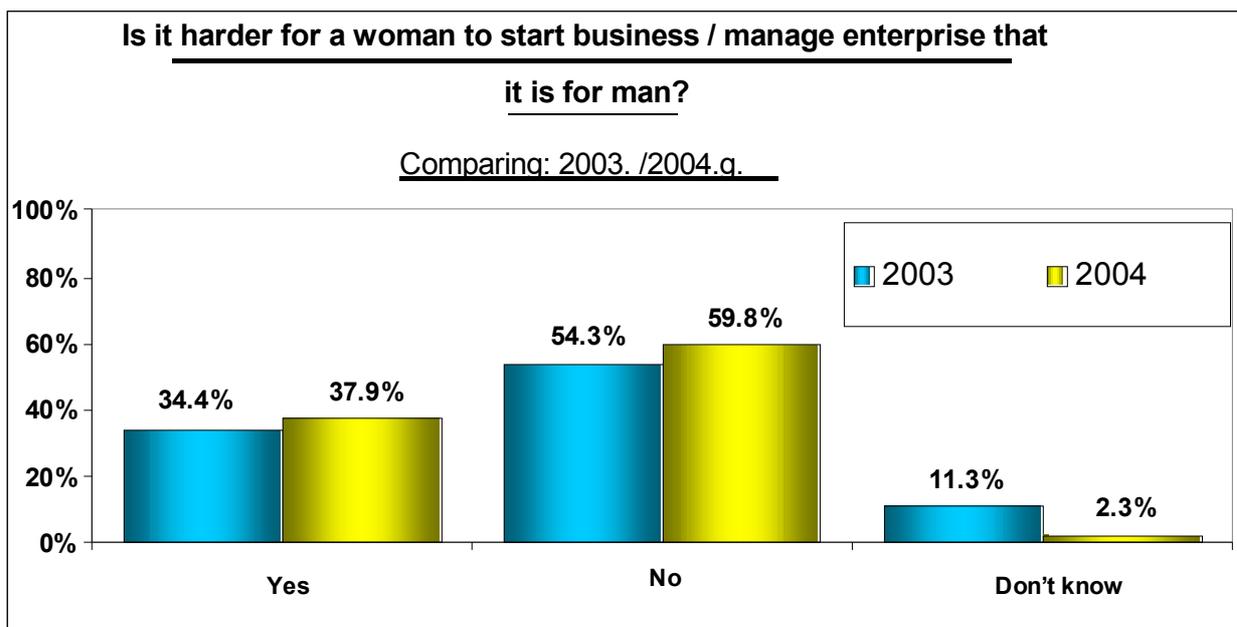
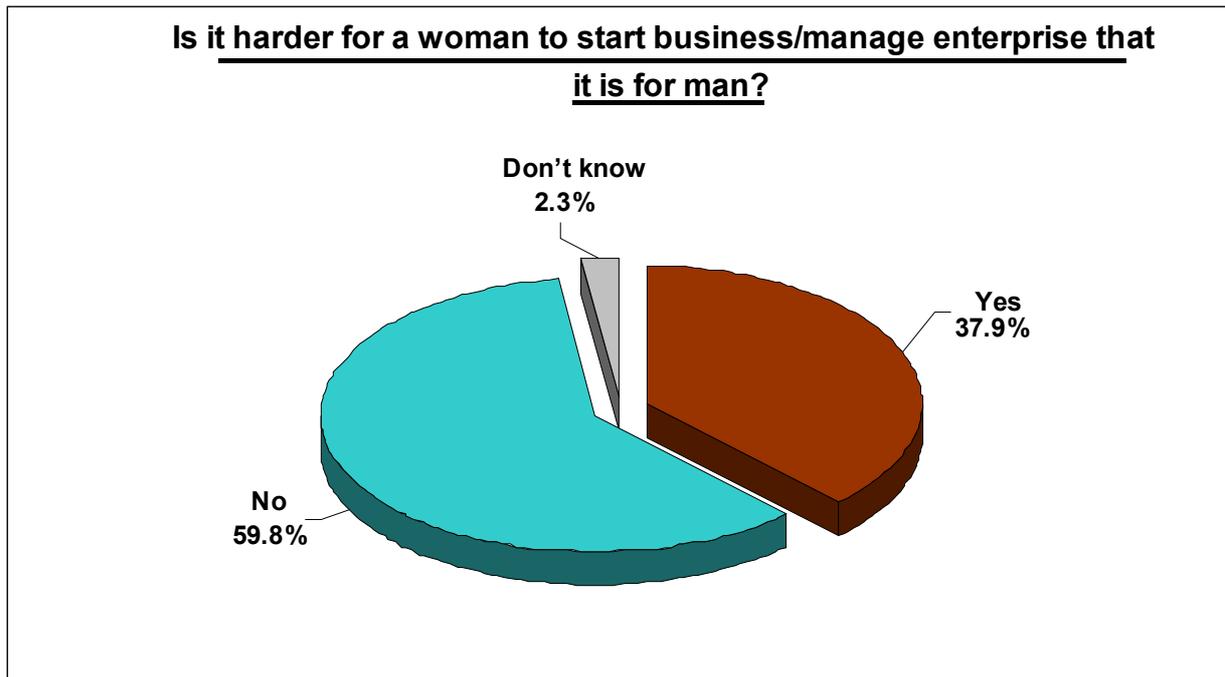
## 2. Woman in business

## 2.1. The start of own business (directing enterprise) – difficulties for men and women

Question:

**“How do you think, does it for women harder to start her business (direct enterprise) as it is for men?”**

More than a half (59,8%) of respondents are aware that for women it is not harder to start business (direct enterprise) as it is for men, whereas 37,9% of respondents have opposite point of view. Comparing with the previous year there aren't seen essential change in the point of view:

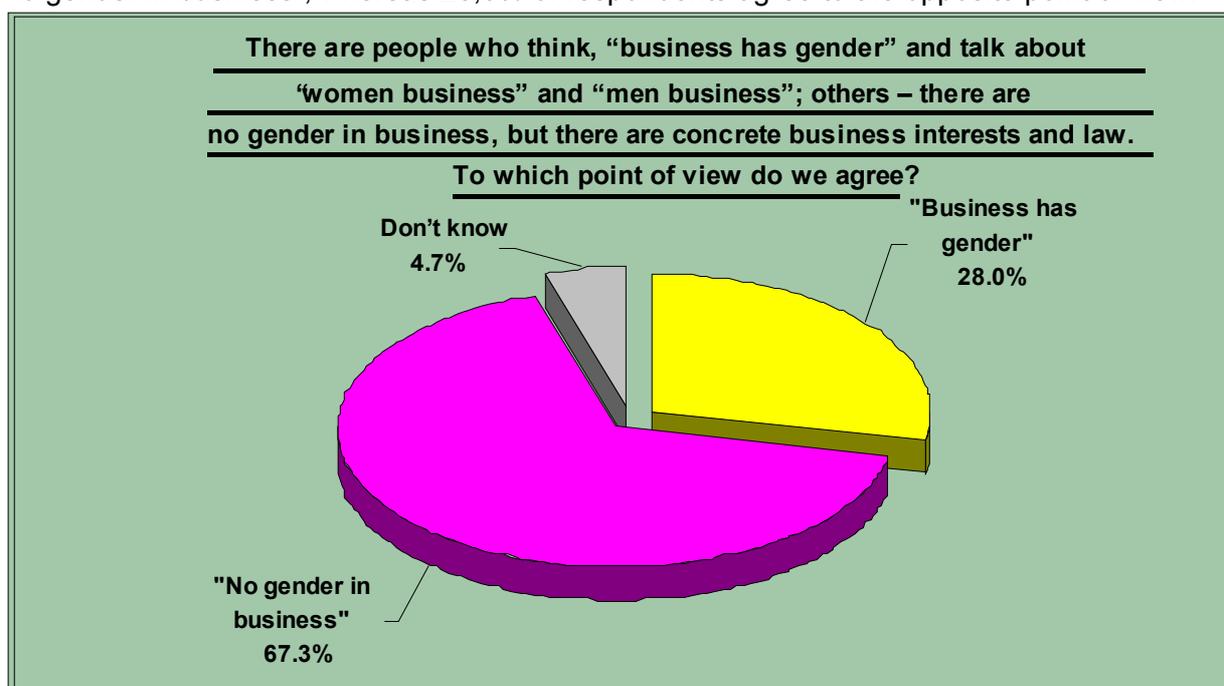


## 2.2. Does business has gender?

Question:

***“ There are people who think, “business has gender” and talk about “women business” and “men business”; others – there are no gender in business, but there are concrete business interests and law. To which point of view do we agree?”***

More that two thirds (67,3%) of respondents agree to the point of view that, “there are no gender in business”, whereas 28,0% of respondents agree to the opposite point of view:



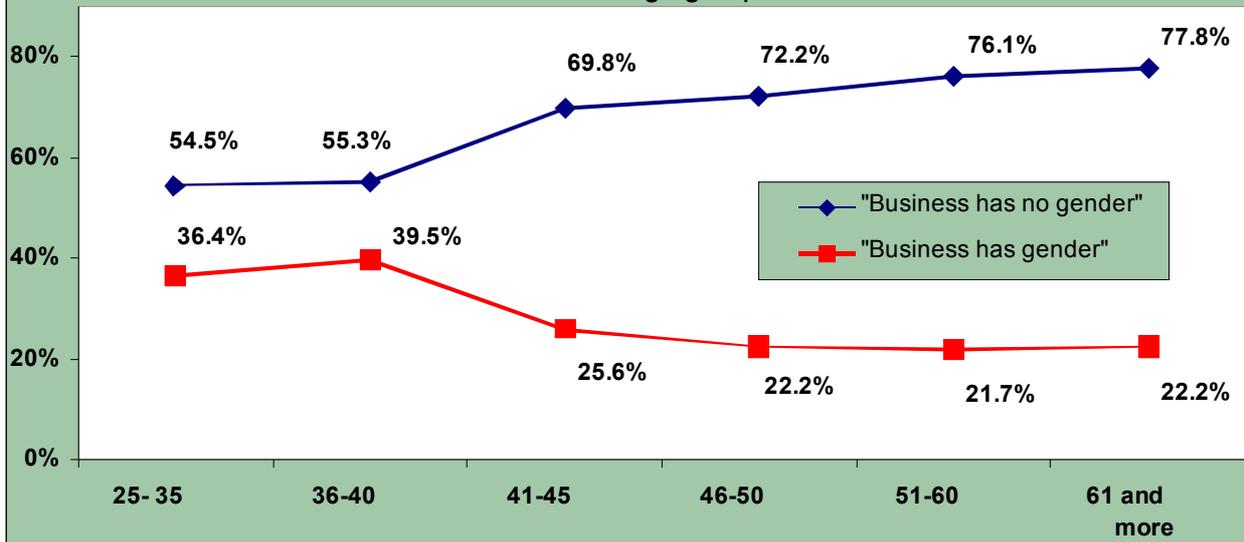
Analysing data of different socio demographic businesswomen groups there could be stated for hypothesis assumption that younger women with small experience in business have stronger point of view that “business has gender”.

Also women that have children till the age of 18 more often agree to this point of view.

In graphics in the next page there are highlighted data should be interpreted as the illustration of this hypothesis and shouldn't be generalized:

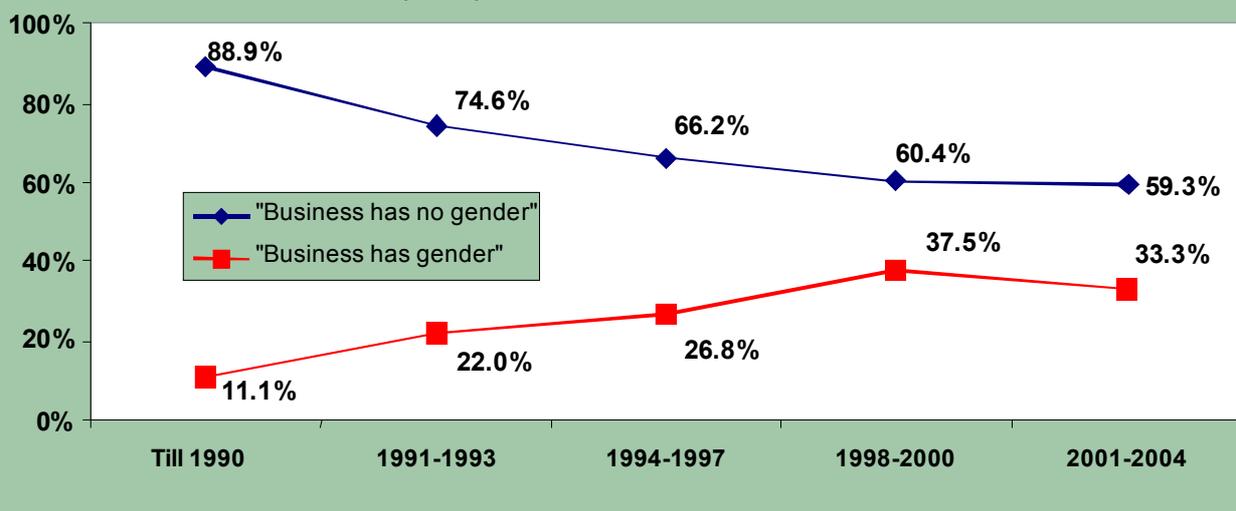
**There are people who think, “business has gender” and talk about “women business” and “men business”; others – there are no gender in business, but there are concrete business interests and law. To which point of view do we agree?**

Division into different age groups



**“There are people who think, “business has gender” and talk about “women business” and “men business”; others – there are no gender in business, but there are concrete business interests and law. To which point of view do we agree?**

Division by the year of foundation of enterprise

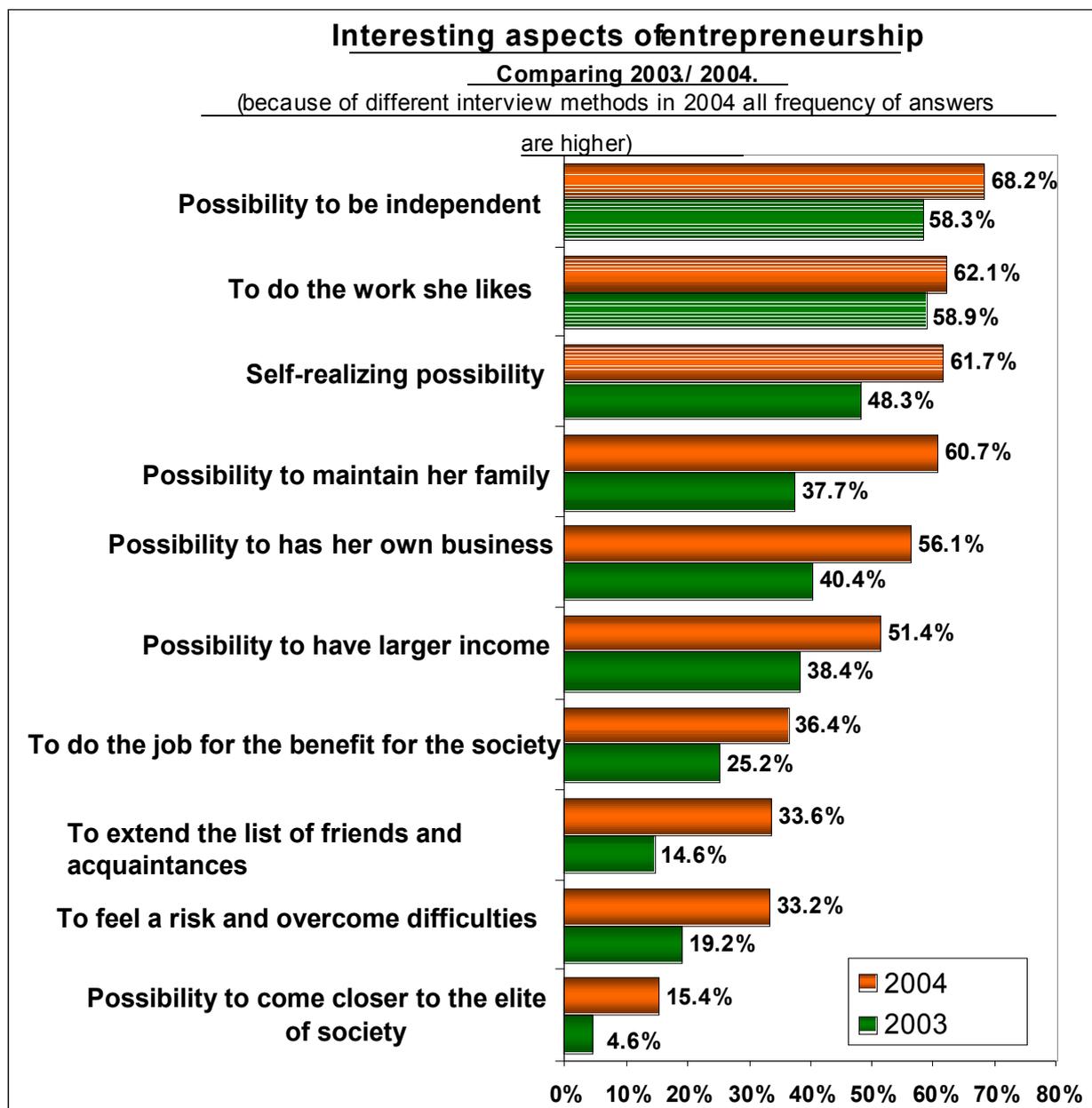


## 2.3. Interesting aspects in entrepreneurship

Question:

*“Which of the given aspects for you as for businesswoman or woman in business seems interesting?”*

*Possibility to be independent; possibility to do the work she likes as well possibility of self-realizing are the main motives that attach women to business. For them not so attachable seems possibility to get closer to the elite of society.*



Analysing data by the different socio demographic groups of businesswomen small differences should be seen in the hierarchy of motivation in groups with different educational level and regarding women that have/haven't got children at the age of preschoolers.

For women with secondary or not finished higher education more important are possibility to maintain family and to be independent while for women with higher education – self-realizing possibility. Whereas for businesswomen that have preschoolers (till the age of 7) the most important is to get larger income.

vii. Motives ranged in the groups of businesswomen with different education

Place of rangement of motives		Motives
Group of businesswomen with secondary and not finished higher education	Group of businesswomen with higher education	
1./2.	6.	Possibility to maintain family
1./2.	2.	Possibility to be independent
3.	1.	Self-realizing possibility
4./5.	3.	To do the work she likes
4./5.	4.	To have her own business
9.	7.	To do things in the benefit of all society
6.	5.	To earn more
7./8.	8./9.	To extend the list of friends/acquaintances
10.	10.	To get closer to the elite of society
7./8.	8./9.	To feel a risk and overcome it

Motives ranged in the groups of businesswomen by the criteria have/havn't preschoolers

Place of rangement of motives		Motives
Businesswomen that have children till the age of 7	Businesswomen that haven't children till the age of 7	
3./4.	4.	Possibility to maintain family
3./4.	1.	Possibility to be independent
2.	3.	Self-realizing possibility
5.	2.	To do the work she likes
6.	5.	To have her own business
7./8.	7.	To do things in the benefit of all society
1.	6.	To earn more
7./8.	8.	To extend the list of friends/acquaintances
10.	10.	To get closer to the elite of society
9.	9.	To feel a risk and overcome it

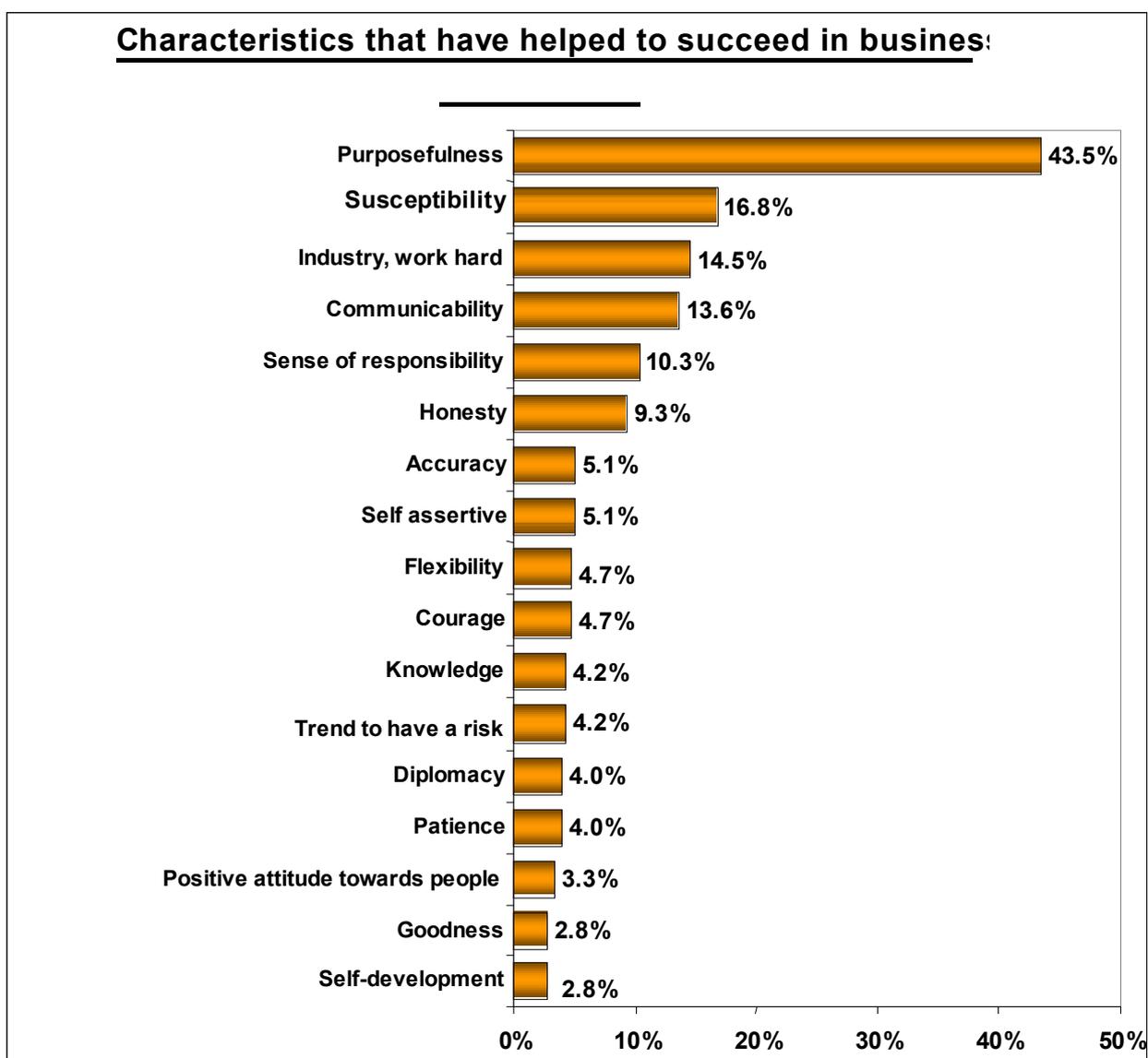
## 2.4. Characteristics/ values that have helped to succeed

Question:

**“Give two of your characteristics or values that you own evaluate as the most positive – that have helped to succeed you in business?”**

Respondents answered as an opened question and gave ~ 120 characteristics that have helped to succeed in her business. In the processing data were codified and united into groups. Similar in 2003 and in 2004 the answers show that the most positive characteristic businesswomen in themselves evaluate purposefulness, persistence, susceptibility, communicability and interface.

In graphic are highlighted answers that have mentioned more that 2,5% women (5 respondents):



In the net tab there are showed detailed division of answers:

Frequency	United title of group's characteristic	Given characteristics
43,5%	<b>Persistence, Purposefulness, willpower</b>	<i>Persistence; purposefulness; willpower; insistence, spitefulness, to go on aim not regarding obstacles; hold; severity of spirit; energy; inner core; power to do everything till the end; disruptive; high concentratio ability to the main</i>
16,8%	<b>Susceptibility</b>	<i>susceptibility; decisioness</i>
14,5%	<b>Industry, work hard</b>	<i>Industry; work hard; not limited industry; ability to work at length and with quality; like to work; work-holic.</i>
13,6%	<b>Communicability, interfaction</b>	<i>Communicability, interfaction; ability to work with people; can come to decision in communication; ability to find compromise with partners; ability to listen; diplomacy; telerance; ability to work with different people</i>
10,7%	<b>Patience</b>	<i>Patience; endurance</i>
10,3%	<b>Sense of responsebility</b>	<i>Sense of responsebility; to work with quality;</i>
9,3%	<b>Honesty</b>	<i>Honesty; to keep once word, promise; to obey law;honesty and to be concrete regarding other people</i>
5,1%	<b>Accuracy</b>	<i>Accuracy; punktualy; carefulness</i>
5,1%	<b>Self assertiveness</b>	<i>Self assertiveness; self-evaluating; ability to stand for own oppinion</i>
4,7%	<b>Flexibility</b>	<i>Flexibility; adaptability; ability to survive; ability to survive in any obstacles; conformism; mobility; captivness; ability to adapt to client</i>
4,7%	<b>Courage</b>	<i>Couraged; impudence; ability to dare; no complexis to get that wants</i>
4,2%	<b>Education, knowledge</b>	<i>Education; intelligence; thinking logic; knowledge</i>
4,2%	<b>Trend to have a risk</b>	<i>Thinking not standard; trend to have a risk; plunger</i>
3,3%	<b>Optimism</b>	<i>Optimism; positive attitude to people; healthy attitude; smile, hope</i>
2,8%	<b>Wish to learn smth new, self-development</b>	<i>Wish to learn smth new; self-development; ability to go with the time, work creative</i>
2,8%	<b>Goodness</b>	<i>Goodness; kindness</i>
2,3%	<b>Rigourness, exactingness</b>	<i>Rigourness; exactingness; ability to stand for her opinion</i>
1,9%	<b>Organisation, arrangement</b>	<i>Organisation; arrangement; disciplin; arrangement in accountancy</i>
1,9%	<b>Work experience</b>	<i>Work experience; were known to people, were employee with good reputation</i>
1,9%	<b>Independence</b>	<i>Independence</i>
1,9%	<b>Self-possession</b>	<i>Self-possession, prudence</i>
1,9%	<b>Professionality</b>	<i>Professionality; ability to offer and ability tp realize people needs</i>
1,9%	<b>Support from friends and family</b>	<i>Support from friends and family</i>
1,4%	<b>Co-operation</b>	<i>Co-operation; wish to help people; humanity</i>
1,4%	<b>Loyalty</b>	<i>Loyalty; diligence</i>
1,4%	<b>Women intuition</b>	<i>Women intuition; intuitive situation understanding</i>
1,4%	<b>Feminity</b>	<i>That I am a woman; feminity</i>
0,9%	<b>Decisioness</b>	
0,9%	<b>Contingency</b>	<i>Contingency; not in connetion with characteristics; to meet right thinking people</i>
0,5%	<b>Politeness</b>	
0,5%	<b>Coquetry</b>	
0,5%	<b>Rectitude</b>	
0,5%	<b>Peacefulness, placability</b>	

## 2.5. Characteristics/ values that have inconvenienced to succeed

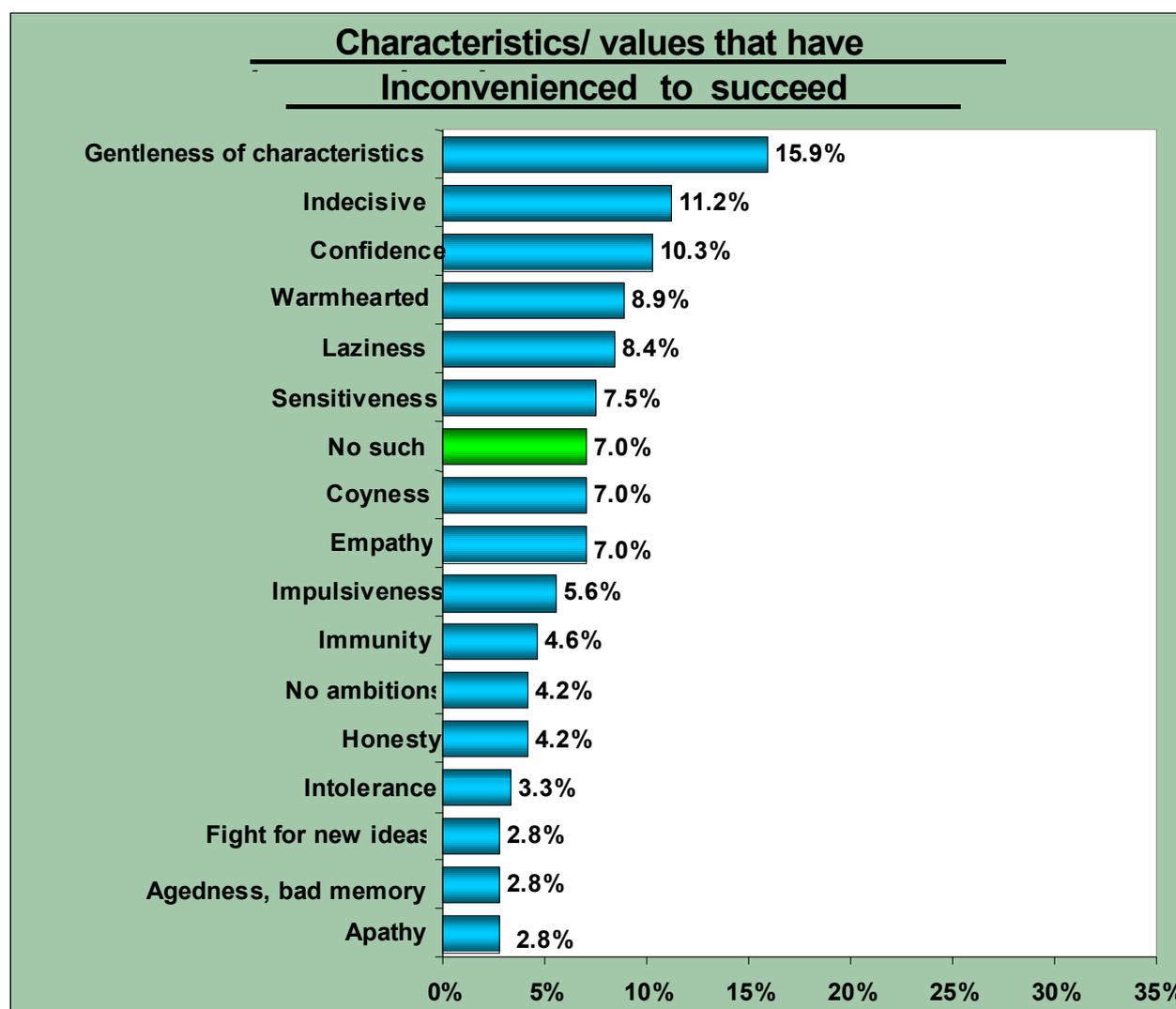
Question:

**“And which are your two characteristics or values that have inconvenienced?”**

*Warmheartedness, inability to give orders, be strong and exact, as well indecisioness* are more often mentioned as characteristics that have inconvenienced to succeed. Quite often there are mentioned “positive” characteristics that haven’t helped - *commitment, warmheartedness, pitifulness, empathy, honesty, as well sensitiveness, impressive.*

7,0% of respondents don’t seem in themselves any characteristics/values that haven’t helped to succeed them.

Graphic highlights answers that have mentioned more than 2,5% of women (5 respondents):



In the next tab there are detailed answers and extend of answers:

Frequency	United title of group's characteristic	Characteristics
15,9%	<b>Gentleness of characteristics</b>	<i>Gentleness of characteristics; no severity; imperious; take strong position, give orders and require; no insistence; no ability to organize others work, does everything herself; wish to avoid from contacts; in communication with employees there are no ability to stand as director.</i>
11,2%	<b>Indeciseveness, no ability to make decisions quickly; insecurity</b>	<i>Indeciseveness; no ability to make decisions quickly; insecurity, fear; indisposition to take responsibility; slow thinking; ineer insecurity; fear; not attractive; abeyance</i>
10,3%	<b>Confidence</b>	<i>Confidence, belief in people; wish to trust on; credulity</i>
8,9%	<b>Warmhearted</b>	<i>warmhearted, kindness</i>
8,4%	<b>Laziness</b>	<i>Laziness</i>
7,5%	<b>Sensitiviness</b>	<i>Emotions; sensitiveness; sentimentality; weekness</i>
7,0%	<b>Timidity</b>	<i>Timidity; peacefulness; calm; invert</i>
7,0%	<b>Empathy</b>	<i>Empathy; pitifulness; pitifulness to people; compassion, too loyal; sense of guilt; can't say no to people, enter into feelings of other people</i>
6,1%	<b>Immunity</b>	<i>Immunity; no resistant, no flexible, no wish to take a risk; not impudent</i>
5,6%	<b>Impulsiveness</b>	<i>Intemperate; intolerance; spiteful; hastility of actions; impulsiveness; spontaneous; quick actions; hot blood</i>
4,2%	<b>Too low ambitions</b>	<i>Too low ambitions, inferiority complex; no belief in themselves</i>
4,2%	<b>Honesty</b>	<i>Honesty; conscience; scrupulosity</i>
3,3%	<b>Intolerance</b>	<i>Intolerance, no diplomacy; directness, say that thinks</i>
	<b>Apathy</b>	<i>Apathy, routine</i>
2,8%	<b>Exactingness, fight for quality and new ideas</b>	<i>Exactingness, fight for quality and new ideas; consequence</i>
2,8%	<b>Ageness, hard memory, health problems</b>	<i>Ageness, hard memory, health problems</i>
2,3%	<b>Directness</b>	<i>Directness</i>
2,3%	<b>No atractive in finding and keeping contacts</b>	<i>Insularity, Lack of wider contacts, can't keep contacts; no active in finding contacts; can't intrude</i>
2,3%	<b>Humanity</b>	<i>Humanity; human attitude to others; compliant; quickly forgive</i>
2,3%	<b>Problems in family</b>	<i>Problems in family, caring about familyi</i>
2,3%	<b>Diligence</b>	<i>Diligence, scrupulosity, application</i>
1,9%	<b>Lack of knowledge</b>	<i>Lack of knowledge, Sovietic education</i>
1,4%	<b>Women gentleness</b>	<i>Woman, woman's gentleness; no provident</i>
1,4%	<b>Lack of ability to persuade</b>	<i>No ability to persuade particularly in meetings with clerks; no ability to present myself</i>
1,4%	<b>Not saving oneself</b>	<i>No saving oneself</i>
0,9%	<b>Not systematic</b>	<i>Not systematic, organized; always in short of time</i>
0,5%	<b>Co-operation</b>	
0,5%	<b>Revenge</b>	<i>Revengeable, jealous</i>
0,5%	<b>Optimistic</b>	

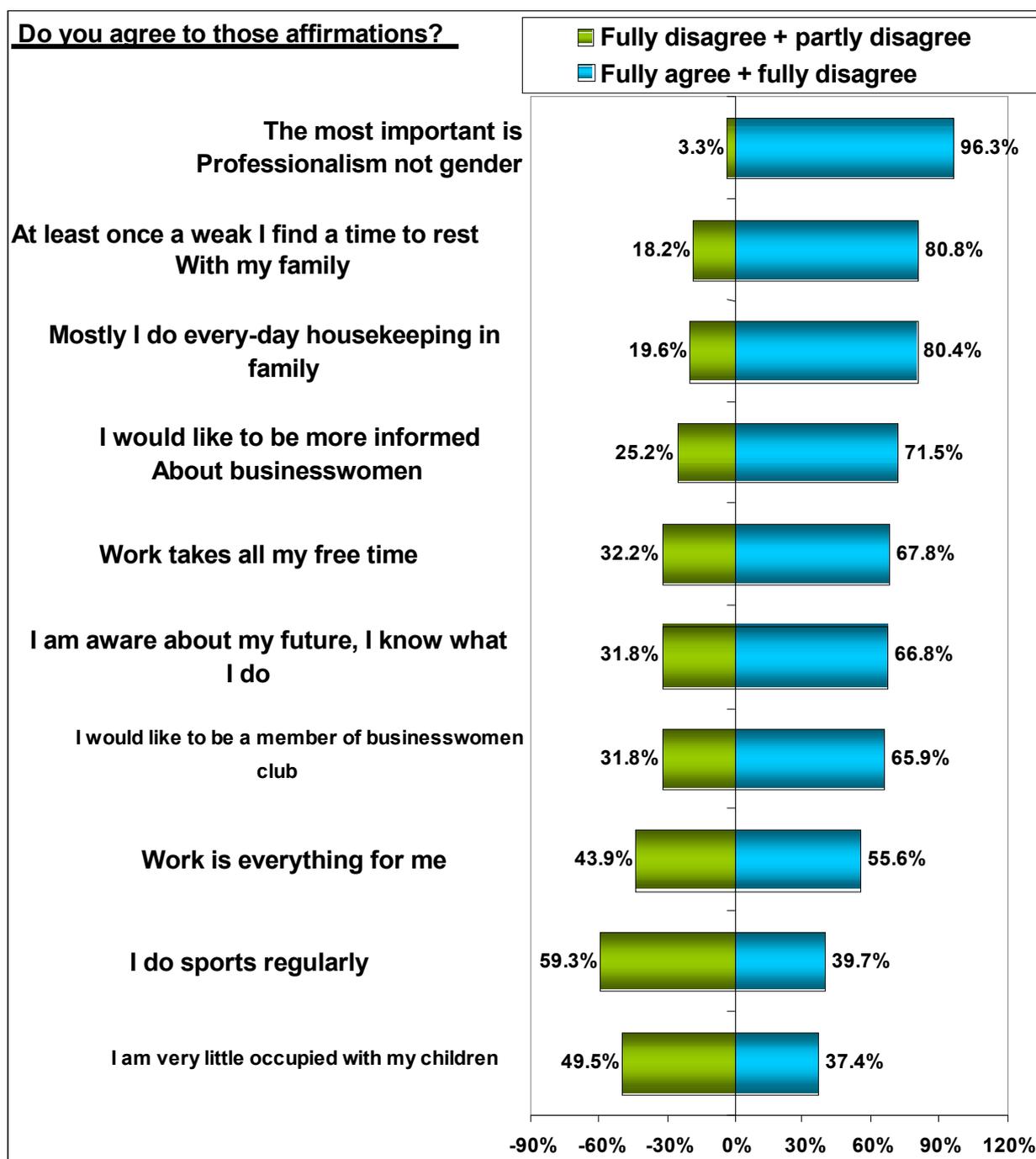
## **2.6. Affirmations**

Questions:

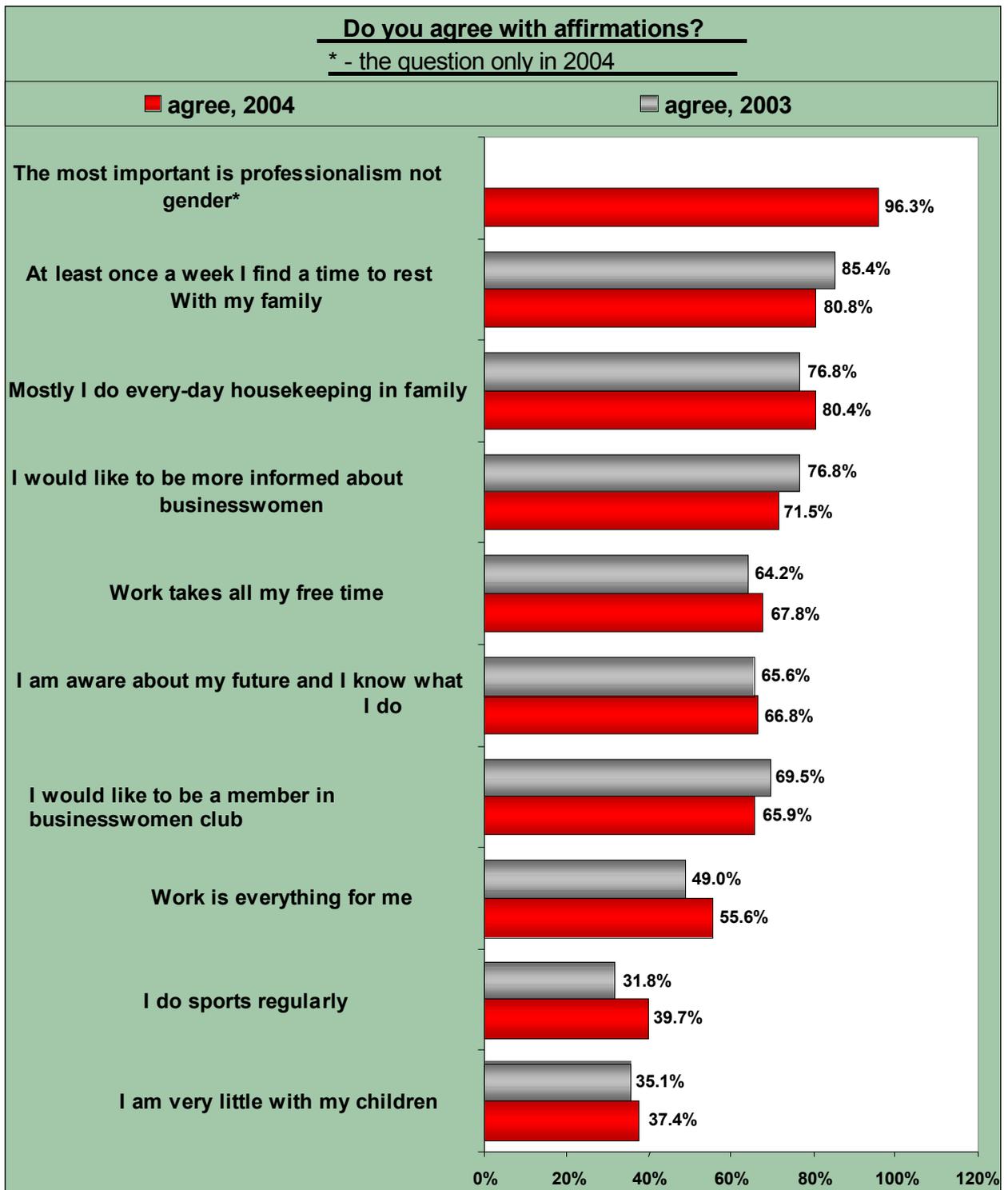
***“There will be several affirmations. To what degree you agree to those affirmations? Do you fully agree, partly agree, partly not agree or not agree?”***

- 96,3% of respondents more or less agree to affirmation that *for me more important is professionalism of employees and their experience than gender*;
- Dominating part of respondents (80,4%) acknowledge that they are *mainly do housekeeping things in her family*. Almost the same number of respondents (80,8%) try to find *at least one a week time to rest together with family*;
- More than two thirds of respondents *would like to be members of business women clubs and would like to be more informed about women in entrepreneurship*;
- Two thirds (67,8%) of businesswomen agree that *work takes all free time* and more than a half (55,6%) of respondents make an accent on that *work is the most important* – mainly they are aged businesswomen, without children, that live alone as well women that started their business earlier (till 1990);
- To the affirmation *I am aware of my future and know what I do* agree two-thirds (66,8%) of businesswomen. It should be point out that to this affirmation agree all those women directors that have underfoot more than 50 employees;
- To the affirmation *I spent to little time with my children* there should be mentioned that only 50, 4% of respondents have children till the age of 18;
- Only a little bit more than one-third (39,7%) of respondents agree that they *regularly do sports* .

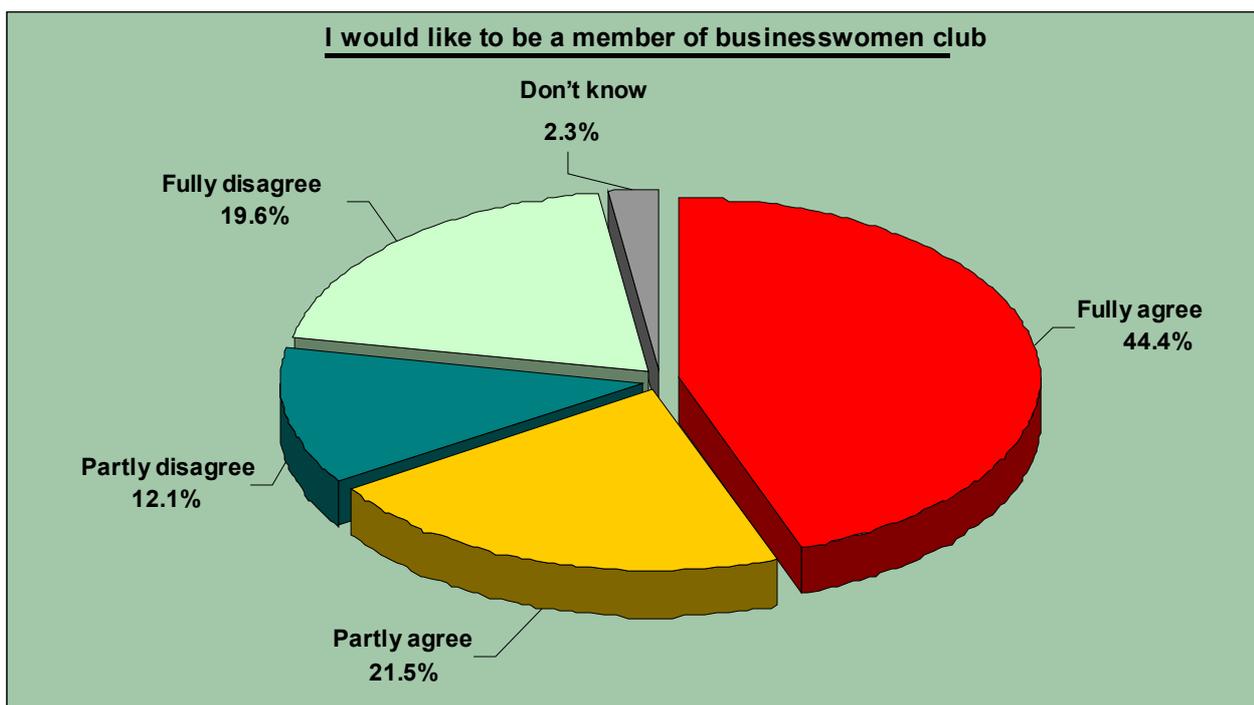
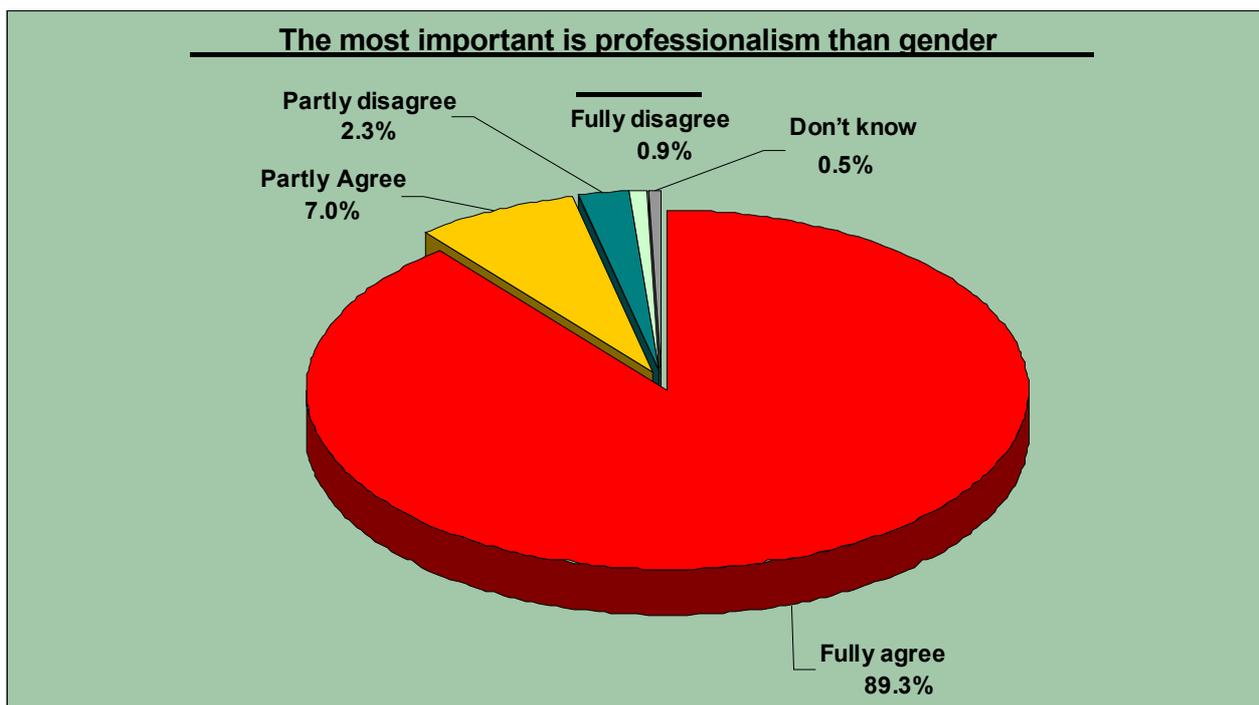
Given results could be seen in the graphic:

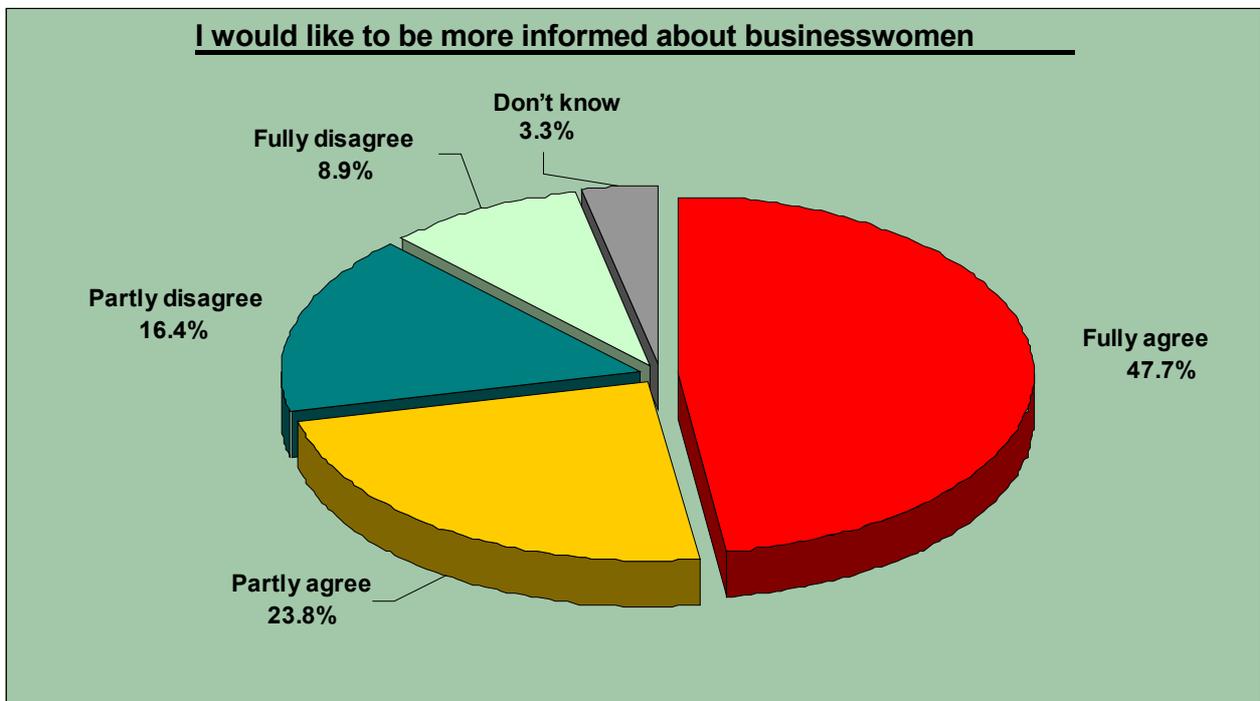
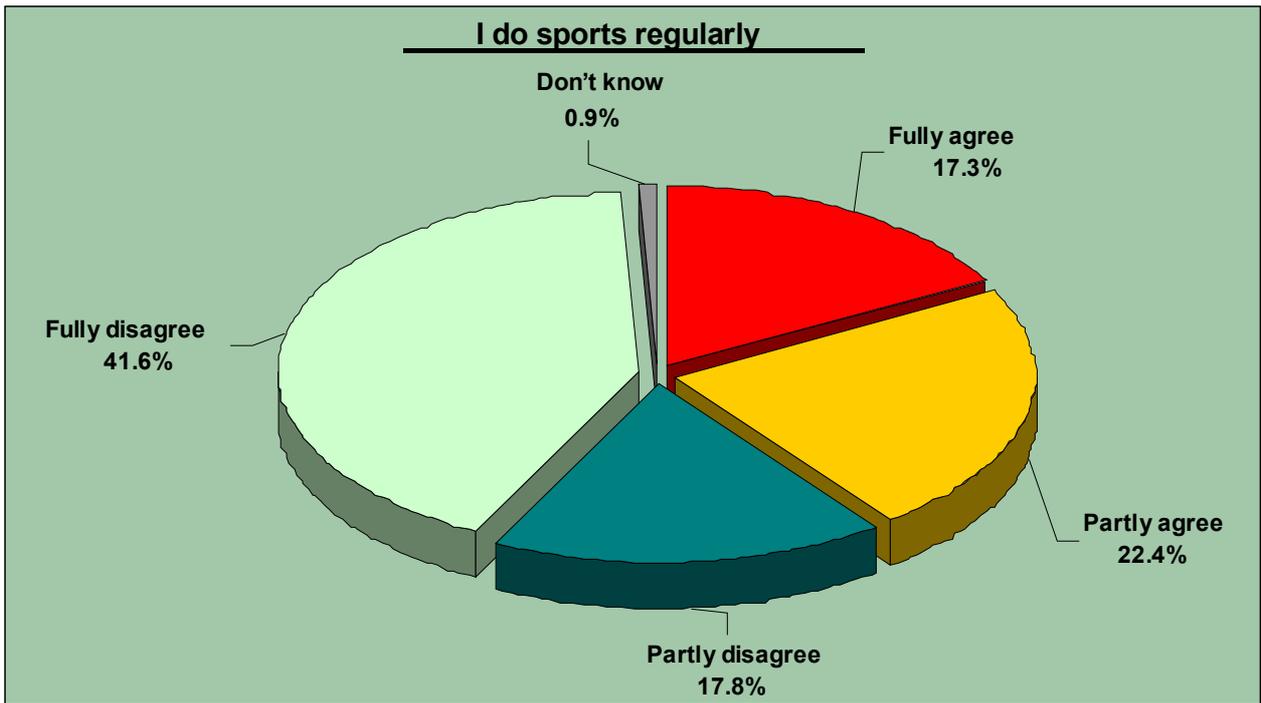


Regarding results of 2003 and 2004 and comparing them it could be conclude that there aren't significant changes in the point of views. Businesswomen in Latvia not regarding their large workload successfully treat with their family life and housekeeping problems. As well they are quite aqctive in educating their children.

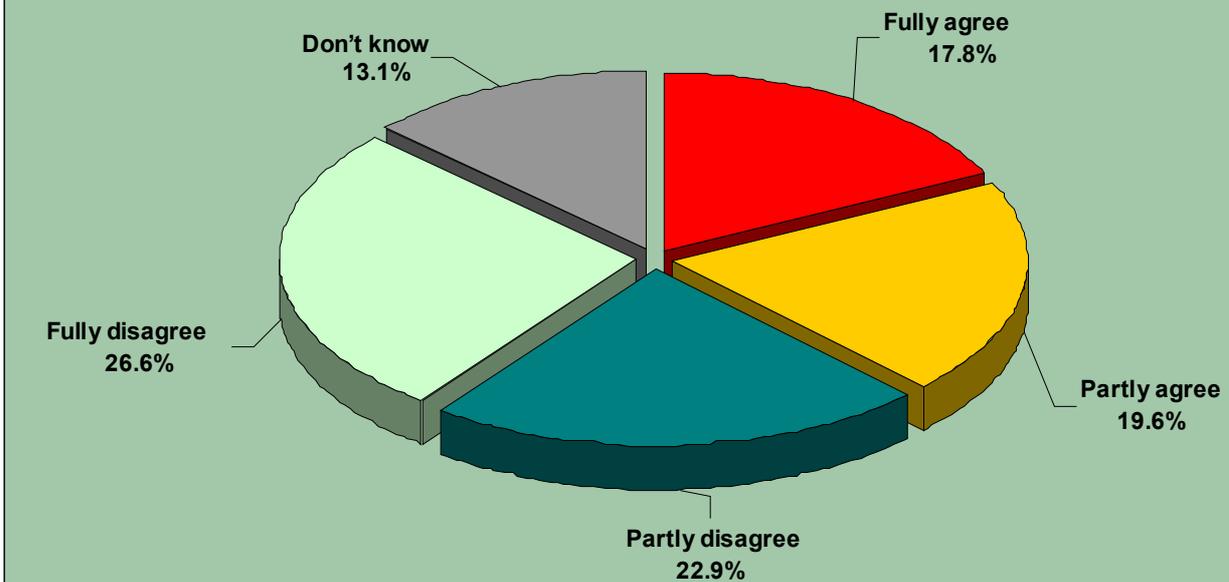


Division of answers about each concrete affirmation in next diagrams:

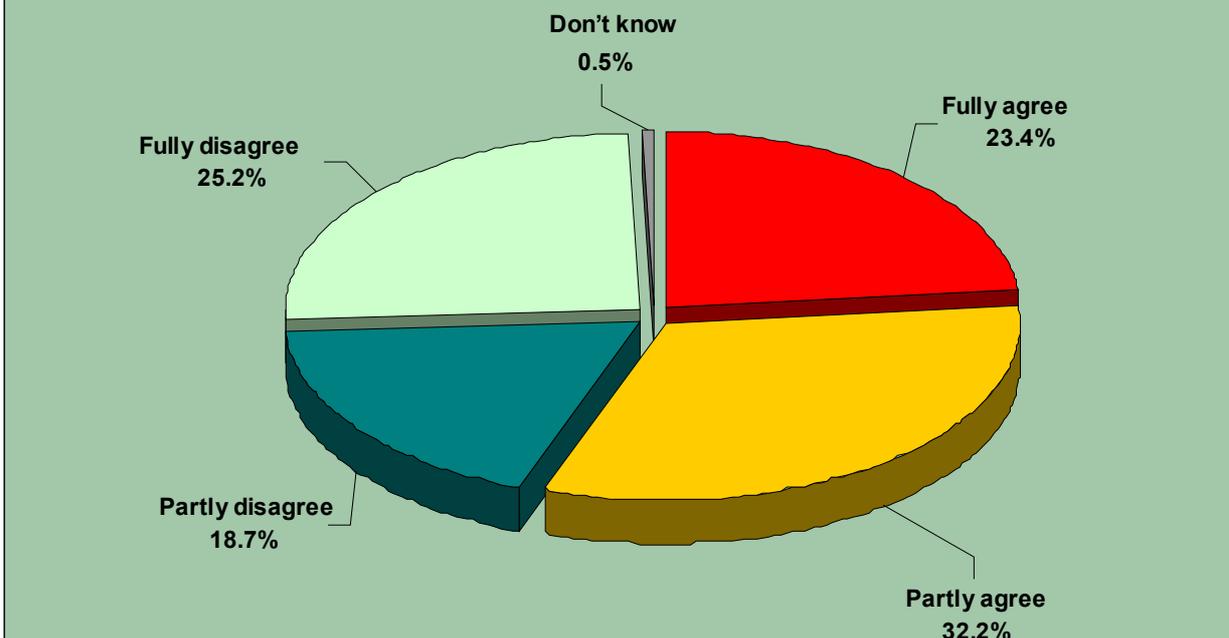




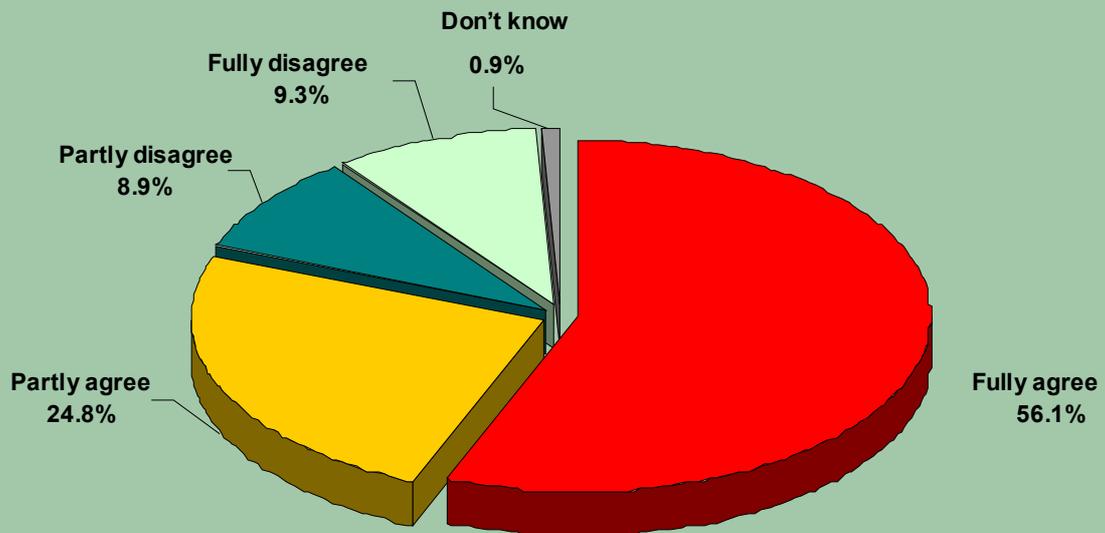
**I am very little occupied with my children**



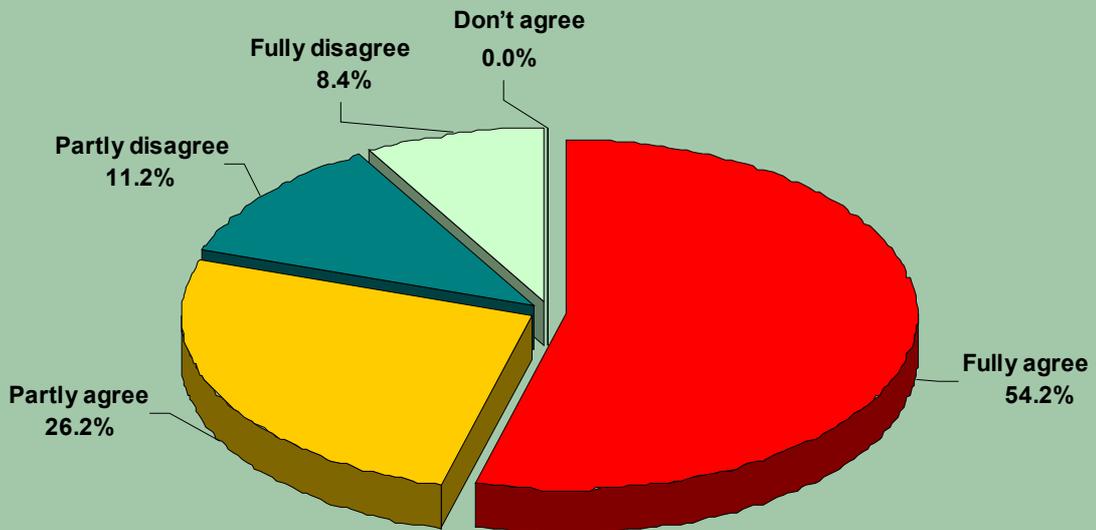
**Work is everything for me**

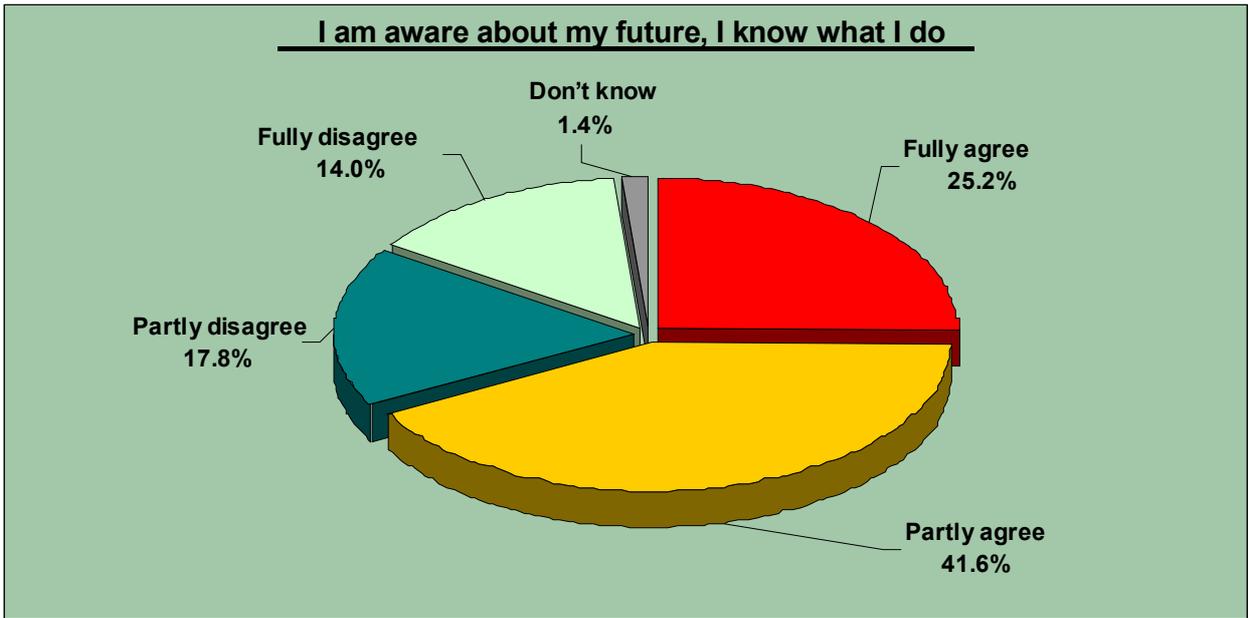
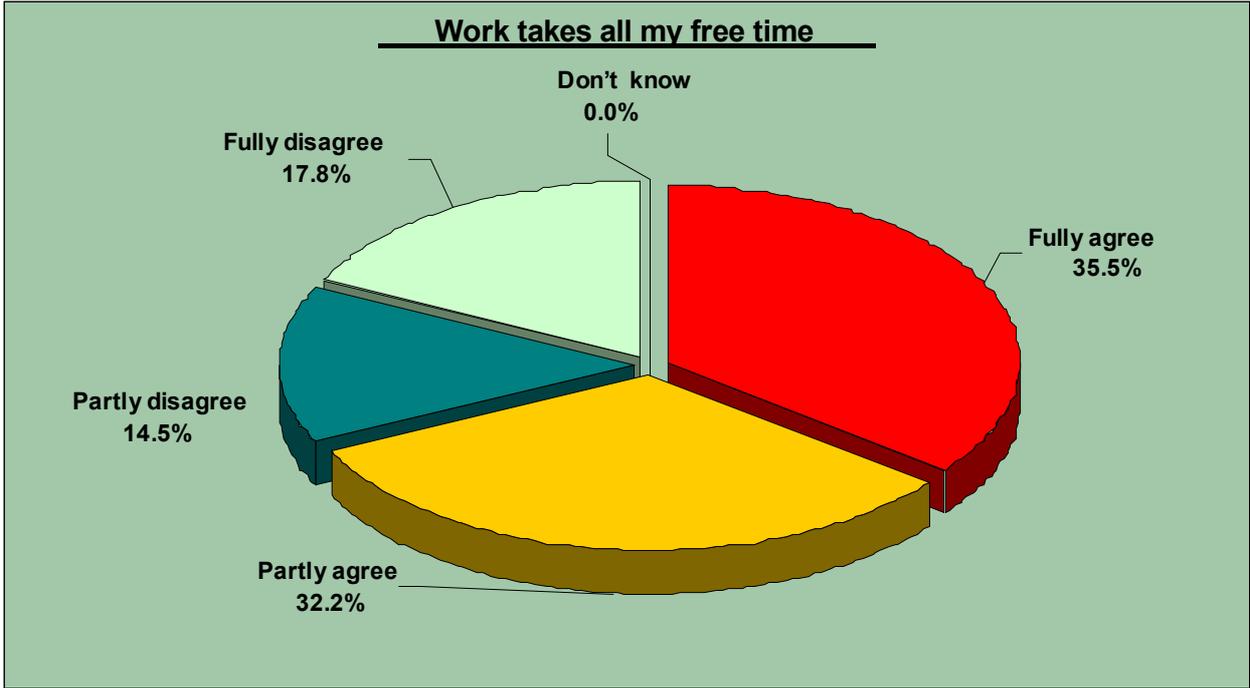


**At least once a week I find a time to rest with my family**



**Mostly I do every-day housekeeping in family**





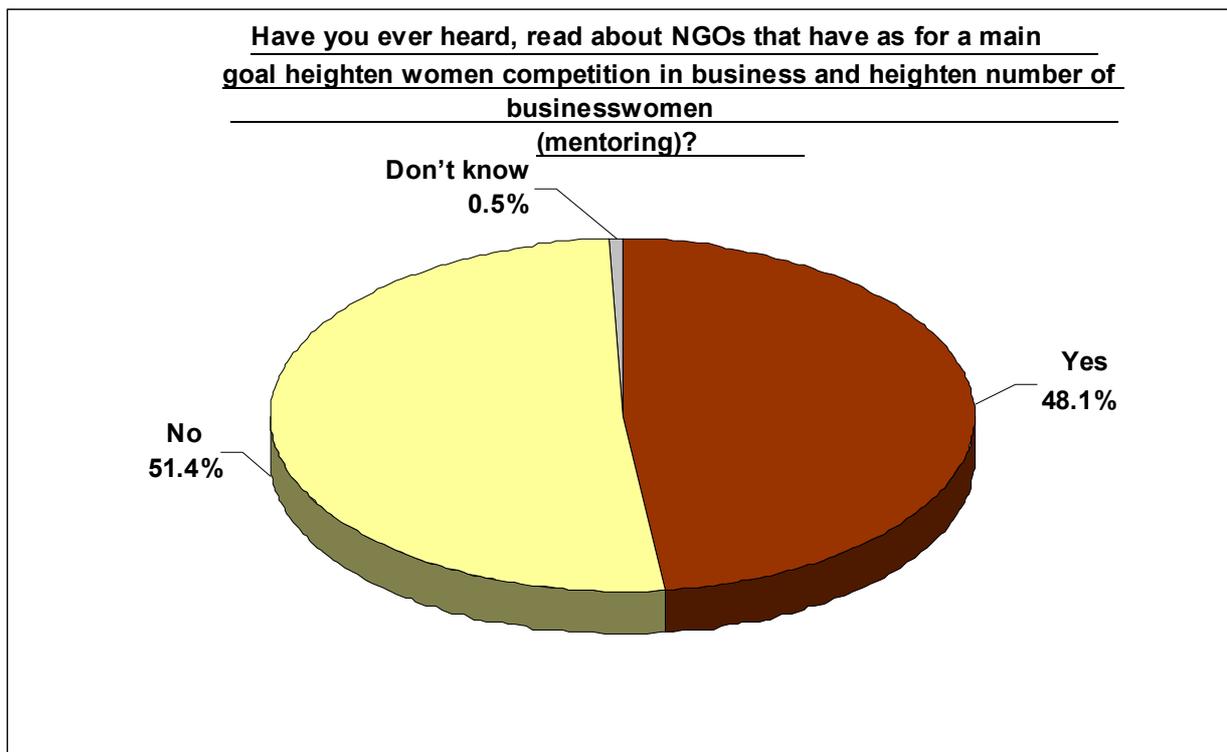
### 3. Mentoring

#### 3.1. Information

Question:

**„Have you ever heard, read about NGOs that have as for a main goal heighten women competition in business and heighten number of businesswomen?”**

A little bit less than a half (48,1%) of respondents – managers of enterprises and owners are informed about NGOs that have as for a goal heighten women competition in business and heighten number of women in business (mentoring):



**h.**

i. Partly more often answer that she is informed about that kind of organisation was given by:\*

**j.**

- Younger businesswomen (age 25 - 35);
- Inquired Latvian respondents;
- Respondents with higher education;
- Women working in educational, culture / arts sphere.

**k.**

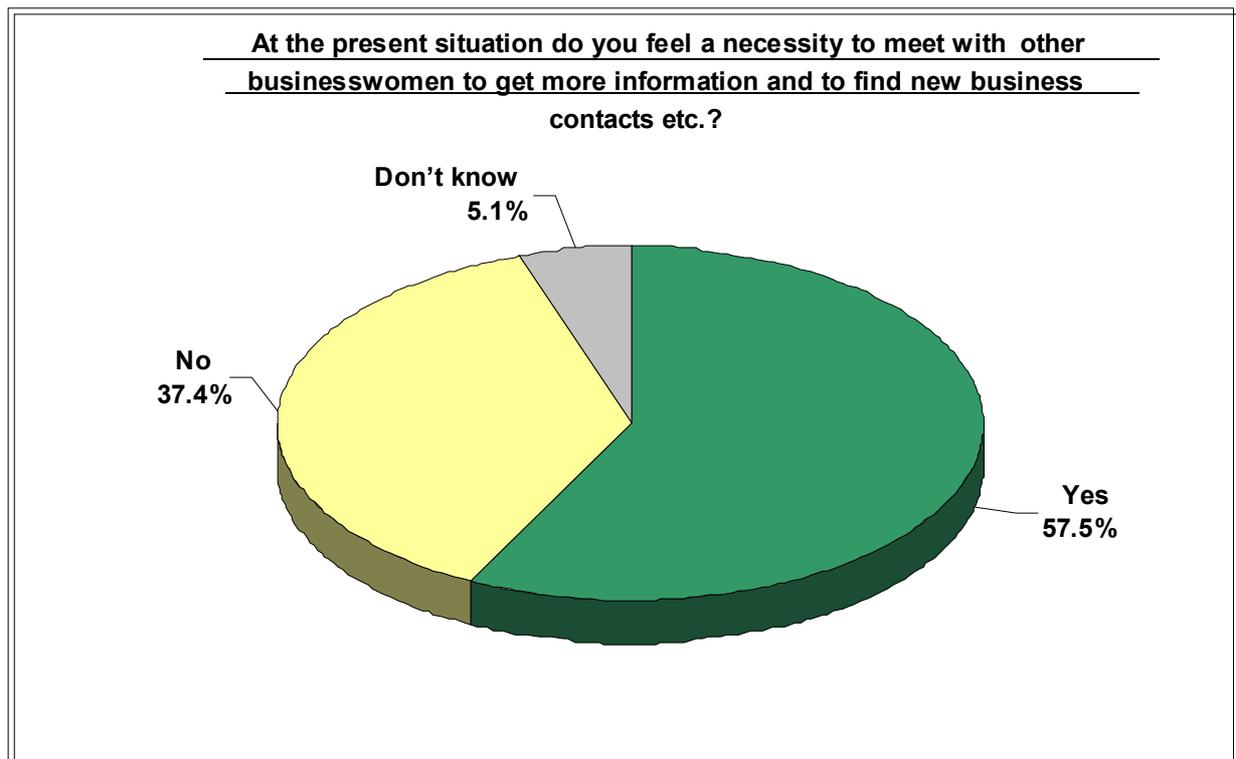
*l. (\*Given tendencies should be interpreted as hypothesis because undergroup units are not representative)*

### 3.2. Necessity to meet with other businesswomen

Question:

**„At the present situation do you feel a necessity to meet with other businesswomen to get more information and to find new business contacts etc.?”**

More than a half (57,5%) of respondents enounced necessity to meet with other businesswomen:



m. A little bit more often the necessity to meet with other businesswomen has expressed\*:

n.

- Women entrepreneurs/ managers with higher education;
- Respondents that manage enterprises with larger number of employees;
- Businesswomen that have started business in the last five years.

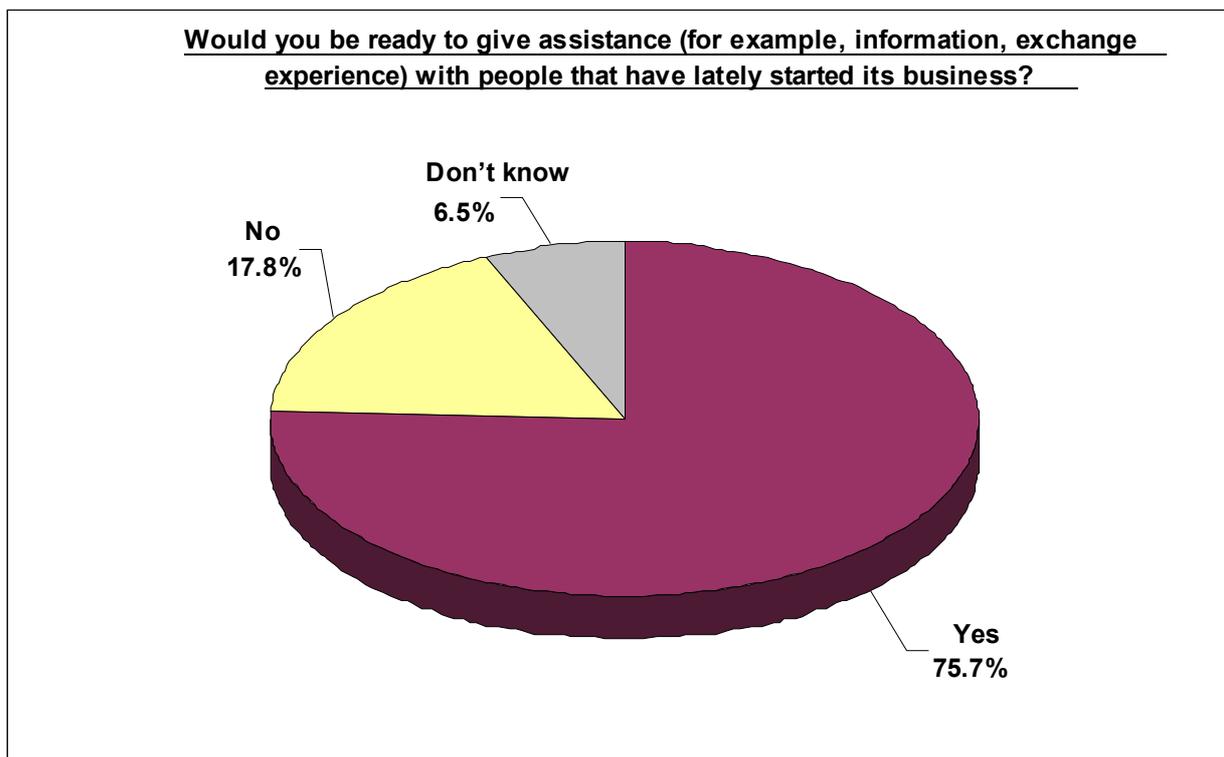
(\*Given tendencies should be interpreted as hypothesis because undergroup units are not representative)

### 3.3. Readiness to give assistance

Question:

***„Would you be ready to give assistance (for example, information, exchange experience) with people that have lately started its business?“***

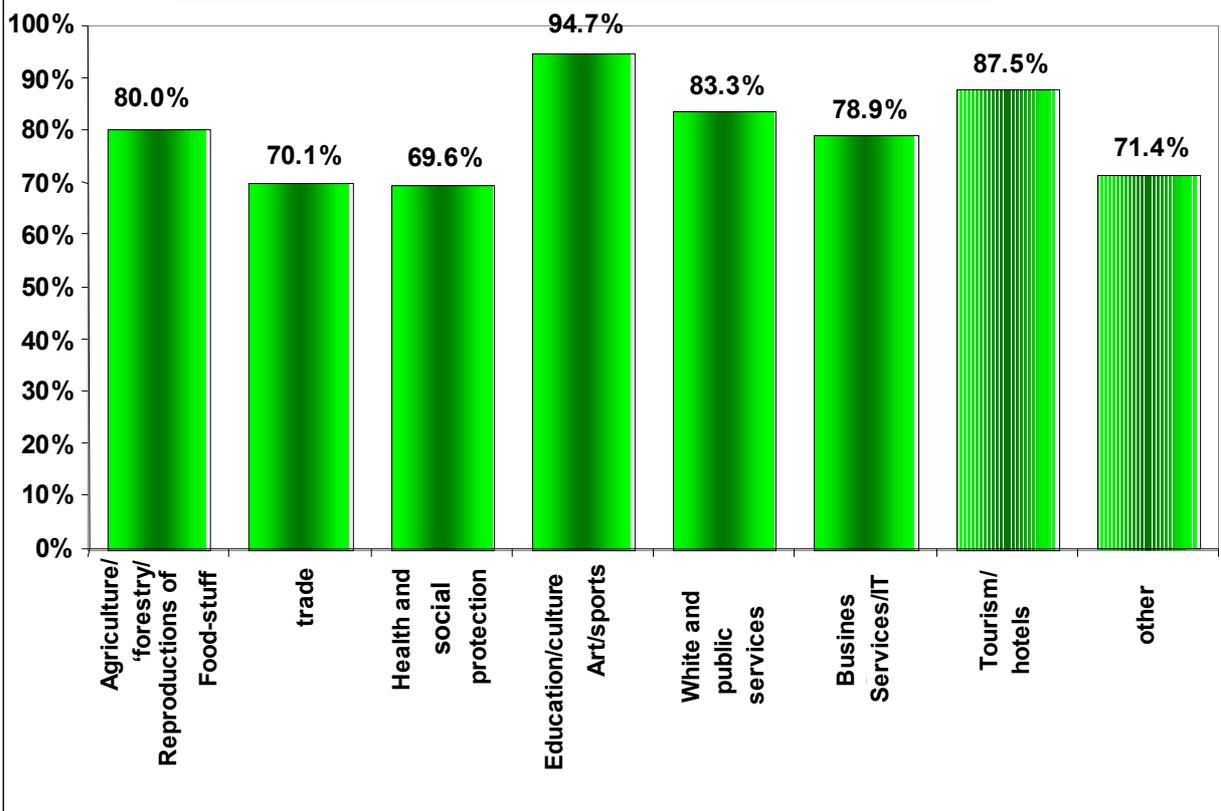
A little bit more than three-fourth (75,7%) of respondents – businesswomen exclaim their rediness to give assistance, exchange experience with those who have lately started their businesss:



Those respondents who are working in the sphere of education / culture / sport as well in the sphere of tourism and hotels more often exclaimed their rediness to assist to people that have lately started their business:

**Would you be ready to give assistance (for example, information ,  
exchange experience) with people that have lately started its  
business?**

**Frequency of “yes” answers dividing by sphere of profile**

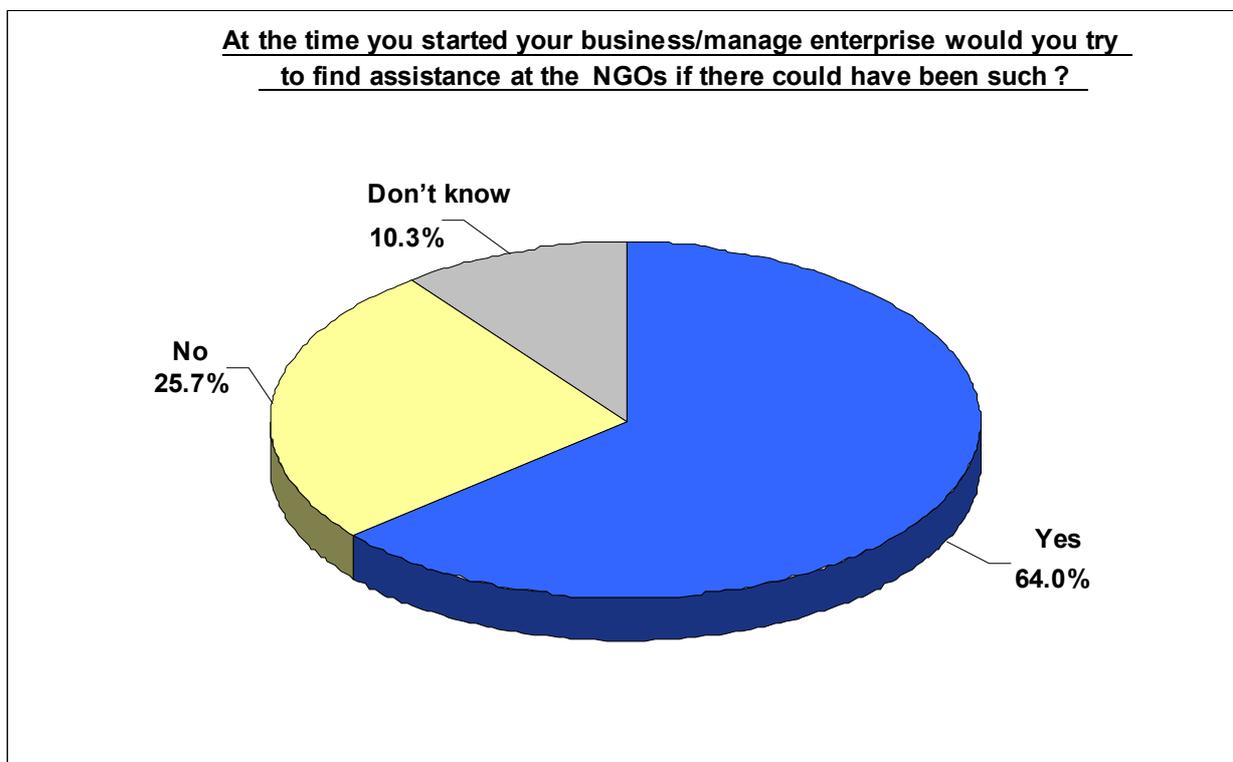


Question:

**„At the time you started your business/manage enterprise would you try to find assistance at the businesswomen organisation if there could have been such that provides new businesswomen with different kind of consultations, writing business plans and stand by smb side?“**

**o.**

Almost two-thirds of respondents agree that they would turn to such organizations,if there could be such::



p.

q.

r. Such assistance could be used by \*:

- Aged respondents (ages of before pension and at the age of pension);
- Respondents businesswomen – from other nations;
- Women that manage enterprise with a larger number of employees;
- Businesswomen/ managers that have started business/ manage enterprise in the last 5 years;
- Women that are occupied at the sphere of education / culture / sports as well at the service sphere.

*(\*Given tendencies should be interpreted as hypothesis because undergroup units are not representative)*

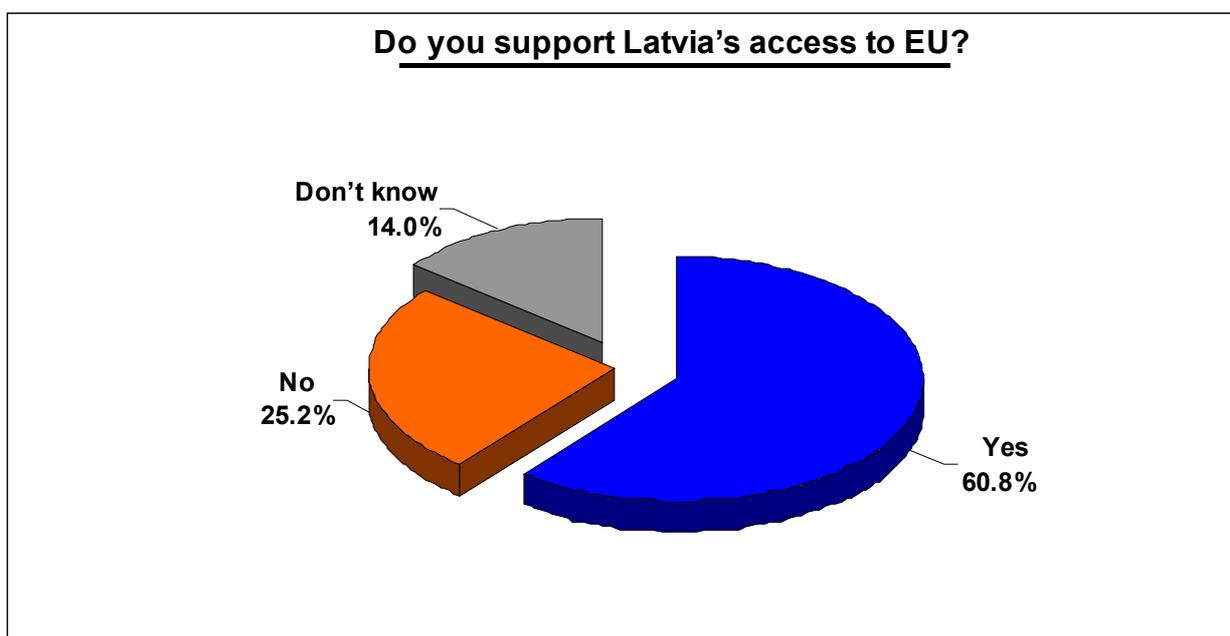
## 4. Attitude/ future plans after Latvia's access to EU

### 4.1. Support to Latvia's access to EU

Question:

**„Do you support Latvia's access to EU?”**

60,7% of respondents support Latvia's access to EU, but each fourth of respondents have exclaimed opposite point of view (25,2%):



At the level of tendencies there should be pointed out that more often “yes” to Latvia's access to EU have exclaimed:

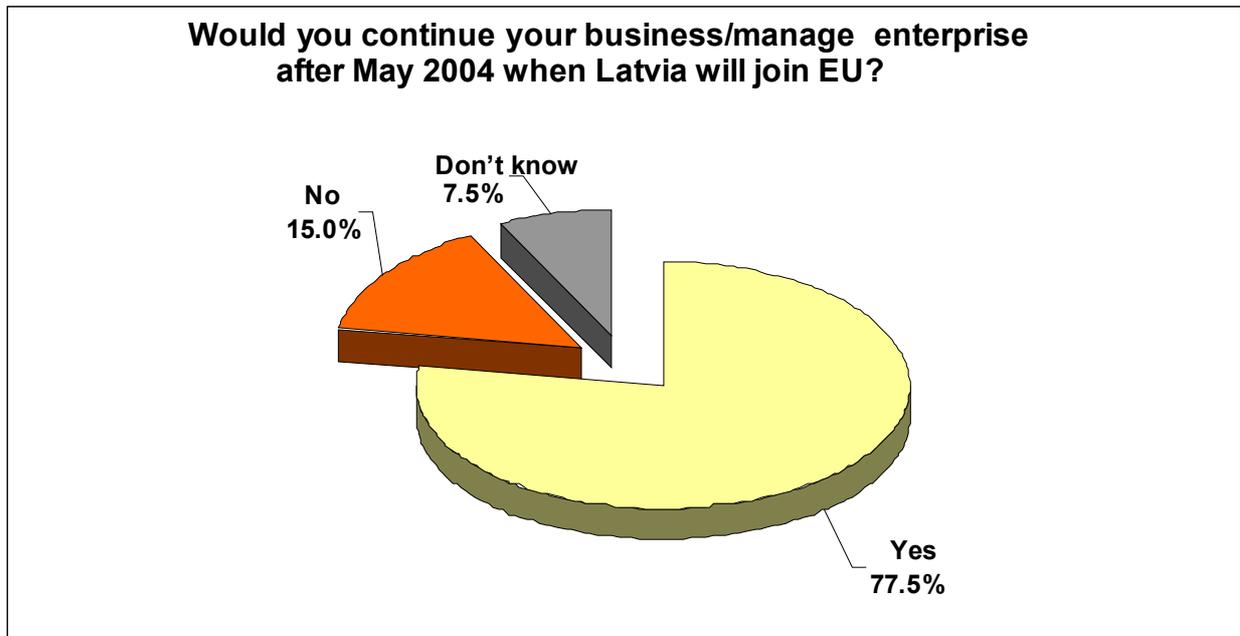
- Respondents with higher education;
- Aged women;
- Practically all respondents that live alone;
- Women that have children at the age till 18;
- Women who manage enterprise with larger number of employees.

### 4.2. Wish to continue business/ manage enterprise after the May 2004

Question:

**„Would you continue your business/manage enterprise after May 2004 when Latvia will join EU?“**

More than three-fourth (77,5%) of respondents are ready to continue their business after the May 2004 when Latvia will join EU:



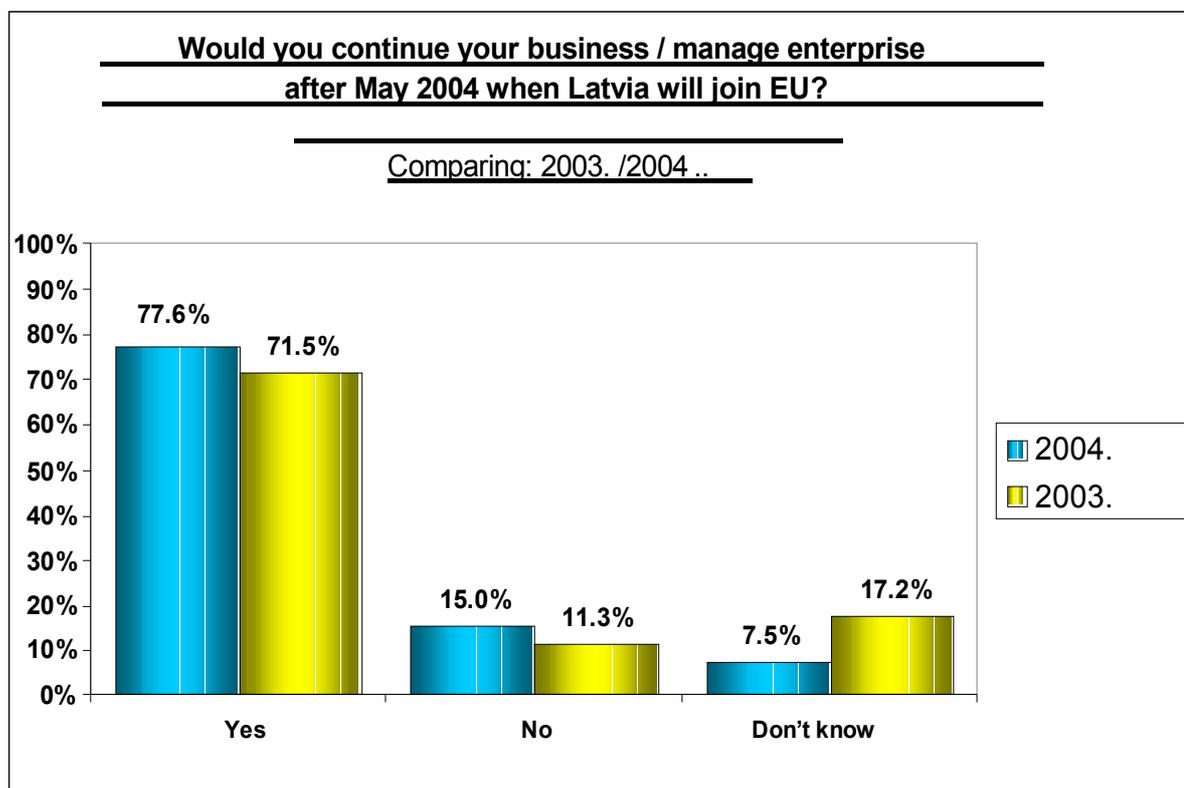
At the level of tendencies there should be stated hypothesis:

More often there is a wish to continue their business / manage enterprises for women who:

- manage enterprise with large number of employees;
- have higher education;
- work in the tourism and hotel branch;
- provide with business/ IT services;
- work in the sphere of health care/ social welfare;
- direct enterprise of food-stuff reproduction.

Comparing with the previous year results there should be pointed out:

- There is a little bit augmented (par 5,1%) number of businesswomen that will continue their business after May 2004;
- There is diminished the number of not concrete answers:

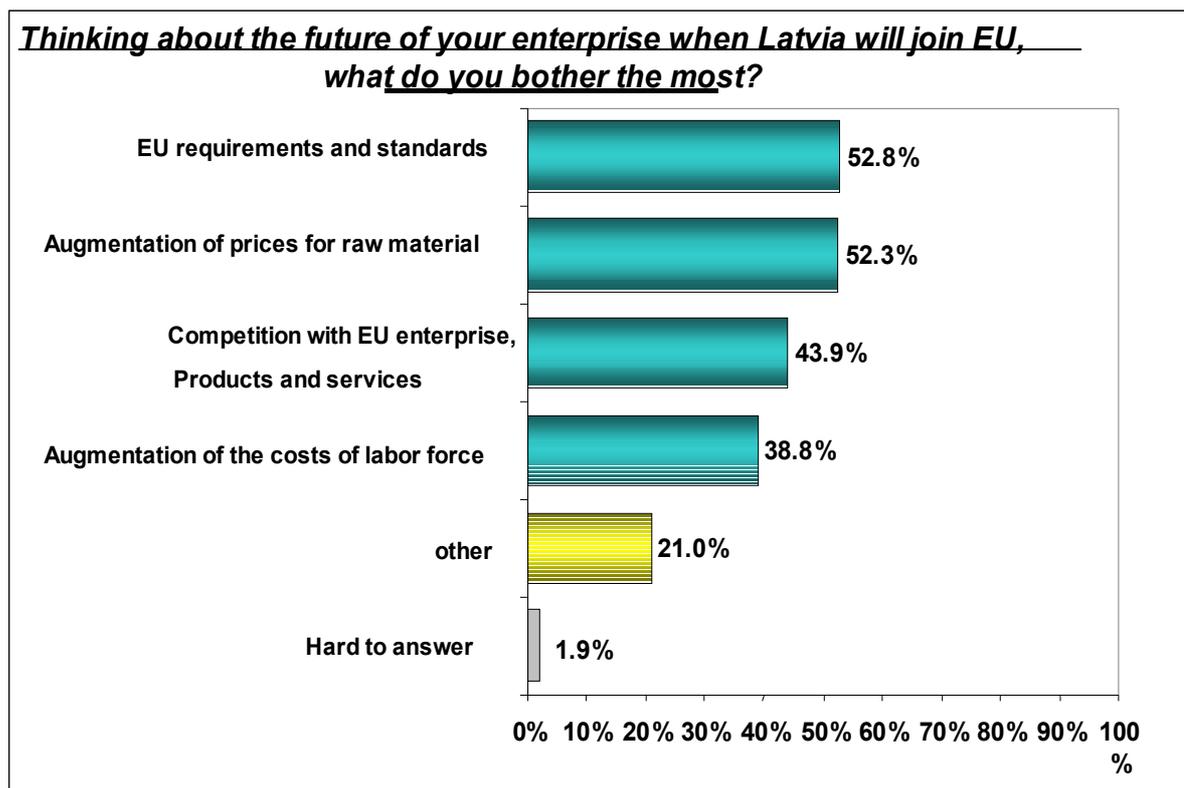


#### 4.3. Factors that bother businesswomen regarding Latvia's access to EU

Question:

**„Thinking about the future of your enterprise when Latvia will join EU, what do you bother the most?”**

*EU requirements and standards, augmentation of prices for raw material competition that will augment regarding EU enterprises, their products and services – those are the main factors that bother buisnesswomen:*



It should be point out that 4 respondents agreed that they don't bother about Latvia's access to EU: „there wouldn't be changes for us, it will be only better for us”.

Other spontaneous factors mentioned by respondents (21,0% of answers):

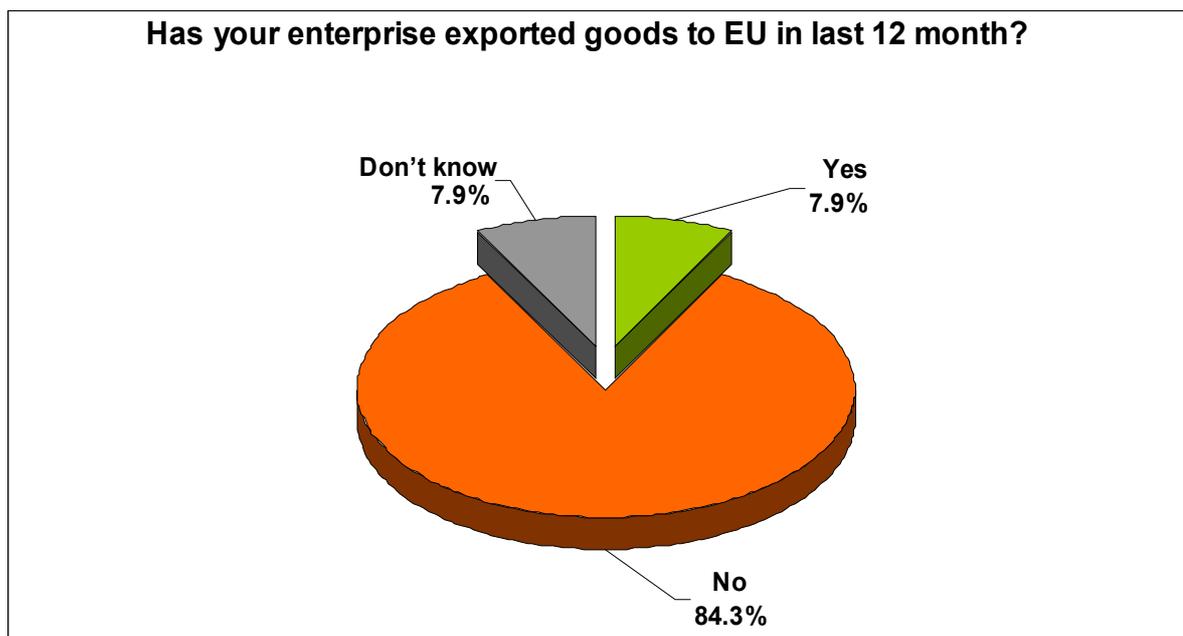
<b>Factor/ obstacle</b> (united name of the group)	<b>Given factors</b>	<b>Frequency</b>
Lack of information, abeyance	<i>Abeyance; lack of information, that leads to distrust; abeyance about augmentation of proces about taxation policy;</i>	7,0%
Unarranged legislation, augmentation of bureaucracy	<i>Unarranged legislation, augmentation of bureaucracy; augmentation of licene of officials; not protected action environment reagrding legislation; not qualified interpretations of EU laws and directives</i>	4,2%
Overall economical situation changes: diminishes power of purchasing and living conditions	<i>Overall economical situation changes: diminishes power of purchasing and living conditions; will be low salaries</i>	3,3%
Exchange of qualified labor force	<i>Will be guest workers in Latvia; labor force should be tained; will be decression of quality of labor force; problems to find employees; will there be possibility to work at home?</i>	2,8%
Changes in taxation policy	<i>What will be VAT, taxation policy; taxes for import?</i>	1,4%
In general State is not ready for EU	<i>State is not ready for EU; no motives</i>	0,9%
Changes of needs and requirements of clients	<i>Clients changes, will be higher requirements of clients</i>	1,0%

#### 4.4. Experience of export of enterprise

Question:

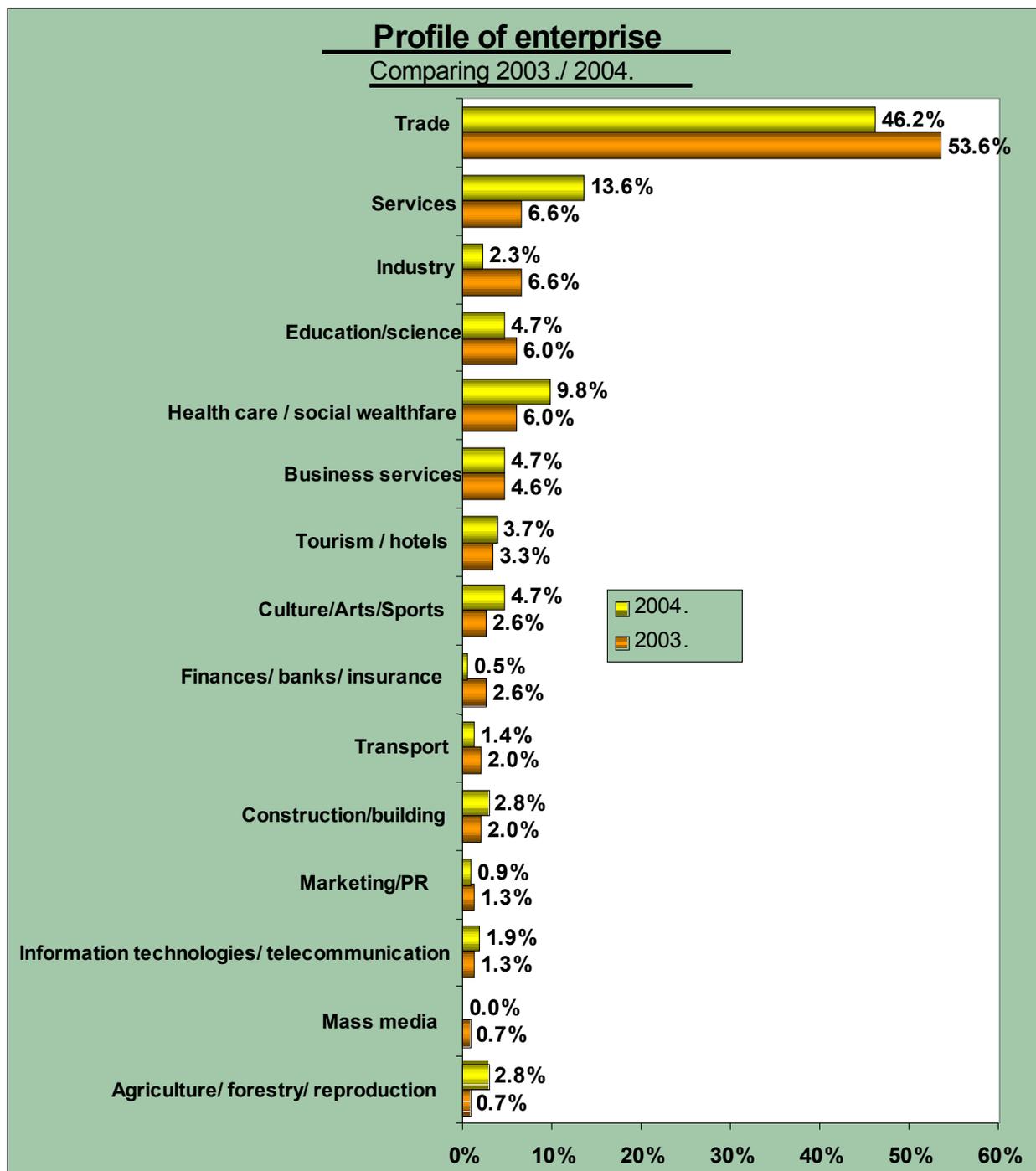
**„Has your enterprise exported goods to EU in last 12 month?”**

84,3% of respondents said “no” – the enterprises they manage haven’t exported to EU countries in last 12 month. Interpreting results to this questio there should be pointed out that in respondents’ business dominating trade and service sphere.



## s. Attachment 20. “Demographic data comparing”

### 1. Profile of respondents' enterprises

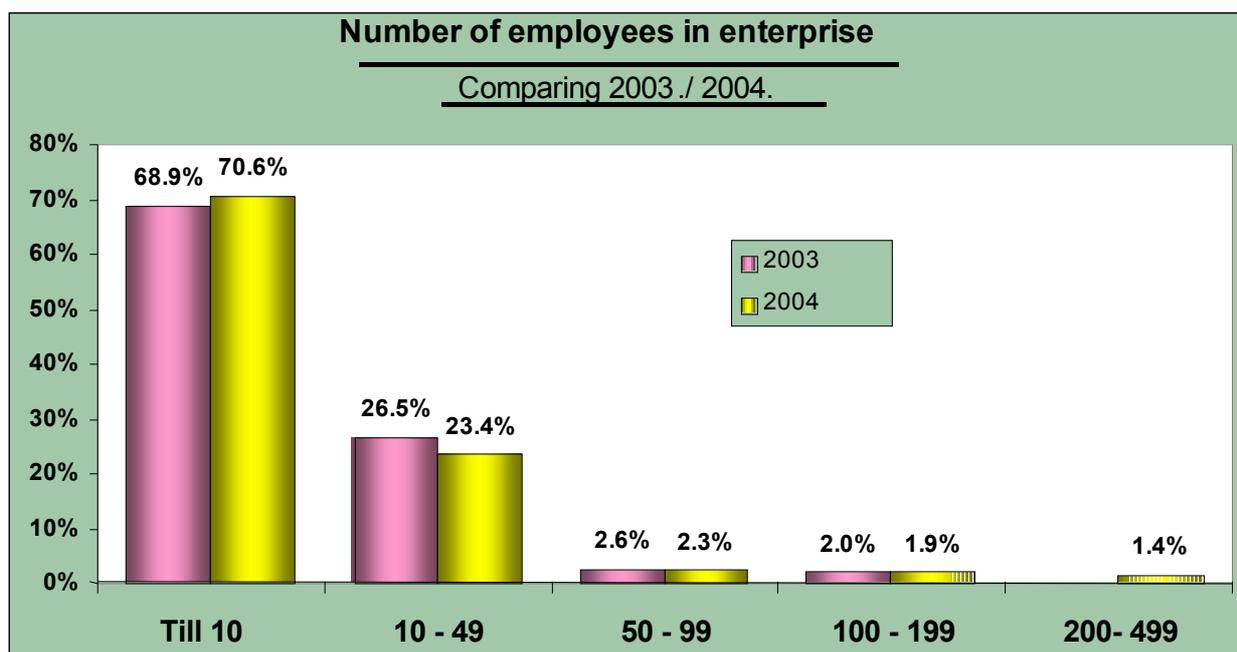


1.1. Structure of enterprise: description

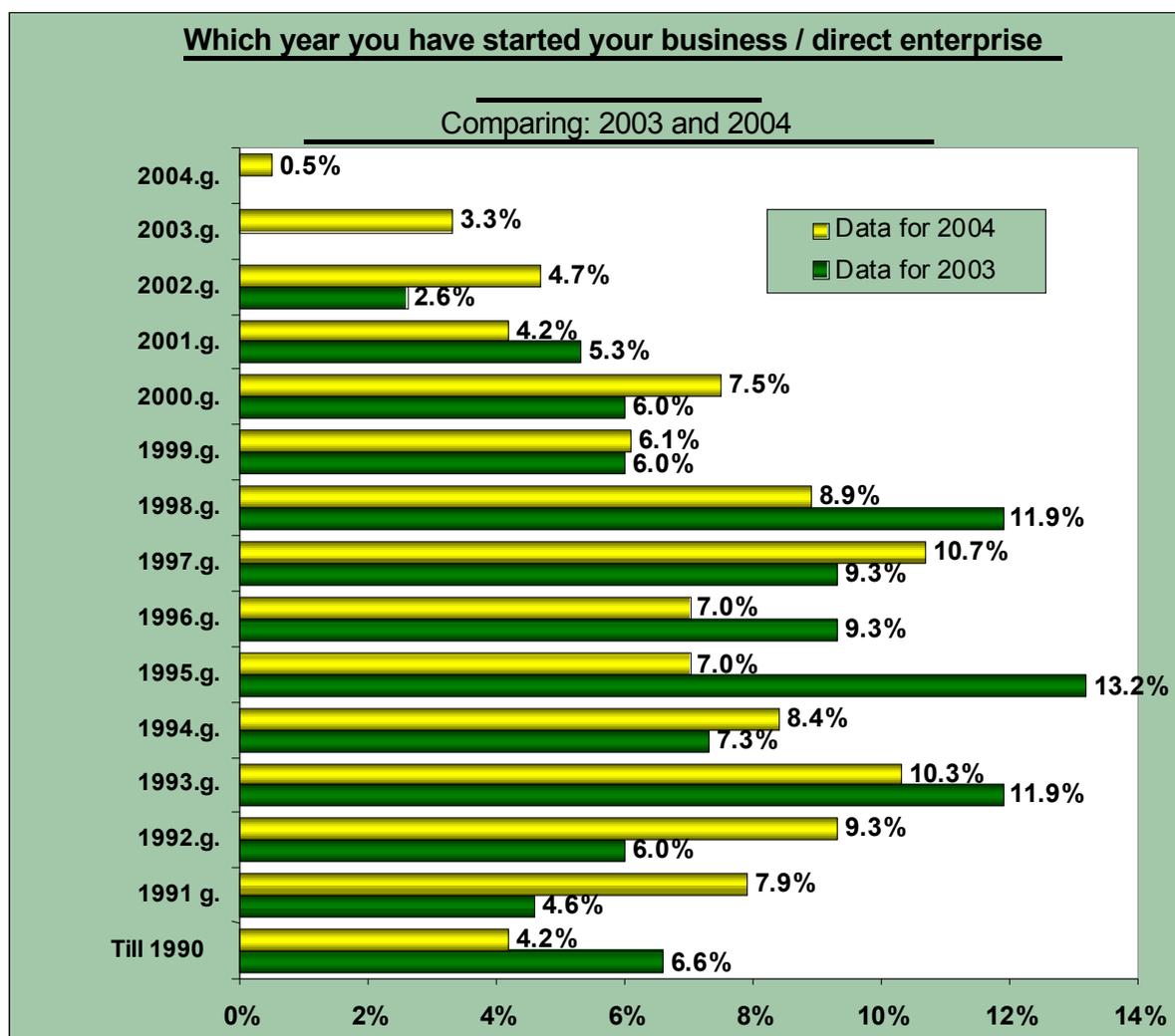
<b>Sphere</b>	<b>Components</b>
<b>Trade</b>	Groceries; diary products; meat products
	Industry, household goods; clothes; shoes; second-hand clothes; dry goods; metal work
	Products for children
	Cosmetics, parfumery; other goods (example, headfalsies)
	Internet trade
	Flowers; floristics
	Fourniture; ofiss fourniture
	Import of specific products, production
<b>Agriculture/ forestry/ reproduction of gloceries</b>	Oast-houses; artificial insemination; forestry; rural housekeepings; Conditory, Culinaru factory
<b>Construction, building</b>	Production of construction materials and supply; Electro-technics/ development of communication projects; projects
<b>Industry</b>	Light industry, sawing; metal work
<b>Business services/ rent</b>	Legal services; training courses in business; accountancy services; consultations in development of projects; accountancy program development and service; interpreting; rent; Video, DVD rent; Acquaintance agencies;
<b>Information technologies</b>	Production of micro processor equipment for energy systems, supply and installation
<b>Culture/ arts/ sports</b>	Courses of exotic dances; floristics; production of folk art, advert souvenirs, production of visual adverts, trade; body-building halls; fitness; music; orchestra
<b>Health care/ social help</b>	Drugstores; Dentist services; Family doctors' praxis; optics; social care centre
<b>Services: white and public; public catery</b>	Tatoo sallon; organisation service; celebration organisation; Body art; style consultations; heating system services; lazer chemistry; solarium; bars; caffes; saloons; designing; manicure; barber shops
<b>Transport</b>	Post; Autoserviss
<b>Tourism</b>	Hotels, restaurant chains; tourism agencies; work abroad

## 2. Data about enterprises

### 2.1. Number of employees in the enterprise

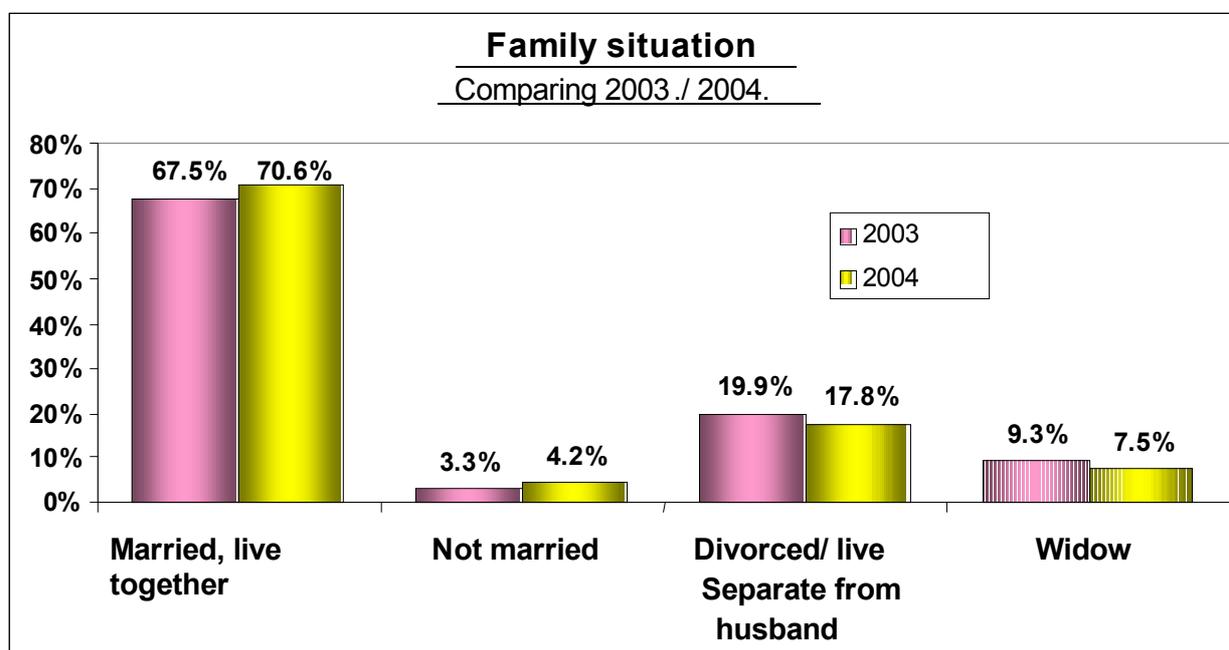


### 2.2. Starting of business / directing enterprise



### 3. Family situation of respondents

#### 3.1. Family situation



#### 3.2. Size of housekeeping (number of people in family):

	1	2	3	4	5 and more
2003	4,6%	27,2%	33,8%	23,2%	11,3%
2004	7,0%	25,2%	29,9%	26,6%	11,2%

#### 3.3. Number and age of children in respondents families:

##### 2003.:

- 11,6% preschoolers in the families of respondents till the age of 7, 1 child in the family is in 9,9% of respondents families; 2 children in 0,7% families.
- Children at the age 7 till 18 there are 40,4% in respondents' families (1 child in the family is in 30,5% of respondents families; 2 children in 8,6% of respondents families, 3 children – 1,3%).

##### 2004.:

- 14,0% preschoolers in the families of respondents till the age of 7, 1 child in the family is in 13,6% of respondents families; 2 children in 0,4% children.
- Children at the age 7 till 18 there are 44,9% in respondents' families (1 child in the family is in 31,8% of respondents families; 2 children in 11,7% of respondents families, 3 children – 1,4%).

#### **4. Education, speciality, knowledge of foreign languages of respondents**

##### 4.1. Education

###### 2004:

Secondary: 54,2%

Higher education: 45,8%

###### 2003:

Secondary: 43,7%

Higher education: 56,3%

##### 4.2. Knowledge of foreign languages (can communicate)

Foreign language	Businesswomen in 2003	Businesswomen in 2004
English	42,4%	48.1%
German	23,2%	23.8%
Russian	92,1%	93.0%
Lithuanian	2.0%	2.3%
Polish	2.0%	2.8%
Italian	2.0%	0.5%
Ukrainian	0.7%	2.3%
French	-	2.3%
Any of Scandinavian	-	0.9%
Armenian	-	0.9%
Danish	-	0.5%
Belarussian	-	1.9%
Spanish	-	0.5%
Estonian	-	0.5%
Gipsy	-	0.5%

#### 4.3. Speciality

Speciality	%
Accountant, economist, finances, statistics (with higher education)	7,9%
Engineer, with higher education ( <i>program developer, computer specialist, electrics, energy, costructor, builder, mechanics, rail</i> )	7,5%
Heardresser/ maniquere	5,6%
Doctor ( <i>pediatr, family doctor, dentist</i> )	5,1%
Good' manager, organiser (with secondary education)	5,1%
Teacher ( <i>sports, preschoolers, social, geography, primary</i> )	5,1%
Sawer/ knitter; modist;, designer (with secondary professional education)	4,2%
Technics with secondary professional education ( <i>builder, radio technics, communication, metal worker</i> )	3,7%
Artist with secondary professional education( <i>also wattler, tatoos, architect</i> ); stylist; jewelry, folk art	3,7%
Accountant, aconomist with secondary professional education	3,3%
Pharmacy (with higher education)	3,3%
Chemics, biology, physics (with higher education)	2,8%
Viands, public catery (with secondary professional education)	2,8%
Shop assistant (with secondary professional education)	2,3%
Phiolog (with higher education)	2,3%
Lawyer (with higher education)	2,3%
Nurse/ masseur/ beautician (with secondary professional education)	2,3%
Entrepreneurship, director of enterprises; MBA	2,3%
Landscape gardening, technics, florist, designer (with secondary professional education)	1,9%
Architect, artist/ designer (with higher education)	1,9%
Technologue, light industry (with secondary professional education)	1,9%
Operator with secondary professional education	1,4%
Agroculturist, horticulturist (with higher education)	1,4%
Cook / barmen (with secondary professional education)	1,4%
Sociologue, Psihologue (with higher education)	1,4%
Pharmacy, dent technics, optics, chemics with secondary education	1,4%
Culture worker (with secondary education)	0,9%
Technologue (with higher education)	0,9%
Designer/ dress constructor (with higher education)	0,9%
Music (with higher education), director	0,9%
Agronom (with secondary professional education)	0,9%
Journalist (with higher education)	0,5%
Excursions	0,5%
Chaperon	0,5%
Vet doctor	0,5%
Good's manager with higher education	0,5%

#### 4.4. Extra training abroad in the last three years: 15,9% respondents