

# **“Women in Entrepreneurship”**

*QUANTITATIVE EXPLORATION*

**© Association “Līdere”, “Latvijas Fakti”, LR  
Ekonomikas ministrija**

*February – March 2005*

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## I. Technical information

### **SELECTION:**

There were inquired **207** Latvian women entrepreneurs (owners and directors of enterprises)

In the formation of the selection was used "Lursoft" database

Stratification features \*:

- a) business profile
- b) place of enterprise's action (city, region)
- c) size of enterprise (number of employees, turnover)

### **METHOD:**

Inquiry was made using mixed (combined) information method – personal interviews and phone interviews. The choice of concrete method was defined by interviewer and regarding priorities of respondents.

Interviews were made by 17 interviewers of "Latvijas Fakti" and were made in Latvian and Russian.

### **TIME PERIOD OF INTERVIEWS:**

15.02.2004 – 24.02.2005

### **Socio demographic characteristics of respondents \*:**

#### **Age**

24 – 35	15.0%
36 – 40	13.0%
41 – 45	24.6%
46 – 50	18.8%
51 – 60	18.8%
61 and more	9.7%

#### **Nationality**

Latvian: 65.7%

Other: 34.3% (including: Russian 22,7%; Pole 3,9%; Ukrainian 3,4%; Byelorussian 1,9%; Lithuanian 1,0%; 1 Mari (0,5%); 1 Armenian (0,5%); 1 Jews (0,5%))

#### **Education:**

Secondary education: 51.7%

Higher education: 48.3%

#### **Region:**

Riga/ Riga region, Jurmala:	39.1%
Vidzeme:	23.7%
Kurzeme:	19.3%
Zemgale:	13.0%
Latgale:	4.8%

\* As a priority there were interviewed owners of enterprises

## II. Basic conclusions

1. About a half of respondents (46,4%) – women entrepreneurs and directors regard business environment in Latvia as unfavourable and inconvenience to business development. Main arguments of this point of view are – *unfavourable taxation policy for small enterprises, growing competition and a lack of support from the state for small enterprises*. About one third of respondents (32,4%) regard business environment as neutral but one fifth of respondents (20,3%) evaluate it as favourable, mainly motivating that with an argument that *common development tendencies of enterprises and general economical situation in a country shows it*. Moreover there are business possibilities but they should be found by ourselves. Comparing data about business environment, women entrepreneurs have become more optimistic (for 7,2%).
2. The results of exploration 2005 prove the tendencies of 2003 and 2004 regarding main business challenges women entrepreneurs should face with. Those have stayed the same – high taxes and competition. As a third challenge is mentioned *large number of controlling institution and the formal way of controlling* .
3. As in the previous years, main part of respondents think that for women it is not harder that for men to start a business (64,2% in 2005; 59,8% in 2004; 54,3% in 2003).
4. „There is no sex in business” – think 72% of respondents. Every year the number of those who agree to this point of view increase. Almost all (98%) of respondents agree to the point of view – *„for me professionalism and experience is much important than sex”*.
5. Purposefulness, persistence, predisposition and ability to work – are the main positive characteristic women entrepreneurs mention that have helped them to gain success in business. As in 2004 there are mention characteristics that is tied with a concept of “emotional intelligence”, (*communicability, networking, ability to find a compromise, ability to listen, tolerance, diplomacy, etc.*). But excessive confidence, dependence on somebody, inability to decide as well as insecurity is characteristics that has inconvenienced to succeed for women entrepreneurs.

6. The most important reasons that attach women to business are ability to maintain her family, to be independent and to do the work she likes.
7. More than a half of businesswomen are in need to meet with other businesswomen to gain information, new business contacts. About two thirds of women entrepreneurs want to be members of businesswomen clubs.
8. 64,7% of respondents regard that the access to European Union was the right choice. But 31,4% of respondents are aware that it has made a negative impact on their business. The main arguments of that are *augmentation of prices for raw material; high standards and regulations of EU, augmentation of competition*. Only 23,7% of women entrepreneurs responded that access to EU gave a positive impact on their business.
9. A little bit less than one-third (27,5%) of all respondents once have thought about the possibility to sell their business or the part of it. That decision would be influenced mainly by the factors as *difficulties with finance resources and with up going development of the company*.
10. Less than a half of respondents have searched for investors. Main resources are bank loans (67,7%), as well as support of relatives/ friends/ acquaintance (36,6%).

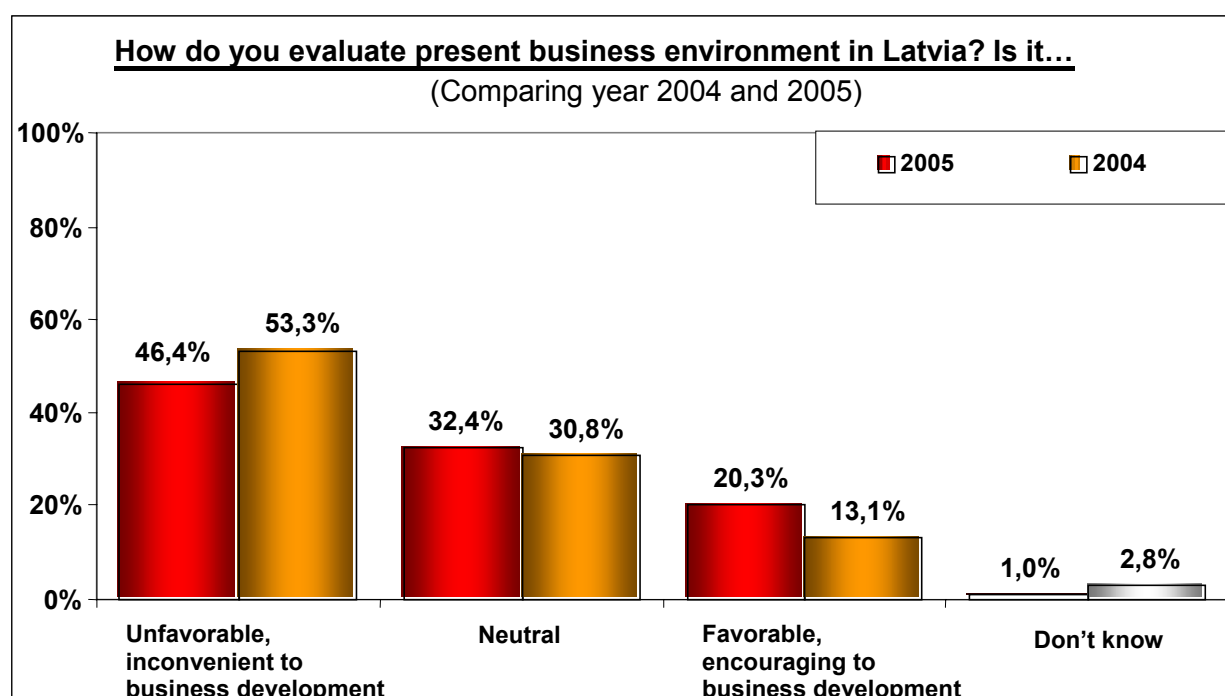
### III. Analyses of results of exploration

#### 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 to business development; unfavourable, inconvenient to business development or neutral?”*

Almost half (46,4%) of women entrepreneurs regard present business environment in Latvia as *unfavourable, inconvenient to business development*; 32,4% regard it as *neutral*, and 20,3% of respondents think it is *favourable and encouraging to the development of business*. Comparing data of explorations of 2004 and 2005 it is seen that the business environment has been improved a little bit – for 6,9%. There are diminished the number of those who think that business environment is unfavourable and inconvenient to business development and there are increased number for 7,2% of those who think that business environment in Latvia is favourable.



Respondents were asked to explain their point of view. The free explanation during the processing of questionnaires were coded and put into the groups; the results are in the next tables.

Main arguments why there were give response that business environment in Latvia is **favourable** are: *common development trends of enterprises and general economical situation in the state shows that; there are business opportunities if try to find them.*

Main arguments why respondents regard business environment in Latvia as **unfavourable** are: *present taxation policy is unfavourable and not correspondent to small business; growing competition; the lack of state support.*

Respondents (42 from 207), that evaluated business environment in Latvia as **favourable** grounded their responses:

United title of groups arguments	Spontaneous answers	Number of respondents
<b>Common development trends shows that</b>	<i>Progress of economics; people become richer; clients loyalty; SMEs are promoted and stimulated; business become more civilised</i>	16
<b>There exist business opportunities if try to find them</b>	<i>Nobody disturb to work; everybody can do what he/she wants; if wants, can develop his/her business; everything depends on us</i>	13
<b>Finances and taxes</b>	<i>Facilitate custom regulations; more possibilities to receive credits; better taxation policy</i>	7
<b>In a context with EU</b>	<i>Will be more tourists; larger turnover, profit; will be possibility to receive credits; will be more goods from EU countries</i>	6
<b>Like her job</b>	<i>Can use different projects; feels that business has future</i>	2

Respondents (96 from 207), that evaluated business environment in Latvia as **unfavourable** grounded their responses:

United title of groups arguments	Spontaneous answers	Number of respondents
<b>Unfavourable taxation policy for small business</b>	<i>High taxes; wrong and not correspondent taxation policy regarding small business; isn't regarded specification of business in a case of taxes and priorities; taxes are higher than income</i>	32
<b>Competition</b>	<i>Small business is disappearing, big companies overtake the small one; monopoly; foreign companies push out local companies</i>	31
<b>The attitude from the state and government, lack of support for small business</b>	<i>Obstacles, directions, decisions made by the state institution; administrative challenges; terms made/not made for small business by the state; state doesn't do anything to support; there is minimal interest about companies from the side of state, ministries, state institutions and local governments; government doesn't protect national companies</i>	17
<b>Overall economical situation in Latvia, low purchasing power</b>	<i>Diminished citizens' purchasing power; high service prices; low welfare level in the state; non-persistent economical situation; difficulties to sell production; high inflation</i>	14

<b>Want to receive credits; do not have facilities for development</b>	<i>Hard to start; difficulties to enchain finances; difficult to receive loans in banks; no possibility to receive loans in banks; unfavourable terms of credits</i>	9
<b>Legislation</b>	<i>Not arranged legislation; not arranged business environment; non-persistent legislation, varying legislation acts</i>	8
<b>Bureaucracy, administrative obstacles</b>	<i>In different institution; many inspections and controls; complicated accountancy</i>	7
<b>In context with EU</b>	<i>Will be many problems; do not correspond to EU standards; do not understand EU standards; bigger challenges in co-operation with Eastern countries</i>	7
<b>Experience of direction of small enterprises shows that</b>	<i>Do not feel any support; nobody helps; small enterprises have small extent; do not see impetus for development</i>	6
<b>Weak, non-persistent business environment; dishonest competition</b>	<i>Aggressive business environment; too many requirements for honest businessperson; business doesn't depend on person</i>	5
<b>Salaries are false augmented</b>	<i>Salaries are false augmented</i>	1

Respondents (67 from 207), who regarded business environment in Latvia as neutral mainly argument their point of view: *it is not too hard or too easy; there aren't nor neither big nor small possibilities; there aren't advantages or disadvantages, all positions are equal.*



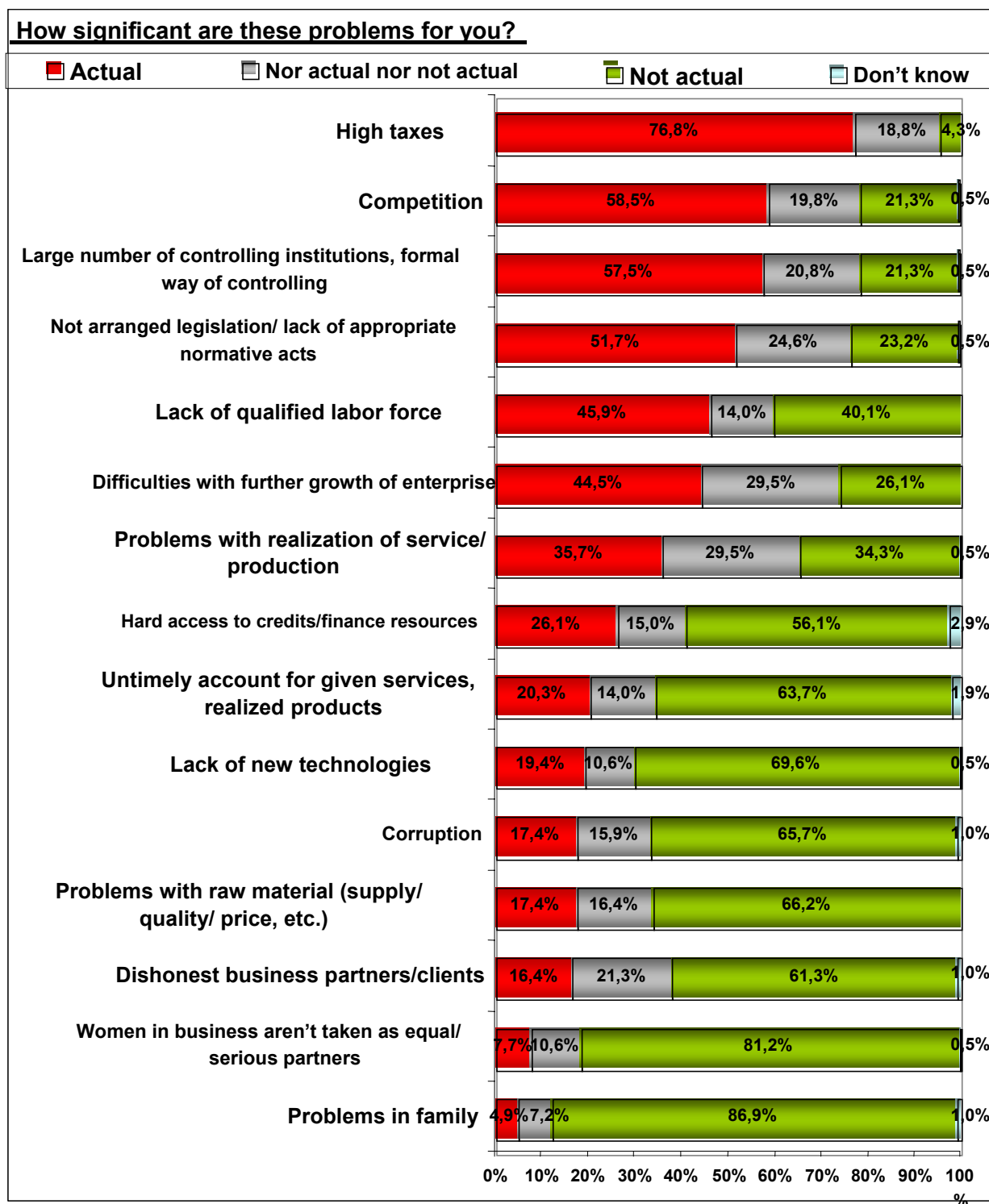
## Problem women meet with in business

Question:

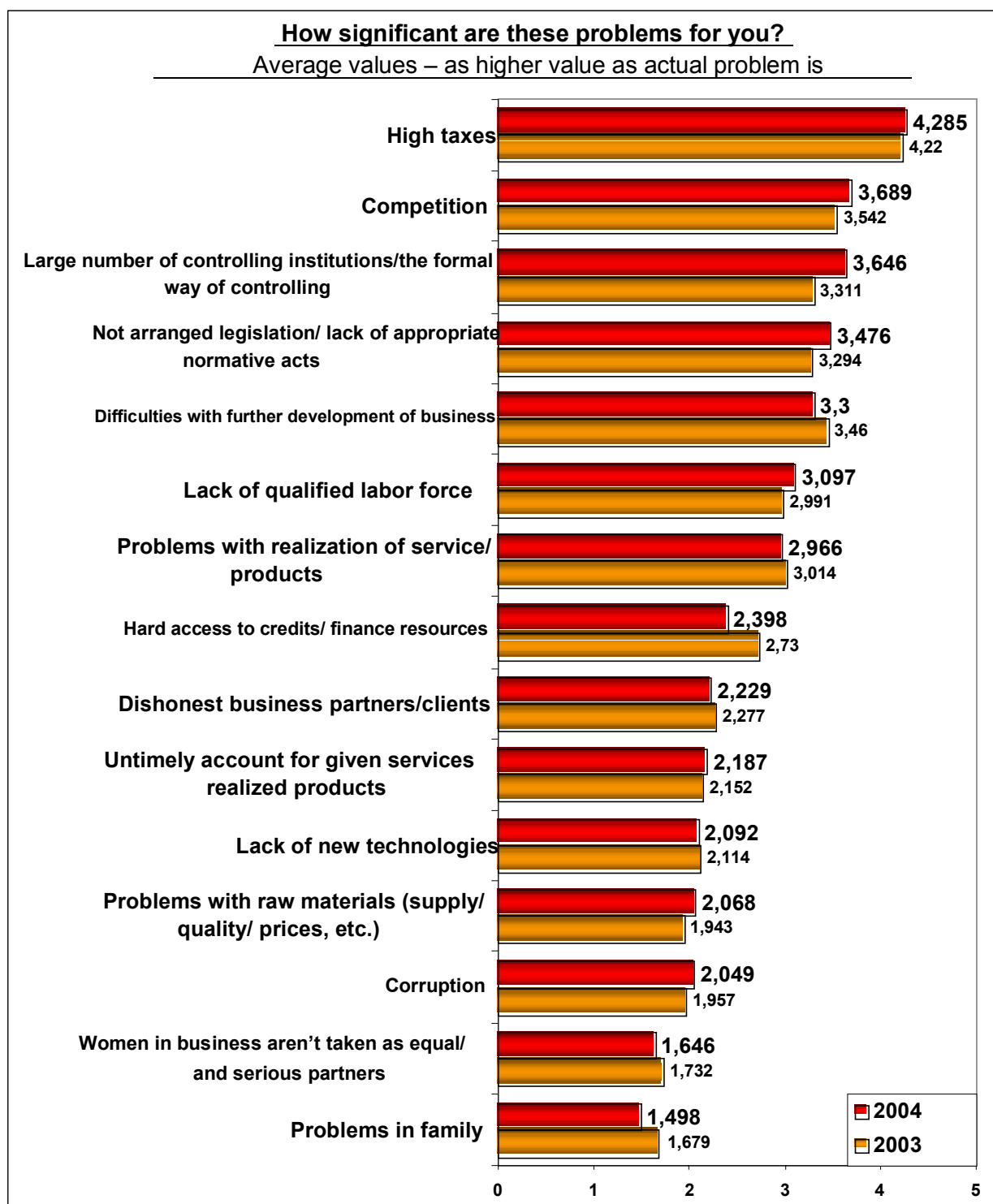
*“There will be different affirmations – possible challenges you should face with in business. How actual are those problems for you? Please, evaluate actuality of the problem in the scale of five points. “1” means “not actual”, but “5” means “very actual”?”*

Results are seen in next graphics.

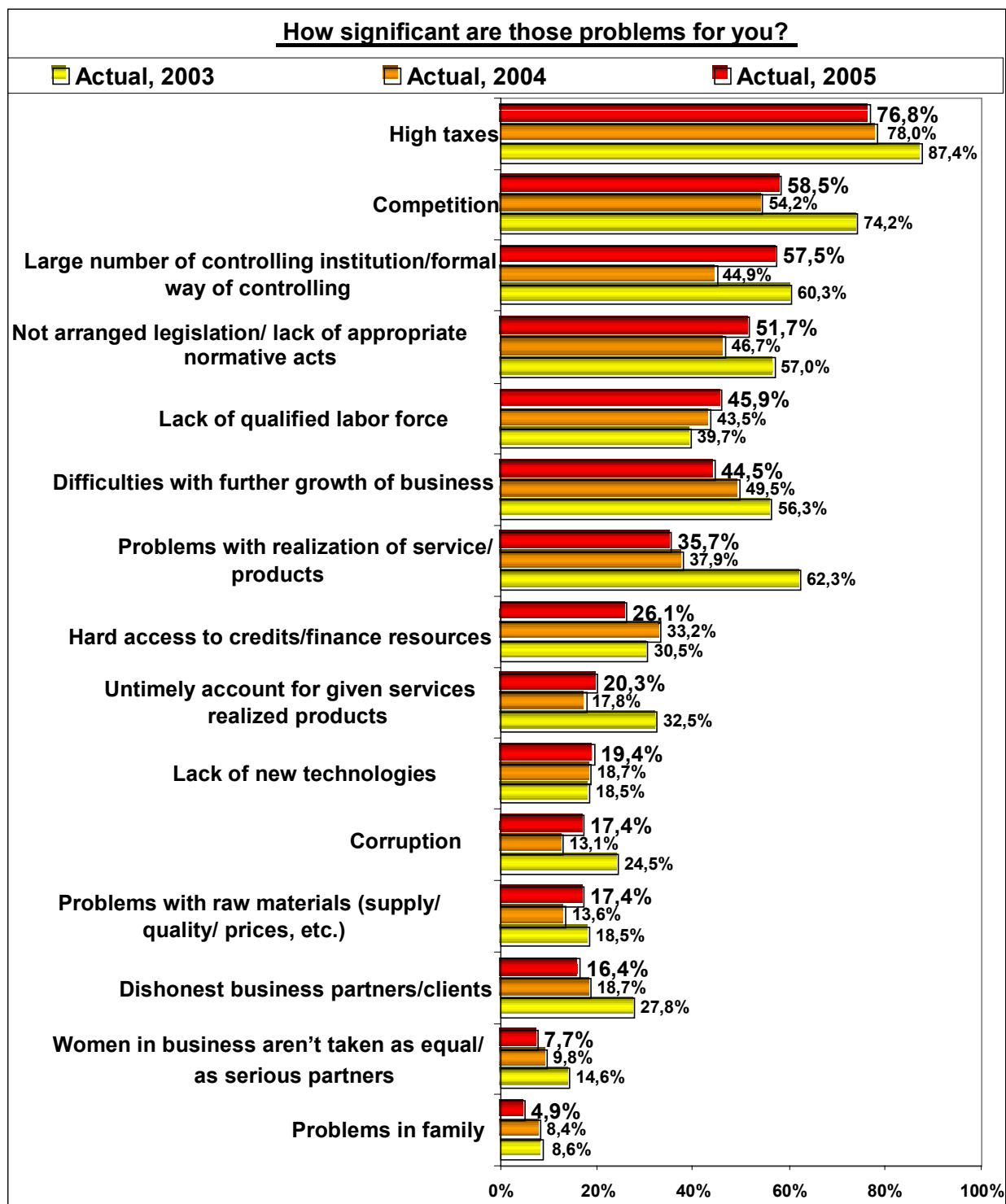
Three most actual problems for businesswomen are *high taxes* (76,8%) and *competition* (58,5%), *Large number of controlling institutions and formal way of controlling* (57,5%).



In the next graphic business challenges are ranged by the average values. Also regarding those data *high taxes, competition, and large number of controlling institutions/formal way of controlling* are the main challenges businesswomen face with. But insignificant problems are *problems in family; women in business aren't taken as equal/as serious partners* and corruption.



Comparing data of 2004 and 2005 it is seen that the most significant challenges have stayed the same - *high taxes* and *competition*. In 2005 the problem of *large number of controlling institutions and formal way of controlling* as well as *not arranged legislation and lack of qualified labour force* have become more actual.



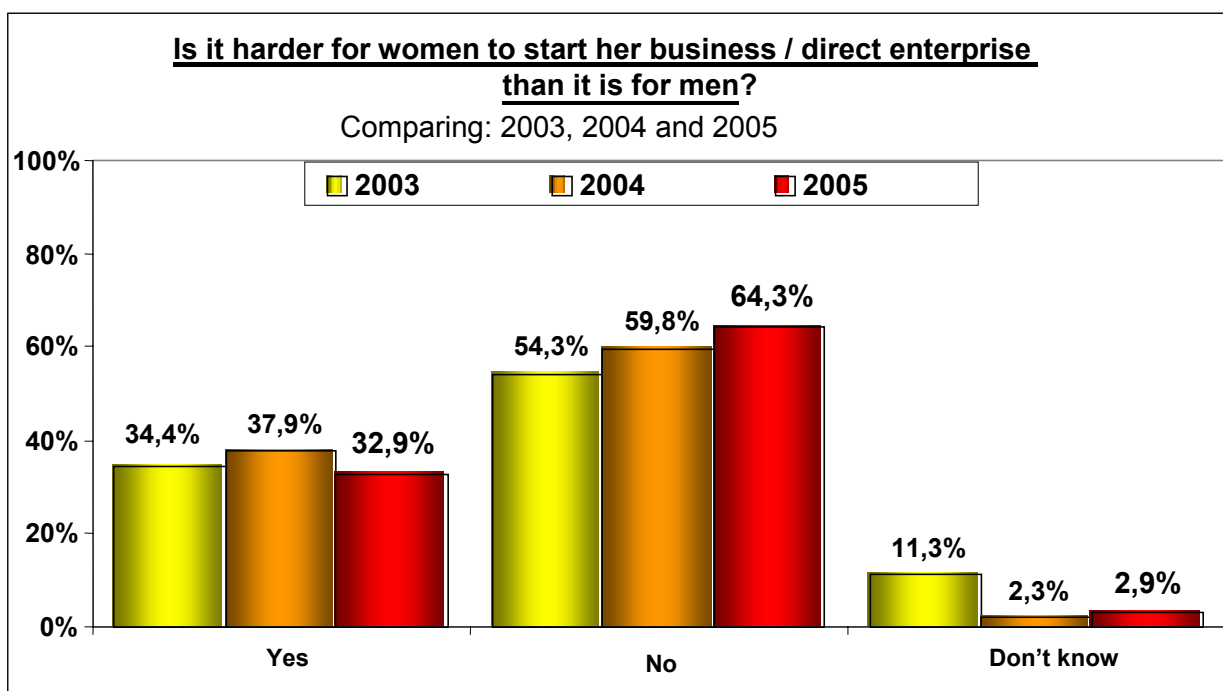
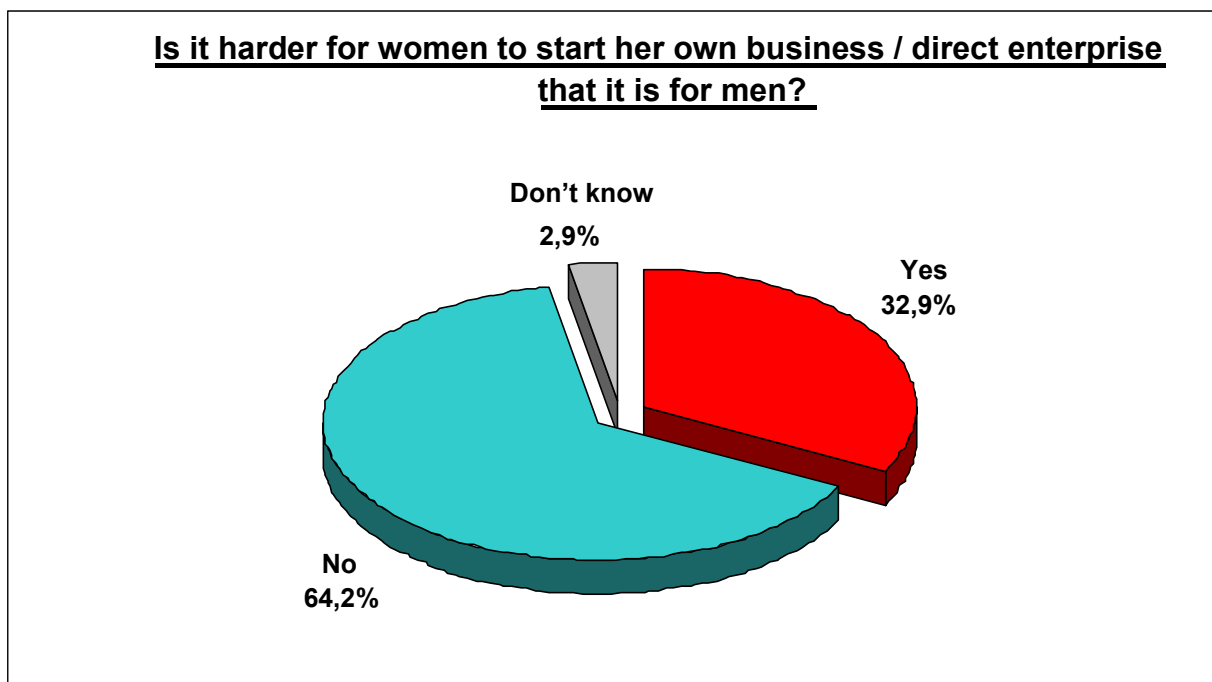
## 2. Women in business

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

Question:

*“Is it for women harder to start her business (direct enterprise) as it is for men?”*

Two-thirds (64,2%) of interviewed businesswomen think that it isn't harder for women to start her own business or direct enterprise. Whereas 32,9% of respondents think opposite. Comparing with data of previous years there is seen tendency that more and more women think that it isn't harder for women to start her own business / direct enterprise as it is for men:

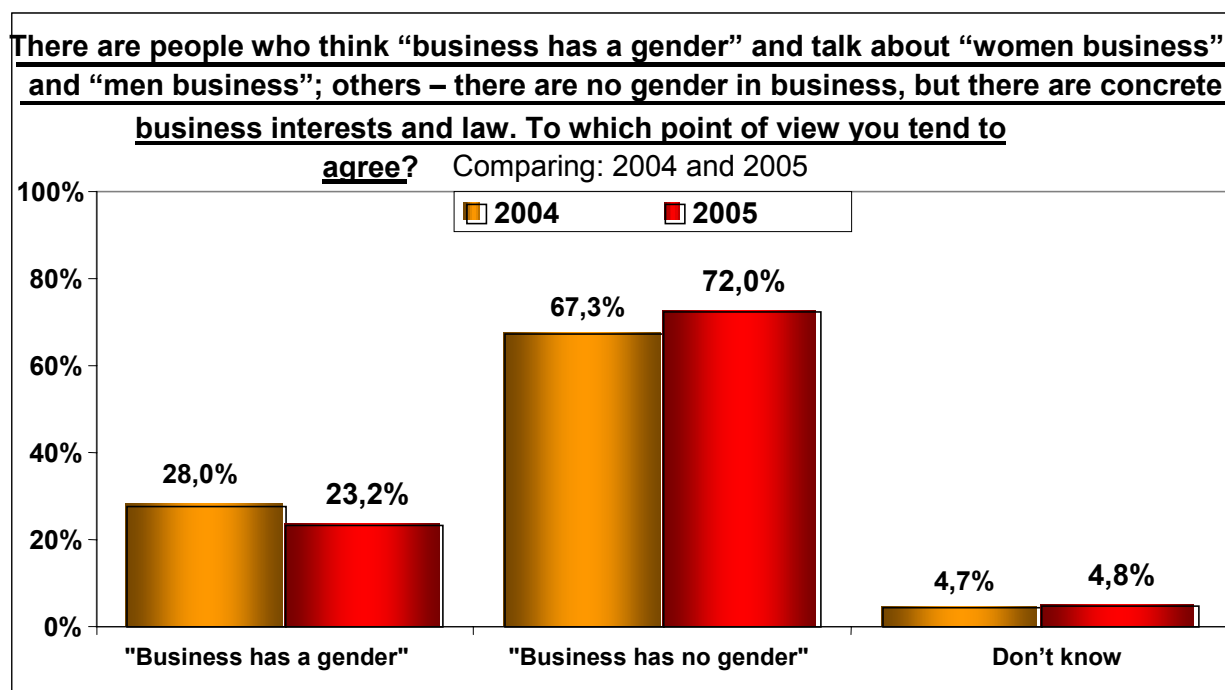


## 2.2. Does business has a gender?

Question:

***“ There are people who think, “business has a 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 you agree?”***

Most part (72%) of respondents tends to agree to the point of view that “there are no gender in business” but 23,2% of respondents think opposite. Comparing data of this year and previous one, it is seen that there is a tendency to grow the number of those who agree to the point of view that there are no gender in business:



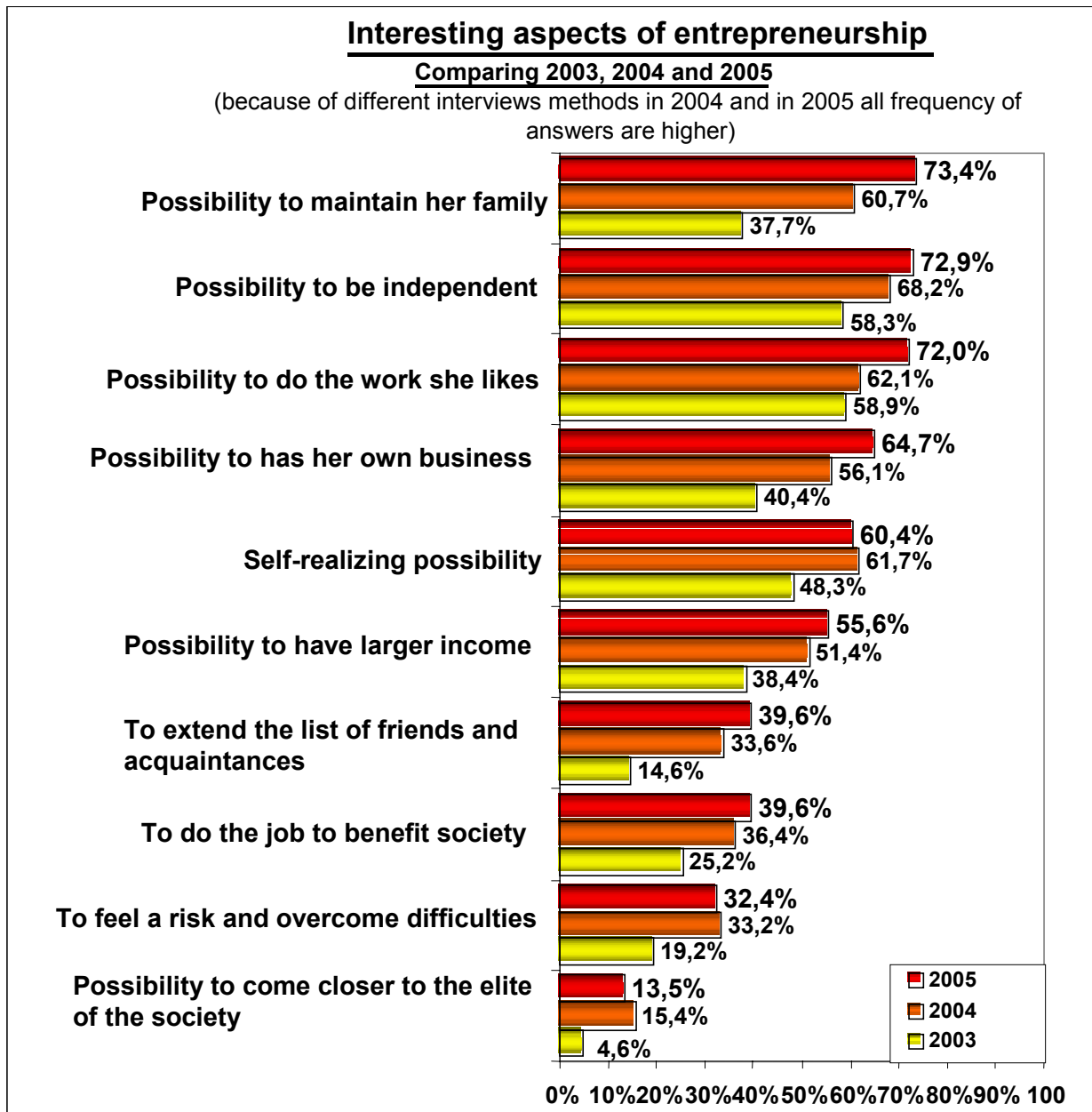
Analysing data from the socio demographical point of businesswomen there aren't seen essential differences that could show some kind of tendencies.

### 2.3. Interesting aspects in entrepreneurship

Question:

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

*Possibility to maintain her family and possibility to be independent, as well as possibilities to do the work she likes are the main motives that attach women to business. Non-essential motives for businesswomen are possibility to come closer to the elite of the society.*



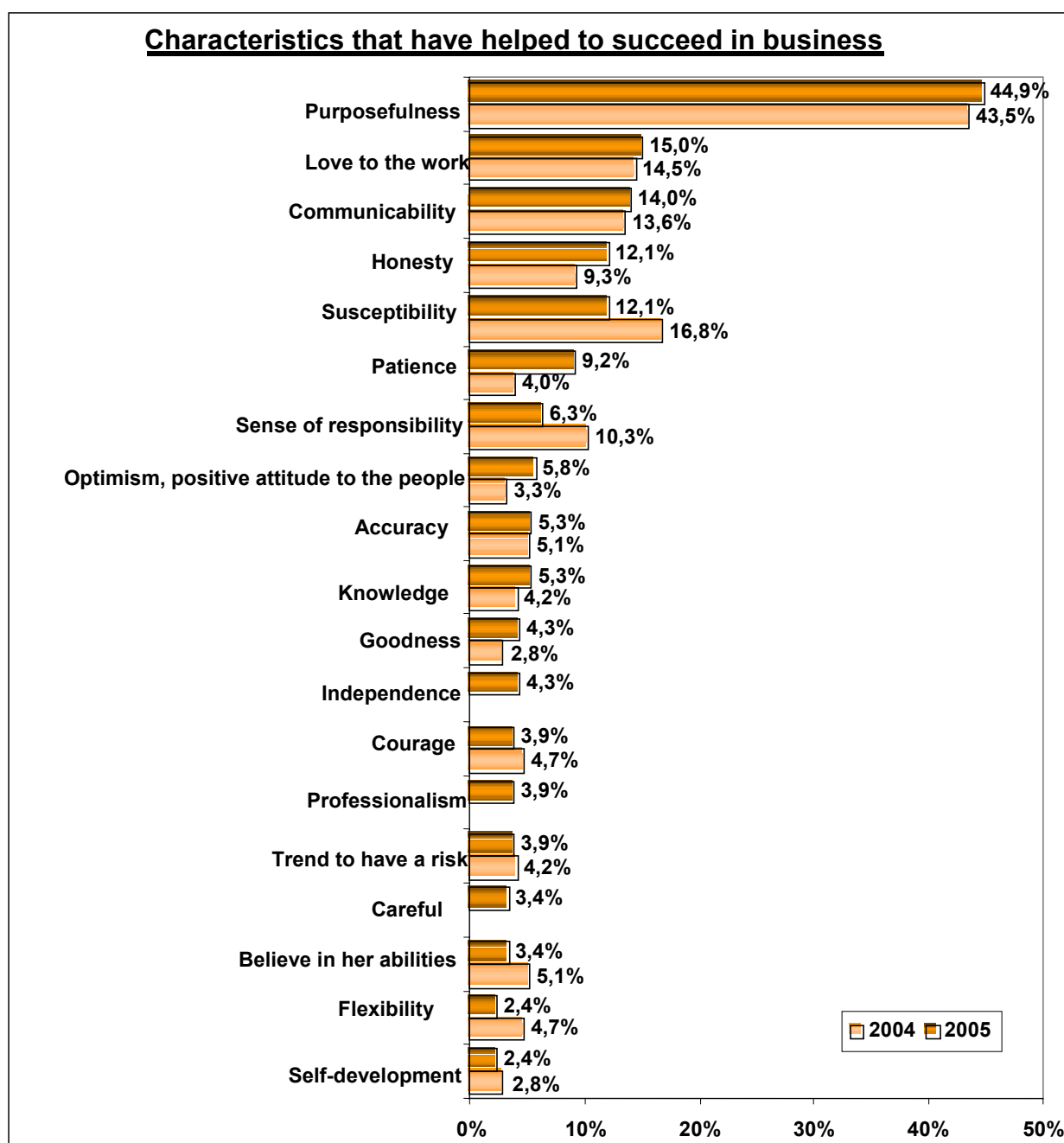
## 2.4. Characteristics/ values that have helped to succeed

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 gave about 100 characteristics and personal features that have helped to succeed in business. Data during the processing were codified and united into groups. Similar as in exploration carried out in 2004, also in 2005 the results show that the most positive characteristics the businesswomen evaluate in them are purposefulness and persistence, susceptibility as well as love to the work, interference and communicability.

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



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

<b>Frequency</b>	<b>United title of group's characteristics</b>	<b>Given characteristics</b>
44,9%	<b>Persistence, purposefulness, willpower</b>	<i>Persistence; purposefulness; willpower; insistence, spitefulness, go to reach the goals not regarding obstacles; energy; power to do everything till the end; high concentration ability to the main goal; believe till the end</i>
15,0%	<b>Love to the work</b>	<i>Love to the work; work abilities; can work for a long time and qualitative; industry, happiness to work; work-holic</i>
14,0%	<b>Communicability, interaction</b>	<i>Communicability, interaction; ability to work with people; can come to decision in communication; ability to listen; tolerance; ability to work with different people</i>
12,1%	<b>Susceptibility</b>	<i>Susceptibility; decisions</i>
12,1%	<b>Honesty</b>	<i>Honesty; to keep a word, promise</i>
9,2%	<b>Patience</b>	<i>Patience; endurance</i>
6,3%	<b>Sense of responsibility</b>	<i>Sense of responsibility</i>
5,8%	<b>Optimism</b>	<i>Optimism; positive attitude towards other people; smile, hope</i>
5,3%	<b>Accuracy</b>	<i>Punctuality; accuracy; carefulness; pedantism</i>
5,3%	<b>Education, knowledge</b>	<i>Education; intelligence; knowledge</i>
4,3%	<b>Independence</b>	<i>Independence</i>
4,3%	<b>Goodness</b>	<i>goodness; kindness</i>
3,9%	<b>Professionality</b>	<i>Professionality; ability to offer and ability to realise people's needs</i>
3,9%	<b>Trend to have a risk</b>	<i>Not standard thinking; ability to have a risk; energy, plunger</i>
3,9%	<b>Courage</b>	<i>Courage; impudence; ability to dare</i>
3,4%	<b>Self-possession</b>	<i>Self-possession, prudence</i>
3,4%	<b>Believe in their abilities</b>	<i>Believe in their abilities; self-assured; ability to stand for her opinion</i>
2,4%	<b>Wish to learn something new, self-development</b>	<i>Wish to learn something new, self-development</i>
2,4%	<b>Flexibility</b>	<i>Flexibility; adaptability; ability to survive; ability to survive in any circumstances; mobility; captivness; ability to adapt to the client, ability to evaluate situation and act;</i>
1,9%	<b>Women intuition</b>	<i>Women intuition; intuitive understanding of situation</i>
1,4%	<b>Co-operation</b>	<i>Co-operation; wish to help people; humanity</i>
1,4%	<b>Justice</b>	
1,4%	<b>Women</b>	<i>That I am woman; femininity</i>
1,0%	<b>Diligence;</b>	<i>Diligence; sedulity</i>
1,0%	<b>Work experience</b>	<i>Work experience; was known to people, was well known professional</i>
1,0%	<b>Peacefulness, placability</b>	
1,0%	<b>Organisation, arrangement</b>	<i>Organisation; arrangement; discipline; arrangement in accountancy</i>
0,5%	<b>Coquetry</b>	
0,5%	<b>Ability to stand for her opinion</b>	<i>Rigour, exactingness</i>
0,5%	<b>Talent</b>	



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

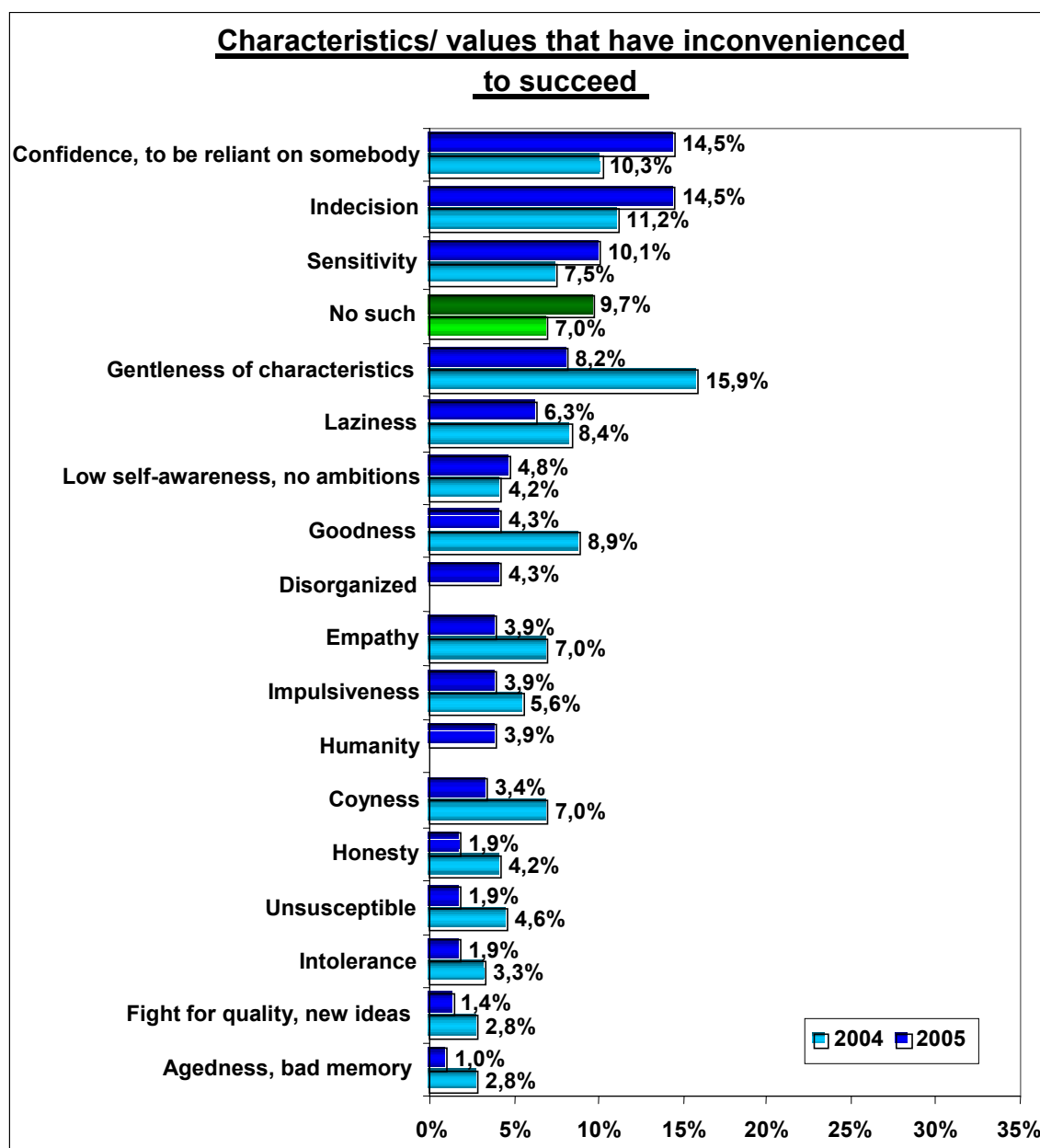
Question:

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

Comparing with data of 2004 and 2005 it is seen that leading positions have loosed *gentleness of characteristics*, confidence, *be rigorous and exactingness*. This year leading characteristics are indecision and *faithfulness, effectiveness and sensibility*.

9,7% of respondents don't see any characteristics or personal features that could inconvenience to succeed.

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



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

<b>Frequency</b>	<b>United title of group's characteristics</b>	<b>Characteristics</b>
14.5%	<b>Confidence, to be reliant on somebody</b>	<i>Confidence, to be reliant on somebody; trustiness to people; wish to trust; credulity</i>
14.5%	<b>Indecision, inability to make decisions quickly; insecurity</b>	<i>Indecision; inability to make decisions quickly; insecurity, fear; indisposition to take responsibility; slow thinking; inner insecurity; not attractive; abeyance;</i>
10.1%	<b>Sensitivity</b>	<i>Effectiveness; sensitivity; sentimental; weakness</i>
8.2%	<b>Gentleness of characteristics</b>	<i>Gentleness of characteristics; no severity; imperious; cant take strong position, give orders and require; no insistence; no ability to organise others work, may thing does herself; softness of character; wish to avoid from contacts; in contact with employees hard to take the position of director</i>
6.3%	<b>Laziness</b>	<i>Laziness; sometimes not done things</i>
4.8%	<b>Too low self-awareness, no ambitions</b>	<i>Too low self-awareness, no ambitions, inferiority complex; do not believe in herself in her abilities</i>
4.3%	<b>Disorganised</b>	<i>disorganised, lack of time</i>
4.3%	<b>Goodness</b>	<i>Goodness, kindness, optimism</i>
3.9%	<b>Empathy</b>	<i>Charity; empathy; pitifulness to people; compassion, to loyal; sense of guilt; can't say no to people; enter into feelings of other people</i>
3.9%	<b>Impulsiveness</b>	<i>Intemperance; intolerance; spiteful; hastily of actions; impulsiveness; spontaneous; impulsiveness; quick actions; hot blood</i>
3.9%	<b>Humanity</b>	<i>Humanity; human attitude to others; compliant; quickly forgive</i>
3.4%	<b>Coyness</b>	<i>Coyness; peacefulness; stilly; closed into herself</i>
1.9%	<b>Infirmity of purpose</b>	<i>Infirmity of purpose; flimsy, not flexible, not sufficient adventuresome, no wish to take a risk; isn't impudent; fear to take a risk</i>
1.9%	<b>Intolerance, sharp in communication, no diplomatic</b>	<i>Intolerant, sharp in communication, no diplomatic; says what thinks</i>
1.9%	<b>Honesty</b>	<i>Honesty; conscience; scrupulosity</i>
1.9%	<b>Difficulties in family</b>	<i>Problems in family, carrying about family</i>
1.9%	<b>Lack of knowledge</b>	<i>Lack of knowledge, Soviet education</i>
1.9%	<b>Change of mood/ nervousness</b>	
1.4%	<b>Openness</b>	<i>Openness</i>
1.4%	<b>Exactingness, fight for quality, new ideas</b>	<i>Exactingness, fight for quality, new ideas; consequence</i>
1.0%	<b>Pitiless to herself</b>	<i>Pitiless to herself; all bother keep in herself</i>
1.0%	<b>Not active in searching for contacts and keeping them</b>	<i>Isolated, lack of wider contacts, do not know how to keep contacts; no active in searching contacts; can't impose</i>
1.0%	<b>Lack of experience</b>	
1.0%	<b>Too big sense of responsibility</b>	
0.5%	<b>Lack of ability to persuade</b>	<i>Lack of ability to persuade, particularly in communication with state institutions; lack of ability to present herself</i>
0.5%	<b>Femininity</b>	<i>Women, femininity; do not have foresight as men do have</i>
0.5%	<b>Too big selfishness</b>	
0.5%	<b>Too logic;</b>	<i>Do not rely on intuition</i>
0.5%	<b>Distrust</b>	<i>All should be verified</i>

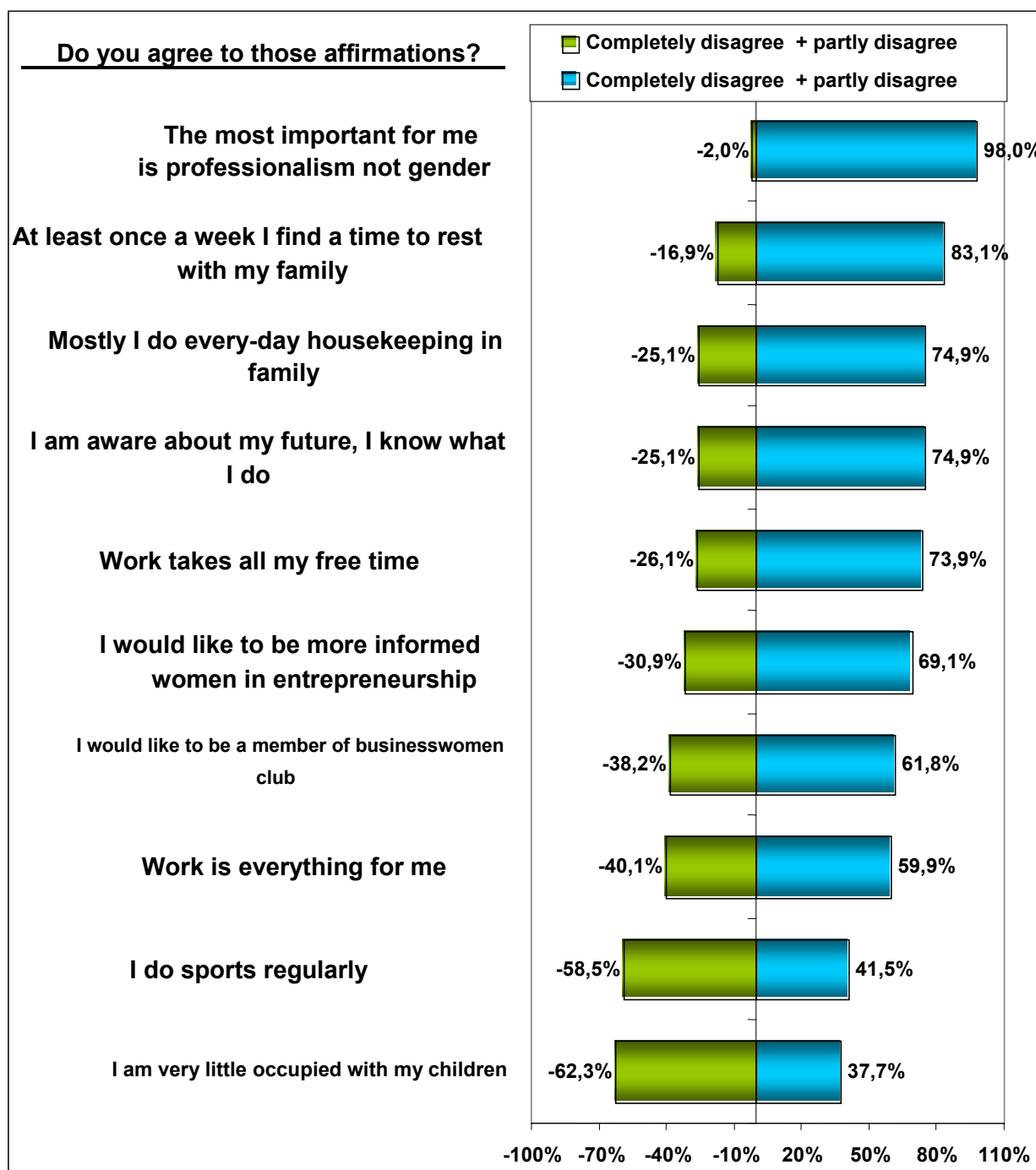
## **2.6. Affirmations**

Question:

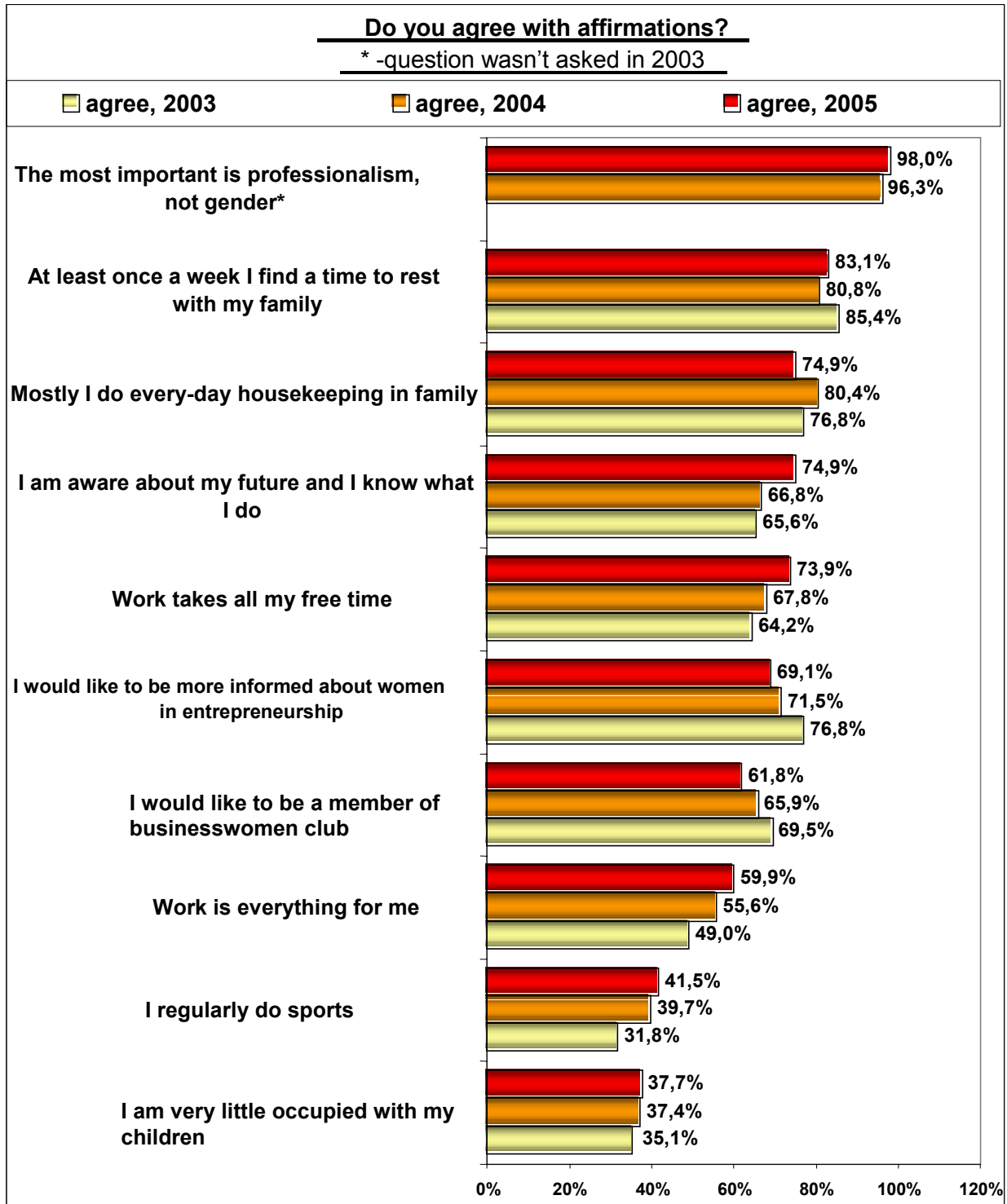
***“There will be several affirmation. Too what degree you agree to those affirmations? Do you fully agree, partly agree, partly not agree or not agree?”***

- 98% of respondents more or less agree to affirmation that *for me more important is professionalism of employees and their experience that gender*;
- Dominant parts of respondents (74,9%) acknowledge that they are *mainly doing housekeeping things in their families*. About the same number of respondents (80,8%) try to find *at least once a week time to rest together with family*;
- More than two-thirds of interviewed Latvian businesswomen *would like to become members of businesswomen clubs and would like to be more informed about women in entrepreneurship*;
- About three-fourth (73,9%) of respondents agree that *work takes all free time* and more than a half (59,9%) of Latvian businesswomen make an accent on that *work is the most important of all*;
- To the affirmation *I am aware of my future and know what I do* agree three-fourth (74,9%) of businesswomen;
- To the affirmation *I spend to little time with my children* agree about one-third of women (37,7%);
- *Regularly do sport* less than a half of respondents (41,5%).

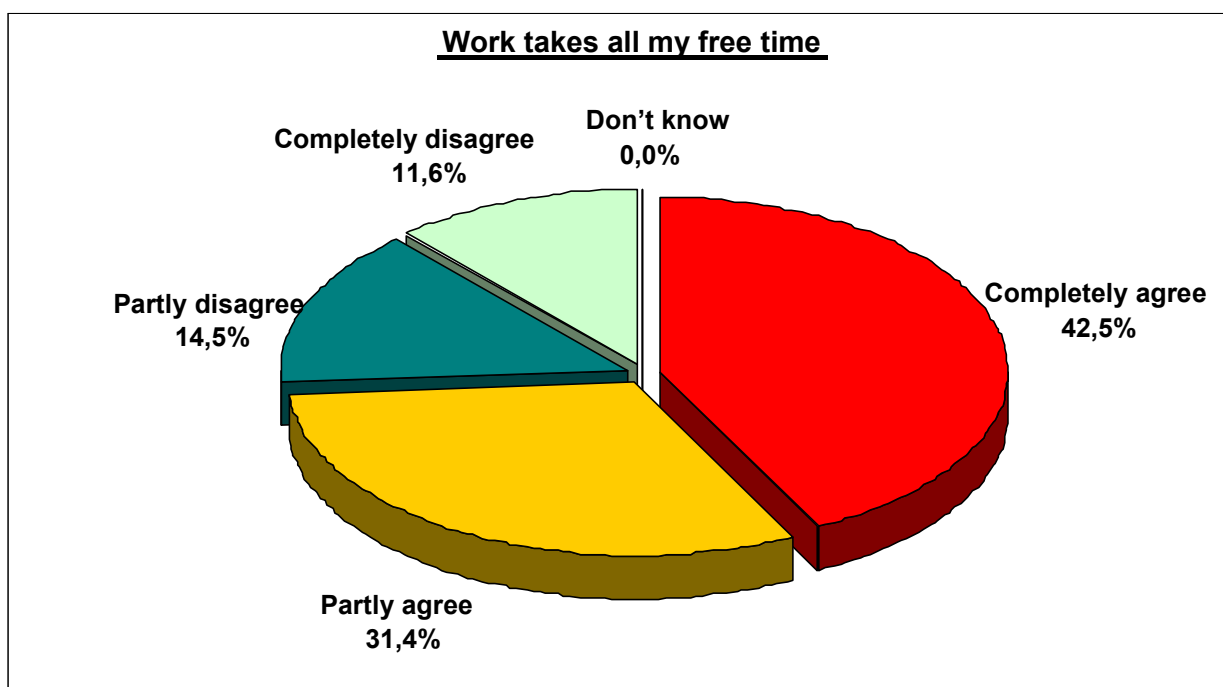
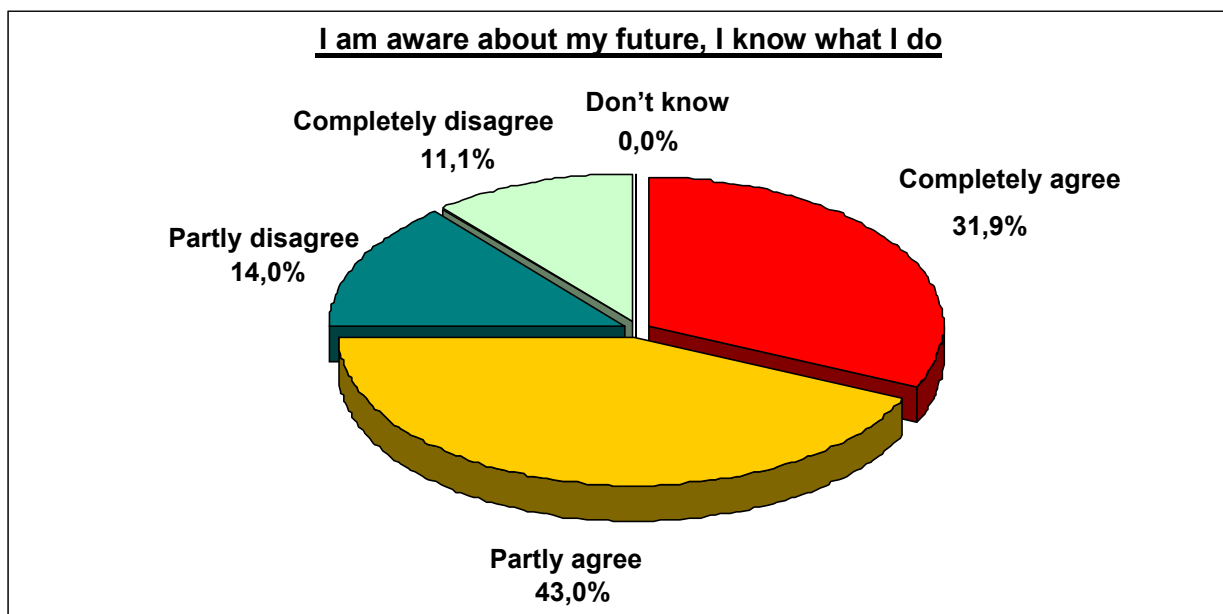
Given results are seen in the graphic:



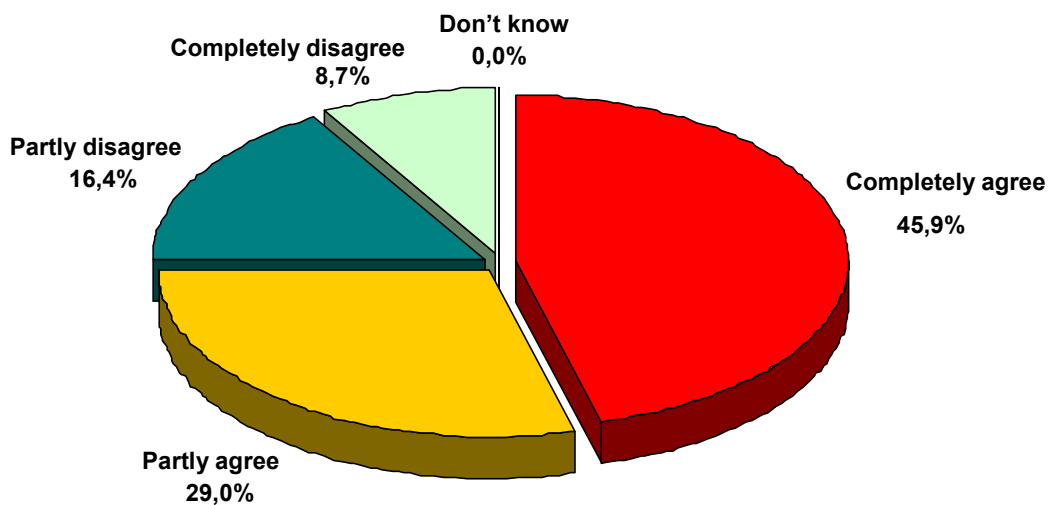
Regarding and comparing results of 2003, 2004 and 2005, there aren't significant changes in the point of views. Businesswomen in Latvia not regarding their large workload successfully treat with their family life and housekeeping matters as well as are quite active in educating their children.



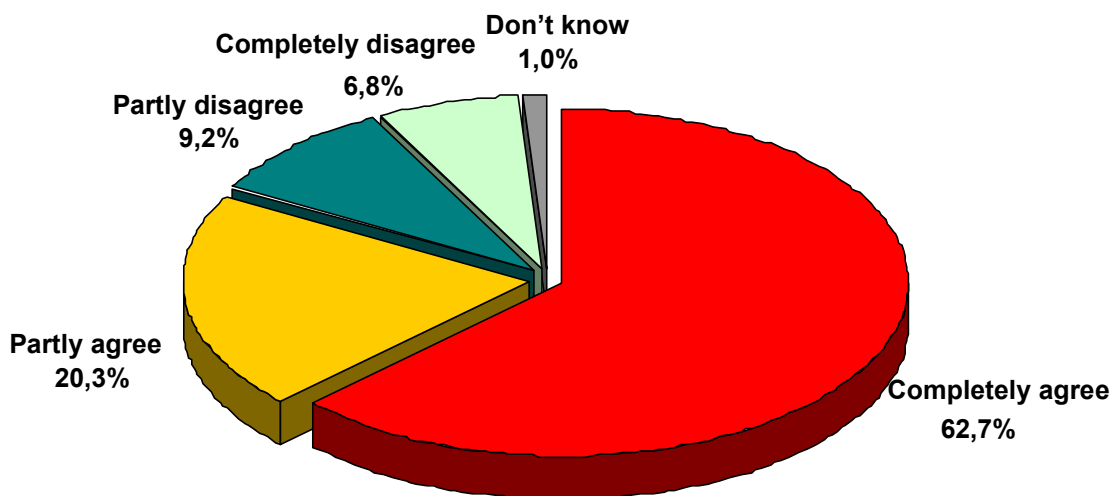
Division of answers about each concrete affirmation in the next diagrams:



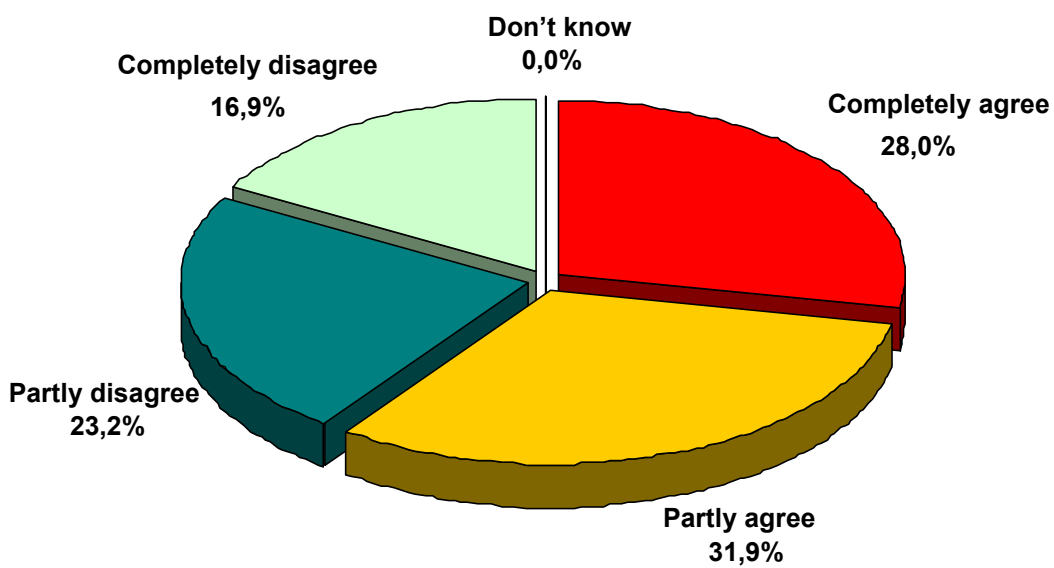
**Mostly I do every-day housekeeping in family**



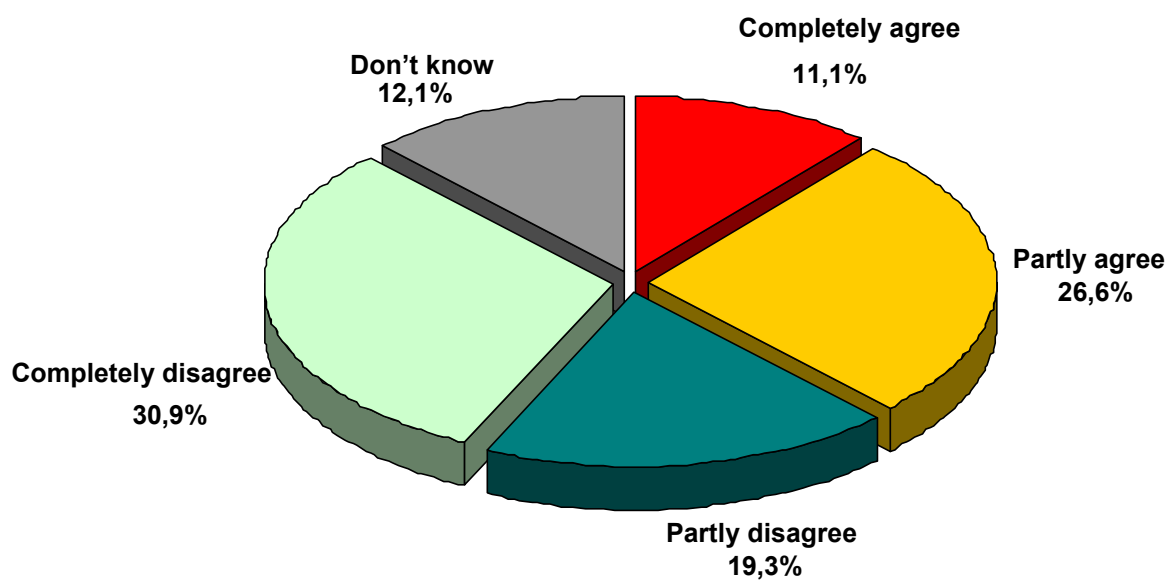
**At least once a week I find a time to rest with my family**



**Work is everything for me**

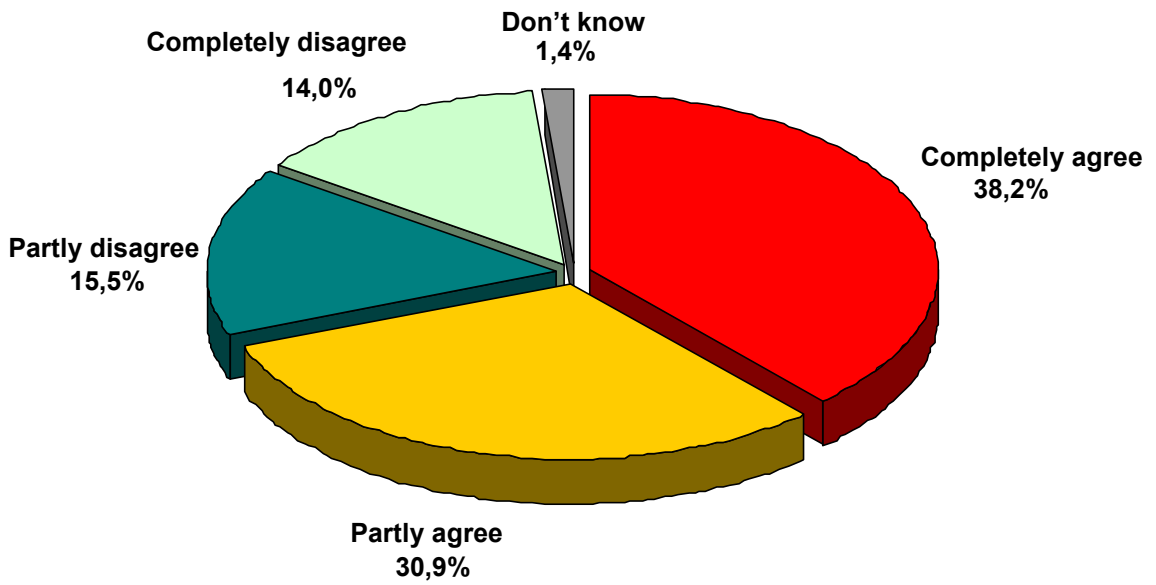


**I am very little occupied with my children**

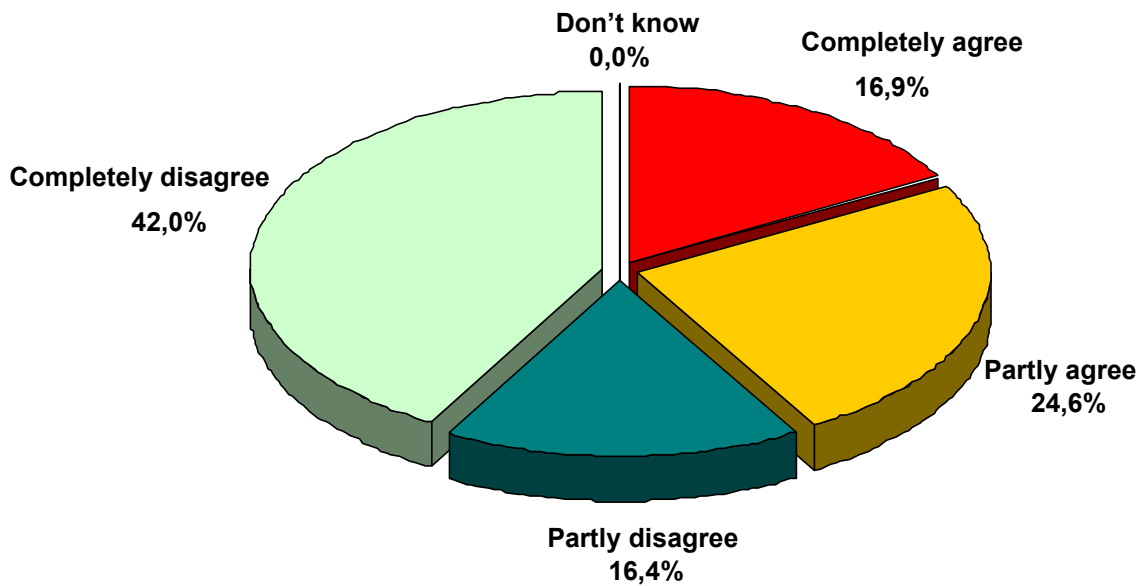




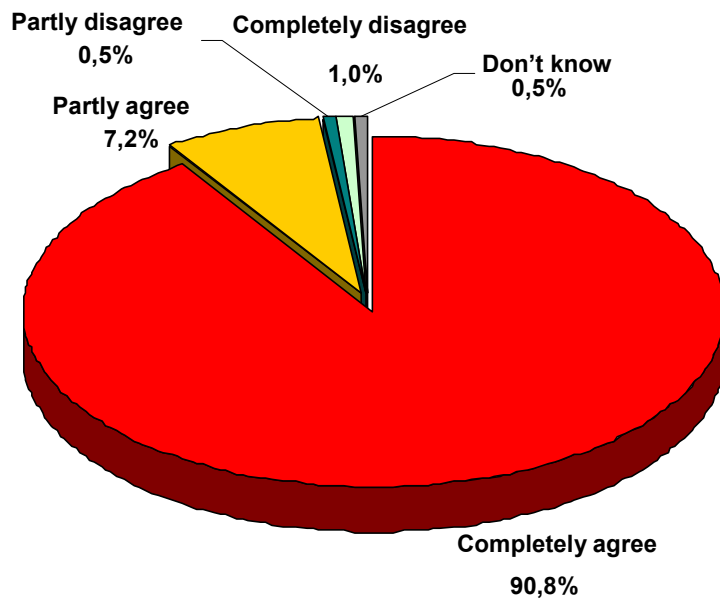
**I would like to be more informed about women in entrepreneurship**



**I regularly do sports**



**The most important for me is professionalism than gender**



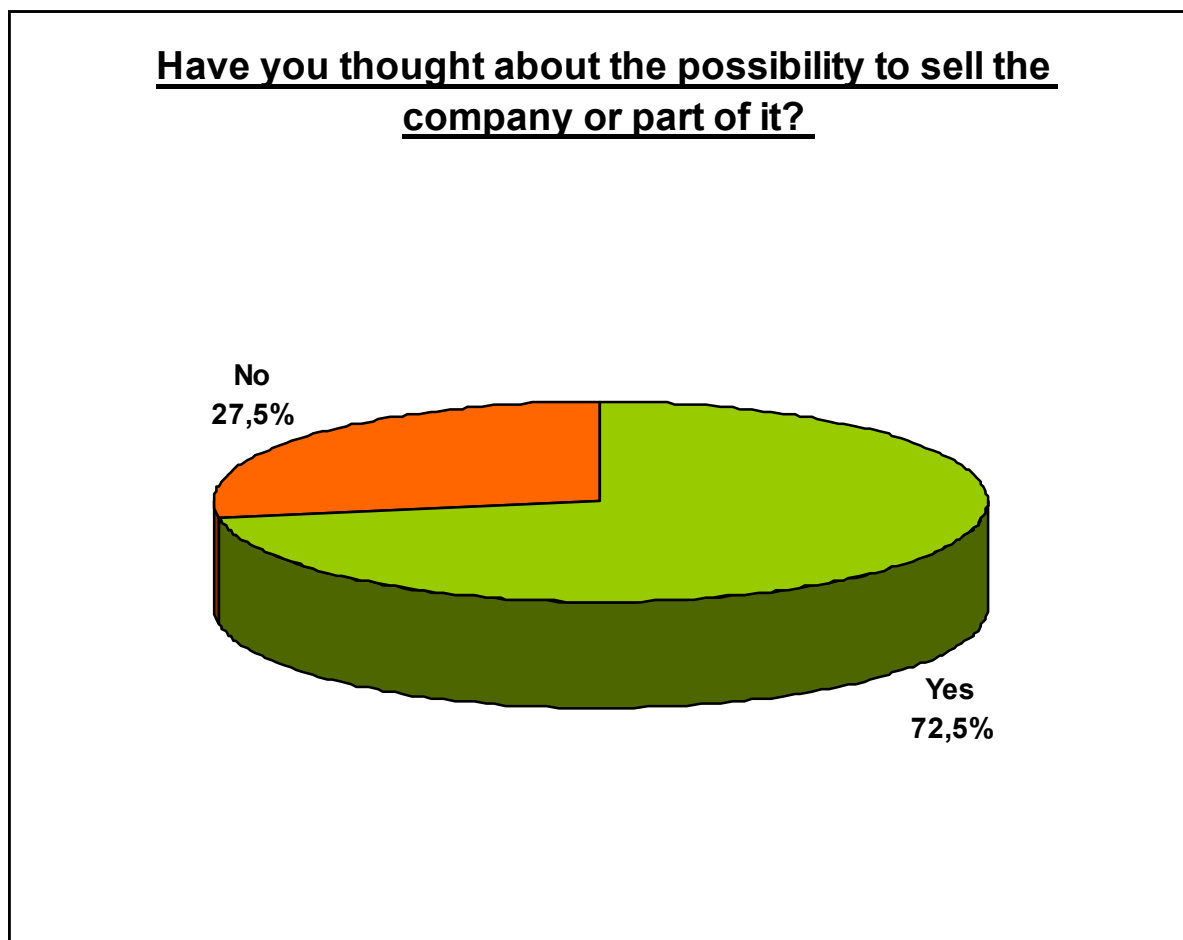
### 3. Private business of women

#### 3.1. Evaluation of possibility to sell the company or part of it .

Question:

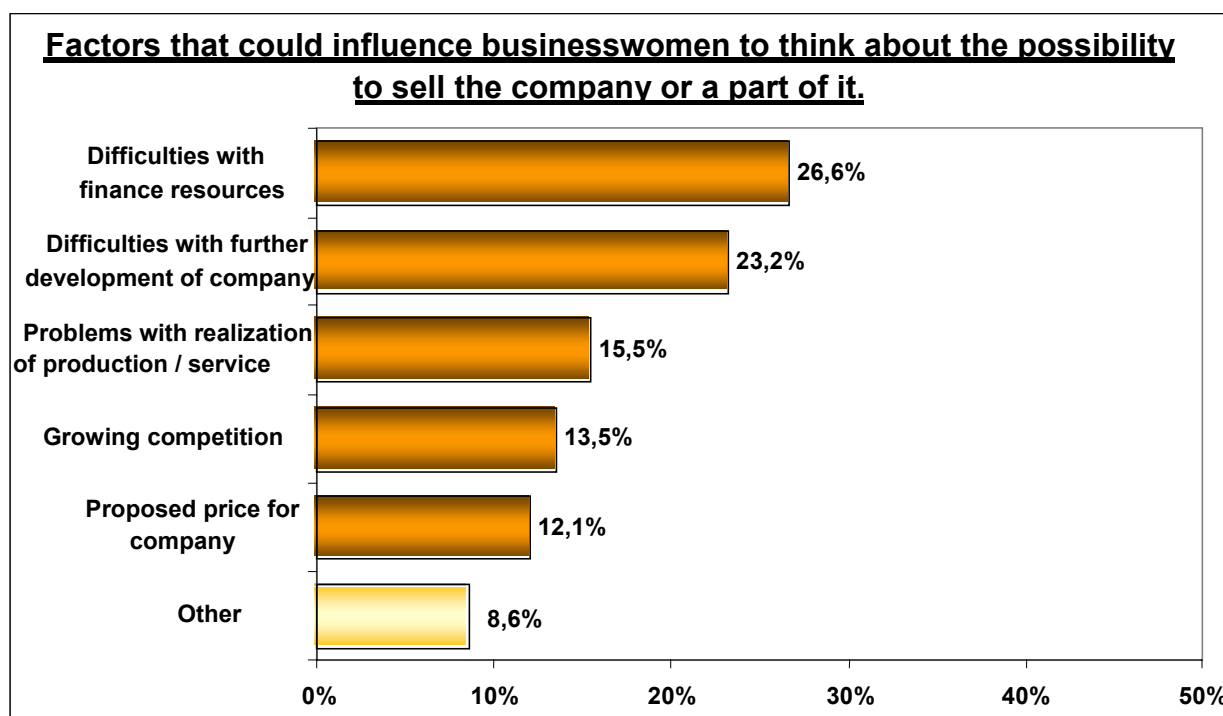
*„Have you ever thought about the possibility to sell the company or part of it?“*

Less than one-third of inquired businesswomen – directors or owners - (27,5%) have thought about the possibility to sell the company or part of it:



Mainly “yes” answers were given by respondents at the age group “46 to 50”. But given tendency could be interpreted only as hypothesis because undergroup units are not representative.

Main factors that could influence businesswomen to think about the possibility to sell the company or a part of it are *financial difficulties* and *difficulties with further development of enterprise*:



Respondents have mentioned additional reasons that could be for a reason to sell a company or a part of it:

Influencing factor	Frequency
Health problems / age	10 respondents
If remove to live in other place/ remove to foreign country	3 respondents
Enlargement of business/ change of business sphere	3 respondents
Growing load at work	1 respondent
If company is placed at the house that is included in the list of landmark	1 respondent

### 3.2. Enchaining business investors.

Question:

**„Have you ever try to find business investors?“**

Almost half (44,9%) of respondents have tried to find business investors for a company:



There is a tendency\* - bigger company (more people are working), more frequently respondents answered that have tried to find business investors:

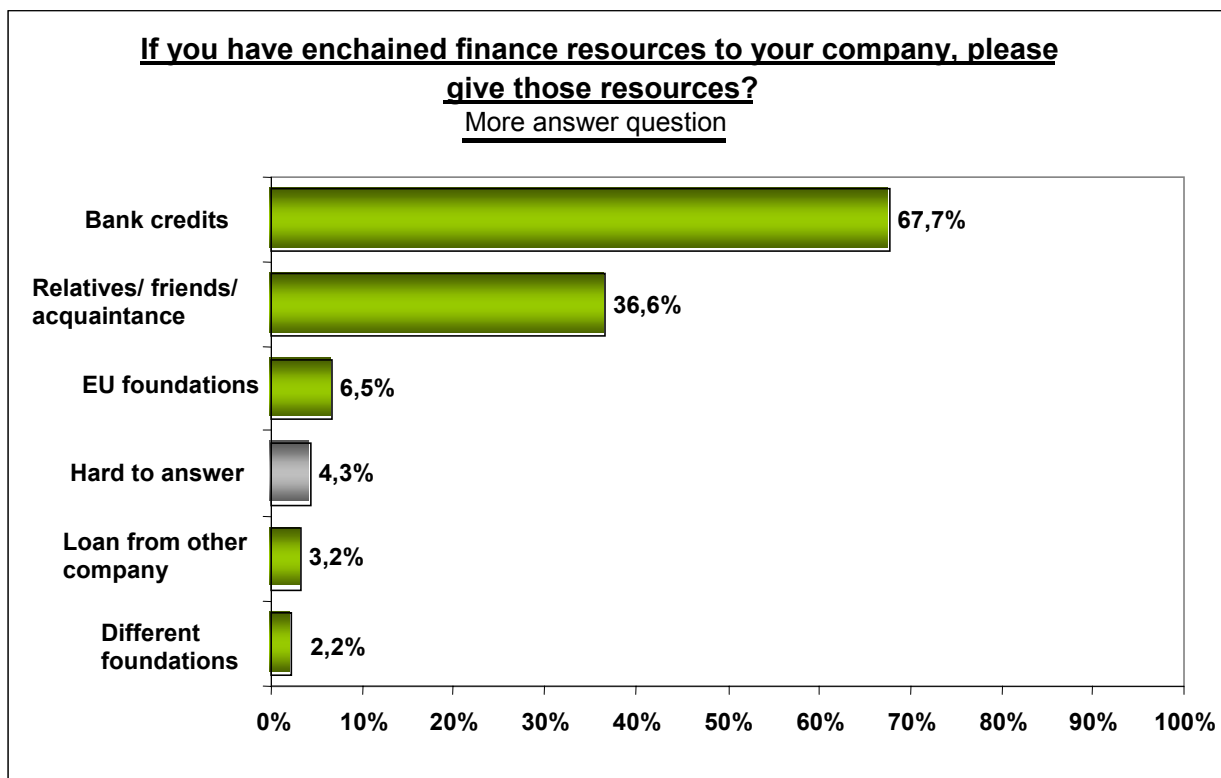


More frequently younger women and Latvian have searched for business investors.

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

To 93 respondents (those who have searched for business investors), have asked about finance resources.

More frequently answered was bank credits. That was mentioned by 67,7% of businesswomen.



Regarding answer for finance resources as *Relatives, friends and acquaintances* it was mentioned by \*:

- Aged respondents (at the age of pre retiring or pensioners);
- Respondents – foreigners;
- Women who own or direct companies with no many employees (till 10);

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

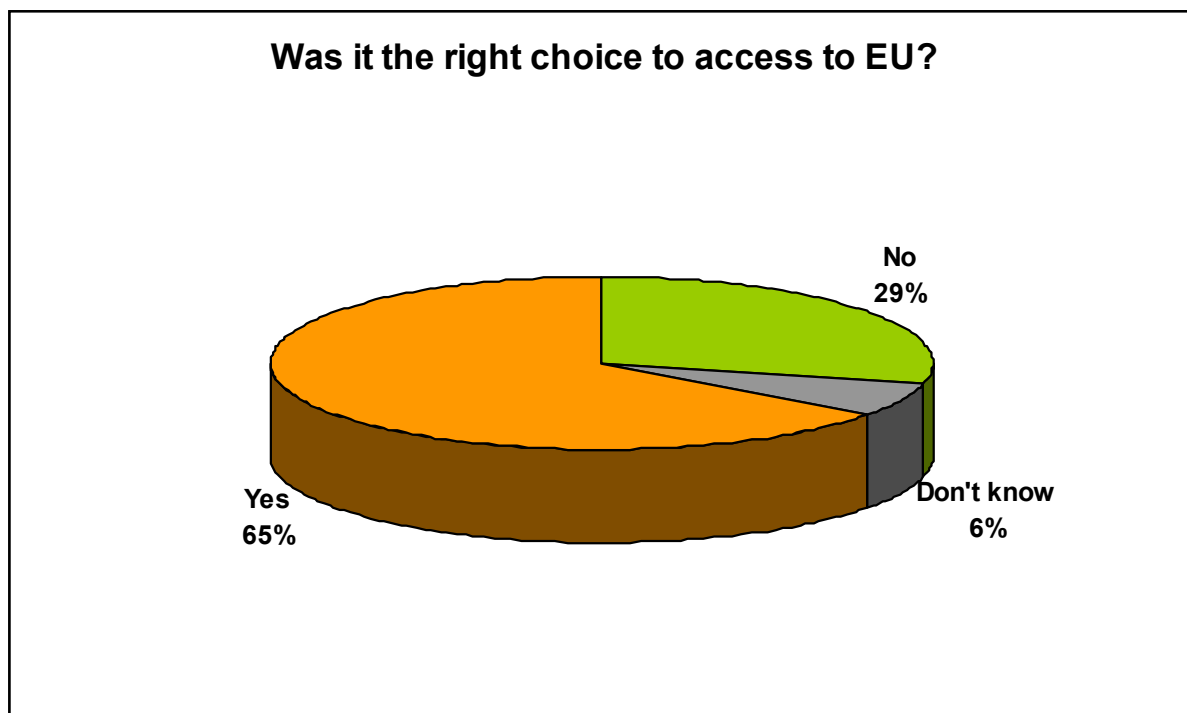
## 4. Business development after accession to EU

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

Question:

***„Was it the right choice to access to EU?”***

64,7% of respondents that it was the right choice but about one-third (29,0%) think opposite:



At the level of tendency (the number of respondents are not sufficient to talk about any tendency) it could be understood that more frequently positive answered was given by:

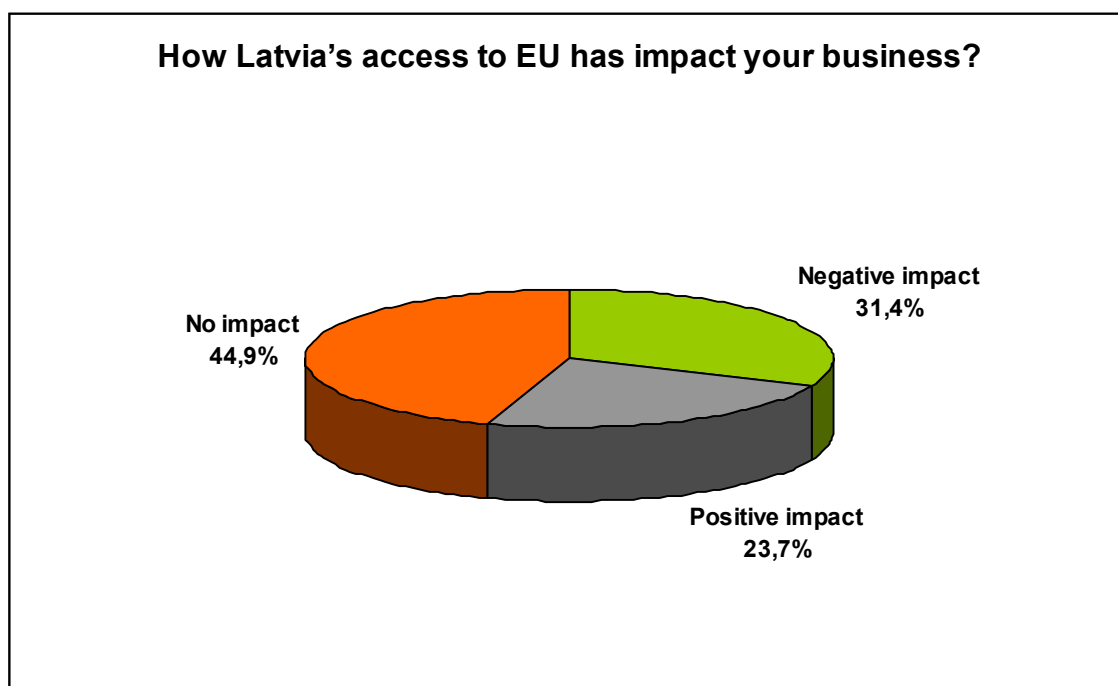
- Businesswomen with higher education;
- Businesswomen at the average age, pre pension and pension age;
- Almost all respondents that live single (12 from 15 live alone);
- Women who manage companies with more employees (as bigger company as more positive answers).
- Respondents that are in tourism/ hotel business.
- Respondents - Latvians.

## 4.2. The impact of Latvia's access to EU on business

Question:

**„How Latvia's access to EU has impact your business?“**

Most part (44,9%) of respondents – businesswomen think that it hasn't impact their business. About one-third of respondents (31,4%) think that it has put a negative impact on their business and only 23,7% of respondents give positive evaluation:



At the level of tendency (the number of respondents are not sufficient to talk about any tendency) it could be understood that more frequently answers about positive impact on business of Latvia's access to EU has given businesswomen:

- with higher education;
- respondents-Latvians;
- those who have 10 to 49 employees in the company (medium size companies);
- respondents that are in tourism/ hotel business;
- have established their companies not long time ago (in 2001 to 2004)



Respondents were asked to explain their point of view.

Respondents (49 from 207), those who think that Latvia's access to EU gave **positive** impact on their business, their opinion argument:

<b>Argumentation</b>	<b>Number of respondents, who have mentioned this argument</b>
Grow of prices for raw material	13
EU regulations, standards, normative	11
Growing competition	6
Simplified procedure for customs/ shipping/ transit	4
Augmentation of foreign capital	4
Augmentation of number of clients	3
Easier, quicker supply of goods	3
Open borders with EU countries	2
Growing number of tourists	1
Growing price of goods – profit	1
Do not pay any more VAT 18%	1

Respondents (65 from 207), those who think that Latvia's access to EU gave **negative** impact on their business, their opinion argument:

<b>Argumentation</b>	<b>Number of respondents, who have mentioned this argument</b>
Grow of prices for raw material	52
EU regulations, standards, normative	32
Growing competition	19
Growing costs for labour force	13
Diminishment of people purchase capability	2
Diminishment of the quality of imported goods	1
High price for visa to Russia	1
Higher taxes	1

### 4.3. Experience of export of enterprise

Question:

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

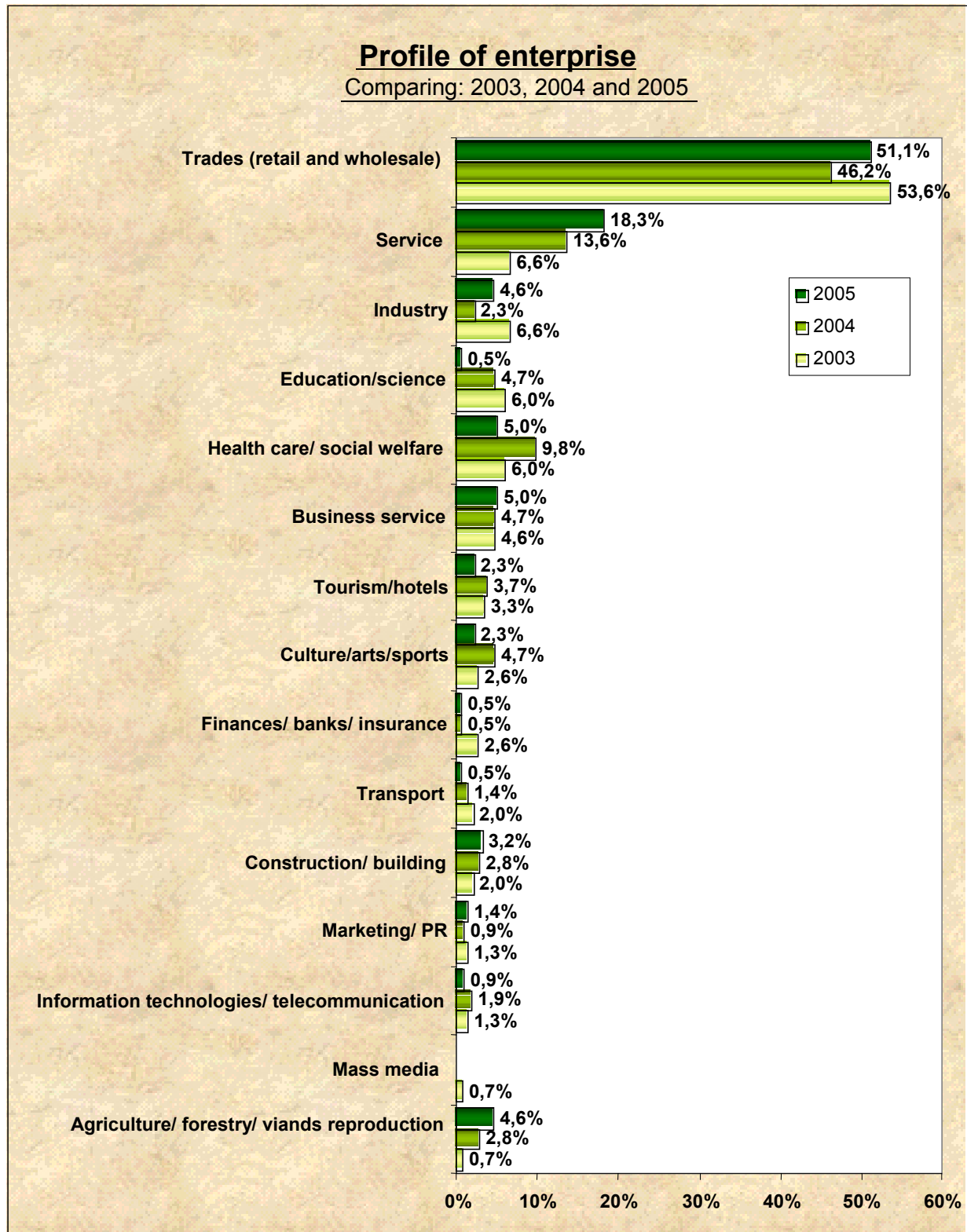
91,8% of respondents said “no” – the enterprise they manage haven’t exported to EU countries in last 12 month. Interpreting results of given question there should be pointed out that in women business dominate trade and service sphere and they do not export.



# Attachment

## “Demographic data comparing”

### 1.Profile of respondents' enterprises

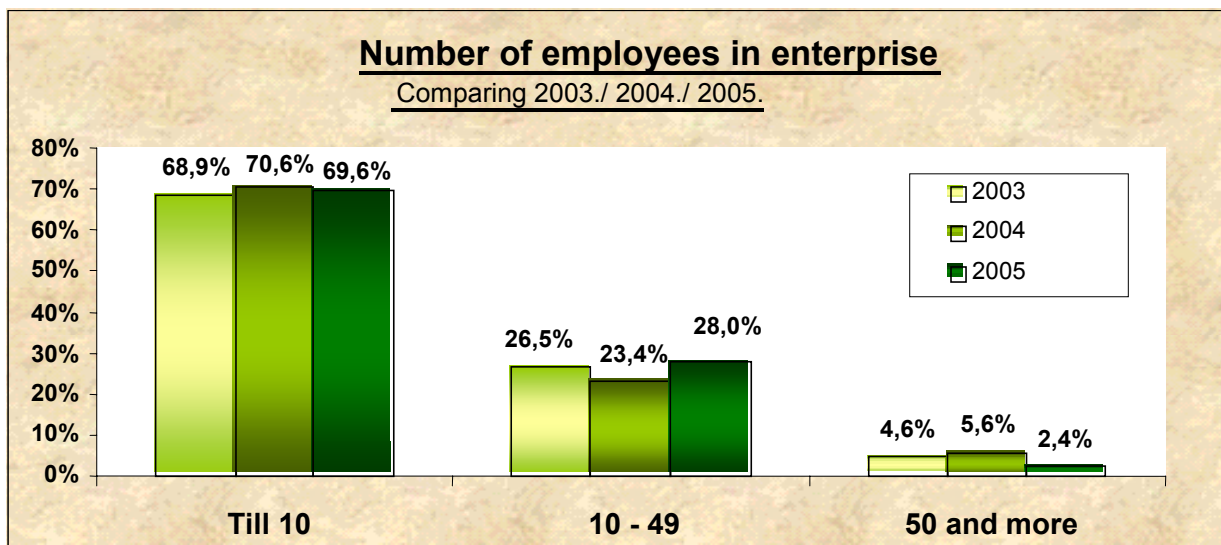


## 1.1. Structure of enterprise: description

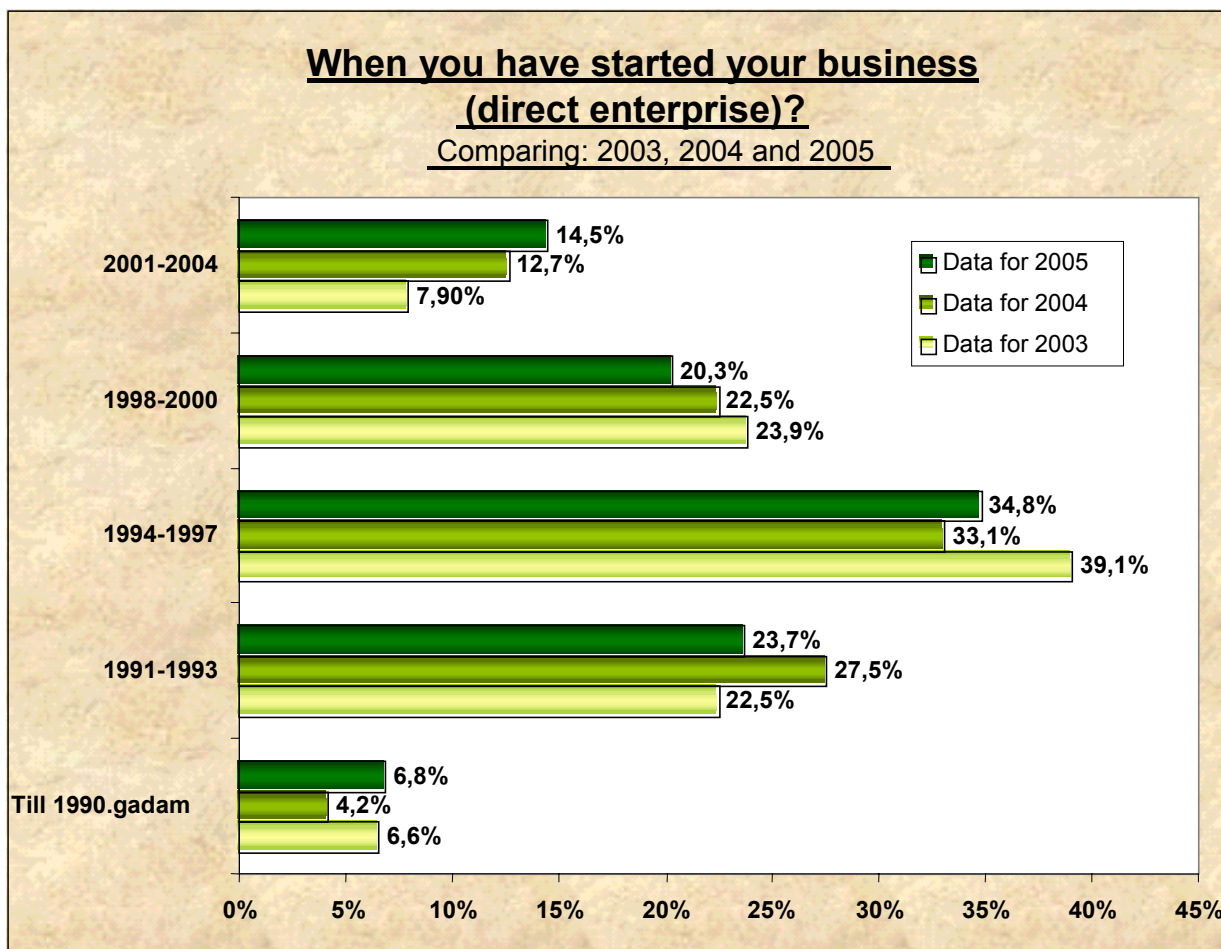
<b>Sphere</b>	<b>Components</b>
<b>Trade</b>	Groceries; diary products; meat products
	Industry, household goods; clothes; shoes; second-hand clothes; dry goods; metal work
	Products for children
	Cosmetics, parfumery; other goods (for example, headfalsies)
	Internet trade
	Flowers; floristic
	Furniture; joinery production; office furniture
	Import of specific products and production
<b>Agriculture/ forestry/ viands reproduction</b>	Oats-houses; artificial insemination; forestry; rural housekeeping; Conditory, Culinary factory
<b>Construction, building</b>	Production of building materials, supply; Electro-techniques/ design of communication projects; projects; architectonic research
<b>Industry</b>	Light industry, sawing; metal work
<b>Business service/ rent</b>	Legal service; business training courses; accountancy service; consultations on developing projects; design of accountancy programs and service; interpreting; rent; video, DVD rent; acquaintance agency; consultations on accountancy
<b>Information technologies</b>	Production of micro processor equipment for energy systems, supply and installation
<b>Culture/ arts/ sports</b>	Courses of exotic dances; floristic; production of folk art; advert souvenirs; production of visual adverts; trade; body-building halls; fitness; music; orchestra
<b>Health care/ social welfare</b>	Drugstores; dentist service; family doctor's praxis; optics; social care centre
<b>Services: white and public; public catering</b>	Barber shop, manicure; design and installation of gardening; beauty saloons; cafes; bars; solarium; laser chemistry; heating system service; style consultations; body art; celebration organisation; tattoo saloons
<b>Transport and communication</b>	Post; Car service
<b>Tourism</b>	Hotels, restaurant chains; tourism agencies; tourism +work abroad

## 2. Data about enterprises

### 2.1. Number of employees in the enterprise

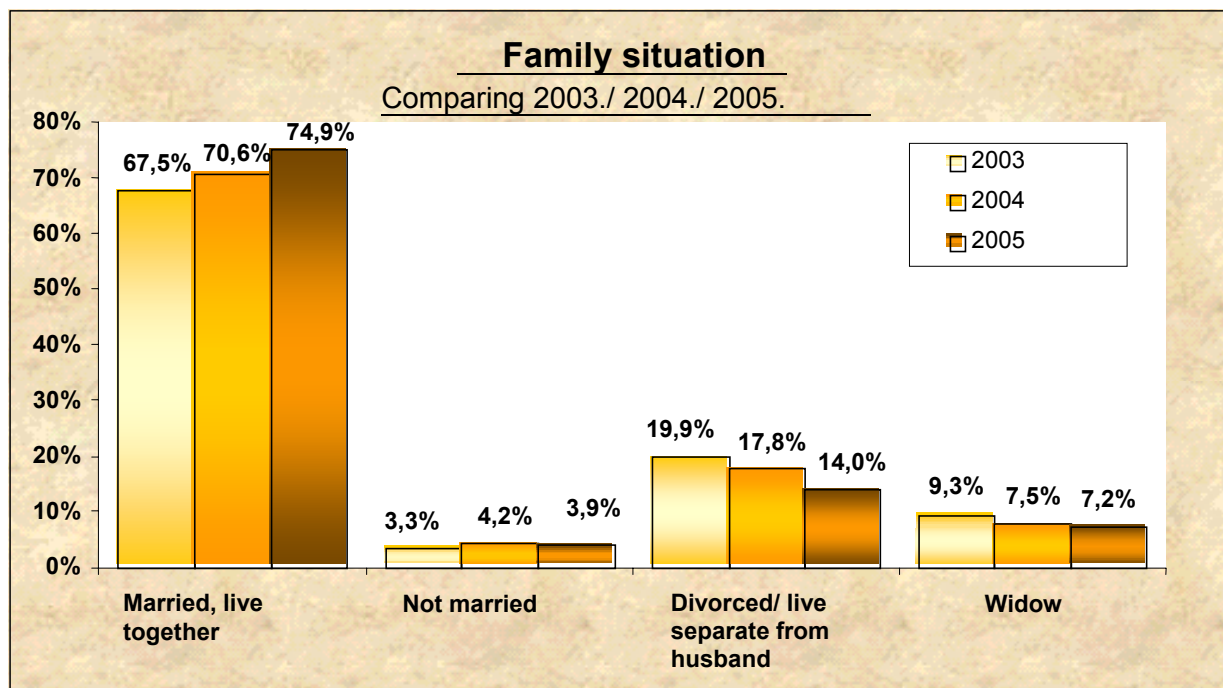


### 2.2. Starting of business / direct enterprise



### 3. Family situation of respondents

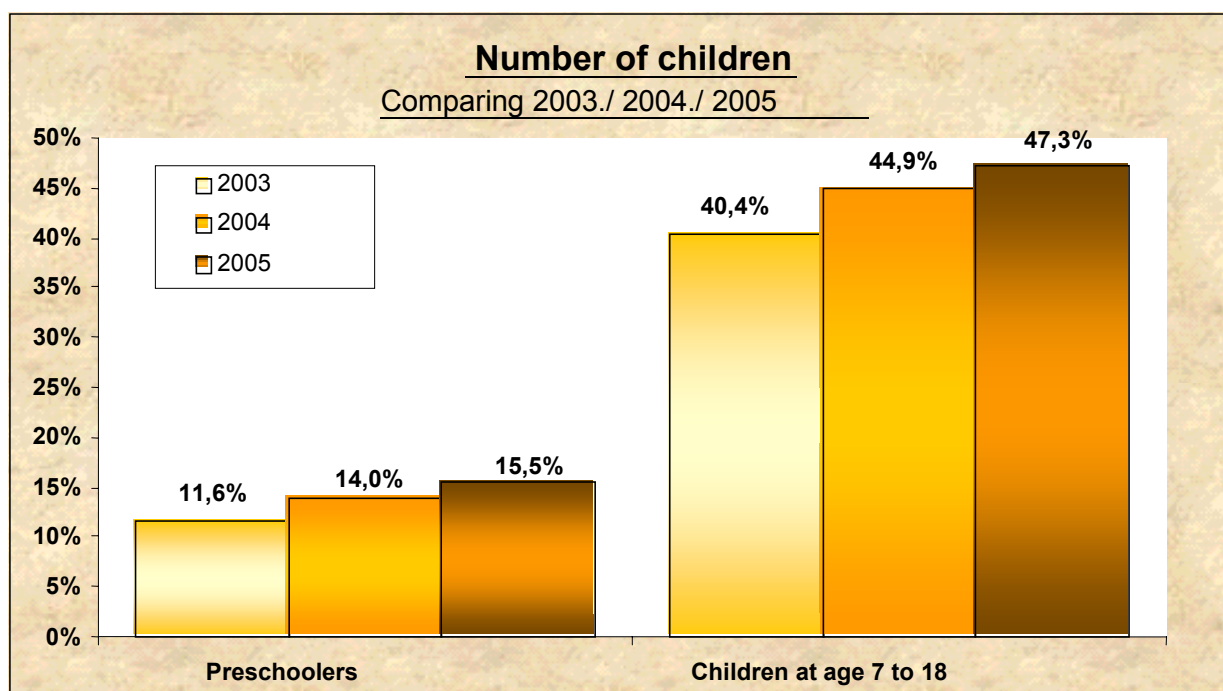
#### 3.1. Family situation



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

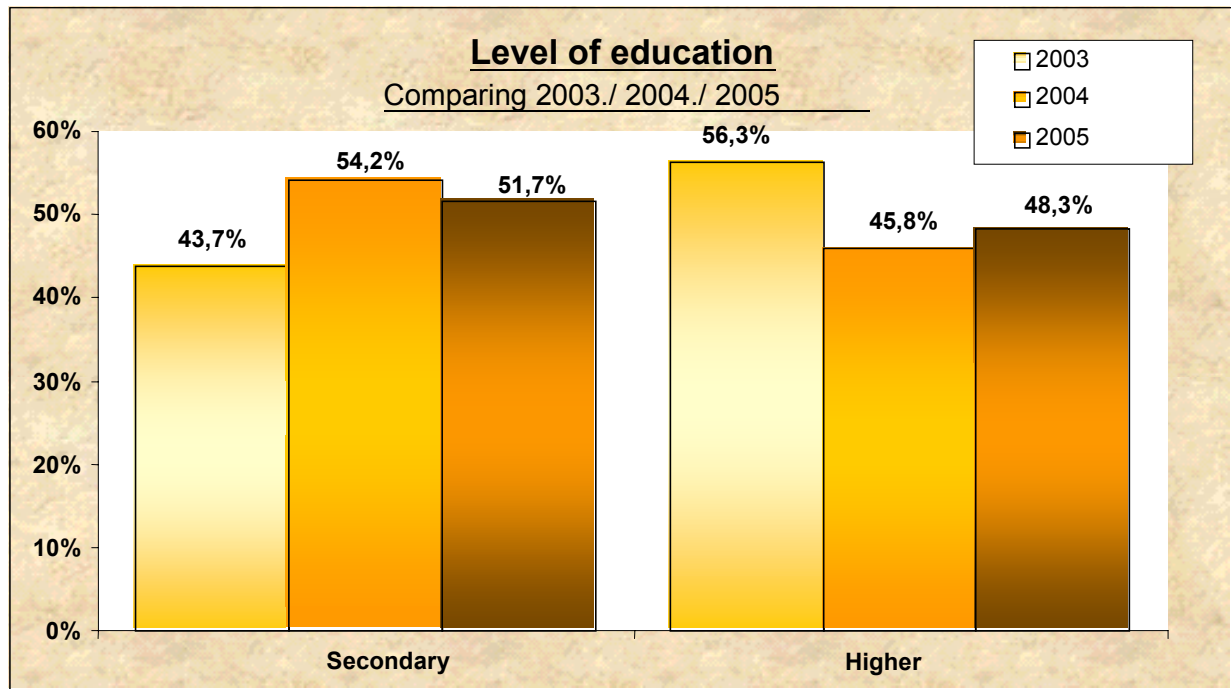
	Single	Several members of family
2003	4,6%	95,4%
2004	7,0%	93,0%
2005	7,2%	92,8%

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



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

##### 4.1. Education



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

Language	Businesswomen in 2003	Businesswomen in 2004	Businesswomen in 2005
English	42,4%	48,1%	46,4%
German	23,2%	23,8%	22,7%
Russian	92,1%	93,0%	80,7%
Lithuanian	2,0%	2,3%	1,4%
Polish	2,0%	2,8%	2,4%
Italian	2,0%	0,5%	1,4%
Ukrainian	0,7%	2,3%	-
French	-	2,3%	0,5%
Some of Scandinavian	-	0,9%	0,5%
Armenian	-	0,9%	0,5%
Danish	-	0,5%	
Belarussian	-	1,9%	
Spanish	-	0,5%	
Estonian	-	0,5%	
Gypsy	-	0,5%	
Uzbekistanian	-	-	0,5%
Ivrit	-	-	0,5%

5.3% from respondents answered that can communicate only in their mother tongue.

### 4.3. Speciality (free answers)

Speciality	Number of respondents in percent
Accountancy, economy, finances, statistics (with higher education)	8.2 %
Teacher ( <i>sports, pre-schoolers, social, geography, primary</i> )	5.8 %
No speciality	5.8%
Engineer, with higher education ( <i>program developer, computer specialist, electric, energy, constructor, builder, mechanics, rail</i> )	5.3%
Nurse/ masseuse/ cosmetology (with secondary professional education)	4.8%
Shop manager with secondary professional education	4.8%
Doctor ( <i>podiatry, family doctor, dentist</i> )	4.3%
Technologist in light industry and sawing with secondary professional education	4.3%
Landscape gardener, garden designer, florist, designer with secondary professional education	3.9%
Sawyer/ knitter; fashion designer with secondary professional education	3.9%
Accountant, economist with secondary professional education	3.9%
Hairdresser/manicure	3.9%
Technologist with higher education	3.9%
Lawyer with higher education	3.9%
Techniques with secondary professional education ( <i>building, radio techniques, electrician, projectionist, metal worker, polygraph</i> )	3.4%
Pharmacy with higher education	3,4%
Technologist of food and public catering with secondary professional education	2.9%
Designer, artist with higher education	2.9%
Cook / barmen with secondary professional education	2.4%
Sociologues, psihologue with higher education	2.4%
Business, director;	1.9%
Chemics, biology, physics with higher education	1.4%
Shop assistant with secondary professional education	1.4%
Operator with secondary professional education (communication operator, computing operator)	1,4%
Philology with higher education	1.4 %
Business / business consultations (higher education)	1.4%
Agriculturist with higher education, gardener	1.4%
Pharmacy, dentist, optics, chemics with secondary education	1.4%
Geography/ cartographer	1.4%
Musician with higher education, director	1%
Sales manager with higher education	1%
Foreign language specialist with higher education	1%
Landscape designer, florist, designer with secondary professional education	1%
Culture manager with secondary education	0.5%
Fashion designer with higher education	0.5%
Computer specialist with higher education	0.5%
Topographer with secondary education	0.5%
Tourism manager with higher education	0.5%
Agronomy with secondary education	0.5%

4.4. Extra training abroad in the last 3 years: 12,1% of respondents