

SURVEY

OF MOTHERS WHO STAY AT HOME WITH THEIR PRE-SCHOOL-AGE CHILDREN, DO NOT PARTICIPATE IN LABOUR MARKET AND BELONG TO LATVIA'S AND ESTONIA'S LARGEST ETHNIC MINORITIES



INTRODUCTION

This report was compiled on the basis of a survey conducted among target group representatives (TGRs) from Latvia and Estonia in the frames of “ActiveMoms” project. Objective of the survey is to aggregate and analyze information on experiences, needs, difficulties, problems, perceptions and beliefs of TGRs that lead to social exclusion, as well as study opportunities that could facilitate their integration into the society.

METHODOLOGY OF THE STUDY

The study consisting of the following steps was carried out during report preparation:

- Questionnaire development;
- Attraction of target group representatives and filling out questionnaires;
- Processing of opinions and data collected during interviews;
- Development of conclusions.

The questionnaire consists of 30 questions divided into 4 sections:

- Personal data;
- Employment (hired work);
- Entrepreneurship (own business);
- Additional information.

The questionnaire is presented in Annex 1 of the document.

Various question types are included in the questionnaire:

- Multiple choice questions (single answer possible, several answer options possible, matrix);
- Semi-closed questions (answer option “Other” is available);
- Open-ended questions.

The questionnaire was developed in English and Russian languages according to specific characteristics of the target audience and designed in an attractive and comprehensive way, which allowed both for “face-to-face” interviewing and e-interviewing.

Collection of data was carried out during October – November 2019.

The questionnaire was mainly filled in in an electronic format. Information about it was disseminated in social media and by email. Less than 10% of respondents filled out the paper-based questionnaire.

In order to attract TGRs to the survey, the following channels were used: NGOs dealing with young mothers' problems, social departments of municipalities, kindergartens, vocational schools, schools (in case of a second child), as well as social groups and personal contacts.

TTK University of Applied Sciences defined social departments of municipalities and staff's personal contacts as the most effective methods to reach TGRs and collect the data. At the same time, Latvia University of Life Sciences and Technologies considered specialized and thematic social groups an excellent option to interact with young mothers. The best examples were Mamin Klub (Moms' club, <https://maminklub.lv>) and Social club Mamkafe (www.facebook.com/Mamkafe/).

Information on the survey sample is reflected in Table 1.

| Country | Number of interviewees | Target, number | Difference, % |
|---------|------------------------|----------------|---------------|
| Latvia | 72 | 50 | + 44,0 |
| Estonia | 56 | 50 | + 11,2 |
| Total | 128 | 100 | + 28,0 |

Table 1. Sample size in Latvia and Estonia

The total number of respondents exceeded the planned level by 28%, which is mainly due to a more active participation of Latvian TGRs in the survey (+44%).

During data processing and report compilation, an approach combining qualitative and quantitative analyses was used.

DATA PROCESSING AND ANALYSIS

1. PLACE OF RESIDENCE

In Latvia, 86% of respondents named Riga and Riga region – areas with a significant concentration of Russian-speaking minorities in the country – as their place of residence. 8% of respondents come from Zemgale and 6% – from other Latvian regions. According to data obtained in Estonia, 46% of respondents live in Kirde-Eesti region and 54% – in other regions.

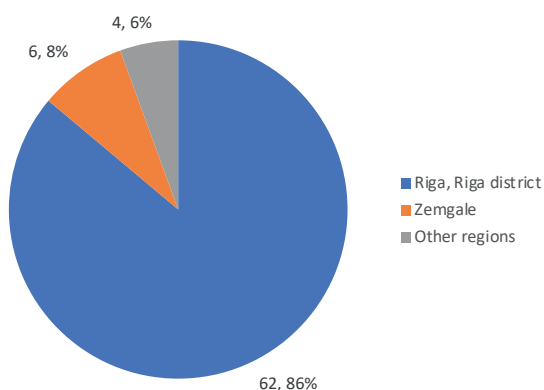


Diagram 1.1. Latvian respondents:
place of residence (value, percentage)

In Latvia, 86% of respondents named Riga and Riga region – areas with a significant concentration of Russian-speaking minorities in the country – as their place of residence.

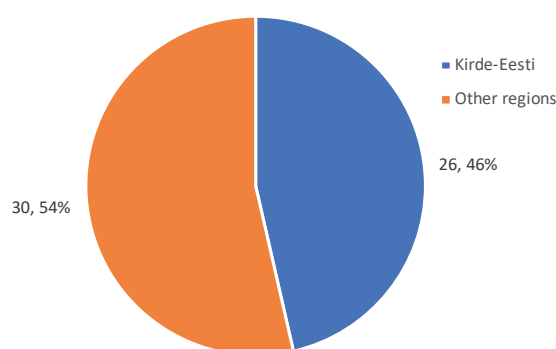


Diagram 1.2. Estonian respondents:
place of residence (value, percentage)

2. AGE GROUP

More than half of all respondents – 55% – belong to the age group 31-40. (29% of Latvian respondents are 31-35 years old and 25% are 36-40. In Estonia, 28% of respondents are 31-35 years old and 27% – 36-40 years old.) 17% of all respondents are above 40 years old; however, this relatively high figure is reached mostly

due to Latvian respondents. Almost ¼ of Latvian mothers – 24% – are older than 40. In Estonia, this indicator is significantly lower – 9%. In contrast, 16% of Estonian respondents are 22-25 years old, while in Latvia their share is only 5%. There are no respondents aged 21 and younger in both countries.

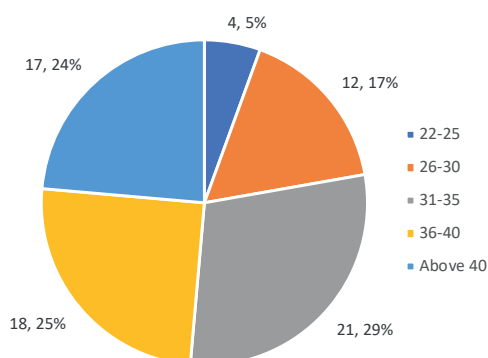


Diagram 2.1. Latvian respondents:
division by age groups (value, percentage)

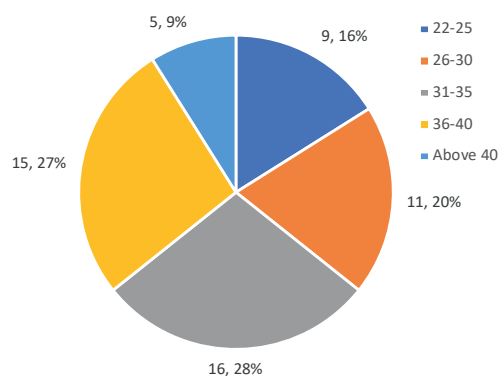


Diagram 2.2. Estonian respondents:
division by age groups (value, percentage)

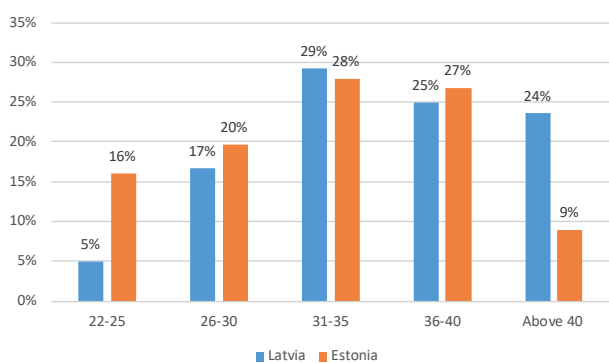


Diagram 2.3. Age of respondents compared by country (percentage)



3. NATIVE LANGUAGE

As many as 92% of Latvian respondents named Russian as their native language. The remaining 8% were divided among Latvian (4%), Ukrainian (3%) and Belarusian (1%) languages.

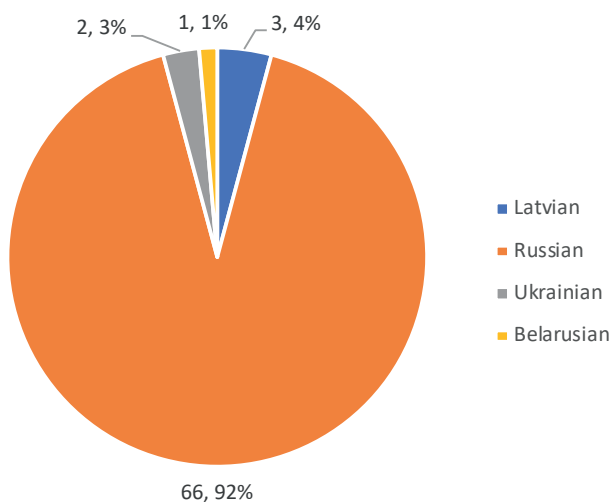


Diagram 3.1. Latvian respondents: native language (value, percentage)

The results in Estonia are quite different: 64% speak Russian as their native language, 20% – Estonian, 3% – Ukrainian and 2% – Polish. 11% of Estonian respondents speak other languages: Albanian, Arabic and Erzya.

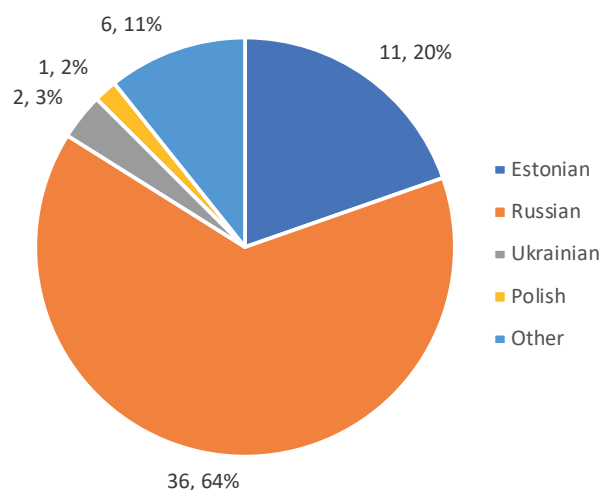


Diagram 3.2. Estonian respondents: native language (value, percentage)

As many as 92% of Latvian respondents named Russian as their native language. The remaining 8% were divided among Latvian (4%), Ukrainian (3%) and Belarusian (1%) languages.

4. EDUCATION

Out of total number of respondents, more than a half of mothers hold a Bachelor's degree or higher (specifically, 30% of respondents have a Bachelor's degree, 22% – Master's degree, 2% – Doctorate/PhD degree).

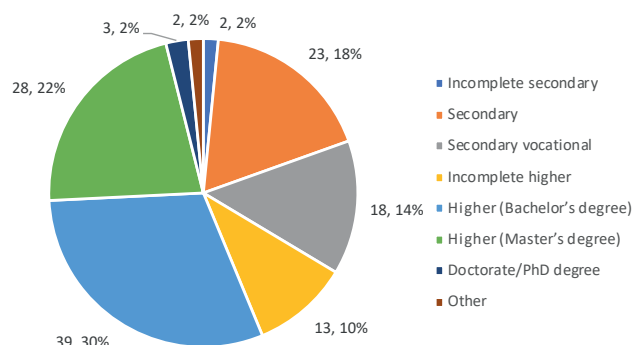


Diagram 4.1. Education level of Latvian and Estonian respondents presented jointly (value, percentage)

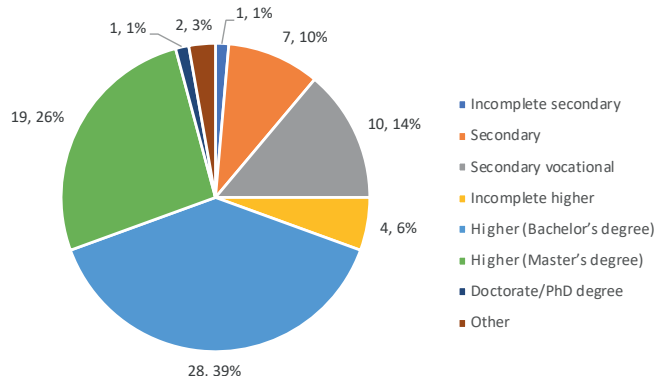


Diagram 4.2. Latvian respondents: education level (value, percentage)

At the same time, certain differences between countries can be observed: while as many as 65% of Latvian respondents qualified either for a Bachelor's or Master's degrees, higher education was completed by 36% of Estonian respondents.

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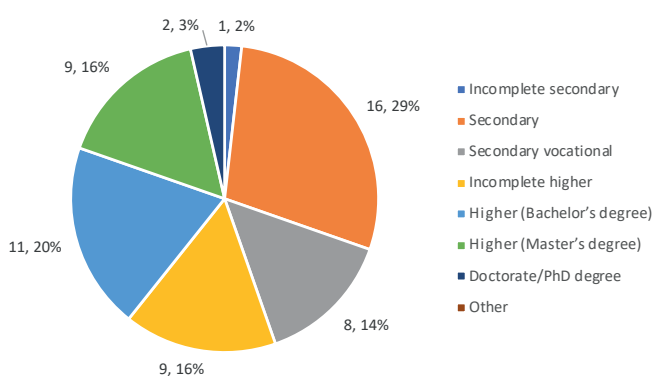


Diagram 4.3. Estonian respondents: education level (value, percentage)

In contrast, 43% of Estonian respondents have general secondary or secondary vocational education, which can be compared to an almost twice as lower indicator in Latvia – 24%. Only 2% of all respondents did not complete secondary education.

5. NUMBER OF CHILDREN

Among Latvian respondents, it is more common to have one child (39% of mothers stated so), while more than a half of Estonian respondents – 54% – have two children. However, when it comes to having three or more children, the Latvian indicator slightly exceeds the Estonian one: 28% against 23%.

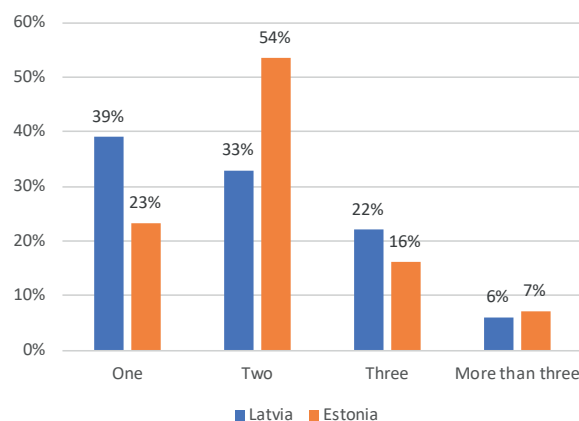


Diagram 5.1. Number of children in respondents' families compared by country (percentage)

6. ARE YOU CURRENTLY ON AN OFFICIAL MATERNITY LEAVE?

Only 1/3 or 32% of all respondents stated that they are currently on an official maternity leave. The remaining 68% answered “No” to the question, which means that mothers still stay at home, but do not receive parental financial support from the government.

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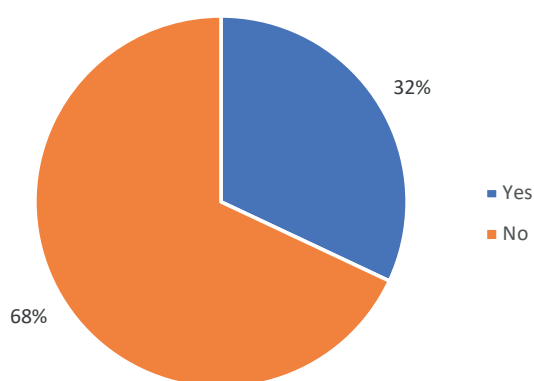


Diagram 6.1. Latvian and Estonian respondents together: official maternity leave (percentage)

Figures are similar in Latvia and Estonia: 29% of Latvian respondents and 36% of Estonian respondents are on a paid leave after childbirth, 71% of Latvian respondents and 64% of Estonian respondents are not.

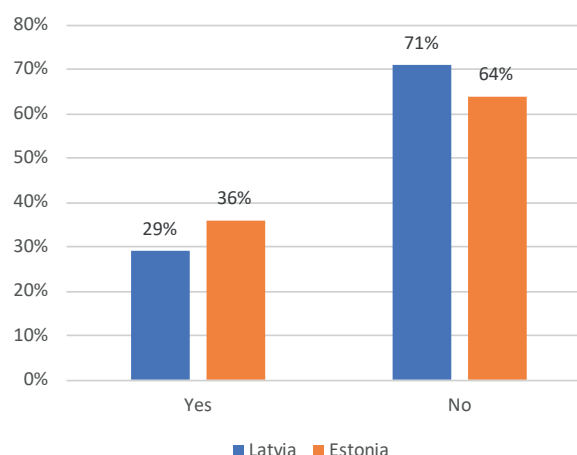


Diagram 6.2. Respondents on an official maternity leave compared by country (percentage)

7. IF NO, WHEN DID YOUR LAST OFFICIAL MATERNITY LEAVE END?

According to consolidated data on two countries, there is an almost even division among time frames mothers spend at home with their children after an official maternity leave. The percentage ranges from 23% to 27% for the following periods: less than a year ago, 1-2 years ago, 3-4 years ago and 5 and more years ago.

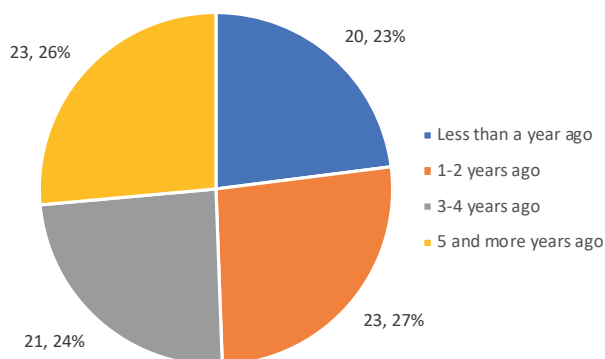


Diagram 7.1. Latvian and Estonian respondents together: number of years spent at home after the end of an official maternity leave (value, percentage)

However, a comparative analysis of both countries shows that there are drastic changes between Latvia and Estonia. It can be observed that Estonian respondents tend to stay at home with children longer than Latvian ones. For 33% of Estonian mothers the paid leave ended 3-4 years ago and for other 33% – 5 and more years ago, which can be compared to Latvian figures: 18% and 22%, respectively. For 60% of Latvian respondents an official maternity leave ended quite recently: either less than a year ago or 1-2 years ago. The percentage is nearly twice as lower in Estonia – 34%.

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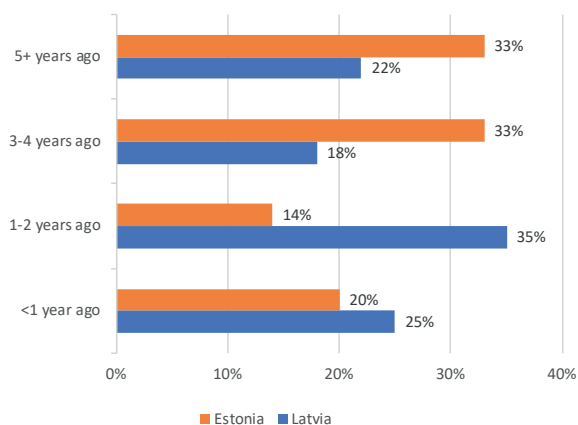


Diagram 7.2. Number of years spent at home after the end of an official maternity leave compared by country (percentage)



8. WHAT WERE YOU DOING BEFORE GOING ON A PREGNANCY LEAVE? (several answers are possible)

The majority of respondents – 79% in Latvia and 70% in Estonia – stated that they used to be hired employees before going on a pregnancy leave. Running own business was much less popular in both countries: 14% of respondents in Latvia used to be entrepreneurs and as little as 4% performed the same role in Estonia.

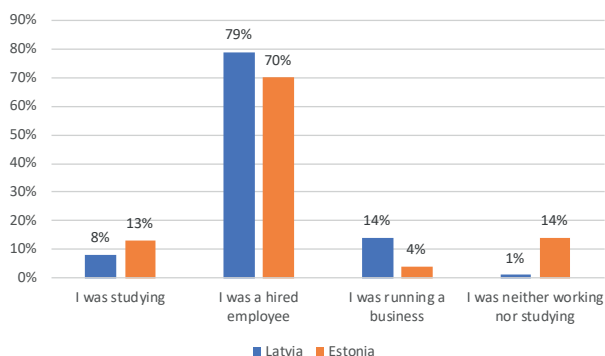


Diagram 8.1. Occupation of respondents before a pregnancy leave compared by country (percentage)

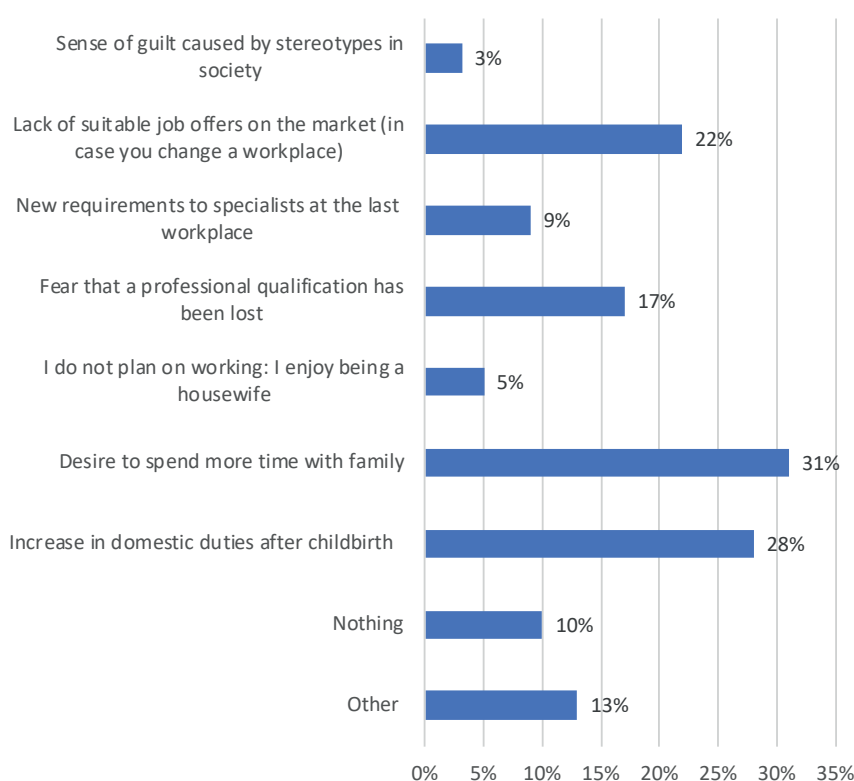
In Latvia, only one mother testified she had not had any occupation before giving birth to a child, while in Estonia the percentage reached 14%. 8% of Latvian respondents and 13% of Estonian respondents stated that they had been students.

The majority of respondents – 79% in Latvia and 70% in Estonia – stated that they used to be hired employees before going on a pregnancy leave.

9. WHAT CURRENTLY PREVENTS YOU FROM RETURNING TO THE LABOUR MARKET? (maximum 3 answers)

According to consolidated data on two countries, a desire to spend more time with family is a reason No. 1 why Latvian and Estonian mothers choose not to return to the labour market. It was mentioned by 31% of respondents (33% in Latvia and 29% in Estonia). Reason No.2 is an increase in domestic duties after childbirth, which was selected by 28% of respondents, based on consolidated data.

However, this factor is mentioned much more often in Latvia than in Estonia: 36% of Latvian respondents consider it an obstacle to going back to work, as compared to twice as lower figure in Estonia – 18%.



Desire to spend more time with family is a reason No. 1 why Latvian and Estonian mothers choose not to return to the labour market.

Diagram 9.1. Latvian and Estonian respondents together: reasons for not going back to work (percentage)

22% of respondents, who wish to change a workplace, suffer from a lack of suitable job offers on the market (26% in Latvia and 16% in Estonia).

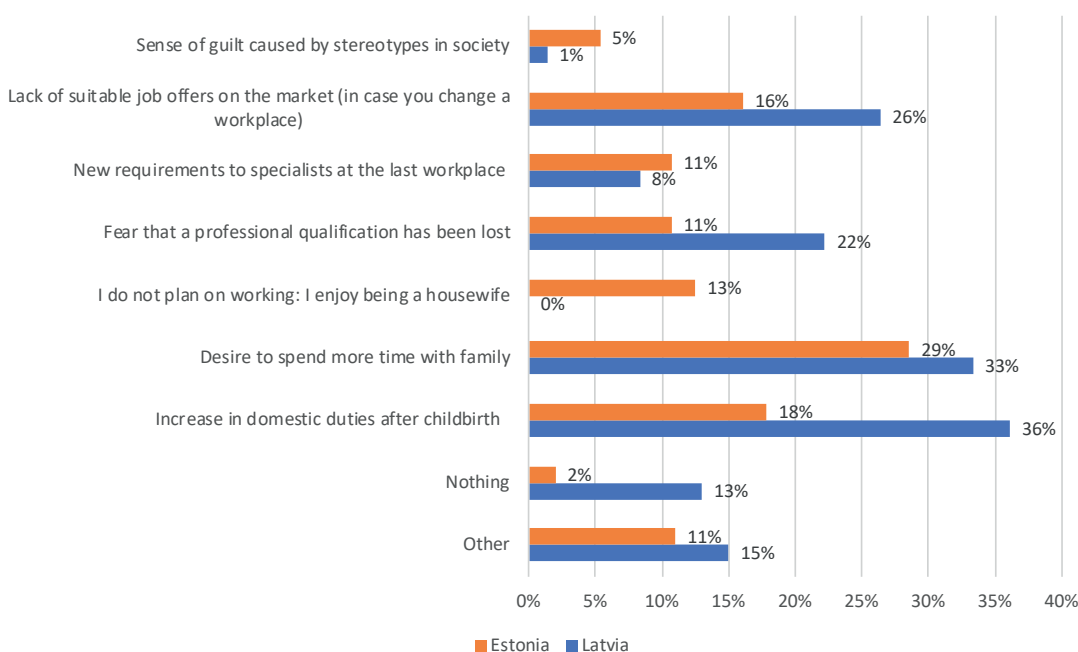


Diagram 9.2. Reasons for not going back to work compared by country (percentage)

Every fifth Latvian respondent (22%) is concerned with a loss of a professional qualification during a maternity leave. This fear is not so widespread in Estonia: only every tenth respondent (11%) considers it as a barrier to a labour market.

New requirements, which were possibly imposed on employees at the last workplace while a mother was at home, are generally not regarded as an obstacle to returning to a labour market. This criterion was mentioned by 8% of Latvian respondents and 11% of Estonian respondents.

Stereotypes in society have a low influence on stay-at-home mothers both in Latvia and Estonia. Only 1% of Latvian respondents and 5% of Estonian respondents testified that they suffer from a sense of guilt caused by prejudices regarding a woman's role in society.

13% of Estonian respondents stated that they do not plan to work, as they enjoy being a housewife.

No one among Latvian respondents selected this answer option.

13% of Latvian respondents stated that they do not see any obstacles for being on the labour market. Estonian respondents were less optimistic: only 2% of them believed this way.

13% of all respondents (15% in Latvia and 11% in Estonia) selected other options, such as queues for a place in kindergartens, frequent illnesses of a child or his/her disability, retraining for another job, inability to find a suitable work schedule, unwillingness of employers to hire mothers with small children and desire to create and develop own business.

13% of Estonian respondents stated that they do not plan to work, as they enjoy being a housewife. No one among Latvian respondents selected this answer option.

10. WHAT, IN THE FIRST INSTANCE, COULD HELP YOU RETURN TO THE LABOUR MARKET? (maximum 2 answers)

According to the consolidated data on two countries, flexible work schedule is regarded by mothers with pre-school-age children as the most important factor that could help them return to the labour market. More than half of respondents – 59% – mention it in their answers.

While being the most essential precondition for successful employment in both countries, the percentage of its supporters differs in Latvia and Estonia: 68% and 48%, respectively.

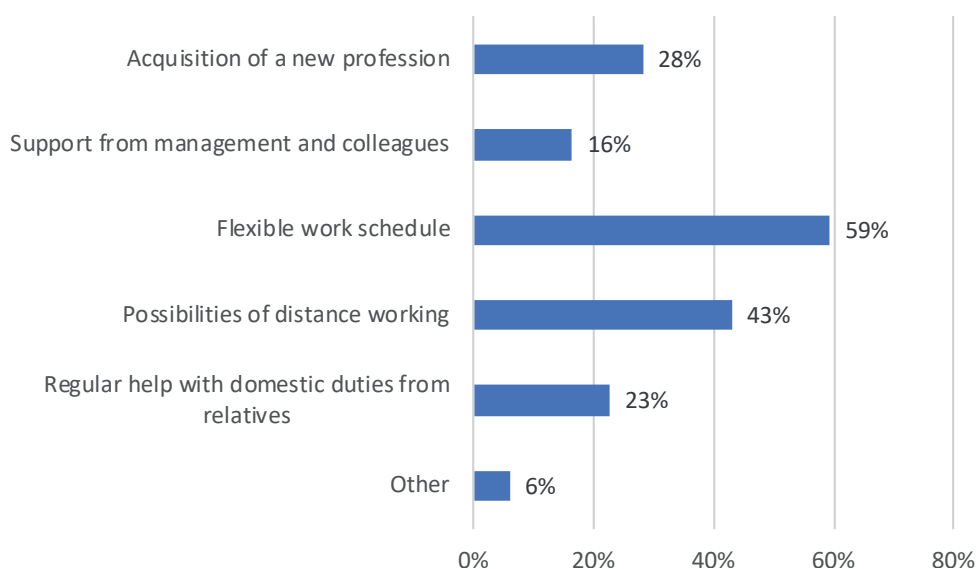


Diagram 10.1. Latvian and Estonian respondents together: preconditions for returning to the labour market (percentage)

The second factor that is mentioned by 43% of respondents is possibilities of distance working. However, such a high value is reached mostly due to Latvian respondents: 57% of them believe that distance working would facilitate their participation in the labour market, while only 25% in Estonia think so.

Almost every third respondent – 28% – considers acquisition of a new profession as a trigger for their further employment (29% in Latvia and 27% in Estonia).

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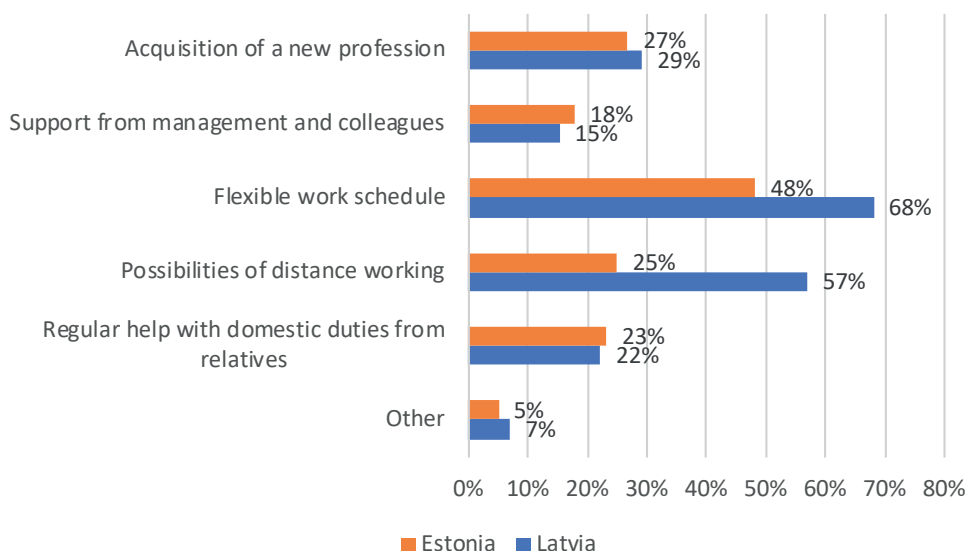


Diagram 10.2. Preconditions for returning to the labour market compared by country (percentage)

Less emphasis is placed on regular help with domestic duties from relatives: 23% of respondents define it as crucial. The percentage is almost the same in Latvia and Estonia: 22% and 23%, respectively.

The least popular factor is support from management and colleagues: it is mentioned only by 16% of respondents (15% in Latvia and 18% in Estonia).

11. WHAT KNOWLEDGE AND SKILLS DO YOU LACK TO PARTICIPATE IN THE LABOUR MARKET? (maximum 3 answers)

Only 4% of respondents (6% in Latvia and 2% in Estonia) believe that they have all necessary knowledge and skills to participate in the labour market. Most frequently, stay-at-home mothers lack knowledge of foreign languages. Every second Latvian respondent – 53% – and every third Estonian respondent – 32% – say so. Next, unemployed mothers have problems with a state language: either Latvian or Estonian, which was testified by 27% of respondents. However, the situation appears to be much more favourable in Estonia than in Latvia. While as many as 36% of Latvian respondents indicate that their knowledge of the state language is insufficient, only 14% of Estonian respondents mention it.

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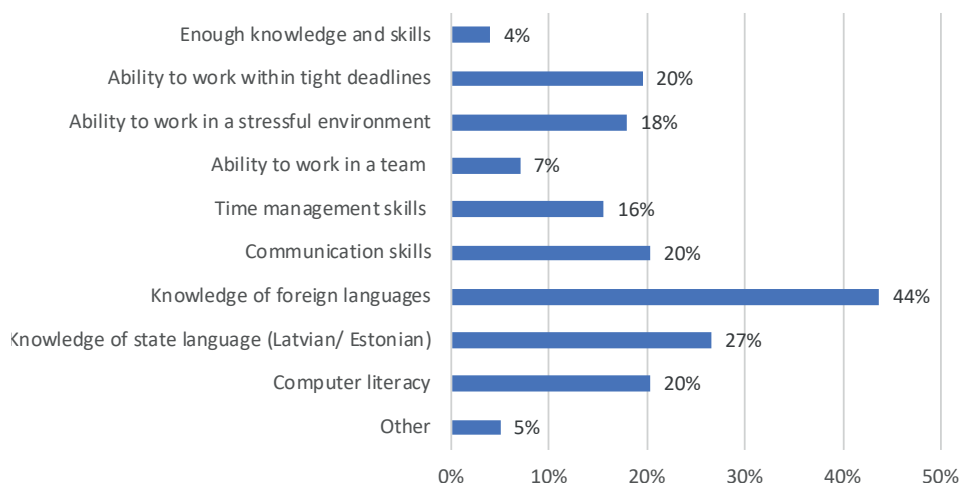


Diagram 11.1. Latvian and Estonian respondents together: lack of knowledge and skills necessary to participate in the labour market (percentage)

According to consolidated data on two countries, every fifth respondent – 20% – states that she has insufficient computer literacy, communication skills and ability to work within tight deadlines. Differences between Latvia and Estonia are insignificant and do not exceed 6%.

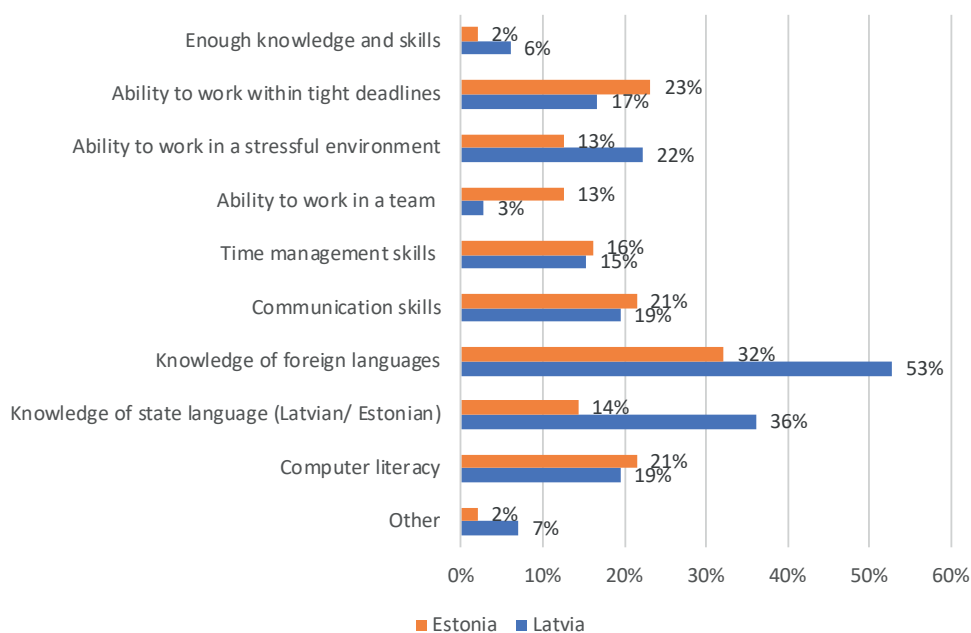


Diagram 11.2. Lack of knowledge and skills necessary to participate in the labour market by country (percentage)

18% of respondents state that they have inadequate ability to work in a stressful environment. At the same time, it is observed that Latvian mothers are more sensitive to stress than Estonian ones. 22% of Latvian respondents indicate that they have insufficient stress management skills as compared to only 13% of Estonian respondents.

Generally, respondents in both countries consider that they have good time management skills and excellent abilities to work in a team.



12. HAVE YOU COME ACROSS EMPLOYERS' UNWILLINGNESS TO HIRE WOMEN WITH SMALL CHILDREN?

Consolidated data on two countries demonstrates that a discriminatory behaviour of employers towards women with small children is still existent and is often come across. As many as 60% of respondents faced employers' unwillingness to hire them, either in an explicit (28%) or implicit (32%) way.

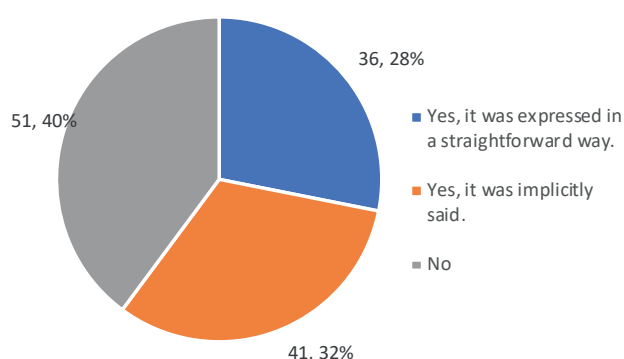


Diagram 12.1. Latvian and Estonian respondents together: employers' unwillingness to hire women with small children (value, percentage)

Cross-country analysis shows that Latvian mothers suffer from discrimination less frequently than Estonian ones. 45% of Latvian respondents state that they never dealt with employers' reluctance to hire them due to their domestic status, as compared to 32% of Estonian respondents.

Discriminatory behaviour of employers towards women with small children is still existent and is often come across.

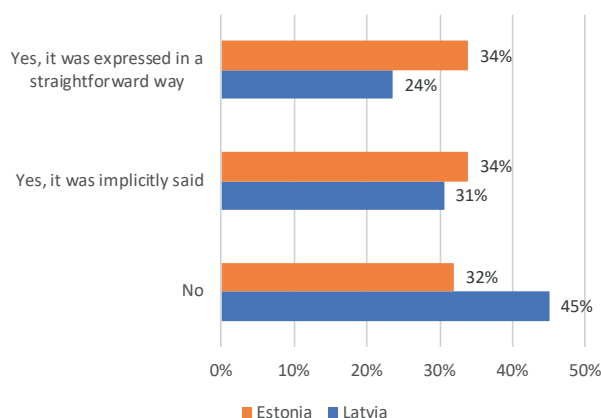


Diagram 12.2. Employers' unwillingness to hire women with small children by country (percentage)

13. WHAT INFORMATION DO YOU NEED TO MAKE A DECISION ON GOING BACK TO WORK?

In order to join the labour market, a significant number of survey participants consider changing an occupation. Every third respondent – 32% – needs additional information on how to obtain a new profession that is currently in high demand. Data shows that several mothers do not have a complete and clear vision on

how to search for a job. Almost 1/3 of respondents – 27% – would like to be informed about the best ways to effectively look for a new workplace. Every fifth woman – 20% of respondents – is interested in services provided by recruitment agencies and how she can take advantage of them.

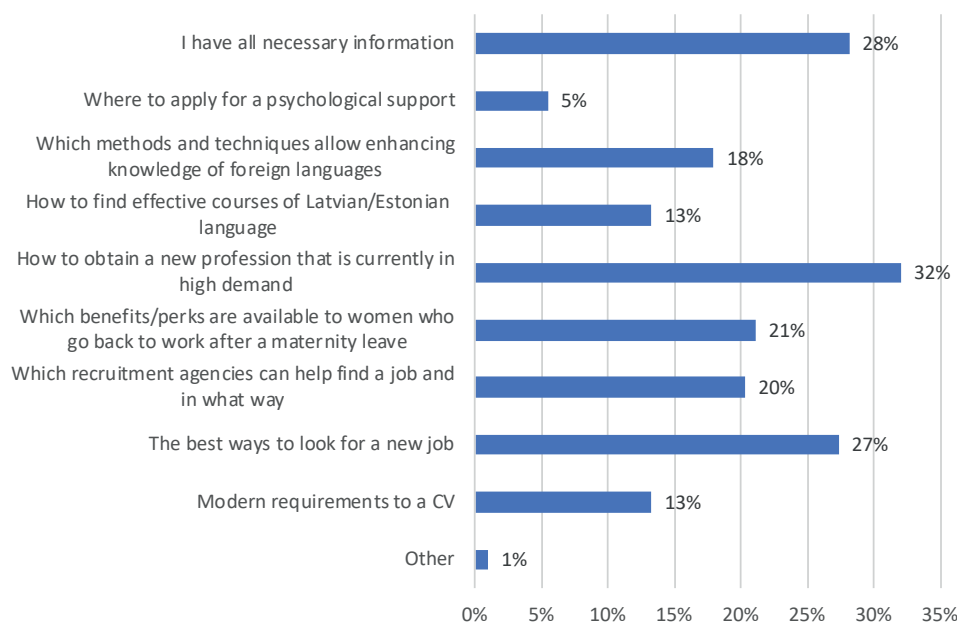


Diagram 13.1. Latvian and Estonian respondents together: required information to go back to work (percentage)

It can be concluded that a substantial share of young mothers are not fully aware of their legal rights. Every fifth respondent – 21% – are interested in benefits/perks that are available to women going back to work after a maternity leave.

18% of respondents would like to expand their understanding of methods and techniques that allow enhancing knowledge of foreign languages. Less popular

topics, which were mentioned by 13% of respondents each, are modern requirements to a CV and ways to find effective courses of Latvian/Estonian language. Only 5% of women are in need of extra information about psychological support that can be provided to them.

28% of respondents (32% in Latvia and 23% in Estonia) stated that they have all necessary information.

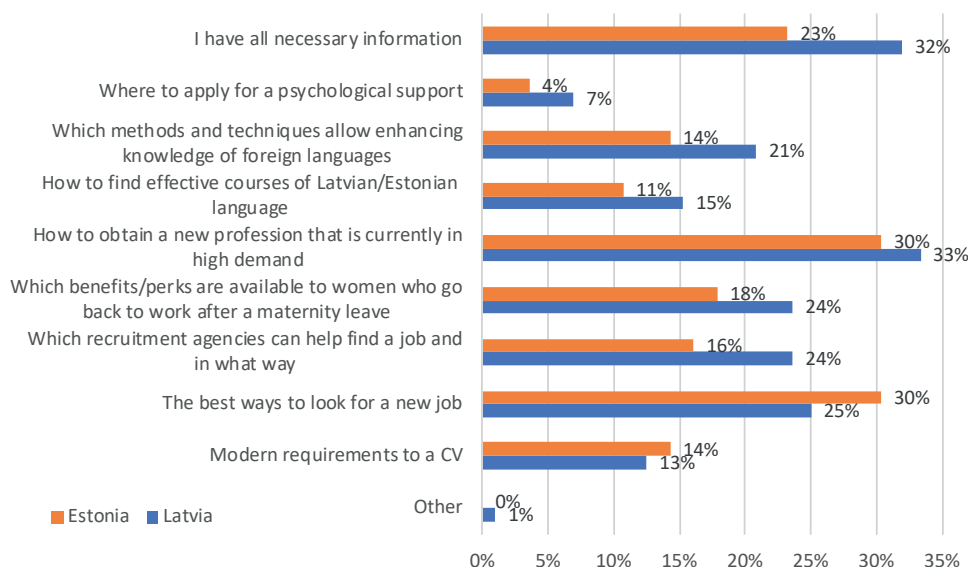


Diagram 13.2. Required information to go back to work by country (percentage)

14. HAVE YOU CONSIDERED AN OPPORTUNITY TO START OWN BUSINESS?

Overall and cross-country analyses demonstrate that stay-at-home mothers have an entrepreneurial spirit and are business-oriented. $\frac{3}{4}$ of Latvian respondents – 76% – and $\frac{1}{2}$ of Estonian respondents – 52% – stated that they thought about running own company.

Overall and cross-country analyses demonstrate that stay-at-home mothers have an entrepreneurial spirit and are business-oriented.

15. WHAT ATTRACTS YOU IN RUNNING OWN BUSINESS? (maximum 3 answers)

Overall, survey participants consider entrepreneurship an advantageous career option: only 13% of respondents (10% in Latvia and 16% in Estonia) do not see anything attractive in running own company. Most of all, interviewed mothers value a possibility to work on a flexible schedule at their own pace. More than a half of respondents – 52% (58% in Latvia and 45% in Estonia) – stated so.

An opportunity to realize personal potential is the next factor that makes entrepreneurship appealing in the eyes of unemployed mothers. It was mentioned by 50% of respondents. However, a significant difference between perceptions of Latvian and Estonian respondents is observed: 60% of Latvian survey participants consider self-fulfilment a serious argument to start a business, while only 38% of Estonian interviewees share their opinion.

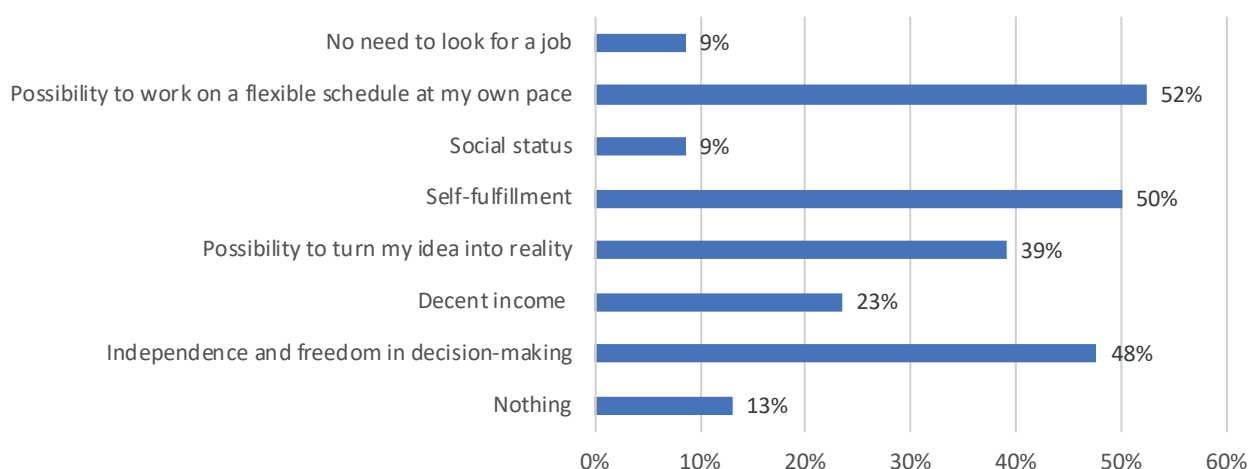


Diagram 15.1. Latvian and Estonian respondents together: factors that make own business attractive (percentage)

48% respondents highly appreciate independence and freedom in decision-making that are associated with entrepreneurship. Here again, Latvian mothers demonstrate much greater excitement about entrepreneurship benefits than their Estonian counterparts. 60% of Latvian respondents consider self-sufficiency an

important factor in favour of becoming a business lady, as compared to only 32% of Estonian respondents.

39% of respondents value a possibility to turn their ideas into reality thanks to involvement in entrepreneurship. In this case, difference between Latvian and Estonian views is minor and equals 2%.

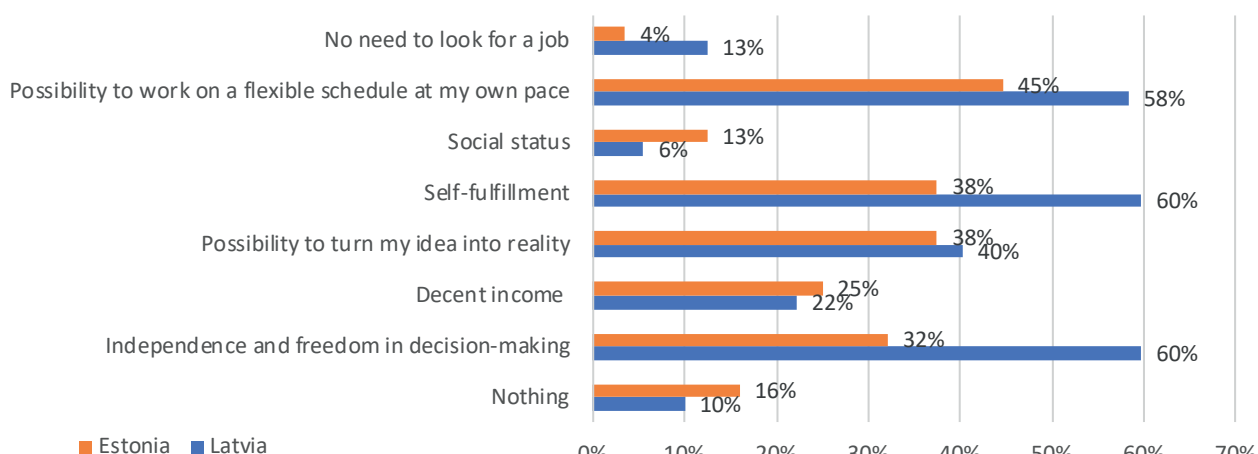


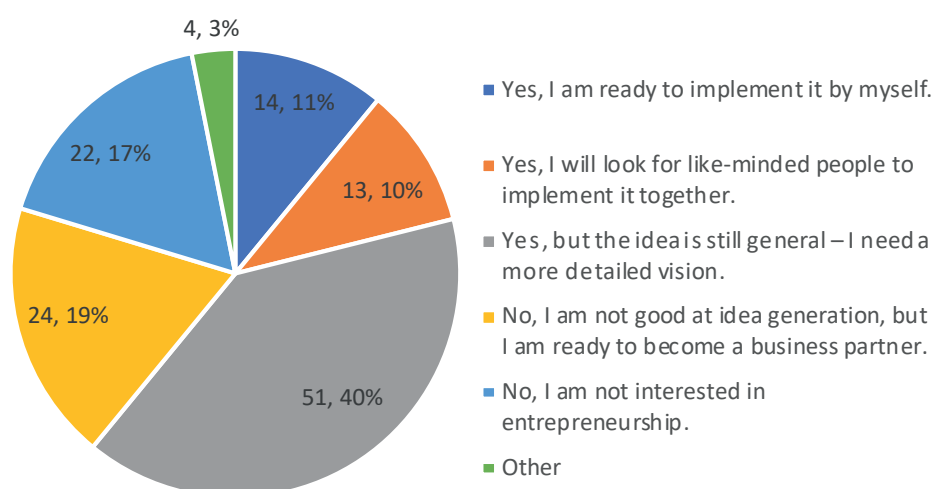
Diagram 15.2. Factors that make own business attractive by country (percentage)

Decent income is mentioned only by every fifth respondent – 23% of interviewees (22% in Latvia and 25% in Estonia). The least popular factors named by 9% of respondents each are social status and absence of necessity to look for a job.

16. DO YOU HAVE A CONCRETE BUSINESS IDEA?

While a vast majority of respondents both from Latvia and Estonia demonstrate an entrepreneurial mindset, a lot has to be done to transform business ideas into profitable companies. 40% of mothers state that they have business ideas, which are, however, quite general and must be elaborated further to turn them into reality. 21% of respondents have a more clear vision of their potential business, out of whom 11% are ready to start a company on their own, while 10% need business partners.

While a vast majority of respondents both from Latvia and Estonia demonstrate an entrepreneurial mindset, a lot has to be done to transform business ideas into profitable companies.



Every fifth respondent – 19% of interviewees – confesses that she is not good at idea generation, but would gladly become someone else's partner, which is a quite feasible strategy.

17% of respondents (15% in Latvia and 20% in Estonia) are not interested in entrepreneurship.

Diagram 16.1. Latvian and Estonian respondents together: business idea availability (value, percentage)

17. WHAT PREVENTS YOU FROM STARTING A BUSINESS? (maximum 3 answers)

The major factor that prevents 66% of unemployed mothers from starting a business is lack of financial resources. 42% of respondents lack self-confidence to become entrepreneurs. As cross-country analysis shows, Latvian respondents are less assured of themselves than Estonian ones, which is proven by figures: 46% against 38%.

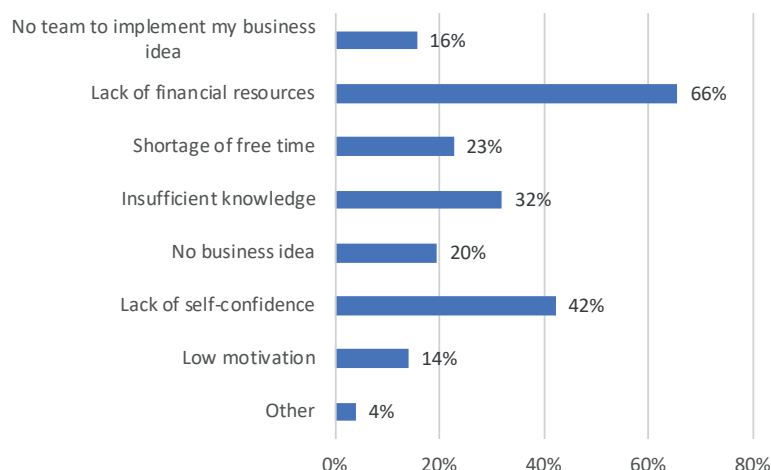
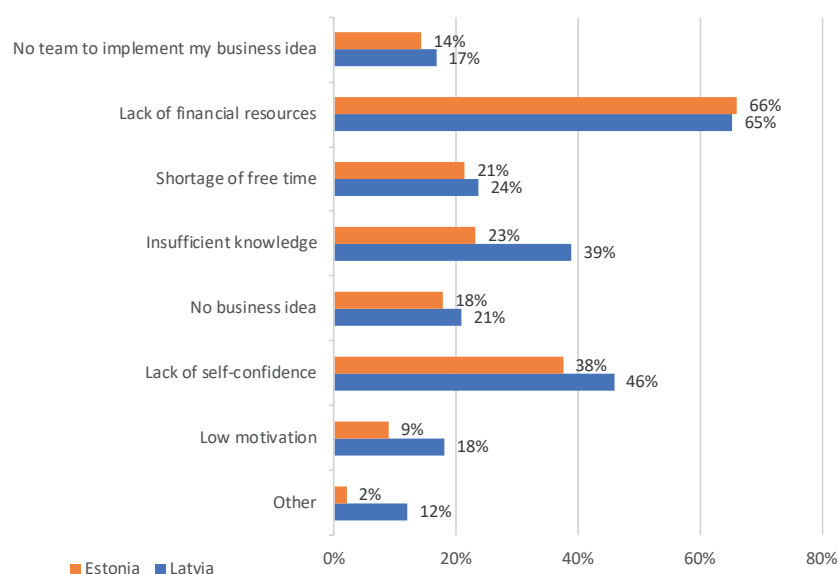


Diagram 17.1. Latvian and Estonian respondents together: barriers to starting a business (percentage)

Every third woman – 32% of all respondents – assumes that she does not have sufficient knowledge to run a company. Here again, Latvian respondents demonstrate less self-belief than their Estonian counterparts: 39% of Latvian interviewees regard insufficient knowledge as a significant obstacle on their way to the world of business, as compared to 23% of Estonian interviewees.



23% of respondents believe that they do not have enough time to start a company and 20% – do not have a business idea. 16% and 14% of respondents lack a reliable team to implement their business ideas and have a low motivation, respectively.

Diagram 17.2. Barriers to starting a business by country (percentage)

18. ASSESS YOUR SKILLS AND COMPETENCIES CRUCIAL FOR RUNNING A BUSINESS ON A SCALE FROM 1 TO 5

(1 – the lowest score, 5 – the highest).

According to consolidated data on two countries, the highest average score – 4.1 – was assigned to an ability to constantly learn, while the lowest average score – 3.5 – was assigned to leadership skills, negotiation skills, as well as creativity and ability to think out-of-the-box. Scores 3.6 - 3.7 were given to a sense of initiative,

analytical skills, stress resistance, decision-making skills and flexibility, which can be considered a good result. Respondents demonstrated confidence in their organizational, problem-solving, time management and communication skills and persistence, which were granted average scores 3.8 - 3.9.

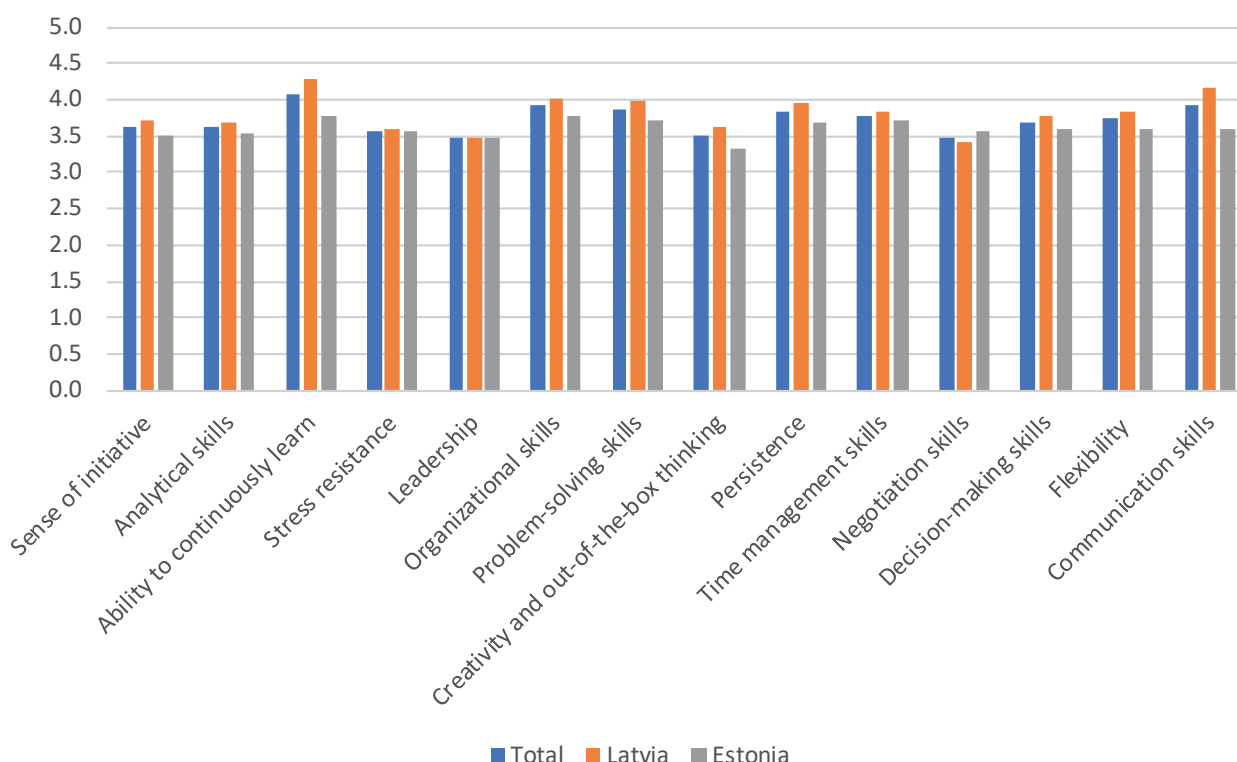


Diagram 18.1. Latvian and Estonian respondents together and compared by country: assessment of skills and competences for running a business (value)

Cross-country analysis shows that Latvian respondents generally assess their skills and competencies higher than their Estonian counterparts. Latvian mothers are particularly confident about their organizational, problem-solving and communication skills, as well as an ability to continuously learn. These skills received excellent average scores ranging from 4.0 to 4.3.

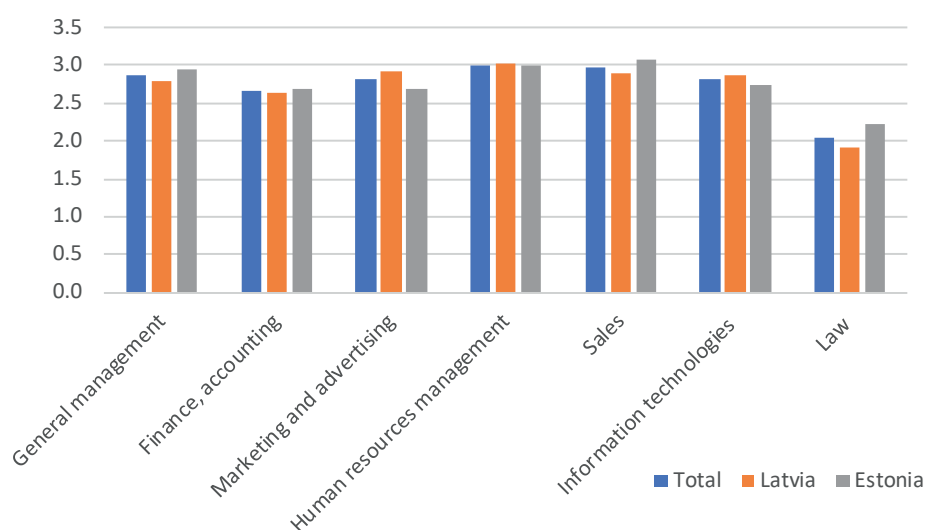
The highest average score in Estonia is much lower – 3.8 and it was granted to life-long learning ability and organizational skills. It can also be noted that Estonian average scores have a lower amplitude than those in Latvia and range from 3.3 to 3.8, as compared to a range from 3.4 to 4.3 in Latvia.

Latvian mothers are particularly confident about their organizational, problem-solving and communication skills, as well as an ability to continuously learn.

19. ASSESS YOUR KNOWLEDGE IN THE FOLLOWING FIELDS ON A SCALE FROM 1 TO 5 (1 – the lowest score, 5 – the highest).

As compared to the previous question No. 18, respondents assigned much lower scores to their knowledge in specific areas of expertise essential in business than to personal skills and competencies. In most cases, Esto-

nian mothers assessed their knowledge the same as or slightly higher than Latvian mothers did. The differences are, however, insignificant.



According to consolidated data on two countries, the highest average score – 3.0 – was given to such business knowledge fields, as human resources management and sales. The lowest average score – 2.0 – was assigned to the mothers' expertise in law. The scores 2.7 – 2.8 were granted to finance and accounting, marketing and advertising, and information technologies. The second highest average score – 2.9 – was given to general management.

Diagram 19.1. Latvian and Estonian respondents together and compared by country: knowledge in the following fields (value)

20. IN WHAT FIELD WOULD YOU LIKE TO RUN A BUSINESS? (maximum 3 answers)

The most attractive field to run a business in both for Latvian and Estonian respondents is beauty sector, which was mentioned by 19% of survey participants. However, Estonian interviewees demonstrated a greater interest in provision of beauty services than Latvian ones: 23% against 15%.

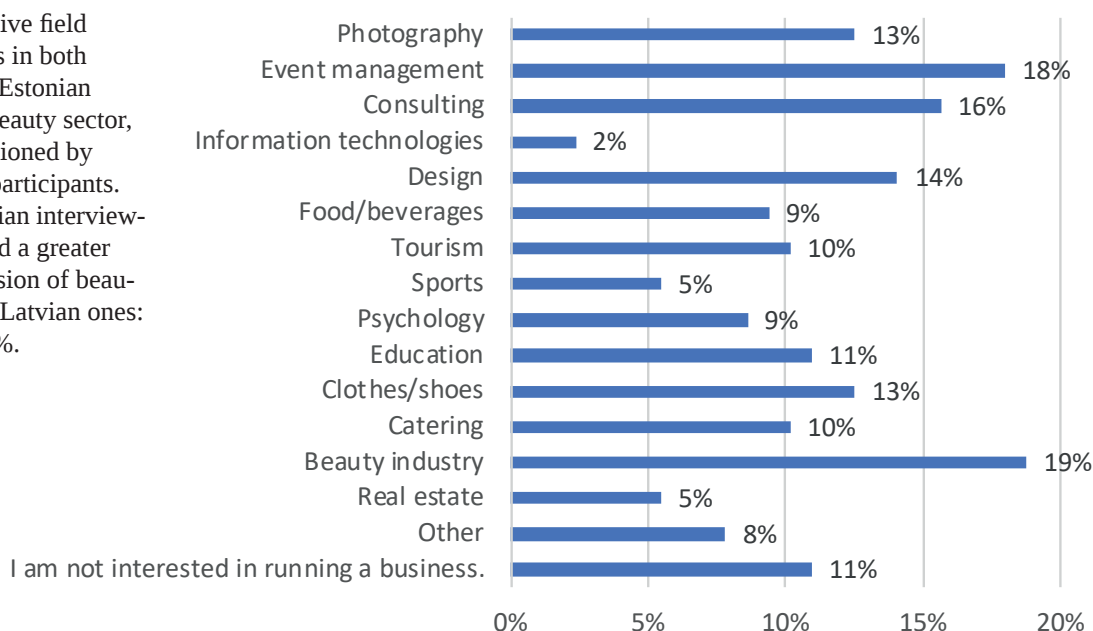
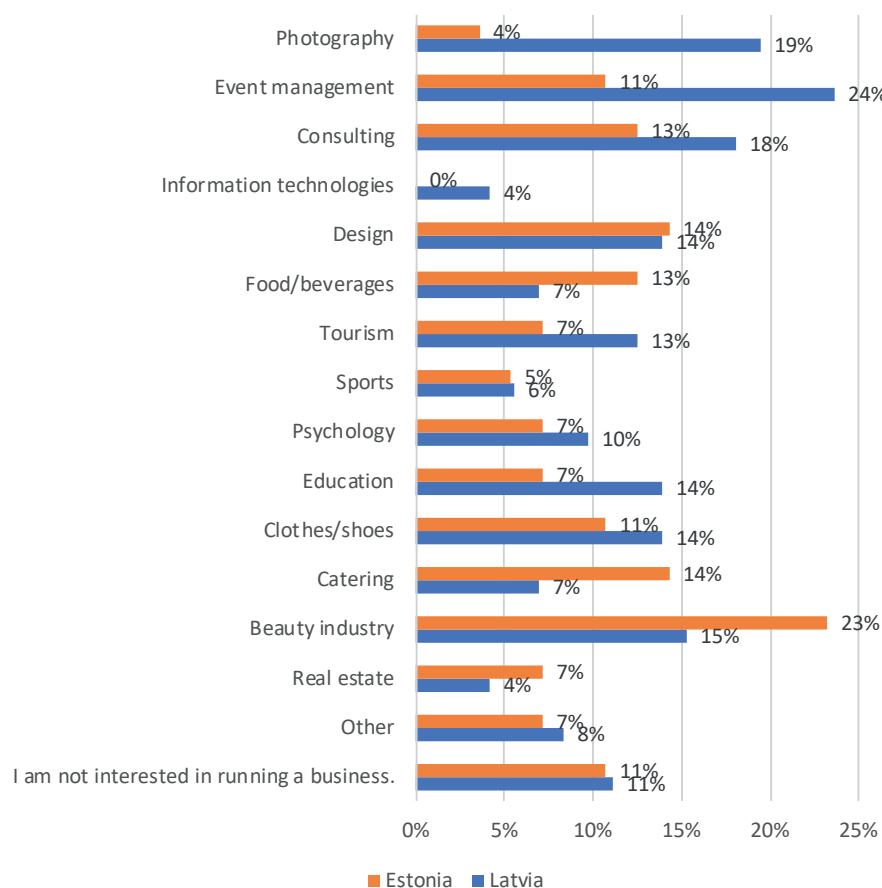


Diagram 20.1. Latvian and Estonian respondents together: attractiveness of fields to run a business in (percentage)

The second most popular business sphere, which was selected by 18% of respondents, is event organizing. In this case, a significant difference between results obtained in Latvia and Estonia is observed. Every fourth Latvian mother – 24% – wishes to be involved in event

management, while only every tenth Estonian mother – 11% – considers this domain interesting.

The third most popular business area is consulting. It was mentioned by 16% of respondents.



Such fields as catering, clothes/shoes, education, tourism, design and photography were chosen by 10% – 15% of survey participants.

Business domains that were selected by less than 10% of respondents are real estate, psychology, sports, food/beverages and information technologies. IT is the least attractive sector for survey participants, which was selected by only 2% of respondents.

Diagram 20.2. Attractiveness of fields to run a business in by country (percentage)



21. IN YOUR OPINION, WHAT ARE THE MAIN DIFFICULTIES WOMEN ENTREPRENEURS DEAL WITH? (maximum 2 answers)

According to beliefs of Latvian and Estonian respondents, women entrepreneurs are confronted with several problems and difficulties on their way to success. At the same time, Estonian mothers appear to be more optimistic than their Latvian counterparts.

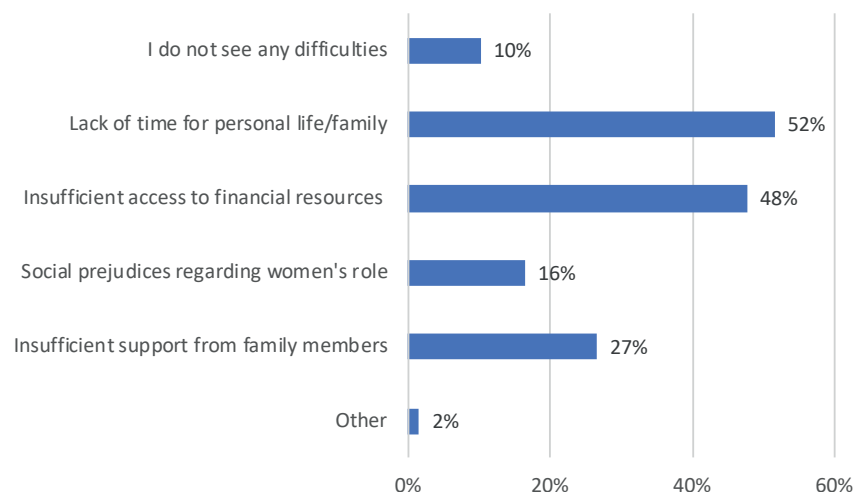


Diagram 21.1. Latvian and Estonian respondents together: difficulties in business faced by women entrepreneurs (percentage)

More than half of survey participants – 52% (57% of Latvian respondents and 45% of Estonian respondents) – consider that business ladies generally lack time for personal life and family. Moreover, Latvian and Estonian mothers are unanimous in their opinion that women entrepreneurs do not have a sufficient access to financial resources: this factor is mentioned by 50% of Latvian interviewees and 45% of Estonian ones. Every third Latvian respondent – 35% – believes that business

ladies do not get enough support from family members. This problem is mentioned by only 16% of Estonian respondents.

More than half of survey participants consider that business ladies generally lack time for personal life and family.

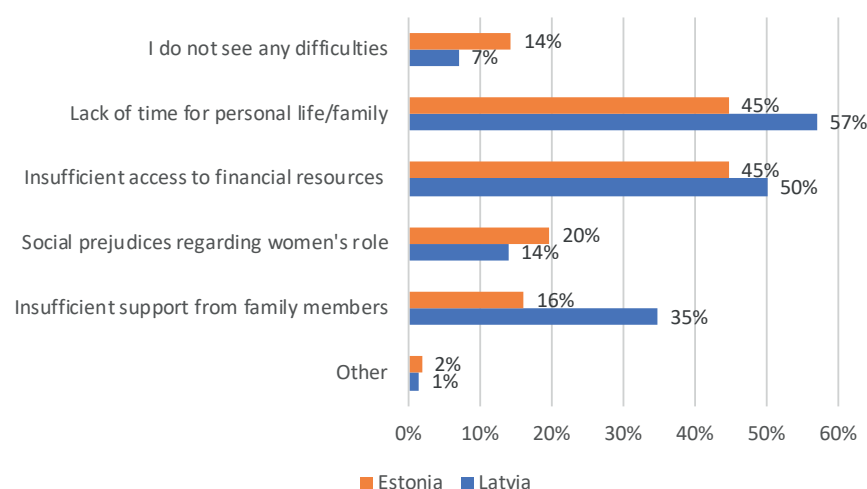


Diagram 21.2. Difficulties in business faced by women entrepreneurs by country (percentage)

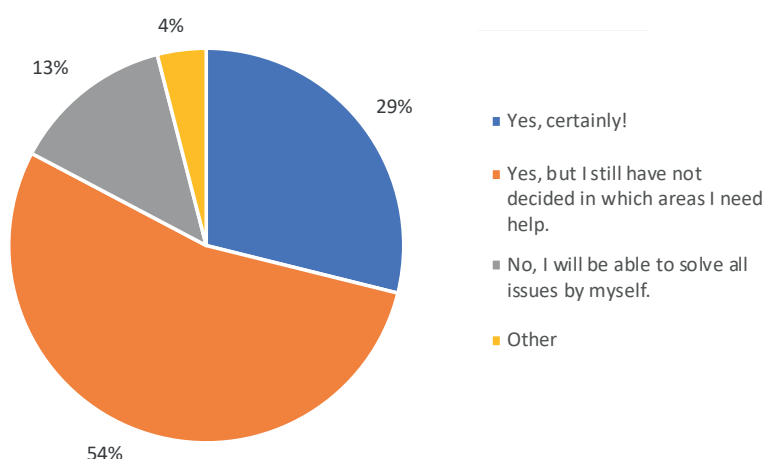
Every fifth Estonian respondent – 20% – assumes that women entrepreneurs suffer from prejudices regarding a woman's role in society, while 14% of Latvian respondents point out at this problem. 10% of survey participants (7% of Latvian respondents and 14% of Estonian respondents) believe there are no difficulties.

22. HAVE YOU COME ACROSS EXAMPLES OF WOMEN ENTREPRENEURS, EITHER IN REAL LIFE OR IN MASS MEDIA, THAT FASCINATED OR INSPIRED YOU?

Data analysis shows that both Latvian and Estonian respondents are sensitive to real-life examples, cases and success stories, which influence them and bring out emotions. A massive share of 89% of Latvian mothers stated that they had been impressed and inspired by real-life examples of women entrepreneurs. The percentage in Estonia is smaller, but still significant – 75%.

23. DO YOU NEED A MENTOR(-S) TO START YOUR OWN BUSINESS?

Both Latvian and Estonian mothers involved in the survey expressed a great interest in cooperation with a mentor. A significant share of 83% of all respondents stated that they need a mentor to start a business. Out of them, however, 54% still have not identified areas they need help with. 13% of interviewees (8% of Latvian respondents and 20% of Estonian respondents) claimed that they will be able to solve all issues by themselves.



A significant share of 83% of all respondents stated that they need a mentor to start a business.

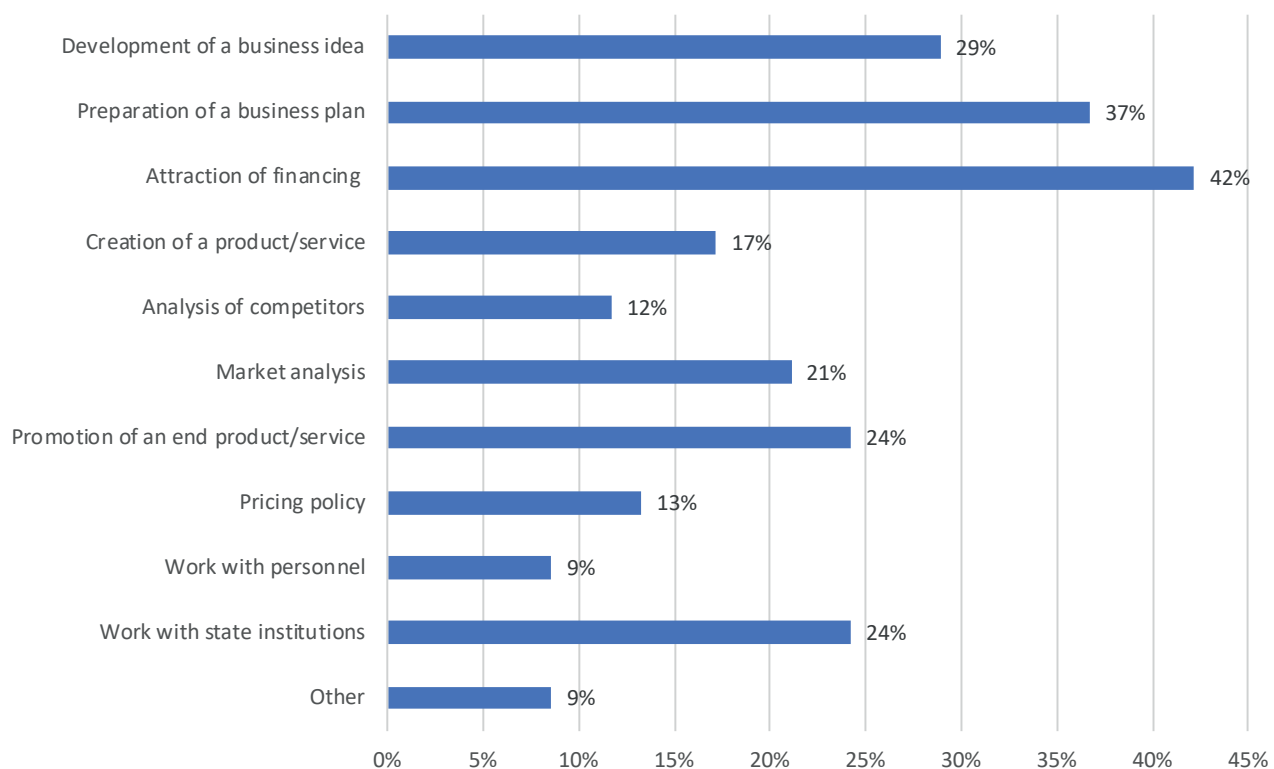
Diagram 23.1. Latvian and Estonian respondents together: need in a mentor (percentage)



24. WHAT KIND OF HELP WOULD YOU LIKE TO RECEIVE FROM A MENTOR(-S)? (maximum 3 answers)

According to consolidated data on two countries, the largest percentage of respondents – 42% – need mentor's support in attraction of financing. 37% of mothers are interested in preparation of a business plan under mentor's guidance, while 29% of interviewees are interested in business idea development together with a mentor.

24% of survey participants need help with promotion of an end product/service. Other 24% of interviewees are interested in consultations regarding interactions with state institutions. Every fifth respondent – 21% – would like to perform market analysis under mentor's guidance.



*Diagram 24.1. Latvian and Estonian respondents together:
areas of expertise where help from a mentor(s) is needed (percentage)*

Help with the creation of a product/service, pricing policy, analysis of competitors and work with personnel was requested by 17%, 13%, 12% and 9% of respondents, respectively.

25. DO YOU HAVE A HOBBY? WHICH ONE?

While 69% of Latvian respondents have a hobby, twice as little of Estonian respondents – 36% – state so. During the survey, interviewed mothers named 22 activities they enjoy doing, starting with cooking and ending with intellectual games.

Based on consolidated data on two countries, the most popular hobby is handicraft, which is mentioned by 15% of respondents (21% in Latvia and 7% in Estonia) and includes felting, knitting, crocheting, creation of toys and dolls, decoupage, jewellery-making and scrapbooking.

Then, 9% of respondents named photography (11% in Latvia and 5% in Estonia) and 8% – cooking (7% in Latvia and 9% in Estonia), including creation of healthy food recipes. Activities that were mentioned

several times by Latvian respondents, but do not have much popularity in Estonia are dancing (8% of Latvian interviewees), reading (6%) and sports (6%).

Hobbies that were noted by less than 5% of respondents in each country are real estate, animals, collecting, design, nail art, hairstyling, esoterics, intellectual games, plants, music, singing, writing/blogging, traveling, babysitting/activities with children and financial instruments.

While 69% of Latvian respondents have a hobby, twice as little of Estonian respondents – 36% – state so.

26. IF YES, HAVE YOU EVER THOUGHT OF TURNING A HOBBY INTO A BUSINESS?

Following a current popular trend, 71% of respondents who have a hobby consider turning it into a business, which demonstrates that interviewees have an entrepreneurial mindset. Figures in Latvia and Estonia are quite similar: 68% and 80%, respectively.

27. WHAT KIND OF WOMAN DO YOU CONSIDER SUCCESSFUL?

Latvian and Estonian respondents are unanimous in their opinion that a successful woman is someone who is capable of maintaining a healthy balance between work and personal life. Almost half of survey participants – 48% – stated so. Every third respondent – 31% – believes that a woman can be considered successful if she can afford working for pleasure, not money. However, such a high a percentage was reached mostly due to

Latvian mothers: as many as 43% of them gave votes for this answer option, as compared to 16% of Estonian mothers.

Latvian and Estonian respondents are unanimous in their opinion that a successful woman is someone who is capable of maintaining a healthy balance between work and personal life.

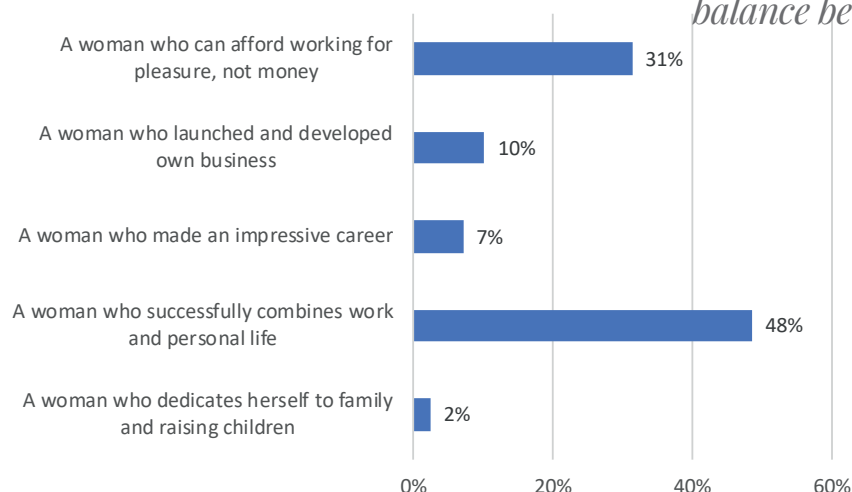
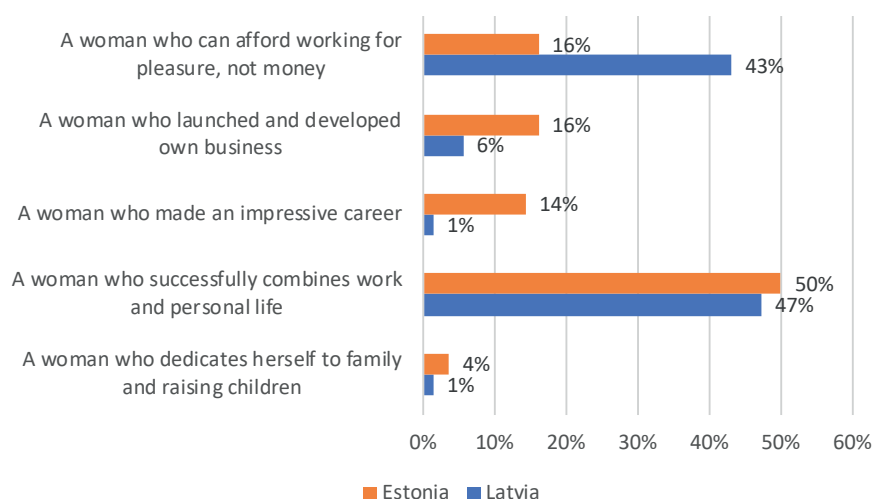


Diagram 27.1. Latvian and Estonian respondents together: vision of a successful woman (percentage)



Only every tenth respondent – 10% – believes that a woman can be considered successful if she managed to launch and develop own business, but did not achieve much in other life domains. 6% of Latvian interviewees and 16% of Estonian interviewees supported this statement.

Diagram 27.2. Vision of a successful woman by country (percentage)

For 7% of respondents, an impressive career is a reason to call a woman successful. As a cross-country analysis shows, Estonian mothers value achievements at a workplace more than their Latvian counterparts: 14% against 1%.

Insignificant number of respondents – 2% – consider a woman successful if she fully dedicates herself to family and raising children.

CONCLUSIONS

The report shows that a sample of 128 respondents is sufficient and allows making conclusions on TGRs' opinions on topics that are directly related to their social inclusion through employment and entrepreneurship.

The document provides a detailed data analysis and serves as an input into development of a preliminary social inclusion model, which will be piloted during conduction of planned events and organization of activities.



Dear mom!

We invite you to take part in a survey, which is conducted in the framework of “ActiveMoms” project. The project is co-financed by the European Union and its object is to facilitate social inclusion of women with small children, who do not participate in labour market and belong to the largest ethnic minorities in Latvia and Estonia – the Russians, Belarusians, Ukrainians and Poles.

The survey is anonymous. However, we kindly ask you to leave your contact details in case you wish to attend project events in Latvia (Riga, Jelgava) and/or Estonia (Rakvere).

14 events will be carried out during the two consecutive years:

Round-table discussions on employment

Entrepreneurship days “Running own business is an option!”

Networking people-to-people events aimed at informal communication and establishment of new connections

Target group representatives will have an opportunity to get a mentor or volunteer in a company of their choice.

Participation in the project is completely free. All expenses, including travel, accommodation and catering, will be covered by project funds. Be active!



PERSONAL DATA

1. Place of residence

☐ Latvia, Riga, Riga district

☐ Latvia, Zemgale

☐ Latvia, other regions

☐ Estonia, Kirde-Eesti

☐ Estonia, other regions

2. Age group

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> Under 21 | <input type="checkbox"/> 31-35 |
| <input type="checkbox"/> 22-25 | <input type="checkbox"/> 36-40 |
| <input type="checkbox"/> 26-30 | <input type="checkbox"/> Above 40 |

3. Native language

- | | |
|------------------------------------|---------------------------------------|
| <input type="checkbox"/> Latvian | <input type="checkbox"/> Belarusian |
| <input type="checkbox"/> Estonian | <input type="checkbox"/> Polish |
| <input type="checkbox"/> Russian | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Ukrainian | |

4. Education

- | | |
|---|---|
| <input type="checkbox"/> Incomplete secondary | <input type="checkbox"/> Higher (Bachelor's degree) |
| <input type="checkbox"/> Secondary | <input type="checkbox"/> Higher (Master's degree) |
| <input type="checkbox"/> Secondary vocational | <input type="checkbox"/> Doctorate/PhD degree |
| <input type="checkbox"/> Incomplete higher | <input type="checkbox"/> Other: |

5. How many children do you have?

- | | |
|------------------------------|--|
| <input type="checkbox"/> One | <input type="checkbox"/> Three |
| <input type="checkbox"/> Two | <input type="checkbox"/> More than three |

6. Are you currently on an official maternity leave?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

7. If no, when did your last official maternity leave end?

- | | |
|---|---|
| <input type="checkbox"/> Less than a year ago | <input type="checkbox"/> 3-4 years ago |
| <input type="checkbox"/> 1-2 years ago | <input type="checkbox"/> 5 and more years ago |

8. What were you doing before going on a pregnancy leave? (several answers are possible)

- | | |
|--|--|
| <input type="checkbox"/> I was studying. | <input type="checkbox"/> I was running a business. |
| <input type="checkbox"/> I was a hired employee. | <input type="checkbox"/> I was neither working nor studying. |

EMPLOYMENT (HIRED WORK)**9. What currently prevents you from returning to labour market? (maximum 3 answers)**

- ☐ Increase in domestic duties after child birth
- ☐ Desire to spend more time with family
- ☐ I do not plan on working: I enjoy being a housewife.
- ☐ Fear that a professional qualification has been lost
- ☐ New requirements to specialists at the last workplace
- ☐ Lack of suitable job offers on the market (in case you change a workplace)
- ☐ Sense of guilt caused by stereotypes in society
- ☐ Other:

10. What, in the first instance, could help you return to labour market? (maximum 2 answers)

- | | |
|---|---|
| <input type="checkbox"/> Regular help with domestic duties from relatives | <input type="checkbox"/> Support from management and colleagues |
| <input type="checkbox"/> Possibilities of distance working | <input type="checkbox"/> Acquisition of a new profession |
| <input type="checkbox"/> Flexible work schedule | <input type="checkbox"/> Other: |



11. What knowledge and skills do you lack to participate in labour market? (maximum 3 answers)

- ☐ Computer literacy
 - ☐ Knowledge of state language (Latvian/
Estonian)
 - ☐ Knowledge of foreign languages
 - ☐ Communication skills
 - ☐ Time management skills
 - ☐ Ability to work in a team
 - ☐ Ability to work in a stressful environment
 - ☐ Ability to work within tight deadlines
 - ☐ Other:

12. Have you come across employers' unwillingness to hire women with small children?

- ☐ Yes, it was expressed in a straightforward way. ☐ No
- ☐ Yes, it was implicitly said.

13. What information do you need to make a decision on going back to work? *(several answers are possible)*

- ☐ Modern requirements to a CV
- ☐ The best ways to look for a new job
- ☐ Which recruitment agencies can help find a job and in what way
- ☐ Which benefits/perks are available to women who go back to work after a maternity leave
- ☐ How to obtain a new profession that is currently in high demand
- ☐ How to find effective courses of Latvian/Estonian language
- ☐ Which methods and techniques allow enhancing knowledge of foreign languages
- ☐ Where to apply for a psychological support
- ☐ I have all necessary information.
- ☐ Other:

ENTREPRENEURSHIP (OWN BUSINESS)

14. Have you considered an opportunity to start own business?

- ☐
- Yes
- ☐
- No

15. What attracts you in running own business? (maximum 3 answers)

- | | |
|--|--|
| <input type="checkbox"/> Independence and freedom in decision-making | <input type="checkbox"/> Possibility to work on a flexible schedule at my own pace |
| <input type="checkbox"/> Decent income | <input type="checkbox"/> No need to look for a job |
| <input type="checkbox"/> Possibility to turn my idea into reality | <input type="checkbox"/> Nothing |
| <input type="checkbox"/> Self-fulfillment | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Social status | |

16. Do you have a concrete business idea?

- ☐ Yes, I am ready to implement it by myself.
 - ☐ Yes, I will look for like-minded people to implement it together.
 - ☐ Yes, but the idea is still general – I need a more detailed vision.
 - ☐ No, I am not good at idea generation, but I am ready to become a business partner.
 - ☐ No, I am not interested in entrepreneurship.
 - ☐ Other:

17. What prevents you from starting a business? (maximum 3 answers)

- | | |
|--|--|
| <input type="checkbox"/> Low motivation | <input type="checkbox"/> Lack of financial resources |
| <input type="checkbox"/> Lack of self-confidence | <input type="checkbox"/> No team to implement my business idea |
| <input type="checkbox"/> No business idea | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Insufficient knowledge | |
| <input type="checkbox"/> Shortage of free time | |

18. Assess your skills and competencies crucial for running a business on a scale from 1 to 5 (1 – the lowest score, 5 – the highest).

Sense of initiative

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Analytical skills

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Ability to continuously learn

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Stress resistance

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Leadership

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Organizational skills

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Problem-solving skills

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Creativity and ability to think out-of-the-box

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Persistence

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Time management skills

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Negotiation skills

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Decision-making skills

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Flexibility

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Communication skills

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

19. Assess your knowledge in the following fields on a scale from 1 to 5 (1 – the lowest score, 5 – the highest).

General management

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Finance, accounting

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Marketing and advertising

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Human resources management

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Sales

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Information technologies

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Law

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5



20. In what field would you like to run a business? (maximum 3 answers)

- | | |
|--|---|
| <input type="checkbox"/> Real estate | <input type="checkbox"/> Design |
| <input type="checkbox"/> Beauty industry | <input type="checkbox"/> Modelling |
| <input type="checkbox"/> Catering | <input type="checkbox"/> Information technologies |
| <input type="checkbox"/> Clothes/shoes | <input type="checkbox"/> Consulting |
| <input type="checkbox"/> Education | <input type="checkbox"/> Event management |
| <input type="checkbox"/> Psychology | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Sports | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Tourism | <input type="checkbox"/> I am not interested in running a business. |
| <input type="checkbox"/> Food/beverages | |

21. In your opinion, what are the main difficulties women entrepreneurs deal with? (maximum 2 answers)

- | | |
|---|--|
| <input type="checkbox"/> Insufficient support from family members | <input type="checkbox"/> Lack of time for personal life/family |
| <input type="checkbox"/> Social prejudices regarding women's role | <input type="checkbox"/> I do not see any difficulties. |
| <input type="checkbox"/> Insufficient access to financial resources | <input type="checkbox"/> Other: |

22. Have you come across examples of women-entrepreneurs, either in real life or in mass media, that fascinated or inspired you?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

23. Do you need a mentor(-s) to start your own business?

- | | |
|--|--|
| <input type="checkbox"/> Yes, certainly! | <input type="checkbox"/> No, I will be able to solve all issues by myself. |
| <input type="checkbox"/> Yes, but I still have not decided in which areas I need help. | <input type="checkbox"/> Other: |

24. If yes, what kind of help would you like to receive from a mentor(-s)? (maximum 3 answers)

- | | |
|---|--|
| <input type="checkbox"/> Development of a business idea | <input type="checkbox"/> Promotion of an end product/service |
| <input type="checkbox"/> Preparation of a business plan | <input type="checkbox"/> Pricing policy |
| <input type="checkbox"/> Attraction of financing | <input type="checkbox"/> Work with personnel |
| <input type="checkbox"/> Creation of a product/service | <input type="checkbox"/> Work with state institutions |
| <input type="checkbox"/> Analysis of competitors | <input type="checkbox"/> Other: |
| <input type="checkbox"/> Market analysis | |

25. Do you have a hobby?

- | | |
|--|-----------------------------|
| <input type="checkbox"/> Yes, (please specify). | <input type="checkbox"/> No |
|--|-----------------------------|

26. If yes, have you ever thought of turning a hobby into a business?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

ADDITIONAL INFORMATION

27. What kind of woman do you consider successful?

- | |
|---|
| <input type="checkbox"/> A woman who dedicates herself to family and raising children |
| <input type="checkbox"/> A woman who successfully combines work and personal life |
| <input type="checkbox"/> A woman who made an impressive career |
| <input type="checkbox"/> A woman who launched and developed own business |
| <input type="checkbox"/> A woman who can afford working for pleasure, not money |
| <input type="checkbox"/> Other: |

28. What online groups/forums do you take part in?

.....

.....

.....

29. What kind of benefits would you like to take advantage of in the framework of “ActiveMoms” project?

- ☐ Participation in Round-table discussions on employment
- ☐ Participation in Entrepreneurship days “Running own business is an option!”
- ☐ Participation in Networking events aimed at informal communication and establishment of new connections
- ☐ Getting a mentor
- ☐ Volunteering in a company of my choice

In case you are interested in participation in “ActiveMoms” project and in benefits provided, please leave your contact details:

Name, surname:

Phone:

Email:

30. Any other information you would like to provide to the organizers of “ActiveMoms” project:

.....

.....

.....

THANK YOU FOR TAKING PART IN THE SURVEY!



Дорогая мама!

Приглашаем Вас принять участие в опросе, который проводится в рамках проекта “ActiveMoms”. Проект софинансируется Европейским союзом и его цель – социальная интеграция неработающих женщин с маленькими детьми, принадлежащих к крупнейшим национальным меньшинствам Латвии и Эстонии.

Анкета является анонимной, но мы предлагаем Вам указать свои контактные данные в том случае, если Вы желаете принять участие в мероприятиях проекта в Латвии (Рига, Елгава) и/или Эстонии (Раквере).

В течение двух лет планируется проведение 14 мероприятий:

Круглые столы по трудоустройству

Дни предпринимательства “Свой бизнес – это шанс!”

Networking мероприятия, предназначенные для неформального общения и налаживания новых связей

Представители целевой аудитории также смогут получить ментора и/или заняться волонтерством на предприятии по выбору.

Участие в проекте полностью бесплатное. Расходы на поездку в Эстонию, включая проживание в отеле и питание во время мероприятия, погашаются из средств проекта. Будьте активны!



ЛИЧНЫЕ ДАННЫЕ

1. Ваш регион проживания

- ☐ Латвия, Рига, Рижский район
- ☐ Латвия, Земгале
- ☐ Латвия, другие регионы

- ☐ Эстония, Kirde-Eesti
- ☐ Эстония, другие регионы

2. Возрастная группа

- | | |
|--------------------------------|-----------------------------------|
| <input type="checkbox"/> До 21 | <input type="checkbox"/> 31-35 |
| <input type="checkbox"/> 22-25 | <input type="checkbox"/> 36-40 |
| <input type="checkbox"/> 26-30 | <input type="checkbox"/> Более 40 |

3. Родной язык

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Латвийский | <input type="checkbox"/> Белорусский |
| <input type="checkbox"/> Эстонский | <input type="checkbox"/> Польский |
| <input type="checkbox"/> Русский | <input type="checkbox"/> Другой: |
| <input type="checkbox"/> Украинский | |

4. Образование

- | | |
|---|---|
| <input type="checkbox"/> Незаконченное среднее | <input type="checkbox"/> Высшее (степень бакалавра) |
| <input type="checkbox"/> Среднее | <input type="checkbox"/> Высшее (степень магистра) |
| <input type="checkbox"/> Среднее профессиональное | <input type="checkbox"/> Учёная степень |
| <input type="checkbox"/> Незаконченное высшее | <input type="checkbox"/> Другое: |

5. Сколько у Вас детей?

- | | |
|-------------------------------|-------------------------------------|
| <input type="checkbox"/> Один | <input type="checkbox"/> Три |
| <input type="checkbox"/> Два | <input type="checkbox"/> Более трёх |

6. Находитесь ли Вы на настоящий момент в официальном отпуске по уходу за ребёнком?

- | | |
|-----------------------------|------------------------------|
| <input type="checkbox"/> Да | <input type="checkbox"/> Нет |
|-----------------------------|------------------------------|

7. Если нет, то как давно завершился Ваш последний официальный отпуск по уходу за ребёнком?

- | | |
|---|--|
| <input type="checkbox"/> Менее года назад | <input type="checkbox"/> 3-4 года назад |
| <input type="checkbox"/> 1-2 года назад | <input type="checkbox"/> 5 и более лет назад |

8. Чем Вы занимались до ухода в отпуск по рождению ребёнка? (возможны несколько вариантов ответа)

- | | |
|--|--|
| <input type="checkbox"/> Училась | <input type="checkbox"/> Занималась собственным бизнесом |
| <input type="checkbox"/> Была наёмным работником | <input type="checkbox"/> Не работала и не училась |

ТРУДОВАЯ ДЕЯТЕЛЬНОСТЬ (РАБОТА ПО НАЙМУ)**9. Что мешает Вам вернуться на рынок труда в настоящее время? (максимум 3 варианта ответа)**

- ☐ Увеличение обязанностей по дому после рождения ребенка
- ☐ Желание проводить больше времени с семьей
- ☐ Я не планирую работать: мне нравится роль домохозяйки.
- ☐ Опасение, что потеряна квалификация
- ☐ Изменившиеся требования к специалистам на последней работе
- ☐ Отсутствие подходящих предложений на рынке труда (в случае смены рабочего места)
- ☐ Комплекс вины, вызванный стереотипами в обществе
- ☐ Другое:

10. Что, в первую очередь, помогло бы Вам вернуться на рынок труда? (максимум 2 варианта ответа)

- | | |
|---|---|
| <input type="checkbox"/> Регулярная помощь родных по дому | <input type="checkbox"/> Поддержка руководства и коллег |
| <input type="checkbox"/> Возможность удалённой работы | <input type="checkbox"/> Получение новой специальности |
| <input type="checkbox"/> Гибкий график работы | <input type="checkbox"/> Другое: |



11. Каких знаний и навыков Вам не хватает для того, чтобы включиться в рынок труда? (максимум 3 варианта ответа)

- | | |
|---|--|
| <input type="checkbox"/> Компьютерная грамотность | <input type="checkbox"/> Умение работать в команде |
| <input type="checkbox"/> Знание государственного языка (латышский/ эстонский) | <input type="checkbox"/> Способность работать в условиях стресса |
| <input type="checkbox"/> Знание иностранных языков | <input type="checkbox"/> Способность работать в условиях сжатых сроков |
| <input type="checkbox"/> Коммуникационные навыки | <input type="checkbox"/> Другое: |
| <input type="checkbox"/> Умение управлять собственным временем | |

12. Сталкивались ли Вы с нежеланием работодателей принимать на работу женщин с маленькими детьми?

- | | |
|--|------------------------------|
| <input type="checkbox"/> Да, в явной форме | <input type="checkbox"/> Нет |
| <input type="checkbox"/> Да, в скрытой форме | |

13. Какой информации Вам не хватает для того, чтобы принять решение о возвращении на работу? (возможны несколько вариантов ответа)

- ☐ Современные требования к составлению CV
- ☐ Оптимальные пути поиска новой работы
- ☐ Какие рекрутские компании могут помочь в поиске работы и каким образом
- ☐ Какими льготами/ преимуществами пользуются женщины, приступающие к работе после отпуска по уходу за детьми
- ☐ Каким образом можно получить новую, актуальную на данный момент специальность
- ☐ Как найти эффективные курсы латышского/эстонского языка
- ☐ Какие методики позволяют повысить уровень знаний иностранных языков
- ☐ Куда обратиться за психологической поддержкой
- ☐ У меня есть вся необходимая информация.
- ☐ Другое:

ПРЕДПРИНИМАТЕЛЬСТВО (СОБСТВЕННЫЙ БИЗНЕС)

14. Рассматривали ли Вы возможность начать собственный бизнес?

- | | |
|-----------------------------|------------------------------|
| <input type="checkbox"/> Да | <input type="checkbox"/> Нет |
|-----------------------------|------------------------------|

15. Что Вас привлекает в ведении собственного бизнеса? (максимум 3 варианта ответа)

- | | |
|---|--|
| <input type="checkbox"/> Независимость и свобода в принятии решений | <input type="checkbox"/> Возможность работать по гибкому графику в собственном темпе |
| <input type="checkbox"/> Достойный заработок | <input type="checkbox"/> Отсутствие необходимости искать работу по найму |
| <input type="checkbox"/> Возможность воплотить свою идею в жизнь | <input type="checkbox"/> Ничего |
| <input type="checkbox"/> Самореализация | <input type="checkbox"/> Другое: |
| <input type="checkbox"/> Социальный статус | |

16. Есть ли у Вас конкретные бизнес идеи?

- | | |
|--|--|
| <input type="checkbox"/> Да, и я готова самостоятельно её реализовать. | <input type="checkbox"/> Нет, я не умею генерировать идеи, но готова стать бизнес партнёром. |
| <input type="checkbox"/> Да, и я буду искать единомышленников для её воплощения. | <input type="checkbox"/> Нет, собственный бизнес меня не интересует. |
| <input type="checkbox"/> Да, но идея пока общая – нужно более детальное видение. | <input type="checkbox"/> Другое: |

17. Что мешает Вам начать собственный бизнес? (максимум 3 варианта ответа)

- | | |
|--|--|
| <input type="checkbox"/> Слабая мотивация | <input type="checkbox"/> Недостаток финансовых ресурсов |
| <input type="checkbox"/> Неуверенность в своих силах | <input type="checkbox"/> Отсутствие команды для того, чтобы реализовать свою бизнес идею |
| <input type="checkbox"/> Отсутствие бизнес идеи | <input type="checkbox"/> Другое: |
| <input type="checkbox"/> Недостаток знаний | |
| <input type="checkbox"/> Дефицит свободного времени | |

18. Оцените свои качества и компетенции, необходимые для ведения бизнеса, по шкале от 1 до 5 (1 – наименьший балл, 5 – наивысший).

Инициативность

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Аналитические способности

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Способность постоянно учиться

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Стрессоустойчивость

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Лидерство

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Организаторские способности

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Способность решать задачи и проблемы

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Креативность и умение нестандартно мыслить

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Упорство в достижении цели

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Умение планировать время

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Способность вести переговоры

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Умение принимать решения

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Гибкость

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Коммуникабельность

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

19. Оцените свои знания в следующих областях по шкале от 1 до 5 (1 – наименьший балл, 5 – наивысший).

Общий менеджмент

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Финансы, бухгалтерия

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Маркетинг и реклама

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Управление персоналом

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Продажи

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Информационные технологии

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Юриспруденция

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5



20. В какой сфере Вы бы хотели вести бизнес? (максимум 3 варианта ответа)

- | | |
|---|---|
| <input type="checkbox"/> Недвижимость | <input type="checkbox"/> Дизайн |
| <input type="checkbox"/> Индустрия красоты | <input type="checkbox"/> Модельный бизнес |
| <input type="checkbox"/> Ресторанное дело | <input type="checkbox"/> Информационные технологии |
| <input type="checkbox"/> Одежда/обувь | <input type="checkbox"/> Консультирование |
| <input type="checkbox"/> Образование | <input type="checkbox"/> Организация мероприятий |
| <input type="checkbox"/> Психология | <input type="checkbox"/> Фотография |
| <input type="checkbox"/> Спорт | <input type="checkbox"/> Другое: |
| <input type="checkbox"/> Туризм | <input type="checkbox"/> Собственный бизнес меня не интересует. |
| <input type="checkbox"/> Продукты питания/напитки | |

21. С какими основными сложностями, по Вашему мнению, сталкиваются женщины, занимающиеся предпринимательством? (максимум 2 варианта ответа)

- | | |
|---|--|
| <input type="checkbox"/> Недостаточная поддержка со стороны семьи | <input type="checkbox"/> Отсутствие времени на личную жизнь/ семью |
| <input type="checkbox"/> Общественные предрассудки о предназначении женщины | <input type="checkbox"/> Не вижу никаких сложностей. |
| <input type="checkbox"/> Недостаточный доступ к финансовым ресурсам | <input type="checkbox"/> Другое: |

22. Встречались ли Вам в реальной жизни или средствах массовой информации примеры женщин-предпринимательниц, которые вызвали у Вас восхищение или вдохновили?

- | | |
|-----------------------------|------------------------------|
| <input type="checkbox"/> Да | <input type="checkbox"/> Нет |
|-----------------------------|------------------------------|

23. Требуется ли Вам ментор(-ы) для того, чтобы начать собственный бизнес?

- | | |
|--|--|
| <input type="checkbox"/> Да, обязательно! | <input type="checkbox"/> Нет, я смогу решить все вопросы сама. |
| <input type="checkbox"/> Да, но я ещё не определилась, по каким вопросам мне требуется помощь. | <input type="checkbox"/> Другое: |

24. Если да, то какую помощь Вы бы хотели получить от ментора(-ов)? (максимум 3 варианта ответа)

- | | |
|---|---|
| <input type="checkbox"/> Формирование бизнес идеи | <input type="checkbox"/> Продвижение конечного продукта/услуги |
| <input type="checkbox"/> Подготовка бизнес-плана | <input type="checkbox"/> Ценовая политика |
| <input type="checkbox"/> Привлечение финансирования | <input type="checkbox"/> Работа с персоналом |
| <input type="checkbox"/> Разработка продукта/услуги | <input type="checkbox"/> Работа с государственными учреждениями |
| <input type="checkbox"/> Анализ конкурентов | <input type="checkbox"/> Другое: |
| <input type="checkbox"/> Анализ рынков сбыта | |

25. Есть ли у вас хобби?

- | | |
|------------------------------------|------------------------------|
| <input type="checkbox"/> Да, | <input type="checkbox"/> Нет |
|------------------------------------|------------------------------|
- (укажите, какое).

26. Если да, возникала ли у Вас идея превратить хобби в собственный бизнес?

- | | |
|-----------------------------|------------------------------|
| <input type="checkbox"/> Да | <input type="checkbox"/> Нет |
|-----------------------------|------------------------------|

ДОПОЛНИТЕЛЬНАЯ ИНФОРМАЦИЯ

27. Какую женщину Вы считаете успешной?

- | |
|--|
| <input type="checkbox"/> Женщину, посвятившую себя семье и воспитанию детей |
| <input type="checkbox"/> Женщину, успешно совмещающую работу и личную жизнь |
| <input type="checkbox"/> Женщину, добившуюся карьерных высот |
| <input type="checkbox"/> Женщину, запустившую и развившую собственный бизнес |

- ☐ Женщину, которая может позволить себе работать в собственное удовольствие, а не ради денег
- ☐ Другое:

28. В каких онлайн группах/форумах Вы принимаете участие?

.....

.....

.....

29. Какими возможностями в рамках проекта “ActiveMoms” Вы бы хотели воспользоваться?

- ☐ Участие в форуме по трудоустройству
- ☐ Участие в днях предпринимательства “Свой бизнес – это шанс!”
- ☐ Участие в networking мероприятиях, предназначенных для общения и налаживания новых связей
- ☐ Получение ментора
- ☐ Волонтёрство на предприятии по выбору

Если Вы заинтересованы в участии в проекте, оставьте, пожалуйста, свои контактные данные:

Имя, фамилия:

Телефон:

Email:

30. Любая другая информация, которую Вы бы хотели донести до организаторов проекта “ActiveMoms”:

.....

.....

.....

СПАСИБО ЗА УЧАСТИЕ В ОПРОСЕ!

