

## PRESENTATION OF SURVEY RESULTS

### The Greek Woman Entrepreneur face-to-face

#### MAIN CONCLUSIONS // April 1<sup>st</sup>, 2013

Militos Emerging Technologies and Services ([www.militos.org](http://www.militos.org)), Focus Bari ([www.focusbari.gr](http://www.focusbari.gr)) (Member of ESOMAR - European Society for Opinion and marketing Research) and the Social Enterprise knowl ([www.knowl.gr](http://www.knowl.gr)) carried out the survey "The Greek Woman Entrepreneur face-to-face", between November 2<sup>nd</sup>, 2012 and January 9<sup>th</sup>, 2013. The survey was supported by the Greek Unti of the European Network of Mentors for Women Entrepreneurs // Business Mentors ([www.businessmentors.gr](http://www.businessmentors.gr)).

The survey range was panhellenic and the sample consisted of 300 people. In particular, the survey was exclusively directed to women entrepreneurs in Greece, aiming to record their perceptions, practices and approaches towards both their professional and personal life. The survey questions focused on data collection offering not only quantitative analysis and approach to women entrepreneurship but also collecting qualitative facts leading to a specific image of women entrepreneurs' daily, professional, social and personal reality in Greece.

#### MAIN FINDINGS

##### Greek Women entrepreneurs in Greece...

- Are satisfied with their decision to start up their own business (82%).
- If they could turn back time, they would have made the same decision (82%).
- Started their business on their own (60%) and between the age of 18-34 (72%)
- Have a high level of education (77%).
- Run their businesses for more than three years; and they are hard workers // working more than 10 hours per day (73%).

##### They are rewarded by...

- Feeling successful and proud (90%).
- Receiving respect from their families and their social endeavour (90%).
- Get strength out of their business activity (94%).

##### However!

- Sometimes they feel guilty for the time they are devoting to their family members, even though they feel supported by their family (63%).
- They are anxious about the economic situation in Greece (98%).

- They are pointing out the lack of support policies for female entrepreneurship in Greece (89%).
- They are stating that the Greek society does not approve of them as much as it should (69%).
- They are mentioning that women entrepreneurs have the ability to be good entrepreneurs, but occasionally they do not have the spirit / the courage.

#### **Greek Women entrepreneurs share important messages:**

- The economic crisis will 'bring out / emerge' more women entrepreneurs (70%).
- Successful entrepreneurial characteristics are common for both men and women (80%).
- Determination, vision, education, leading qualifications, persistence, as well as communication abilities, patience and responsibility are their allies in their entrepreneurship path.

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