

CONSULTORÍA INTERDISCIPLINARIA EN DESARROLLO
CID/GALLUP S.A.

“MUJERES EMPRENDEDORAS”

CONSOLIDATED

- Argentina / Costa Rica / Dominican Republic / Paraguay / Ecuador-

April 2013



Consultoría Interdisciplinaria en Desarrollo - CID Gallup Latinoamérica, at the request of “*Junior Achievement Worldwide*”, carried out the following study: “*Mujeres Emprendedoras*” (“*Women Entrepreneurs*”). The main objective of the study was to assess the impact of the “*Mujeres Emprendedoras*” program in Argentina, Costa Rica, Dominican Republic, Paraguay and Ecuador.

To achieve the goals of the study, 727 women between the ages of 18 and 59 were surveyed. Three hundred and twenty four (324) of the women interviewed had participated in the program, while 403 had not, but are from the same communities as the participants; this second group served as the ‘control sample’. The interviews were performed in the second half of 2012 and the first months of 2013; data obtained was tabulated to generate the statistical tables that form the basis of this graphical report.

CID Gallup Latin America wishes to thank “*Mujeres Emprendedoras*” for the trust placed in our services, and we also extend our thanks to the participants of the study who shared their opinions on the topic at hand with both interest and enthusiasm. Finally, CID reminds the reader that we are available and at your service if any clarification or additional information regarding this document is needed.

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TABLE OF CONTENTS

Summary of Methodology	4
<i>Informant Profile</i>	5
<i>General Vision</i>	7
<i>Characterization of Participants' Households</i>	8
<i>Characterization of Participants</i>	12
<i>Mujeres Emprendedoras Program</i>	25
<i>Attachments</i>	30

SUMMARY OF METHODOLOGY

- Methodology: Quantitative.
- Technique: Personal and/or by telephone.
- Questionnaire: Designed by CID in line with study objectives and approved by “Junior Achievement World Wide”.
- Sample Type: Random sample, representative of the population of interest.
- Geographic Coverage: Communities in Argentina, Costa Rica, Dominican Republic, Paraguay and Ecuador influenced by the program.
- Sample Size: 727 persons interviewed.
- Informants: Women from 18 to 59 years of age, both participants and non-participants in the “*Mujeres Emprendedoras*” program , residents of the same communities.
- Dates of Field Work: September 2012 and April 2013.
- Margin of Sampling Error: $\pm 3.63\%$.
- Level of Confidence: 95% confidence ($z=1.96$).

INFORMANT PROFILE

Sample Summary Table
-Percentages, n=727 (a) (b)-

Characteristic	ME	CG	Characteristic	ME	CG	Characteristic	ME	CG
Marital Status	100 %		Age	100%		Education	100%	
Single	23	26	18-29 years	28	28	Primary	42	29
Married	37	41	30-49 years	55	60	Secundaria	40	44
Domestic Partner	30	20	50-59 years	18	12	Superior	18	26
Separated / divorced	7	10				Ninguna	1	1
Widow	3	3						

ME = *Mujeres Emprendedoras* (n=324).

CG = Control Group (n=403).

- a) n= 727 throughout, unless otherwise indicated
b) Percentages may vary from 99 to 101 due to rounding.

INFORMANT PROFILE

Sample Summary Table
-Percentages-

Characteristic	Argentina n=71		Costa Rica n=114		Dominican Republic n=200		Paraguay n=200		Ecuador n=142	
	ME	CG	ME	CG	ME	CG	ME	CG	ME	CG
Marital Status	100 %		100 %		100 %		100 %		100 %	
Single	28	15	29	17	24	29	18	39	21	18
Married	32	46	48	55	21	13	39	38	56	62
Domestic Partner	28	24	11	10	44	45	36	11	7	8
Separated / divorced	8	9	13	14	10	11	1	8	9	10
Viuda	4	7		3	1	2	6	4	7	2
Age	100 %		100 %		100 %		100 %		100 %	
18-29 years	24	28	27	24	30	32	29	29	26	25
30-49 years	44	41	52	52	56	49	55	70	60	75
50-59 years	32	30	21	24	14	19	17	1	14	--
Education	100 %		100 %		100 %		100 %		100 %	
Primary	36	41	41	43	29	25	59	18	35	29
Secondary	40	43	46	48	44	46	31	43	40	42
Superior	20	15	11	9	26	25	10	38	26	28
None	4	--	2	--	1	4	--	1	--	--

ME = *Mujeres Emprendedoras* .
CG = Control Group .

a/ n= maintained, unless otherwise indicated-
Percentages may ranges from 99 to 101 due to rounding

Those who have participated, or are participating, in the *Mujeres Emprendedoras* program have been positively impacted by the program. They tend to have a more favorable attitude than the control group, in terms of their family economic situation in the near future. Interestingly, program participants also tend to save more money and be happier than the women from the other group.

In conversations with these women, there is a notable proactive attitude and desire for significant positive change in their lives and in the lives of their loved ones. They plan to apply the ideas and knowledge obtained in the program toward organizing the future, for their families as well for their businesses. They consider that they now have a better grasp of finance, and that this will give them a broader and more forward-looking vision toward reaching their financial goals, in a very real and practical way.

CHARACTERIZATION OF PARTICIPANTS' HOUSEHOLDS

HOUSEHOLD CHARACTERISTICS

-On average, the households of the women from *Mujeres Emprendedoras* tend to be bigger than those of women from the control group.

Average Number of Persons in Household.

-Percentages, n=727-

Country	Personas per household		Personas que estudian		Personas que trabajan	
	Mujeres Emprendedoras	Control Group	Mujeres Emprendedoras	Control Group	Mujeres Emprendedoras	Control Group
Argentina n=71	5.40	4.72	1.64	1.54	2.12	1.82
Costa Rica n=114	4.00	3.72	1.55	1.33	1.80	1.59
Dominican Republic n=200	4.50	4.20	2.21	1.92	1.75	1.62
Paraguay n=200	5.48	4.58	1.96	1.98	2.41	2.21
Ecuador n=142	5.37	4.60	2.37	1.90	2.37	1.94
Total	4.90	4.38	2.00	1.80	2.07	1.86

Country	Mayores de 18 years		Menores de 5 years	
	Mujeres Emprendedoras	Control Group	Mujeres Emprendedoras	Control Group
Argentina n=71	3.28	2.59	1.16	.74
Costa Rica n=114	2.71	2.50	.36	.45
Dominican Republic n=200	2.81	2.66	.28	.46
Paraguay n=200	3.16	2.98	.74	.41
Ecuador n=142	3.28	2.84	.56	.52
Total	3.00	2.75	.54	.49



Source: Attachment and Average Table 3

P6: Now let's talk about your family. How many people live in your household?

P7: How many are older than 18?

P8: How many are younger than 5?

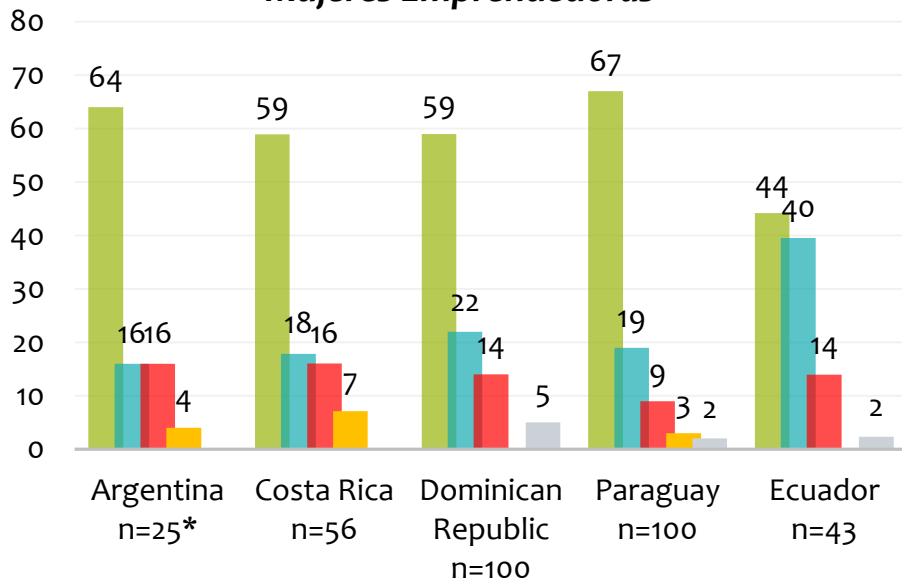
HOUSEHOLD CHARACTERISTICS

-More than half of the women who participated in the Program, as well as those in the control group, perceive of themselves as the “Wife” of the household.

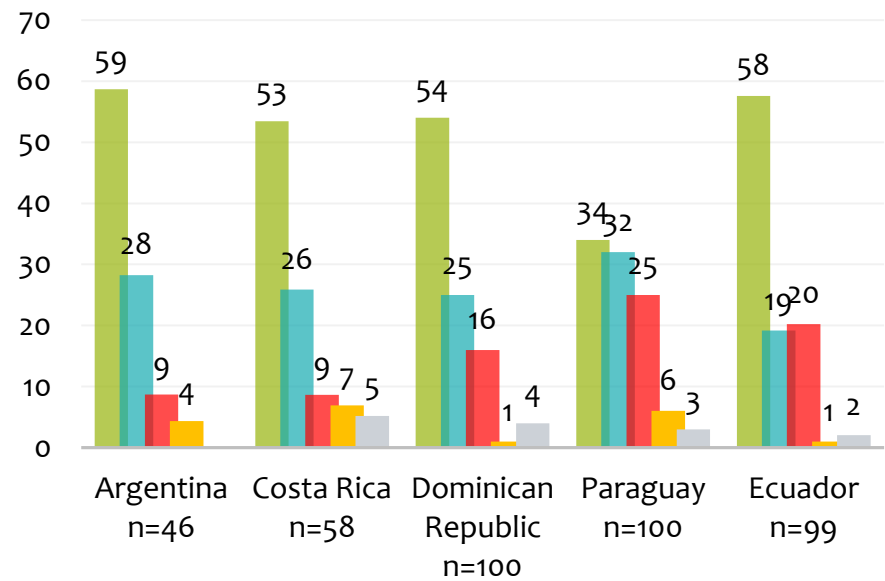
Position in the Household.
-Percentages, n=727-



Mujeres Emprendedoras



Control Group



■ Esposa ■ Jefe de Hogar ■ Hija ■ Madre ■ Otra

■ Esposa ■ Jefe de Hogar ■ Hija ■ Madre ■ Otra

P11: What is your role in the household: head of household, wife of the head of household, daughter of the head of household, mother of the head of household, or other?

Source: Attachment and Statistical Table 10
*) Samples n < 30 for illustrative purposes only

PERCEPTION OF FAMILY ECONOMIC PROSPECTS

-In each country, participants from the Mujeres Emprendedoras program tends to be more optimistic regarding the economic situation of their families.-

How Participants Think their Family's Economic Situation will be 3 Months from Now

-Percentages, n=727-



	Total		Argentina n=71		Costa Rica n=114		Dominican Republic n=200		Paraguay n=200		Ecuador n=142	
	Mujeres Emprendedoras	Control Group	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.
Better	76	52	88	52	61	41	84	51	76	65	70	46
Same	19	29	8	30	18	26	13	13	24	33	26	43
Worse	2	13	--	11	2	5	3	36	--	2	5	7

Source: Attachment and Statistical Table 22

P20: How do you think your economic situation will be in three months, compared to today?

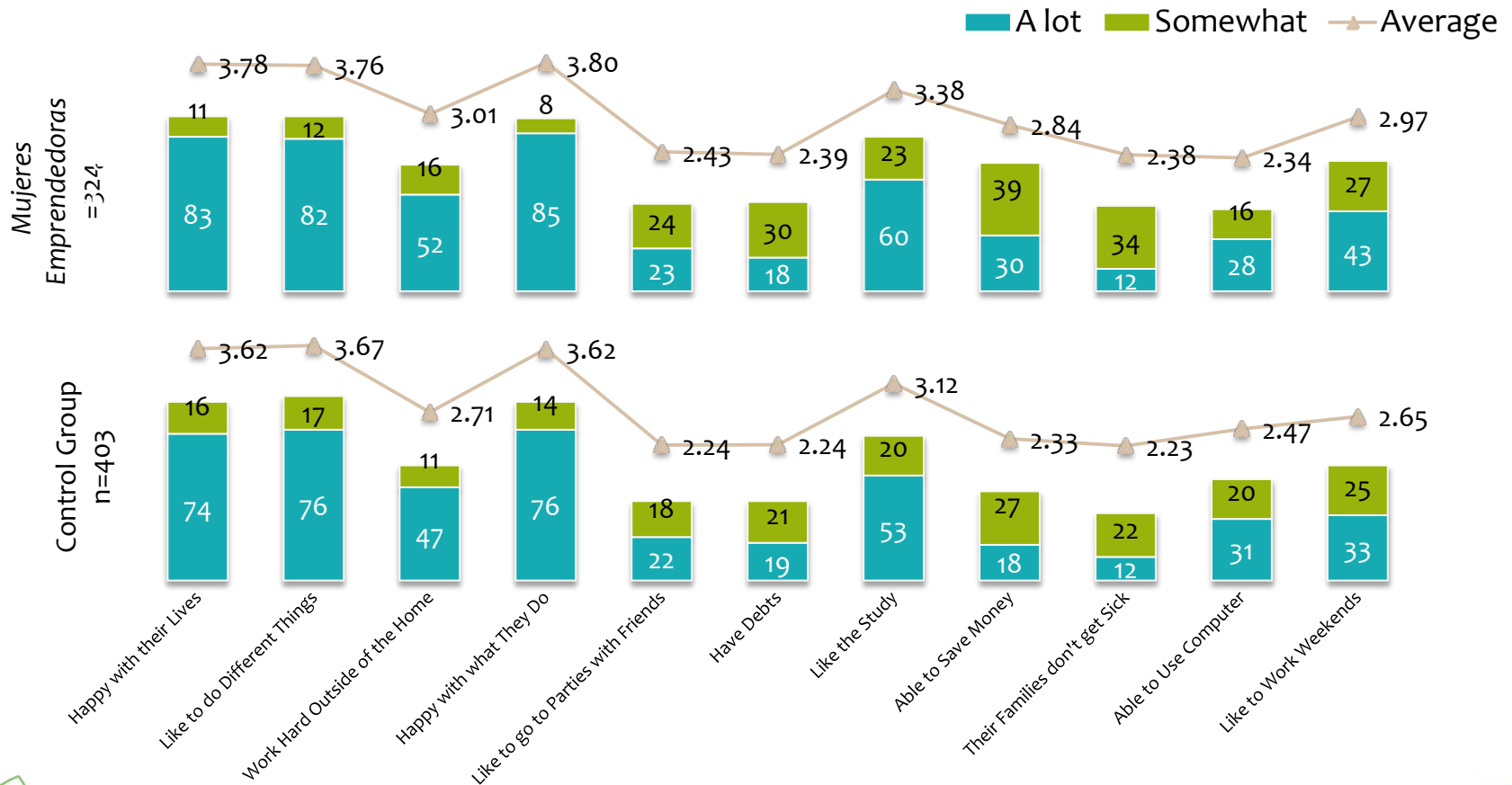
CHARACTERIZATION OF THE WOMEN INTERVIEWED

HOW THEY DESCRIBE THEMSELVES

-The women from *Mujeres Emprendedoras* describe themselves as 'more active' than those from the control group. They also claim a greater ability to save money. -

How they Describe Themselves

-Percentages «a lot» and «somewhat» and scale *, n=727-



P4: And how would you describe yourself, in terms of the following characteristics? 1. not at all 2. very little 3. somewhat 4. a lot

Source: Attachment and Statistical Tables 2,3,4 and Averages 1

*)Scale of 1 to 4, where 1 is "not at all" and 4 is "a lot"

HOW THEY DESCRIBE THEMSELVES

-A greater tendency toward saving money is a trait that entrepreneurial women tend to possess more frequently than the control group women; Ecuador is the only exception. -

How they Describe Themselves

-Percentages, Top Two Box-

	Argentina n=71		Costa Rica n=114		Dominican Republic n=200		Paraguay n=200		Ecuador n=142	
	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.
Happy with their lives	80	91	98	97	97	90	97	88	86	87
Like to do different things	92	89	96	98	96	93	92	90	91	94
Works hard outside of the home	80	39	55	48	64	65	75	75	74	48
Happy with what they do	88	91	95	93	95	94	90	83	95	91
Like to go to parties with friends	48	59	48	36	52	55	49	36	26	24
Have debts	20	33	43	41	49	51	60	34	40	34
Likes to study	96	61	77	67	86	77	81	79	77	72
Able to save money	72	50	68	52	67	37	78	47	49	44
Their families never get sick	60	46	27	22	56	48	52	24	26	33
Able to use computer	52	43	48	47	52	50	39	53	28	53
Likes to work weekends	72	54	71	60	70	70	70	54	65	52

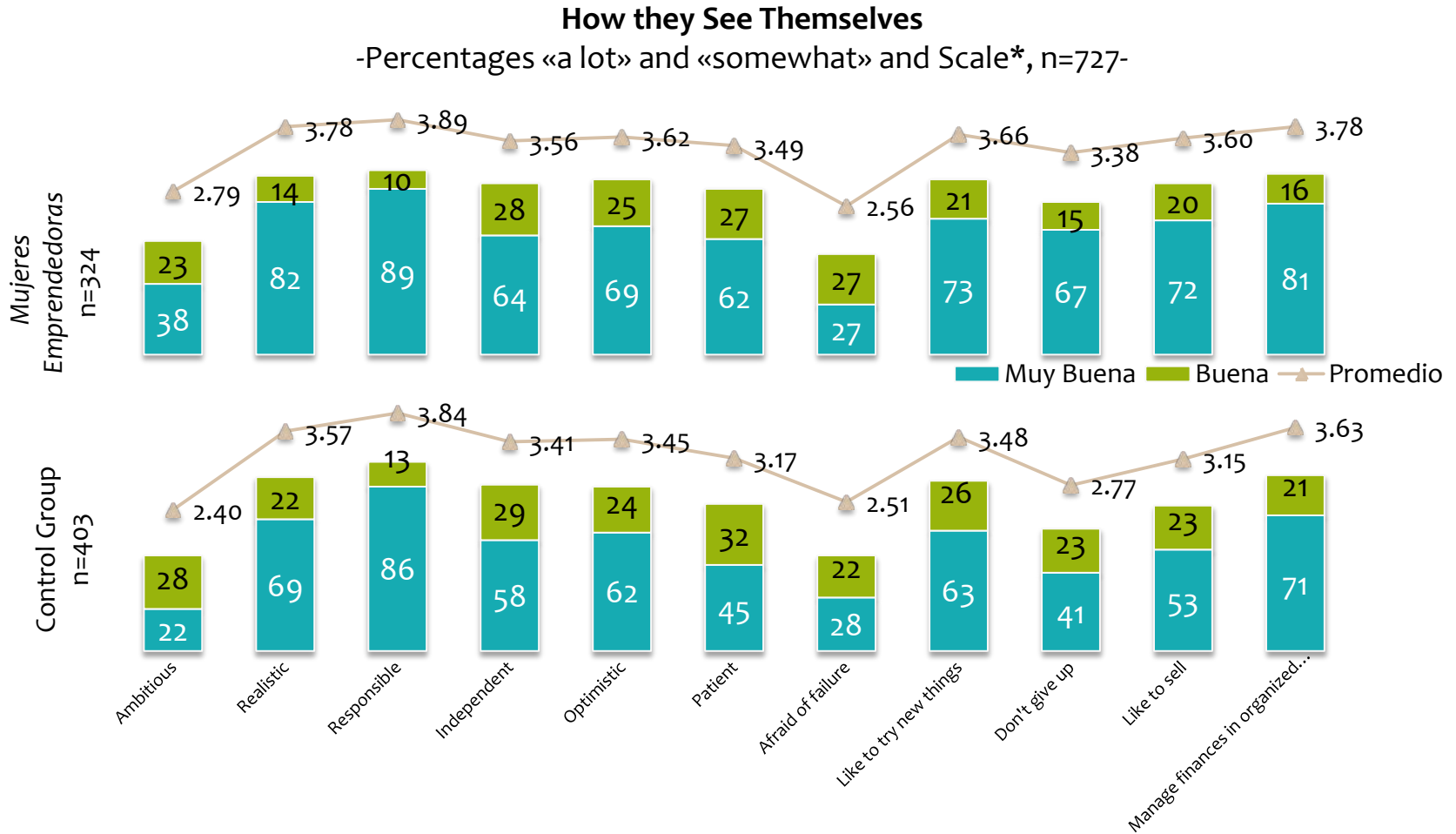
P4: And how would you describe yourself in terms of the following characteristics: 1. not at all 2. very little 3. somewhat 4. a lot

Source: Attachment and Statistical Tables 2,3,4 and Averages 1

*) Scale of 1 to 4, where 1 is “not at all” and 4 is “a lot”

HOW THEY SEE THEMSELVES

-Perseverance and 'don't give up' is one of the traits the entrepreneurial women see more frequently in themselves, as compared to the control group. -



P5: Still talking about your personality, would you say that the following characteristics describe you: a lot, somewhat, very little or not at all?

Source:

Attachment and Statistical Tables 5,6,7 and Averages 2

*) Scale of 1 to 4, where 1 is "very bad" and 4 is "very good"

HOW THEY SEE THEMSELVES

-The Argentinian women interviewed tend to seem themselves as less realistic than their counterparts from other countries. -

How they See Themselves -Percentages, Top -Two Box-

	Argentina n=71		Costa Rica n=114		Dominican Republic n=200		Paraguay n=200		Ecuador n=142	
	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.
Ambitious	40	26	61	55	63	49	62	63	72	45
Realistic	76	76	95	90	99	99	98	91	95	89
Responsible	96	100	98	98	100	99	99	97	100	98
Independent	100	85	91	91	92	86	88	89	98	86
Optimistic	84	65	98	88	96	96	92	89	95	84
Patient	84	67	82	69	99	87	86	82	84	71
Afraid of failure	48	33	46	50	59	63	60	46	49	51
Like to try new things	100	83	95	91	93	93	93	91	93	84
Do not give up	96	96	75	71	83	70	83	56	74	48
Like to sell	96	57	82	74	96	90	89	73	95	75
Manage their finances in an organized fashion	96	85	95	95	99	99	96	92	100	89
Like to set goals	88	72	100	93	99	97	98	91	100	89

P5: Talking about your personality, which of the following would you say describes you: a lot, a little, not at all?

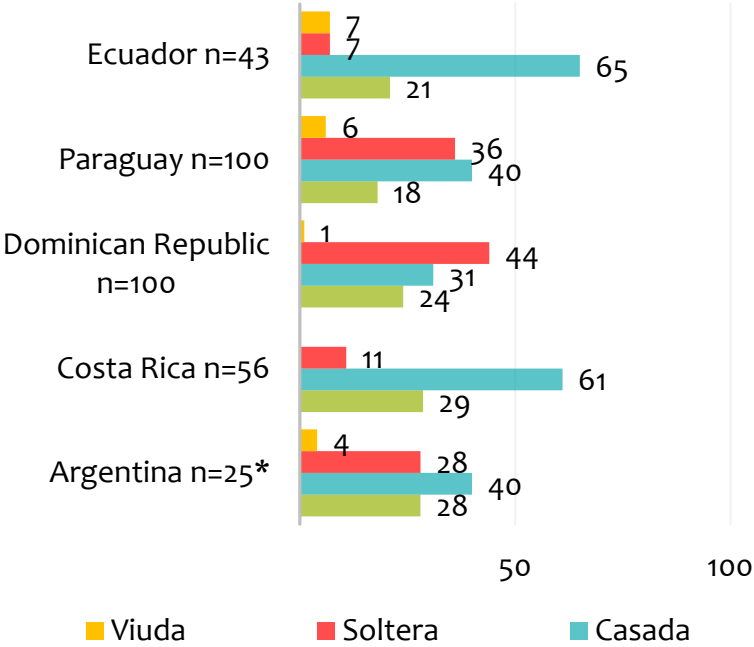
Source: Attachment and Statistical Tables 5,6,7 and Averages 2
*) Scale of 1 to 4, where 1 is 'very bad' and 4 is 'very good'

MARITAL STATUS

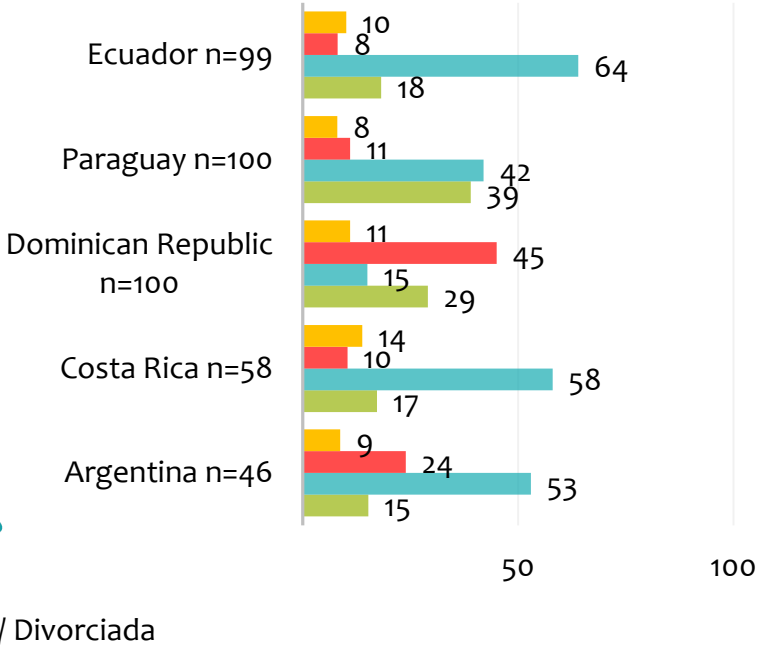
- Program participants tend to married, as do women from the control group. -

Marital Status -Percentages-

Mujeres Emprendedoras



Control Group



Source: Attachment and Statistical Table 10
*) Samples n < 30 for illustrative purposes only

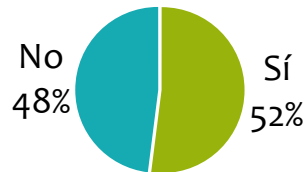
RELATIONSHIP WOMEN-FINANCIAL INSTITUTIONS

-Half of the program participants mention they have direct relationships with banking institutions.-

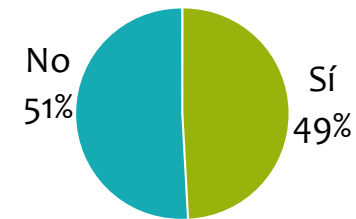
Relationship of Household Members with Banks/Cooperatives

-Percentages, n=727-

Mujeres Emprendedoras



Control Group



Relationship of Women with Banks/Cooperatives

-Percentages, n=200-

		Total		Argentina n=71		Costa Rica n=114		Dominican Republic n=200		Paraguay n=200		Ecuador n=142	
	Mujeres Emprendedoras	Control Group	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	
Sí	61	39	8	11	32	21	80	39	78	52	49	48	
No	39	61	92	89	68	79	20	61	22	48	51	52	

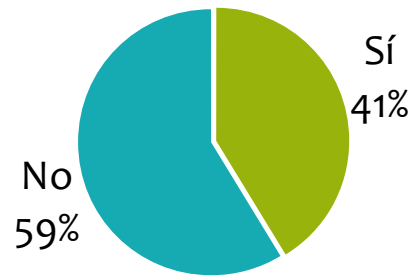
Source: Attachment and Statistical Table 11

P13: Does anyone in your household have a direct relationship with a bank or co-op?

P14: Do you personally have a direct relationship with a bank or co-op?

WOMEN AND SAVINGS

-According to the self-perception of the women interviewed, program participants tend to save more money.



Women who have some Savings

-Percentages, n=727-



Mujeres Emprendedoras	Control Group
53	32

	Argentina n=71		Costa Rica n=114		Dominican Republic n=200		Paraguay n=200		Ecuador n=142	
	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.
Sí	44	30	32	19	56	29	70	34	42	39
No	56	70	68	81	44	71	30	66	58	61



Source: Attachment and Statistical Table 12

INCOME-GENERATING ACTIVITIES

-The sale of products (commerce) tends to be the more common form of employment among the participants from each country in this study.

What Kind of Work do You do?

-Percentages, Main Mentions, n=727

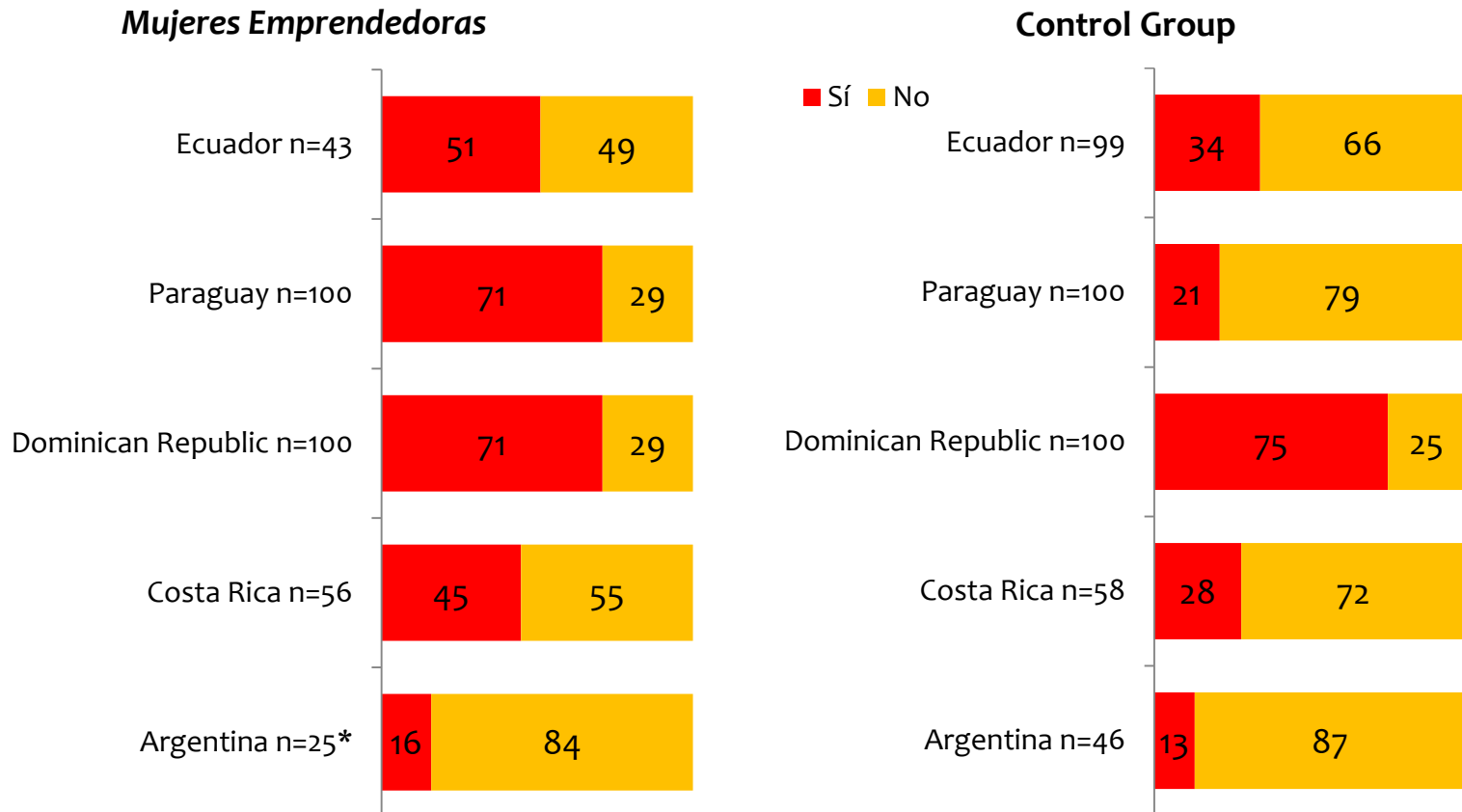
	Total		Argentina n=71		Costa Rica n=114		Dominican Republic n=200		Paraguay n=200		Ecuador n=142	
	Mujeres Emprendedoras	Control Group	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.
Sales of clothes / shoes	18	9	4	4	23	24	--	1	39	11	14	9
Sales of misc. products	10	11	--	4	18	10	11	24	11	7	5	5
Beauty salon	9	8	28	4	7	19	6	--	8	12	12	6
Sales of novelty items / jewelry/clothing	10	4	4	--	--	--	21	6	3	5	19	7
Dressmaker/seamstress	5	6	4	7	7	7	6	11	3	3	7	5
Sales of food/beverages	5	3	--	--	--	--	6	6	3	2	14	4
Grocery/Cafeteria	2	5	--	--	--	--	5	2	2	12	2	5
Pharmacy	5	2	4	7	13	5	1	2	8	1	--	--
Secretary	3	2	8	--	--	--	7	7	2	1	--	--
Does not work	24	30	40	46	25	28	27	20	17	25	21	38

Source: Attachment and Statistical Table 13

INCOME-GENERATING ACTIVITIES

-Business ownership is more common among the women from Mujeres Emprendedoras,

Business Ownership -Percentages, n=727-



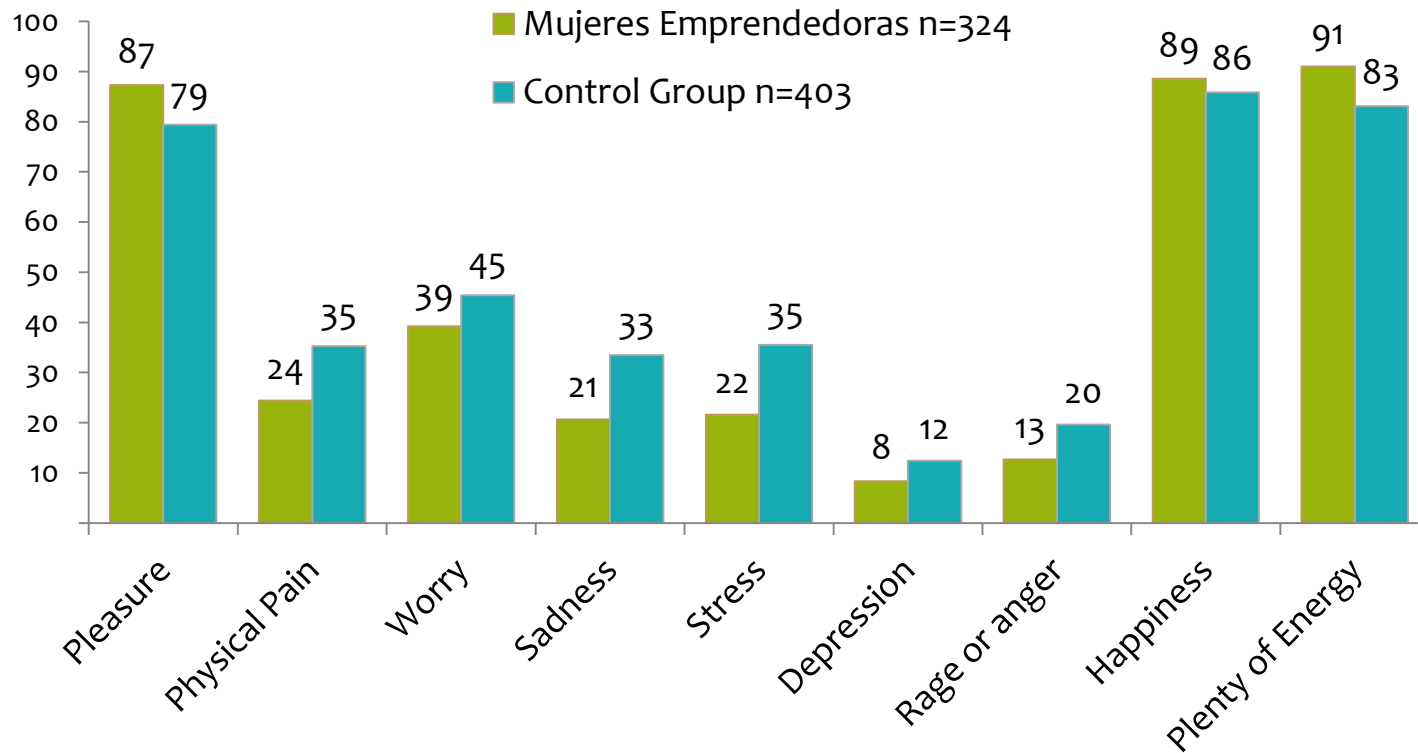
Source: Attachment and Statistical Tables 14 and 15
*) Samples n < 30 for illustrative purposes only

MOODS AND EMOTIONS IN WOMEN CONSULTED

-The women from the control group tend to suffer more physical pain, stress and sadness, as compared to the entrepreneurs -

Dominant Emotions or Moods Felt during Previous Day

-Percentages, n=727-



Source: Attachment and Statistical Tables 16 and 17

P17: Did you feel any of the following emotions or moods during a significant period of time yesterday?

THE PREVIOUS DAY

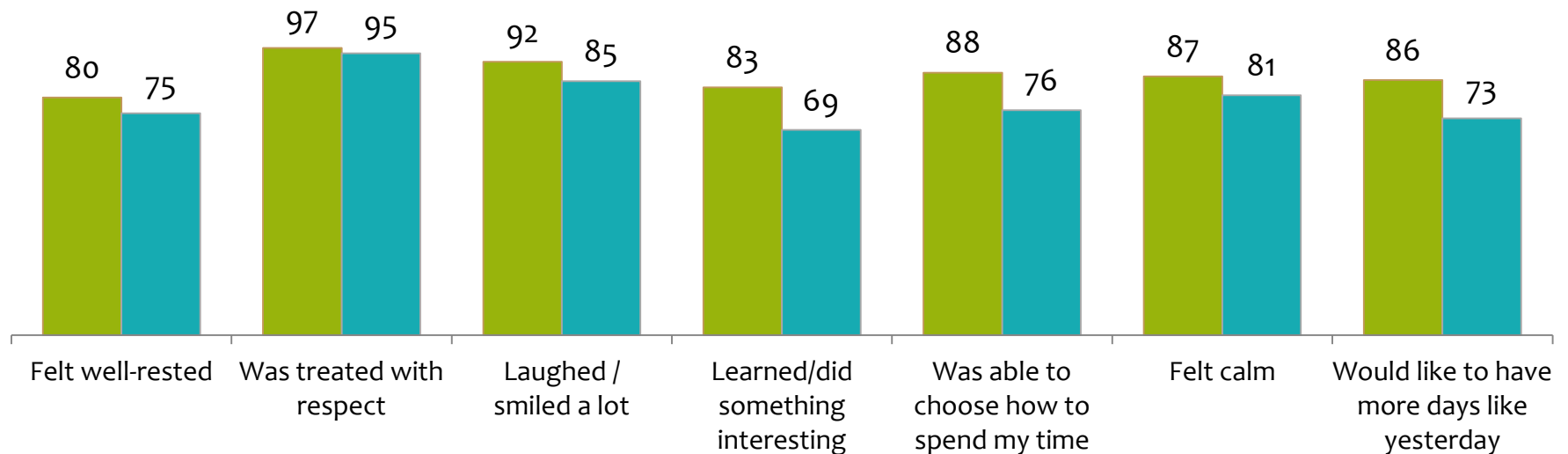
-Women from *Mujeres Emprendedoras* tend to feel that they have more interesting day and that they learn more day to day than the control group. -

Sensaciones experimentadas el día anterior

-Percentages, n=727-

■ Mujeres Emprendedoras n=324

■ Control Group n=403



Source: Attachment and Statistical Tables 20 and 21

P19: Now, think about yesterday, from the morning until the end of the day.
Think about where you were, what you were doing, who you were with, and how you felt.

P19a: Would you like to have more days like yesterday?

BELIEFS AND OPINIONS OF WOMEN INTERVIEWED

-Informants from Dominican Republic do not see educational level as a determining factor in a person's access to credit. -

Levels of Agreement with Statements, by Group of Women

-Percentages/Top-2 Box, n=727-

	Total		Argentina n=71		Costa Rica n=114		Dominican Republic n=200		Paraguay n=200		Ecuador n=142	
	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.	M.E.	C.G.
Banks only loan money to those who have formal studies.	30	35	32	35	18	34	2	11	57	55	49	38
Business owners work less.	43	47	32	41	29	38	18	31	68	59	70	59
To succeed in business, you need rich friends	35	34	28	24	11	16	17	32	67	51	35	35
A business owner works at least 10 hours per day	68	71	76	70	66	71	53	68	78	71	74	76
If you are the owner of the business, you can take what you need at home from what you sell.	50	53	60	72	46	41	36	49	68	59	40	49
Business owners are organized people.	85	83	84	76	80	84	88	93	87	76	81	83
Business owners value their customers.	85	86	96	87	91	86	84	88	84	88	72	81
Business owners earn the biggest salaries.	59	52	56	43	39	41	59	53	71	60	56	53
Anyone who wants to can start a business.	83	74	84	72	88	86	72	66	90	69	86	82
Starting a business is easy.	40	22	24	15	18	24	44	17	53	24	40	27

Source: Attachment and Statistical Tables 18, 19 and 20

«MUEJRES EMPRENDEDORAS» PROGRAM



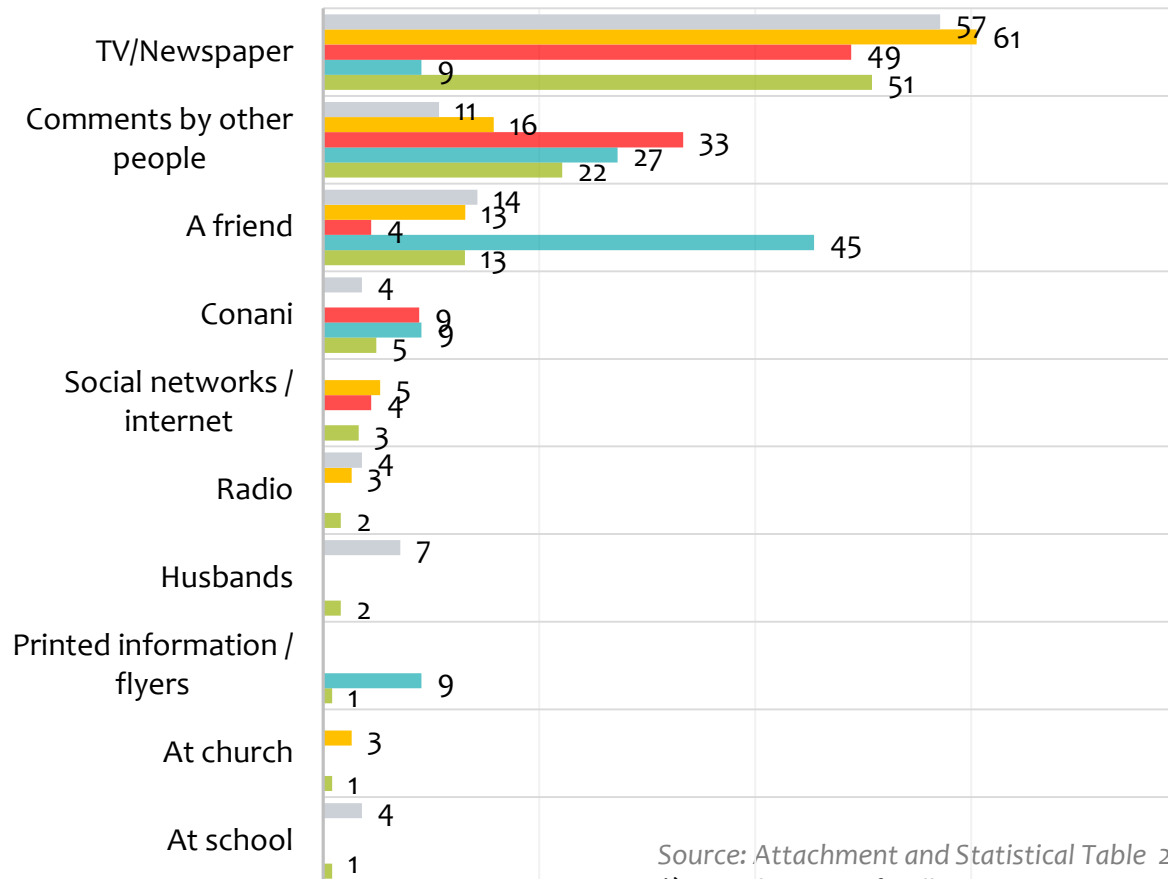
PROMOTION OF MUJERES EMPRENDEDORAS

-Print media and TV recruited the majority of program participants, except in Argentina, where personal recommendation by a friend was the main source. -

How They Heard about the «Mujeres Emprendedoras» Program

-Percentages, n=324-

■ Dominican Republic n=28 ■ Paraguay n=38 ■ Ecuador n=45 ■ Argentina n=11* ■ Total n=122



Source: Attachment and Statistical Table 22

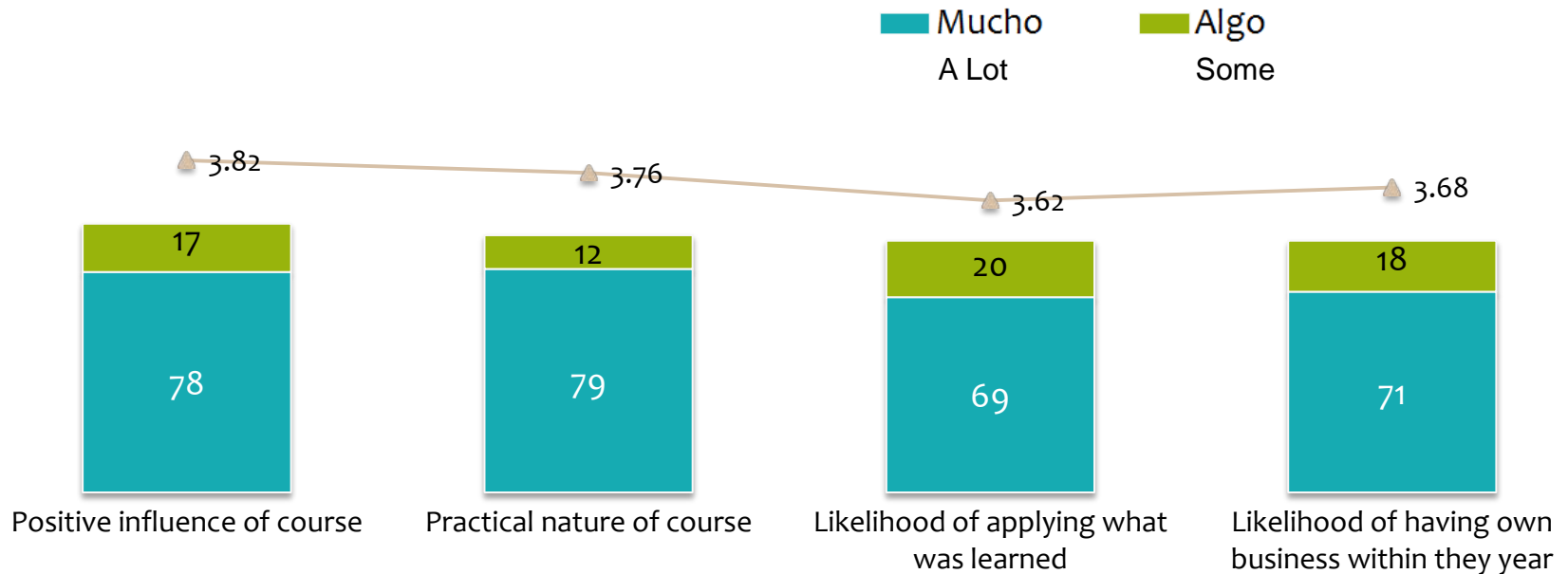
*) Samples n < 30 for illustrative purposes only

OPINIONS REGARDING MUJERES EMPRENDEDORAS

-More than 90% of the participants from Mujeres Emprendedoras stated that the program had a positive influence on their lives.-

Opinion regarding Personal Impact of «Mujeres Emprendedoras» course

-Percentages «A LOT» and «SOME» and scale*, n=324-



Source: Attachment and Statistical Table 23
 *) Scale: 1 to 4, where 1 is 'zero' and 4 is 'a lot'

P22: How much positive influence do you think it could have in your life and the lives of your family members?

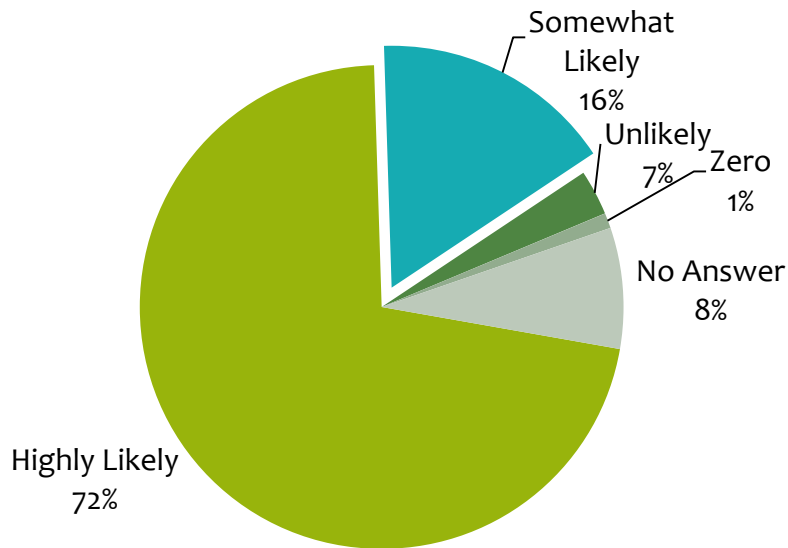
P23: Thinking about the course, how practical do you consider what you have learned?

APLICABILITY OF THE MUJERES EMPRENDEDORAS PROGRAM

-The positive attitude of program participants is reflected in the number of these women who want to be businesswomen. More than 70% believe they can have their own business someday, by applying what they have learned. -

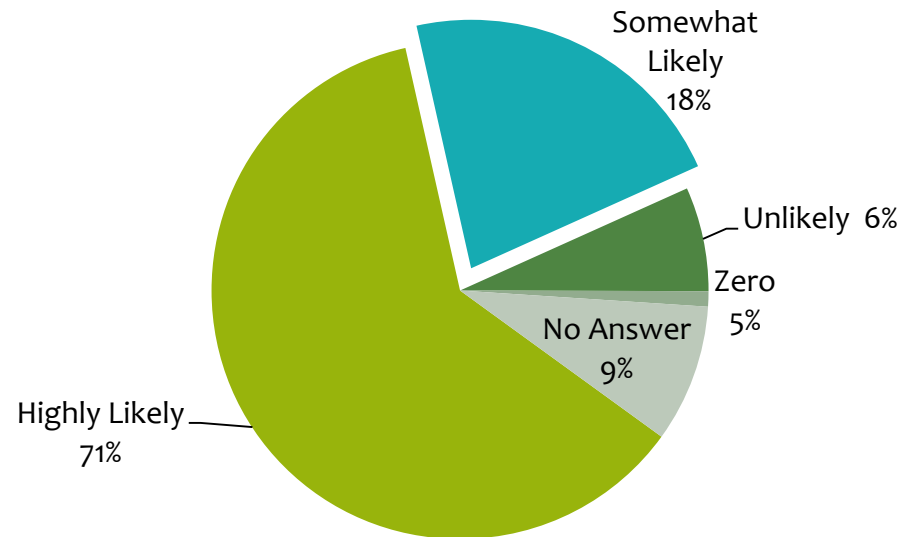
Likelihood of Applying what they have Learned

-Percentages, n=324-



Likelihood of Having Own Business within the Year

-Percentages, n=324-



Source: Attachment and Statistical Table 23

P24: How likely do you think it is that you will be able to apply in a business what you learned in the course?

P25: How likely do you think it is that one year from now you will have your own business?

RECOMMENDATIONS GIVEN BY PARTICIPANTS OF MUJERES EMPRENDEDORAS

Attendance and perseverance: the most frequent recommendations from past participants to future participants.

Recommendations from those who have taken the *Mujeres Emprendedoras* Course -Percentages, Main Mentions, n=324-

	Country					
	ARG n=25*	CR n=56	ECU n=43	PAR n=100	DR n=100	
Attend the course and put what you learn to practice	8	16	19	5	37	19
Be perseverant and fulfill your goals	--	20	37	11	1	12
Move forward and achieve personal development	8	--	35	10	1	9
Invite more women	--	--	7	7	17	8
Is very beneficial	20	--	23	4	2	6
Do it more often	4	--	2	14	3	6
Advertise more so you have more participation	--	--	--	15	4	6
Stay trained so you can teach other women	8	11	--	8	2	6
Take the course so you can manage your own business	--	--	--	2	14	5
Take the course. It's good and helps you move up	--	--	5	9	5	5

Source: Attachment, Statistical Table 24

*)Samples n < 30 for illustrative purposes only

P26: What recommendation would you make to women who are taking this course, so that they might benefit from it like you did?

ATTACHMENTS