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Arab Entrepreneurship Council

Main Findings: Survey of Arab society on entrepreneurship in Israel

PRESENTENSE

Survey methodology

- N = 500 Arab respondents ages 17- 60
- Telephone interviews, in Arabic
- Margin of error: +/- 4.4 %
- Data collection: New Wave Research
- Dates of data collection: 22-28 February, 2016
- Survey design and analysis: Dr. Dahlia Scheindlin

Methodology of the omnibus:

- N = 505 Adult Jewish Israelis
- Internet omnibus survey, in Hebrew
- Margin of error: +/- 4.4 %
- Data collection: New Wave Research
- Dates of data collection: May 2, 2016
- Survey design and analysis: Dr. Dahlia Scheindlin

Field of study

- Top response: Science (38%) – high potential for high-tech startups
- All responses with potential for hi-tech/ entrepreneurship (Science, Health, Management, Medicine, Law): 61%

Among respondents with higher education – over half are in fields related to hi-tech (listed above)

What is your main reason for working?

Reach the top of my field: 8%

just to earn: 22%

Fulfill my skills/ interests first, earn a living as a result: 41% (top response)

Earn a living first, then fulfill skills/interests: 28%

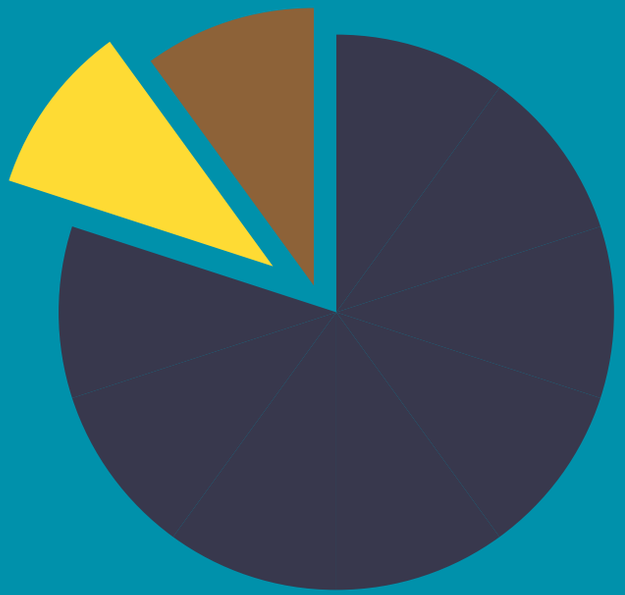
Over three-quarters (77%) are motivated by self-fulfillment

Jewish respondents:

12%	Main goal of work is just to earn (survival)
66%	Earn and fulfill my skills/interests
13%	First fulfill skills/interests, then earn as a result
8%	Reach the top

Should parents direct their children's career choices?

Parents should actively direct their children's career choices: 12%

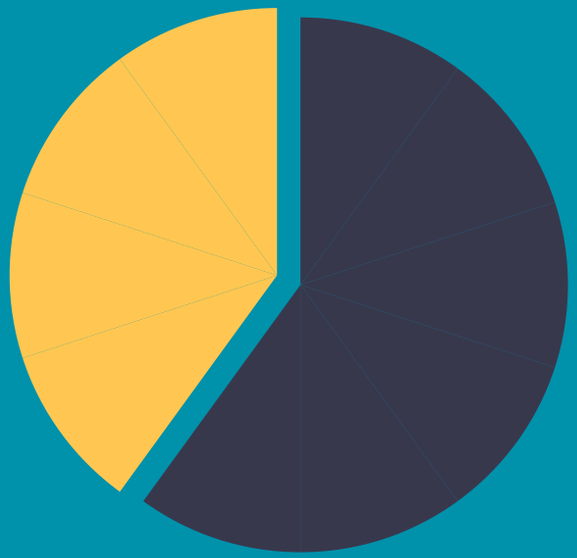


Children should make their own career choices: 83%

Parents strive to give their children independence in career choices

Have you heard of hi-tech entrepreneurship?

Yes: 42%



No: 58%

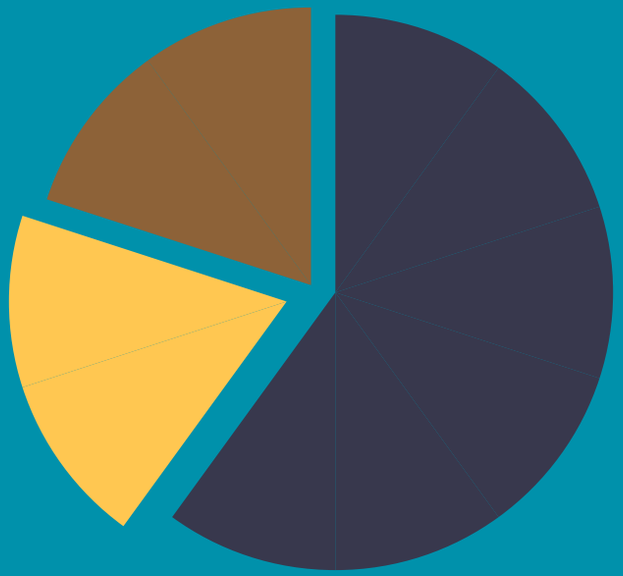
Nearly six in ten people have not even heard of hi-tech entrepreneurship/start ups

Jewish respondents:

Heard	87%
Not heard	13%

Do you know anyone who works in hi-tech or start-ups?

Met someone once OR knows someone personally OR works personally in this field: 20%



Don't know anyone: 59%

A majority have no personal contact with anyone working in the field and no experience with anyone. Only 20% have personal contact with someone in the field. (In comparison, over twice as many Jewish individuals have personal contacts.)

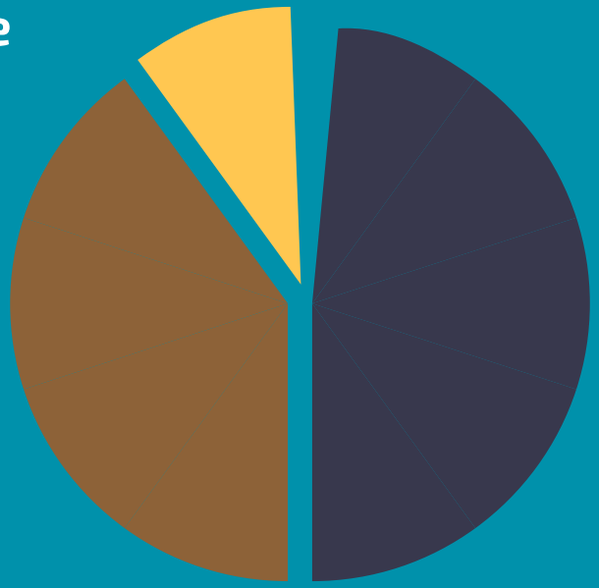
Jewish respondents:

DO know someone personally: 43%

Don't know anyone: 57%

Should Arab society get more involved in entrepreneurship, or is it too risky?

Too risky, better to get a stable job: 8%



Jewish society has thrived because of entrepreneurship, Arab society should get into the field despite risks: 47%

Remainder: Don't know, identify with both: 45%

Nearly half agree it's important to get more involved in the field – the remainder are unfamiliar but not against it

What are the best reasons to go into hi-tech entrepreneurship?

Work independently: 29% (top response)

Make money: 24%

Technological innovation, solve problems: 25%

Working independently is very attractive (speculation from the MasarUp Council: Arabs have experienced the glass ceiling as hired employees)

Additional finding: Among those who have heard of hi-tech or know someone in the field, "tech innovation" is the top answer

Jewish respondents:

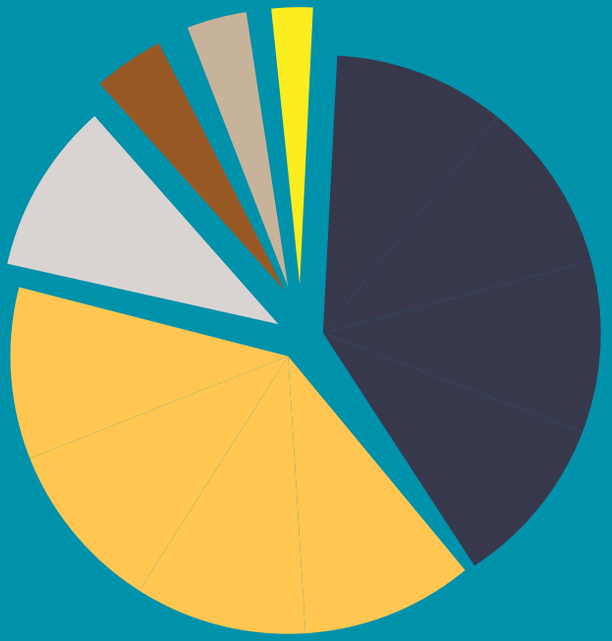
Work independently	5%
Tech innovation, solve problems	37%
Make money	34%
Innovation generates leadership	13% (11% among Arabs)

What are the main reasons NOT to go into hi-tech entrepreneurship?

Don't know the right people: 3%

Don't want to move to the Tel Aviv region: 1%

Better to be a hired employee: 6%



Hard to get financial investment: 45%

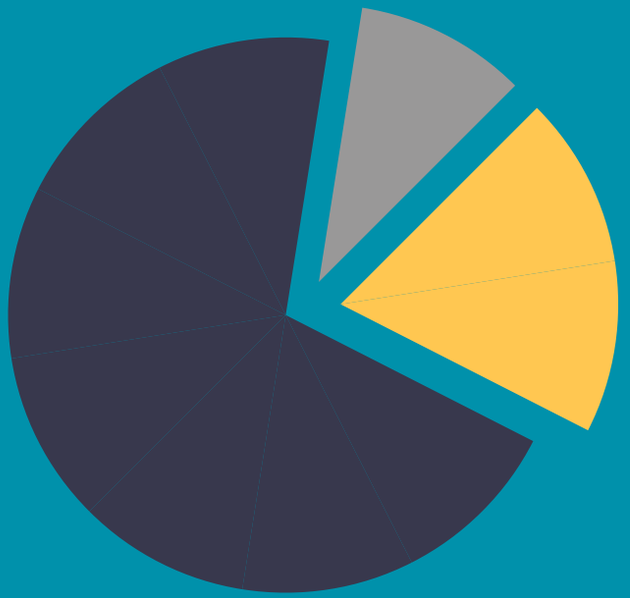
High risk/fear: 34%

Lack of experience, familiarity, networks to raise money are all significant - but the desire to maintain a "traditional life" in their local towns is barely a factor

Is there discrimination against different populations in Israel on a professional level?

Yes: 73%

(55% agree "strongly" + 18% somewhat)



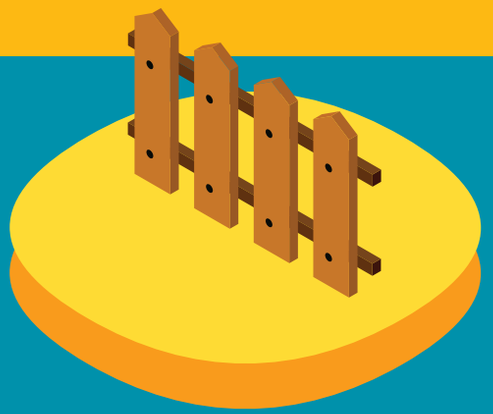
No: 22%

Additional finding: Discrimination in professional life is felt by most, but is at greater levels among those with higher education, or with more exposure to entrepreneurship - or their awareness of it is greater

Jewish respondents:

71% agree there is discrimination (28% "strongly" + 43% "somewhat")
Much lower intensity than for Arabs

What is your main professional obstacle?



- Discrimination : 27% (top response)
- Lack of resources in Arab towns: 23%
- Other responses: 14%
- All of the above: 18%

Social discrimination holds people back in their careers

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