EDITION 7th
SAMPLE 50,861
50,861 women and men aged 14–99 (representative target groups of the countries’ populations)
FIELDWORK April to June 2016
METHOD Face-to-face / telephone interviews
INSTITUTE GfK Nuremberg, Germany
AMWAY GLOBAL ENTREPRENEURSHIP REPORT
ENTREPRENEURSHIP IN A CHANGING WORK ENVIRONMENT

FACTS AND FIGURES COUNTRIES
45
Asia: China, India, Japan, Korea, Malaysia, Taiwan, Thailand, and Vietnam
Europe: Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, and Sweden
Latin America: Brazil, Colombia and Mexico
North America: USA and Canada
Due to geographical or political reasons, Australia, Norway, Russia, South Africa, Switzerland, Turkey and the Ukraine cannot be referred to a specific region and are therefore only part of the global average

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AGER 2016 AT A GLANCE

PAGE 04: POSITIVE ATTITUDE AND ENTREPRENEURIAL POTENTIAL REMAIN HIGH.

PAGE 06: INDEPENDENCE AND SELF-FULFILLMENT ARE THE MOST APPEALING ASPECTS TO START A BUSINESS.

PAGE 08: AESI SCORE REMAINS SIMILAR TO LAST YEAR.

50

56% DESIRE
46% FEASIBILITY
49% STABILITY

PAGE 10: RESPONDENTS THINK THAT SELF-EMPLOYMENT WILL BE MORE LIKELY IN THE FUTURE.

9% don’t know
39% more likely
22% less likely
30% as likely

PAGE 12: RESPONDENTS AROUND THE WORLD ARE COMFORTABLE WITH SEARCHING AND ACQUIRING CUSTOMERS.

56% comfortable
37% uncomfortable
Today’s work environment is different from years ago. More and more, employees around the world are leaving the traditional workplace and pursuing entrepreneurial career paths. Though many have the desire to start their own business, we wanted to know if they believe that they possess the necessary skills and resources to make it possible. Questions like these are what we asked in the 2016 Amway Global Entrepreneurship Report.

The 2016 edition is our biggest yet, focusing on “entrepreneurship in a changing work environment.” More than 50,000 respondents in 45 countries took part in the survey and helped create a detailed picture of how people around the world view entrepreneurship. The study showed that people think of self-employment as a more likely career choice in five years. It also found that a majority of respondents worldwide feel comfortable seeking out and building a client base – a key skill for creating an increasingly flexible work schedule.

All of this provides further evidence that entrepreneurs will play a key role in future economies and for society. Our research has shown that entrepreneurs start a business to work independently and find greater fulfillment in their life – opportunities desired by many, especially today’s millennial generation. Entrepreneurs enhance our global economy by creating jobs and investing in the communities they serve. By understanding the attitudes, desires and fears around entrepreneurship, our hope is that we can help inspire and build a more entrepreneur-friendly world for years to come.

“PEOPLE BELIEVE IN AN ENTREPRENEURIAL FUTURE.”

Steve Van Andel
Chairman

Doug DeVos
President
POSITIVE ATTITUDE AND ENTREPRENEURIAL POTENTIAL

**QUESTION 1:** How do you see entrepreneurship and can you imagine starting a business?

**ANSWERS:**
- Positive attitude towards entrepreneurship.
- Entrepreneurial potential (respondents who can imagine starting a business).

**KEY FINDINGS:** Again this year, respondents globally have a positive attitude towards entrepreneurship. Their entrepreneurial potential also stays at an encouraging level. The next page displays the results of the participating countries in descending order of the positive attitude.
KEY FINDINGS: Similar to previous years, “independence” and “self-fulfillment” are still ranked as respondents’ most appealing aspects when thinking about starting a business. The next page displays the results in the alphabetical order of participating countries. The answers are sorted in the same order as displayed on this page above.
AMWAY ENTREPRENEURIAL SPIRIT INDEX

QUESTION 3: If you think of yourself, do you agree with the following statements (based on the theory of planned behavior; consistency of attitudes, social norms and perceived behavior control)?

ANSWERS:
- I consider starting a business as a desirable career opportunity for myself (desire).
- I possess the necessary skills and resources for starting a business (feasibility).
- My family or friends could never dissuade me from starting a business (stability against social pressure).

KEY FINDINGS: The Amway Entrepreneurial Spirit Index (AESI) incorporates three equal weighted dimensions: desirability, feasibility, and stability. The global average of the Index remains similar compared to last year. Desire is yet again the strongest dimension, followed by stability and feasibility, which is slightly less distinct globally. The next page displays the results of the participating countries in descending order of the Index value.

INDEX COUNTRY DESIRE FEASIBILITY STABILITY
...

Countries with similar score are ranked according to the not illustrated decimal places in data. The arrows and numbers show the change of the Index value compared to last year.
QUESTION 4: How do you think about the development of self-employment in the next five years? In five years, people in my country will be...

ANSWERS:
- More likely to be self-employed in full-time or part-time than today.
- As likely to be self-employed in full-time or part-time as today.
- Less likely to be self-employed in full-time or part-time than today.
- No answer.

KEY FINDINGS: The majority of respondents worldwide believe that self-employment will be a more likely choice within the next five years. Only one fifth believe that self-employment will be a less likely option in the future. The next page displays the results of the participating countries in descending order of the likeliness of more self-employment.
COMFORTABILITY TO SEARCH AND ACQUIRE CUSTOMERS

QUESTION 5: How would you feel if you would have to search for and acquire your own customers as a self-employed person?

ANSWERS:
- Comfortable.
- Uncomfortable.

KEY FINDINGS: More than half of respondents worldwide would feel comfortable searching and acquiring their own customers as a self-employed person, which is a fundamental and indispensable skill when it comes to founding one’s own business. The next page displays the results of the participating countries in descending order of the comfortability.
HISTORY OF AGER

2008
Respondents: 1,000
Amway begins representative entrepreneurship research in Germany.

2009
Respondents: 900
Amway continues representative research about the image of entrepreneurship in Germany.

2010
Respondents: 12,000

2011
Respondents: 13,000
One more country took part in Amway European Entrepreneurship Report: 12 countries. Focus: The Next Generation of Entrepreneurs.

2012
Respondents: 18,000
Amway European Entrepreneurship Report expands to 16 countries. Focus: The Unleashed Potential of Entrepreneurship in Times of Crisis.

2013
Respondents: 26,000
Amway creates the first global report, AGER, encompassing 24 countries. Focus: Encouraging Entrepreneurs – Eliminating the Fear of Failure.

2014
Respondents: 44,000
AGER expands to 38 countries including all BRIC countries. Focus: Advancing Entrepreneurship Education – Are Entrepreneurs Born or Made?

2015
Respondents: 50,000
Introduction of the Amway Entrepreneurial Spirit Index and further expansion to 44 countries. Focus: Advancing the Entrepreneurial Spirit.
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