



2016

AMWAY GLOBAL ENTREPRENEURSHIP REPORT

ENTREPRENEURSHIP IN A CHANGING WORK ENVIRONMENT
GLOBAL MASTER PRESENTATION

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MANUAL

- To view this presentation with all its functionality, please use the presentation mode.
- The index is fully linked. A click on the underlined slide numbers leads to the respective chapter.
- On the questionnaire and key finding summary slides (slide 12 and 13), slides with detailed information are linked.
- A click on the footer leads back to the index on slide 2.

- When setting up the “reasons to start a business” infographic in the local part, the numbers have to be manually inserted due to Powerpoint limitations.

EXECUTIVE SUMMARY

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 have the skills and working knowledge 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.



DOUG DEVOS
PRESIDENT



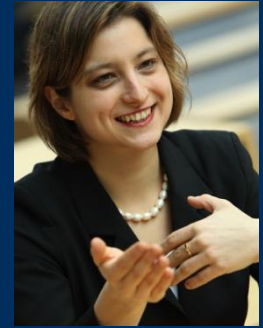
**STEVE VAN
ANDEL**
CHAIRMAN

SCIENTIFIC SUMMARY

“The most difficult thing is the decision to act. The rest is merely tenacity. The fears are paper tigers. You can do anything you decide to do. You can act to change and control your life and the procedure. The process is its own reward.”¹ While entrepreneurs already have taken this most difficult step, potential entrepreneurs still have to overcome this obstacle. The Amway Global Entrepreneurship Report 2016 (AGER) provides a current view on potential entrepreneurship in 45 countries. By surveying the general population about their dreams and fears, the AGER aims to stimulate the discussion about entrepreneurship around the world.

Together with the Scientific Advisory Board it is a great honor to contribute to this survey and work together with entrepreneurship researchers from every participating country. With this collaboration, we are able to provide insights into the situation of entrepreneurship and self-employment. I am confident that the report will help to understand what people expect from their future work environment and how to foster the current debate on the future of entrepreneurship.

¹Quotes by Amelia Earhart: female aviation pioneer, <http://www.ameliaearhart.com/about/quotes.html>



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2016

AMWAY GLOBAL ENTREPRENEURSHIP REPORT

MANAGEMENT SUMMARY

SURVEY DESIGN

EDITION	7 th edition
PARTNER	Chair of Strategy and Organization of the School of Management, Technische Universität München in Munich, Germany.
RESEARCH INSTITUTE	Gesellschaft für Konsumforschung (GfK), Nuremberg, Germany
FIELDWORK	April to June 2016
SAMPLE	50,861 respondents – 26,376 respondents women, and 24,485 men aged 14-99
COUNTRIES	45 Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Colombia, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Great Britain, Greece, Hungary, India, Ireland, Italy, Japan, Korea, Latvia, Lithuania, Malaysia, Mexico, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, USA, Vietnam In China, Colombia, India, Mexico, and South Africa, Taiwan, Thailand, and Vietnam only people in metropolitan areas participated.
METHOD	Face-to-face / telephone interviews

HISTORY

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



2011: Amway issues the first Amway European Entrepreneurship Report.
Focus: “The Next Generation of Entrepreneurs”, respondents: 12,000

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

2013: Amway issues the first global report, AGER, encompassing 24 countries.
Focus: “Encouraging Entrepreneurs – Eliminating the Fear of Failure”, respondents: 26,000

2014: AGER expands to 38 countries.
Focus: “Advancing Entrepreneurship Education: Are Entrepreneurs Born or Made?”, respondents: 44,000

2015: AGER further grows to 44 countries.
Focus: “Advancing the Entrepreneurial Spirit”, respondents: 50,000

FOCUS TOPIC 2016

- This year's AGER examines the **entrepreneurship in a changing work environment** of participating countries.
- Our work environment is constantly changing. Developments like the digitalization modify the way we work and communicate in business. This also has an influence on the work of entrepreneurs.
- For the examination of a topic that is highly influenced by national economical development and national debates, AGER has to make sure to use an adequate, general term for these developments, so that every respondent is able to understand the questions.
- The study focuses on the changing work environment with:
 - The **"Future of self-employment"** – asking whether respondents expect self-employment to be more or less likely in five years from now.
 - People's own perception whether they would feel **comfortable with searching and acquiring customers** – a key skill for entrepreneurs.

ENTREPRENEURSHIP VS. SELF-EMPLOYMENT

- AGER 2016 differentiates between self-employment and entrepreneurship.
- Therefore, the terms are used in two different ways to gain knowledge about entrepreneurship and self-employment.
- This survey is based on the following definitions:
 - **Entrepreneurship** is defined as starting a business and providing a product or service to customers.
 - While an employee receives a regular salary by one company, **a self-employed person** needs to be paid directly by customers. Self-employed people earn revenue for themselves by searching for and acquiring customers to whom they will sell products or provide services.

AMWAY ENTREPRENEURIAL SPIRIT INDEX

SCIENTIFIC BASIS

- “Entrepreneurial spirit” is measured with the introduction of the **Amway Entrepreneurial Spirit Index (AESI)**, incorporating three dimensions:
 - 1. Desirability:** whether respondents perceive starting a business as desirable.
 - 2. Feasibility:** whether respondents feel prepared for starting a business.
 - 3. Stability against social pressure:** whether respondents would let their social environment, such as family and friends, dissuade them from starting a business.

QUESTIONNAIRE

- QUESTION 1** How do you see entrepreneurship? Which of the following statements do you agree with? ([Question with answers](#))
- QUESTION 2** In your opinion, which of the following aspects appeal to you as reasons to start up your own business? ([Question with answers](#))
- QUESTION 3** If you think of yourself, do you agree with the following statements (based on the theory of planned behavior; consisting of attitudes, social norms and perceived behavior control)? ([Question with answers](#))
- QUESTION 4** How do you think the trend of self-employment will look in the next five years? ([Question with answers](#))
- QUESTION 5** How would you feel if you would have to search for and acquire your own customers as a self-employed person? ([Question with answers](#))

GLOBAL RESULTS AT A GLANCE

- QUESTION 1** 77 percent of the respondents have a positive attitude towards entrepreneurship, nearly no change since 2015. The entrepreneurial potential is constant (43 percent). [\(Detailed results\)](#)
- QUESTION 2** As last year, “independence” (50 percent), “self-fulfillment” (47 percent), and “second income prospects” (37 percent) are the most appealing aspects to start up an own business. [\(Detailed results\)](#)
- QUESTION 3** The worldwide average of the AESI score is 50 and therefore at the same level as last year. 56 percent have the desire to become an entrepreneur. 49 percent would not let their social environment, such as family, and friends, dissuade them from starting a business, while 46 percent feel prepared for starting a business. [\(Detailed results\)](#)
- QUESTION 4** Asked about how the proportion of self-employed people will develop during the next five years, 39 percent of all surveyed respondents think that people will be more likely to be self-employed, while 30 percent think that self-employment will be as likely as today. 22 percent think that it will be less likely than today. [\(Detailed results\)](#)
- QUESTION 5** Asked how the respondents would feel if they had to search for and acquire their own customers as a self-employed person, more than half of the respondents worldwide feel (56 percent) comfortable with. Only 37 percent would feel uncomfortable. [\(Detailed results\)](#)



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AMWAY GLOBAL ENTREPRENEURSHIP REPORT

OVERVIEW

GLOBAL RESULTS



2016

AMWAY GLOBAL ENTREPRENEURSHIP REPORT

QUESTION 1

ATTITUDE AND POTENTIAL

QUESTION 1: HOW DO YOU SEE ENTREPRENEURSHIP?

POSITIVE ATTITUDE

Three quarters of respondents (77 percent) have a positive attitude towards entrepreneurship.

ATTITUDE BY GENDER

There are no significant differences between men (76 percent) and women (74 percent).

ATTITUDE BY AGE GROUPS

Especially respondents under 35 years (82 percent), and under 50 years (80 percent) show a positive attitude. Those aged over 50 years (70 percent) are lagging behind.

ATTITUDE BY REGION

Latin America (88 percent), North America (86 percent), Asia (80 percent), EU (74 percent).

ATTITUDE BY EDUCATION

University degree holders show a more positive attitude (84 percent; without a degree: 74 percent).

QUESTION 1: HOW DO YOU SEE ENTREPRENEURSHIP?

ENTREPRENEURIAL POTENTIAL

The entrepreneurial potential around the world is constant (43 percent).

POTENTIAL BY GENDER

Men (48 percent) are more willing to start a business than female respondents (38 percent).

POTENTIAL BY AGE GROUPS

Respondents under 35 years show highest entrepreneurial potential (under 35 years: 52 percent; from 35 to 49 years: 47 percent; over 50 years: 33 percent).

POTENTIAL BY REGION

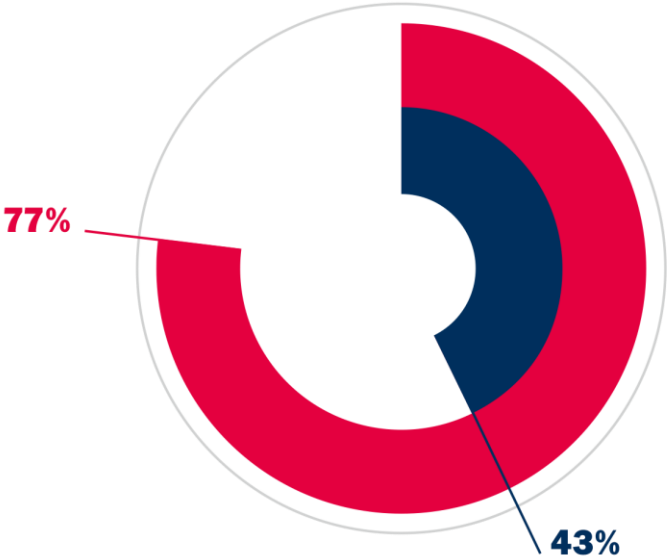
Latin America (71 percent), Asia (50 percent), North America (47 percent), EU (39 percent).

POTENTIAL BY EDUCATION

Graduates are more likely to start a business than those without a degree (with a degree: 49 percent; without a degree: 41 percent).

QUESTION 1: HOW DO YOU SEE ENTREPRENEURSHIP?

AVERAGE GLOBAL



■ POSITIVE ATTITUDE ■ ENTREPRENEURIAL POTENTIAL (THOSE RESPONDENTS WHO CAN IMAGINE STARTING A BUSINESS)

QUESTION 1: HOW DO YOU SEE ENTREPRENEURSHIP?



AVERAGE
ASIA

80% **50%**



AVERAGE
EU

74% **39%**



AVERAGE
LATIN AMERICA

88% **71%**



AVERAGE
NORTH AMERICA

86% **47%**

■ POSITIVE ATTITUDE ■ ENTREPRENEURIAL POTENTIAL (THOSE RESPONDENTS WHO CAN IMAGINE STARTING A BUSINESS)

REGIONS IN ALPHABETICAL ORDER.

QUESTION 1: HOW DO YOU SEE ENTREPRENEURSHIP? – PART 1

	POSITIVE	I CAN IMAGINE STARTING MY OWN BUSINESS	NEGATIVE	I CANNOT IMAGINE STARTING MY OWN BUSINESS	DON'T KNOW
AUSTRALIA	82%	41%	16%	57%	2%
AUSTRIA	66%	29%	28%	65%	6%
BELGIUM	80%	35%	18%	63%	2%
BRAZIL	84%	59%	14%	39%	2%
BULGARIA	59%	24%	22%	57%	19%
CANADA	88%	43%	10%	55%	2%
CHINA	86%	51%	12%	47%	2%
COLOMBIA	89%	80%	10%	19%	1%
CROATIA	70%	35%	26%	61%	4%
CZECH REPUBLIC	72%	36%	24%	60%	4%
DENMARK	94%	40%	3%	57%	3%
ESTONIA	91%	48%	7%	50%	2%
FINLAND	87%	41%	12%	58%	1%
FRANCE	79%	38%	19%	60%	2%
GERMANY	63%	27%	33%	69%	4%
GREAT BRITAIN	83%	44%	14%	53%	3%
GREECE	64%	46%	35%	53%	1%
GLOBAL	77%	43%	19%	52%	4%

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 1: HOW DO YOU SEE ENTREPRENEURSHIP? – PART 2

	POSITIVE	I CAN IMAGINE STARTING MY OWN BUSINESS	NEGATIVE	I CANNOT IMAGINE STARTING MY OWN BUSINESS	DON'T KNOW
HUNGARY	65%	38%	31%	58%	4%
INDIA	74%	59%	23%	38%	3%
IRELAND	69%	37%	21%	53%	10%
ITALY	72%	41%	28%	59%	0%
JAPAN	78%	15%	21%	84%	1%
KOREA	68%	48%	23%	43%	9%
LATVIA	84%	49%	13%	48%	3%
LITHUANIA	82%	52%	17%	47%	1%
MALAYSIA	70%	50%	28%	48%	2%
MEXICO	92%	73%	8%	27%	0%
NETHERLANDS	86%	46%	14%	54%	0%
NORWAY	96%	36%	3%	63%	1%
POLAND	71%	41%	19%	49%	10%
PORTUGAL	67%	36%	33%	64%	0%
ROMANIA	52%	21%	36%	67%	12%
RUSSIA	73%	36%	18%	55%	9%
SLOVAKIA	58%	31%	31%	58%	11%
GLOBAL	77%	43%	19%	52%	4%

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 1: HOW DO YOU SEE ENTREPRENEURSHIP? – PART 3

	POSITIVE	I CAN IMAGINE STARTING MY OWN BUSINESS	NEGATIVE	I CANNOT IMAGINE STARTING MY OWN BUSINESS	DON'T KNOW
SLOVENIA	84%	43%	14%	55%	2%
SOUTH AFRICA	81%	59%	14%	36%	5%
SPAIN	62%	34%	34%	62%	4%
SWEDEN	93%	51%	5%	47%	2%
SWITZERLAND	88%	45%	9%	52%	3%
TAIWAN	88%	52%	11%	47%	1%
THAILAND	77%	70%	23%	30%	0%
TURKEY	42%	33%	39%	48%	19%
UKRAINE	65%	27%	20%	58%	15%
USA	84%	51%	14%	47%	2%
VIETNAM	95%	58%	5%	42%	0%
GLOBAL	77%	43%	19%	52%	4%

COUNTRIES IN ALPHABETICAL ORDER.



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AMWAY GLOBAL ENTREPRENEURSHIP REPORT

QUESTION 2

REASONS TO START A BUSINESS

QUESTION 2: WHICH OF THE FOLLOWING ASPECTS APPEAL TO YOU?

MOST APPEALING ASPECTS

For half of all respondents “independence” is the most appealing aspect (50 percent), followed by “self-fulfillment” (47 percent) and “second income prospects” (37 percent).

MOST APPEALING ASPECTS BY GENDER

Women consider “independence” (47 percent) and “self-fulfillment” (46 percent) equally appealing, followed by “second income prospects” (38 percent). Men clearly consider “independence” (53 percent) as most appealing, followed by “self-fulfillment” (47 percent) and “second income prospects” (37 percent).

MOST APPEALING ASPECTS BY AGE GROUPS

For respondents under 35 years “independence” and “self-fulfillment” are equally appealing (each 50 percent), followed by “second income prospects” (39 percent). For respondents between 35 and 49 years (52 percent) and those over 50 years (45 percent) consider “independence” as most appealing. Both groups rank “self-fulfillment” (from 35 to 49 years: 48 percent; over 50 years: 40 percent) second, and “second income prospects” (from 35 to 49 years: 40 percent; over 50 years: 35 percent) third.

QUESTION 2: WHICH OF THE FOLLOWING ASPECTS APPEAL TO YOU?

MOST APPEALING ASPECTS BY REGION

Asia: “self-fulfillment” (54 percent), “independence” (53 percent), “second income prospects” (50 percent), “family aspects” (50 percent).

EU: “independence” (49 percent), “self-fulfillment” (44 percent), “second income prospects” (32 percent).

Latin America: “independence” (40 percent), “self-fulfillment” (40 percent), “second income prospects” (38 percent), “family aspects” (38 percent).

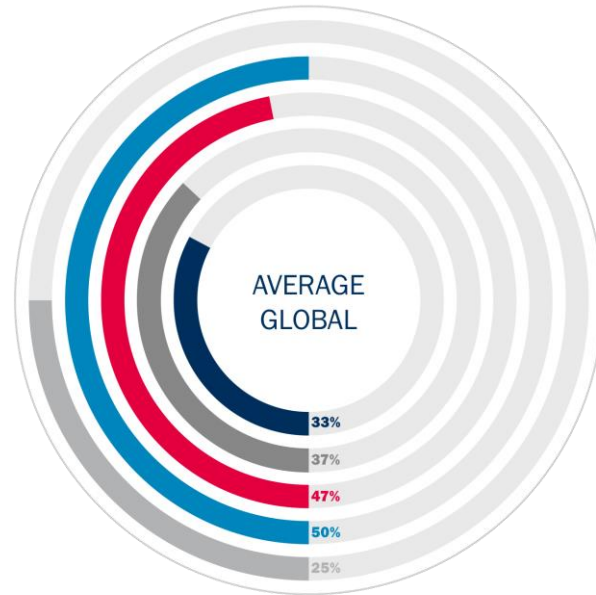
North America: “independence” (84 percent), “self-fulfillment” (83 percent), “second income prospects” (72 percent).

MOST APPEALING ASPECTS BY EDUCATION

University graduates consider rank the appealing aspects as follows: “self-fulfillment” (54 percent), “independence” (52 percent), “second income prospects” (40 percent).

Respondents without a degree rank them slightly different: “independence” (49 percent), “self-fulfillment” (44 percent), “second income prospects” (37 percent).

QUESTION 2: WHICH OF THE FOLLOWING ASPECTS APPEAL TO YOU?



■ BETTER COMPATIBILITY OF FAMILY,
LEISURE TIME, AND CAREER

■ SECOND INCOME PROSPECTS

■ SELF-FULFILLMENT;
POSSIBILITY
TO REALIZE OWN IDEAS

■ INDEPENDENCE FROM AN EMPLOYER,
BEING MY OWN BOSS

■ RETURN TO JOB MARKET,
ALTERNATIVE TO UNEMPLOYMENT

QUESTION 2: WHICH OF THE FOLLOWING ASPECTS APPEAL TO YOU?



AVERAGE ASIA

50% **50%** **54%**
53% **29%**



AVERAGE EU

25% **32%** **44%**
49% **23%**



AVERAGE LATIN AMERICA

38% **38%** **40%**
40% **17%**



AVERAGE NORTH AMERICA

69% **72%** **83%**
84% **61%**

■ BETTER COMPATIBILITY OF FAMILY, LEISURE TIME, AND CAREER

■ SECOND INCOME PROSPECTS

■ SELF-FULFILLMENT; POSSIBILITY TO REALIZE OWN IDEAS

■ INDEPENDENCE FROM AN EMPLOYER, BEING MY OWN BOSS

■ RETURN TO JOB MARKET, ALTERNATIVE TO UNEMPLOYMENT

QUESTION 2: WHICH OF THE FOLLOWING ASPECTS APPEAL TO YOU? – PART 1

	BETTER COMPATIBILITY OF FAMILY, LEISURE TIME, AND CAREER	SECOND INCOME PROSPECTS	SELF-FULFILLMENT; POSSIBILITY TO REALIZE OWN IDEAS	INDEPENDENCE FROM AN EMPLOYER, BEING MY OWN BOSS	RETURN TO JOB MARKET, ALTERNATIVE TO UNEMPLOYMENT	NONE
AUSTRALIA	49%	50%	64%	71%	39%	3%
AUSTRIA	27%	32%	47%	52%	32%	14%
BELGIUM	46%	52%	79%	70%	45%	8%
BRAZIL	22%	25%	35%	42%	21%	2%
BULGARIA	16%	28%	24%	31%	11%	30%
CANADA	70%	75%	85%	85%	64%	4%
CHINA	73%	71%	72%	65%	44%	8%
COLOMBIA	40%	38%	40%	41%	24%	18%
CROATIA	25%	46%	41%	56%	21%	7%
CZECH REPUBLIC	15%	27%	38%	47%	26%	18%
DENMARK	34%	47%	77%	71%	41%	3%
ESTONIA	35%	44%	52%	53%	24%	7%
FINLAND	17%	20%	49%	39%	16%	16%
GLOBAL	33%	37%	47%	50%	25%	11%

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 2: WHICH OF THE FOLLOWING ASPECTS APPEAL TO YOU? – PART 2

	BETTER COMPATIBILITY OF FAMILY, LEISURE TIME, AND CAREER	SECOND INCOME PROSPECTS	SELF-FULFILLMENT; POSSIBILITY TO REALIZE OWN IDEAS	INDEPENDENCE FROM AN EMPLOYER, BEING MY OWN BOSS	RETURN TO JOB MARKET, ALTERNATIVE TO UNEMPLOYMENT	NONE
FRANCE	19%	13%	47%	49%	14%	14%
GERMANY	28%	37%	44%	51%	21%	21%
GREAT BRITAIN	27%	18%	38%	49%	13%	11%
GREECE	23%	33%	38%	42%	34%	9%
HUNGARY	23%	33%	31%	41%	10%	19%
INDIA	33%	53%	45%	50%	21%	2%
IRELAND	24%	19%	35%	45%	18%	18%
ITALY	20%	21%	36%	43%	18%	1%
JAPAN	30%	29%	37%	16%	6%	22%
KOREA	17%	13%	38%	26%	17%	9%
LATVIA	30%	39%	40%	50%	19%	5%
LITHUANIA	31%	46%	42%	51%	21%	11%
MALAYSIA	69%	61%	66%	56%	42%	4%
GLOBAL	33%	37%	47%	50%	25%	11%

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 2: WHICH OF THE FOLLOWING ASPECTS APPEAL TO YOU? – PART 3

	BETTER COMPATIBILITY OF FAMILY, LEISURE TIME, AND CAREER	SECOND INCOME PROSPECTS	SELF-FULFILLMENT; POSSIBILITY TO REALIZE OWN IDEAS	INDEPENDENCE FROM AN EMPLOYER, BEING MY OWN BOSS	RETURN TO JOB MARKET, ALTERNATIVE TO UNEMPLOYMENT	NONE
MEXICO	53%	52%	45%	38%	7%	1%
NETHERLANDS	24%	21%	47%	56%	25%	5%
NORWAY	36%	33%	54%	44%	25%	5%
POLAND	23%	30%	40%	48%	23%	13%
PORTUGAL	19%	17%	38%	45%	35%	7%
ROMANIA	19%	41%	26%	42%	13%	24%
RUSSIA	19%	31%	25%	25%	12%	25%
SLOVAKIA	21%	36%	32%	44%	14%	17%
SLOVENIA	30%	37%	52%	47%	32%	4%
SOUTH AFRICA	36%	34%	43%	49%	24%	7%
SPAIN	19%	12%	35%	45%	20%	22%
SWEDEN	37%	40%	69%	66%	37%	6%
SWITZERLAND	38%	27%	59%	59%	25%	10%
GLOBAL	33%	37%	47%	50%	25%	11%

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 2: WHICH OF THE FOLLOWING ASPECTS APPEAL TO YOU? – PART 4

	BETTER COMPATIBILITY OF FAMILY, LEISURE TIME, AND CAREER	SECOND INCOME PROSPECTS	SELF-FULFILLMENT; POSSIBILITY TO REALIZE OWN IDEAS	INDEPENDENCE FROM AN EMPLOYER, BEING MY OWN BOSS	RETURN TO JOB MARKET, ALTERNATIVE TO UNEMPLOYMENT	NONE
TAIWAN	67%	63%	79%	66%	42%	5%
THAILAND	48%	53%	36%	71%	9%	0%
TURKEY	13%	25%	25%	29%	19%	20%
UKRAINE	9%	34%	21%	16%	14%	36%
USA	67%	68%	80%	82%	58%	4%
VIETNAM	59%	56%	58%	76%	50%	1%
GLOBAL	33%	37%	47%	50%	25%	11%

COUNTRIES IN ALPHABETICAL ORDER.



2016

AMWAY GLOBAL ENTREPRENEURSHIP REPORT

QUESTION 3

AMWAY ENTREPRENEURIAL SPIRIT INDEX

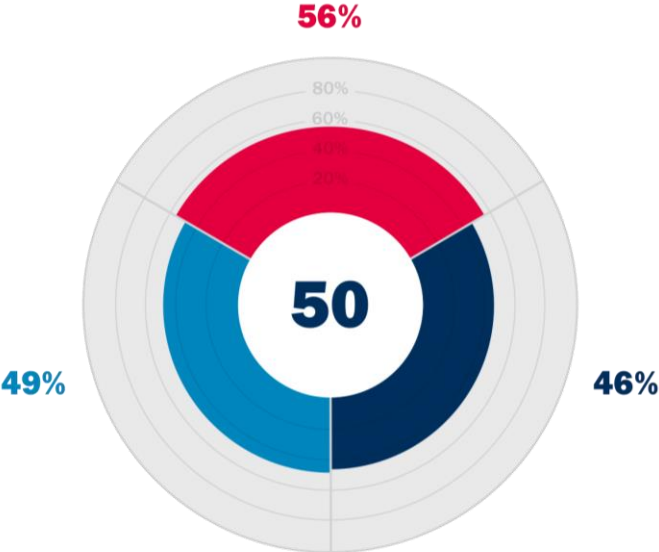
QUESTION 3: THE AMWAY ENTREPRENEURIAL SPIRIT INDEX (AESI)

AESI	The global AESI score is 50.*
AESI BY GENDER	Men (55) have a clearly higher AESI score than women (47).
AESI BY AGE GROUPS	Respondents under 35 years (55), and from 35 to 49 years (54) reach a much higher AESI score than those aged over 50 years (44)
AESI BY REGION	Latin America (64), Asia (63), North America (54), EU (45).
AESI BY EDUCATION	University degree holders show a higher AESI score (56) than non-graduates (49).

*THE AESI SCORE ALWAYS HAS TO BE STATED WITHOUT PERCENT.

QUESTION 3: THE AMWAY ENTREPRENEURIAL SPIRIT INDEX (AESI)

AVERAGE INDEX GLOBAL



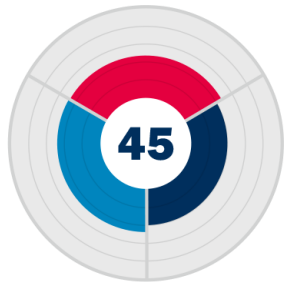
XX INDEX ■ DESIRE ■ FEASIBILITY ■ STABILITY

QUESTION 3: THE AMWAY ENTREPRENEURIAL SPIRIT INDEX (AESI)



AVERAGE INDEX
ASIA

76% **57%** **58%**



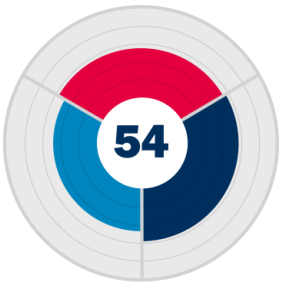
AVERAGE INDEX
EU

47% **40%** **48%**



AVERAGE INDEX
LATIN AMERICA

88% **60%** **44%**



AVERAGE INDEX
NORTH AMERICA

56% **59%** **47%**

XX INDEX ■ DESIRE ■ FEASIBILITY ■ STABILITY

REGIONS IN ALPHABETICAL ORDER.

QUESTION 3: THE AMWAY ENTREPRENEURIAL SPIRIT INDEX (AESI) – PART 1

	DESIRE	FEASIBILITY	STABILITY	INDEX	CHANGE SINCE 2015
AUSTRALIA	54%	57%	43%	51	0
AUSTRIA	31%	32%	44%	36	+1
BELGIUM	47%	45%	45%	46	+5
BRAZIL	82%	66%	66%	71	+2
BULGARIA	34%	20%	25%	26	-9
CANADA	50%	56%	46%	51	+1
CHINA	77%	77%	69%	74	-5
COLOMBIA	89%	57%	26%	57	-2
CROATIA	27%	43%	51%	40	+12
CZECH REPUBLIC	59%	40%	56%	52	0
DENMARK	60%	52%	45%	52	-1
ESTONIA	49%	35%	48%	44	0
FINLAND	55%	42%	63%	53	-1
GLOBAL	56%	46%	49%	50	-1

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 3: THE AMWAY ENTREPRENEURIAL SPIRIT INDEX (AESI) – PART 2

	DESIRE	FEASIBILITY	STABILITY	INDEX	CHANGE SINCE 2015
FRANCE	34%	51%	55%	47	+9
GERMANY	31%	32%	40%	34	+3
GREAT BRITAIN	48%	55%	47%	50	+2
GREECE	63%	36%	55%	51	+1
HUNGARY	40%	23%	55%	39	+2
INDIA	92%	71%	78%	80	+1
IRELAND	43%	47%	42%	44	-8
ITALY	49%	43%	46%	46	-4
JAPAN	42%	13%	24%	26	+7
KOREA	64%	37%	44%	48	+4
LATVIA	49%	40%	51%	47	+2
LITHUANIA	78%	42%	58%	59	-1
MALAYSIA	82%	63%	65%	70	-3
GLOBAL	56%	46%	49%	50	-1

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 3: THE AMWAY ENTREPRENEURIAL SPIRIT INDEX (AESI) – PART 3

	DESIRE	FEASIBILITY	STABILITY	INDEX	CHANGE SINCE 2015
MEXICO	93%	58%	40%	64	-10
NETHERLANDS	53%	54%	58%	55	+2
NORWAY	47%	53%	41%	47	+3
POLAND	27%	34%	36%	32	+3
PORTUGAL	45%	39%	54%	46	+2
ROMANIA	34%	21%	45%	33	-5
RUSSIA	44%	23%	33%	33	+1
SLOVAKIA	55%	35%	51%	47	+1
SLOVENIA	66%	54%	56%	59	-11
SOUTH AFRICA	72%	72%	79%	74	0
SPAIN	41%	38%	39%	39	-5
SWEDEN	62%	58%	42%	54	+5
SWITZERLAND	42%	47%	47%	45	-2
GLOBAL	56%	46%	49%	50	-1

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 3: THE AMWAY ENTREPRENEURIAL SPIRIT INDEX (AESI) – PART 4

	DESIRE	FEASIBILITY	STABILITY	INDEX	CHANGE SINCE 2015
TAIWAN	70%	47%	32%	50	-
THAILAND	87%	67%	76%	77	-2
TURKEY	48%	37%	48%	44	-18
UKRAINE	35%	26%	37%	33	-1
USA	61%	61%	47%	56	+3
VIETNAM	91%	79%	74%	81	+4
GLOBAL	56%	46%	49%	50	-1

COUNTRIES IN ALPHABETICAL ORDER.



2016

AMWAY GLOBAL ENTREPRENEURSHIP REPORT

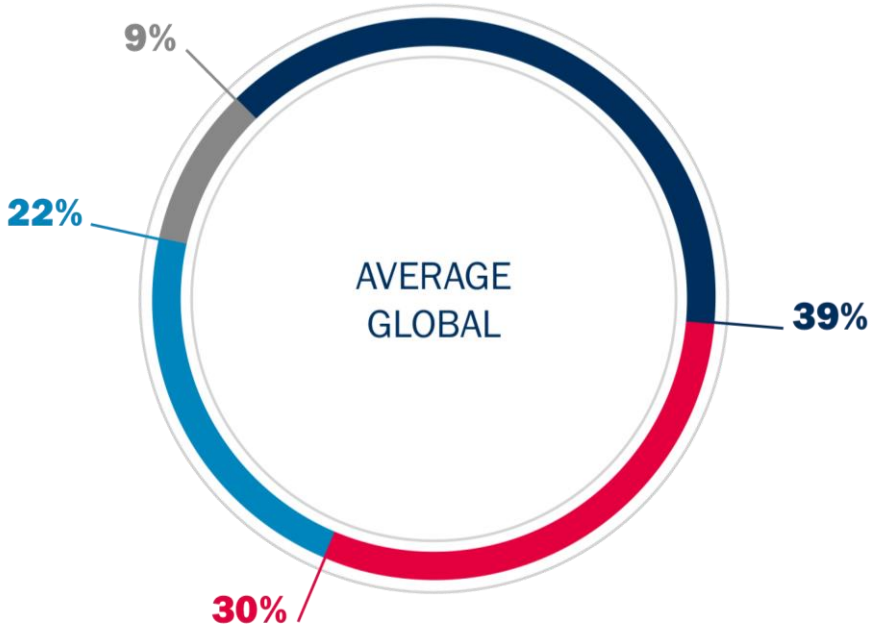
QUESTION 4

FUTURE OF SELF-EMPLOYMENT

QUESTION 4: FUTURE OF SELF-EMPLOYMENT

LIKELINESS OF SELF-EMPLOYMENT	Worldwide, 39 percent of respondents believe that self-employment will be more likely.
LIKELINESS BY GENDER	39 percent of both men and women believe in more self-employment.
LIKELINESS BY AGE GROUPS	41 percent of respondents under 35 years, 39 percent of those between 35 and 49 years, and 37 percent of respondents over 50 years think that self-employment will increase.
LIKELINESS BY REGION	Latin America (59 percent), Asia (45 percent), North America (43 percent), EU (35 percent).
LIKELINESS BY EDUCATION	University degree holders (46 percent) have a stronger belief in more self-employment than non-graduates (37 percent).

QUESTION 4: FUTURE OF SELF-EMPLOYMENT



■ MORE LIKELY TO BE SELF-EMPLOYED ■ AS LIKELY TO BE SELF-EMPLOYED ■ LESS LIKELY TO BE SELF-EMPLOYED ■ NO ANSWER

QUESTION 4: FUTURE OF SELF-EMPLOYMENT



AVERAGE
ASIA

45% **32%** **20%** **3%**



AVERAGE
EU

35% **30%** **24%** **11%**



AVERAGE
LATIN AMERICA

59% **19%** **20%** **2%**



AVERAGE
NORTH AMERICA

43% **25%** **30%** **2%**

■ MORE LIKELY TO BE SELF-EMPLOYED ■ AS LIKELY TO BE SELF-EMPLOYED ■ LESS LIKELY TO BE SELF-EMPLOYED ■ NO ANSWER

REGIONS IN ALPHABETICAL ORDER.

QUESTION 4: FUTURE OF SELF-EMPLOYMENT – PART 1

	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
AUSTRALIA	34%	36%	27%
AUSTRIA	39%	42%	16%
BELGIUM	38%	20%	39%
BRAZIL	61%	7%	26%
BULGARIA	20%	30%	18%
CANADA	45%	28%	24%
CHINA	50%	30%	17%
COLOMBIA	73%	13%	12%
CROATIA	30%	29%	33%
CZECH REPUBLIC	21%	38%	27%
DENMARK	50%	32%	13%
ESTONIA	36%	31%	25%
FINLAND	51%	33%	14%
FRANCE	45%	18%	29%
GERMANY	31%	44%	15%
GREAT BRITAIN	43%	33%	17%
GREECE	24%	18%	55%
GLOBAL	39%	30%	22%

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 4: FUTURE OF SELF-EMPLOYMENT – PART 2

	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
HUNGARY	18%	43%	26%
INDIA	60%	23%	12%
IRELAND	25%	26%	26%
ITALY	37%	36%	26%
JAPAN	22%	40%	37%
KOREA	33%	41%	16%
LATVIA	33%	30%	29%
LITHUANIA	43%	25%	25%
MALAYSIA	42%	37%	19%
MEXICO	42%	36%	22%
NETHERLANDS	61%	21%	17%
NORWAY	57%	22%	15%
POLAND	30%	41%	11%
PORTUGAL	28%	25%	30%
ROMANIA	22%	29%	23%
RUSSIA	25%	40%	14%
SLOVAKIA	19%	38%	24%
GLOBAL	39%	30%	22%

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 4: FUTURE OF SELF-EMPLOYMENT – PART 3

	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
SLOVENIA	53%	20%	22%
SOUTH AFRICA	48%	26%	14%
SPAIN	30%	27%	31%
SWEDEN	57%	28%	12%
SWITZERLAND	44%	30%	20%
TAIWAN	55%	22%	22%
THAILAND	38%	40%	21%
TURKEY	18%	43%	18%
UKRAINE	25%	29%	12%
USA	40%	22%	35%
VIETNAM	59%	26%	16%
GLOBAL	39%	30%	22%

COUNTRIES IN ALPHABETICAL ORDER.



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QUESTION 5

SEARCHING AND ACQUIRING CUSTOMERS

QUESTION 5: COMFORTABILITY WITH SEARCHING AND ACQUIRING CUSTOMERS

COMFORTABILITY

Worldwide, 56 percent of respondents would feel comfortable with searching and acquiring customers on a self-employed basis.

COMFORTABILITY BY GENDER

Men (60 percent) feel clearly more comfortable with this task than women (52 percent).

COMFORTABILITY BY AGE GROUPS

The younger respondents are the more comfortable they feel when given this task (under 35 years: 63 percent; from 35 to 49 years: 58 percent; over 50 percent: 48 percent).

COMFORTABILITY BY REGION

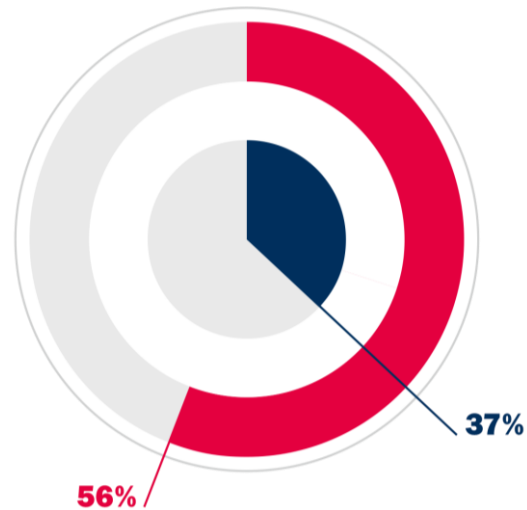
Latin America (77 percent), North America (64 percent), Asia (62 percent), EU (51 percent).

COMFORTABILITY BY EDUCATION

University degree holders (60 percent) feel more comfortable than respondents without a degree (37 percent).

QUESTION 5: COMFORTABILITY WITH SEARCHING AND ACQUIRING CUSTOMERS

AVERAGE GLOBAL



COMFORTABLE UNCOMFORTABLE

QUESTION 5: COMFORTABILITY WITH SEARCHING AND ACQUIRING CUSTOMERS



AVERAGE
ASIA

62% **36%**



AVERAGE
EU

51% **40%**



AVERAGE
LATIN AMERICA

77% **21%**



AVERAGE
NORTH AMERICA

64% **35%**

■ COMFORTABLE ■ UNCOMFORTABLE

REGIONS IN ALPHABETICAL ORDER.

QUESTION 5: COMFORTABILITY WITH SEARCHING AND ACQUIRING CUSTOMERS – PART 1

	COMFORTABLE	UNCOMFORTABLE
AUSTRALIA	60%	39%
AUSTRIA	43%	51%
BELGIUM	48%	49%
BRAZIL	71%	24%
BULGARIA	31%	36%
CANADA	62%	37%
CHINA	69%	29%
COLOMBIA	75%	23%
CROATIA	52%	36%
CZECH REPUBLIC	44%	45%
DENMARK	58%	38%
ESTONIA	52%	41%
FINLAND	63%	31%
FRANCE	59%	36%
GERMANY	40%	53%
GLOBAL	56%	37%

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 5: COMFORTABILITY WITH SEARCHING AND ACQUIRING CUSTOMERS – PART 2

	COMFORTABLE	UNCOMFORTABLE
GREAT BRITAIN	64%	32%
GREECE	48%	49%
HUNGARY	31%	59%
INDIA	57%	39%
IRELAND	49%	34%
ITALY	62%	37%
JAPAN	33%	66%
KOREA	28%	62%
LATVIA	54%	41%
LITHUANIA	75%	20%
MALAYSIA	79%	20%
MEXICO	84%	15%
NETHERLANDS	63%	36%
NORWAY	65%	31%
POLAND	48%	36%
GLOBAL	56%	37%

COUNTRIES IN ALPHABETICAL ORDER.

QUESTION 5: COMFORTABILITY WITH SEARCHING AND ACQUIRING CUSTOMERS – PART 3

	COMFORTABLE	UNCOMFORTABLE
PORTUGAL	54%	39%
ROMANIA	38%	37%
RUSSIA	47%	38%
SLOVAKIA	33%	51%
SLOVENIA	65%	33%
SOUTH AFRICA	73%	18%
SPAIN	35%	53%
SWEDEN	72%	26%
SWITZERLAND	55%	42%
TAIWAN	63%	36%
THAILAND	72%	28%
TURKEY	47%	34%
UKRAINE	36%	31%
USA	66%	33%
VIETNAM	96%	4%
GLOBAL	56%	37%

COUNTRIES IN ALPHABETICAL ORDER.



2016

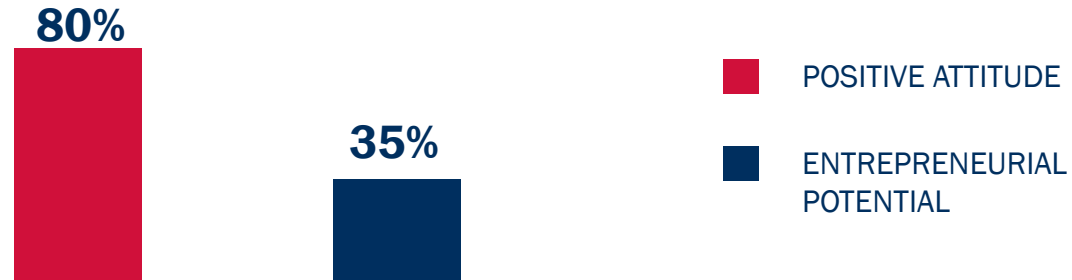
AMWAY GLOBAL ENTREPRENEURSHIP REPORT

LOCAL KEY FINDINGS

BELGIUM

QUESTION 1: HOW DO YOU SEE ENTREPRENEURSHIP?

- On average, 80 percent of Belgian respondents have generally a positive attitude towards entrepreneurship. Compared to the last two years, the positive attitude rose by 7 percent (2015: 73 percent; 2014: 73 percent).
- Entrepreneurial potential in Belgium increased the second year in a row: 35 percent of respondents in Belgium can imagine starting their own business (2015: 33 percent; 2014: 32 percent).



QUESTION 2: WHICH OF THE FOLLOWING ASPECTS APPEAL TO YOU?

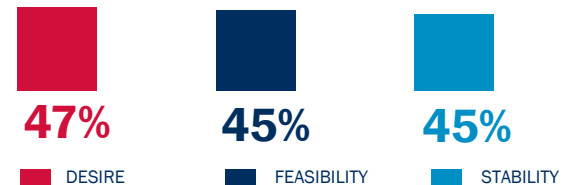
- In comparison to last year, “self-fulfillment” (+9 percent), possible “second income prospects” (+8 percent), “independence” (+7 percent) and a “better compatibility of family, leisure time and career” (+5 percent) seem to get more important reasons for Belgians regarding a self-employment.



QUESTION 3: THE AMWAY ENTREPRENEURIAL SPIRIT INDEX (AESI)

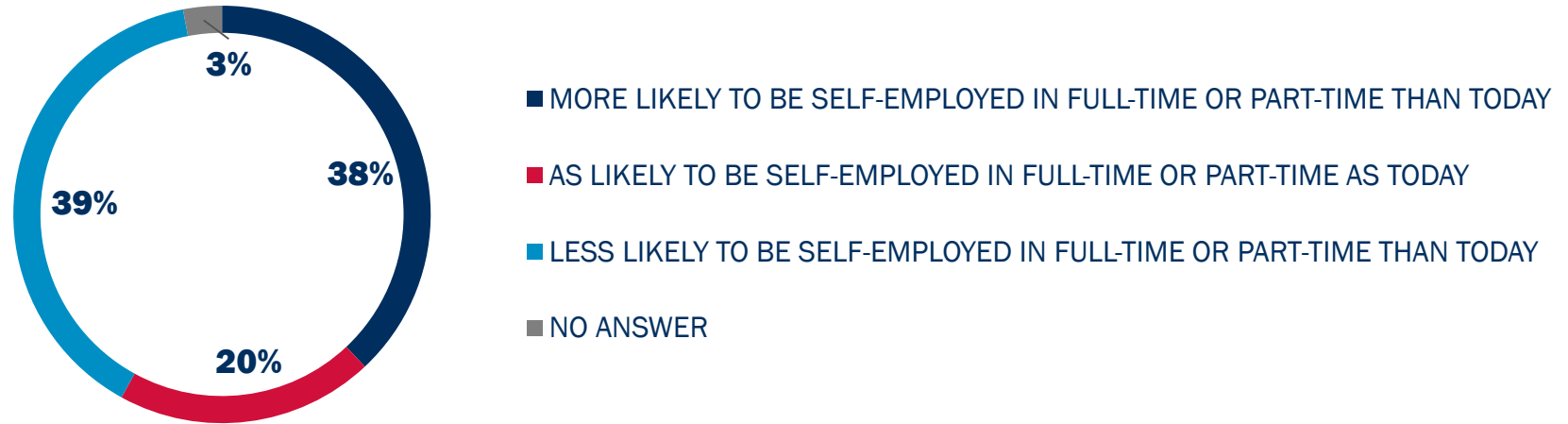
- The AESI score of Belgium increased by 5 points meaning a total score of 46 and is therefore on a slightly lower level than the international average (50), but on the same level as the EU average (45).
- With the female group all values increased significantly (desire: 45 percent, 2015: 36 percent; feasibility: 41 percent, 2015: 33 percent and control: 43 percent; 2015: 39 percent), raising their AESI score from 36 to 43.
- Compared to last year, the score of those aged over 50 years increased significantly by 11 percent, while the others nearly stayed on the same level.

AESI SCORE
46



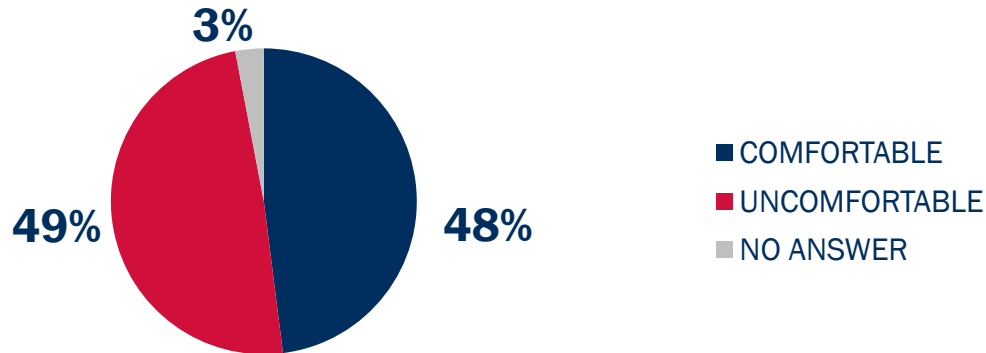
QUESTION 4: FUTURE OF SELF-EMPLOYMENT

- Compared to the international average, significantly more Belgian respondents expect self-employment to decrease in the next five years (world: more: 39 percent; equal: 30 percent; less: 22 percent)



QUESTION 5: COMFORTABILITY WITH SEARCHING AND ACQUIRING CUSTOMERS

- Less respondents in Belgium are therefore comfortable with searching and acquiring customers than the average of respondents worldwide (comfortable: 56 percent; uncomfortable: 37 percent), but on a comparable level to the European Union (comfortable: 51 percent; uncomfortable: 40 percent).
- With respect to age, respondents aged 35 to 49 (50 percent) are slightly more comfortable with acquiring their own costumers than those over 50 (49 percent).





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AMWAY GLOBAL ENTREPRENEURSHIP REPORT

APPENDIX

QUESTIONNAIRE

QUESTION 1

How do you see entrepreneurship? Which of the following statements do you agree with?

Show / read out list! One answer only!

My attitude towards entrepreneurship is ...

... positive ...

... and I can imagine starting my own business

... but however I cannot imagine starting my own business

... negative ...

... but however I can imagine starting my own business

... and I cannot imagine starting my own business

Don't know / No answer **(Do NOT show and NOT read out!)**

QUESTION 2

In your opinion, which of the following aspects appeal to you as reasons to start up your own business?

Show / read out list! Multiple answers! Randomize order!

- Better compatibility of family, leisure time and career
- Second income prospects
- Self-fulfillment; possibility to realize own ideas
- Independence from an employer, being my own boss
- Return to job market, alternative to unemployment
- None of the above **(Do NOT show and NOT read out!)**

QUESTION 3

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

Show / read out list! One answer per statement only! Randomize order!

	Yes	No
I consider starting a business as a desirable career opportunity for myself	<input type="checkbox"/>	<input type="checkbox"/>
My family or friends could never dissuade me from starting a business	<input type="checkbox"/>	<input type="checkbox"/>
I possess the necessary skills and resources for starting a business	<input type="checkbox"/>	<input type="checkbox"/>

QUESTION 4

How do you think the trend of self-employment will look in the next five years?

While an employee receives a regular salary by one company, a self-employed person needs to be paid directly by customers. Self-employed people earn revenue for themselves by searching for and acquiring customers to whom they will sell products or provide services.

Show / read out list! One answer only!

In five years, people in my country will be ...

- ... 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
- Don't know / No answer **(Do NOT show and NOT read out!)**

QUESTION 5

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

Show / read out list! One answer only!

- Very comfortable
- Rather comfortable
- Rather uncomfortable
- Very uncomfortable
- Don't know / No answer **(Do NOT show and NOT read out!)**

The image features the Amway logo centered on a dark blue background. The logo consists of the word "Amway" in a bold, white, sans-serif font. A white, curved underline is positioned beneath the text, starting under the 'A' and ending under the 'y'. The background is a stylized world map composed of a grid of small, light blue dots, with the density of the dots varying to represent the continents.

Amway

CONTACT