

**Amway**



# AGER 2016

AMWAY GLOBAL ENTREPRENEURSHIP REPORT

ENTREPRENEURSHIP  
IN A CHANGING  
WORK ENVIRONMENT

# FACTS AND FIGURES

---



**SAMPLE**  
**50,861**

50,861 women and men aged 14-99  
(representative target groups of the  
countries' populations)

---



**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



**EDITION**  
**7th**

---



**FIELDWORK**  
April to June 2016

---



**METHOD**  
Face-to-face/  
telephone interviews

---

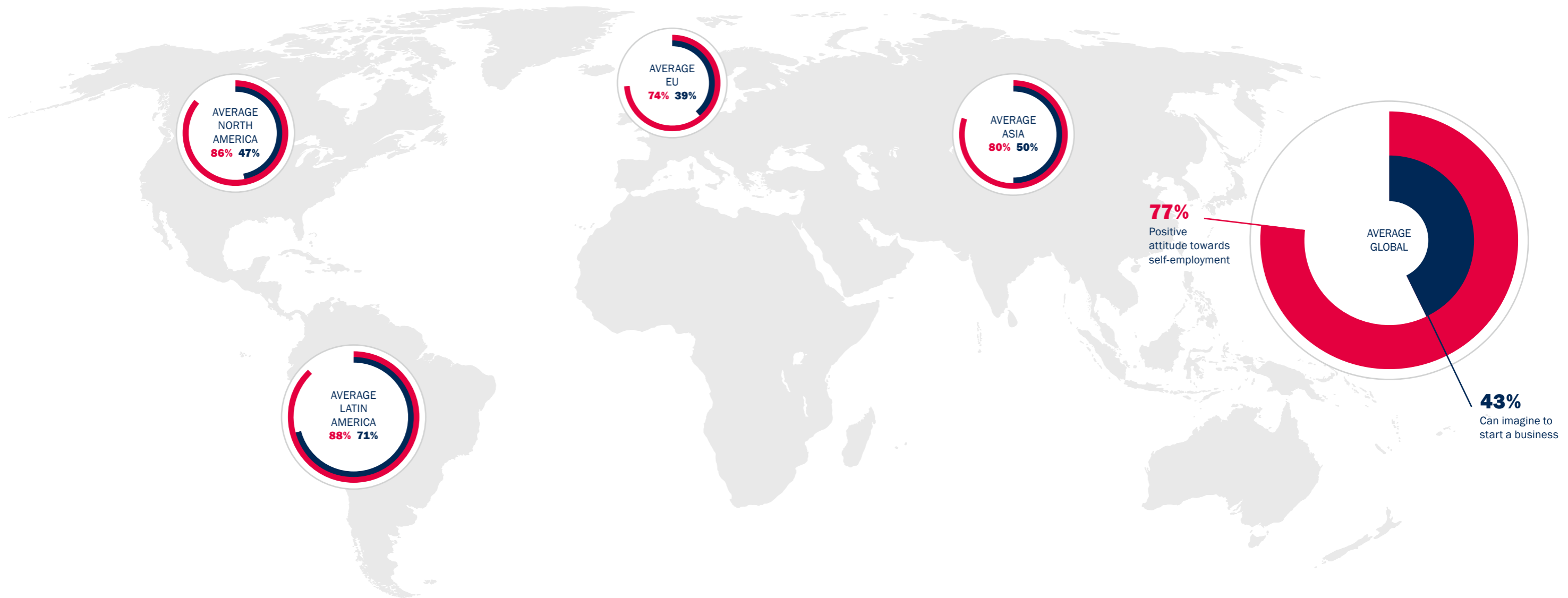


**INSTITUTE**  
GfK Nuremberg, Germany

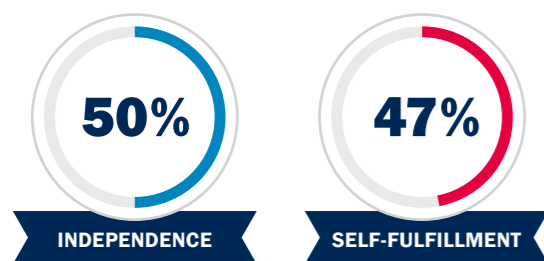
---

# 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.

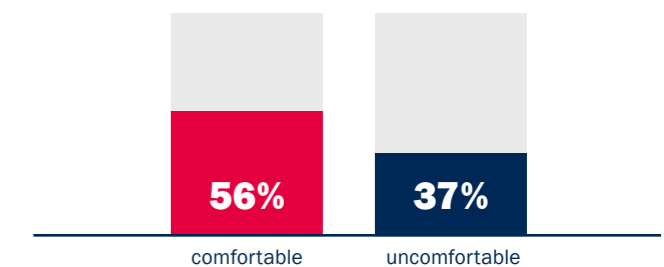
## 50



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



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





## “PEOPLE BELIEVE IN AN ENTREPRENEURIAL FUTURE.”

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.

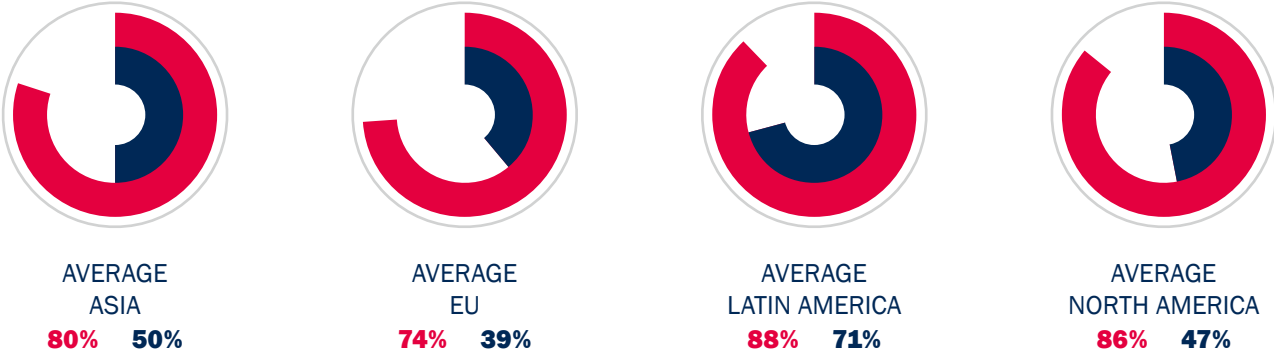
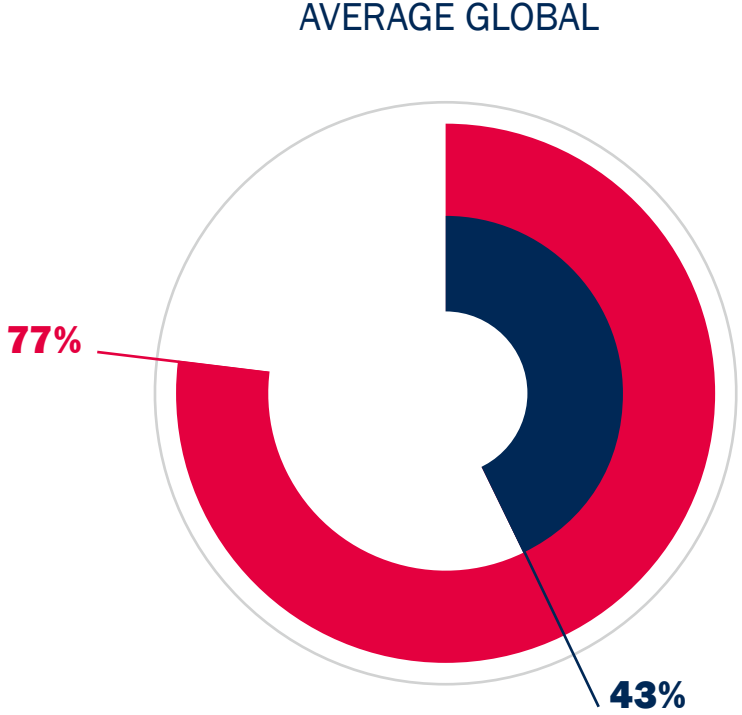
**Doug DeVos**  
President

**Steve Van Andel**  
Chairman

# 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).



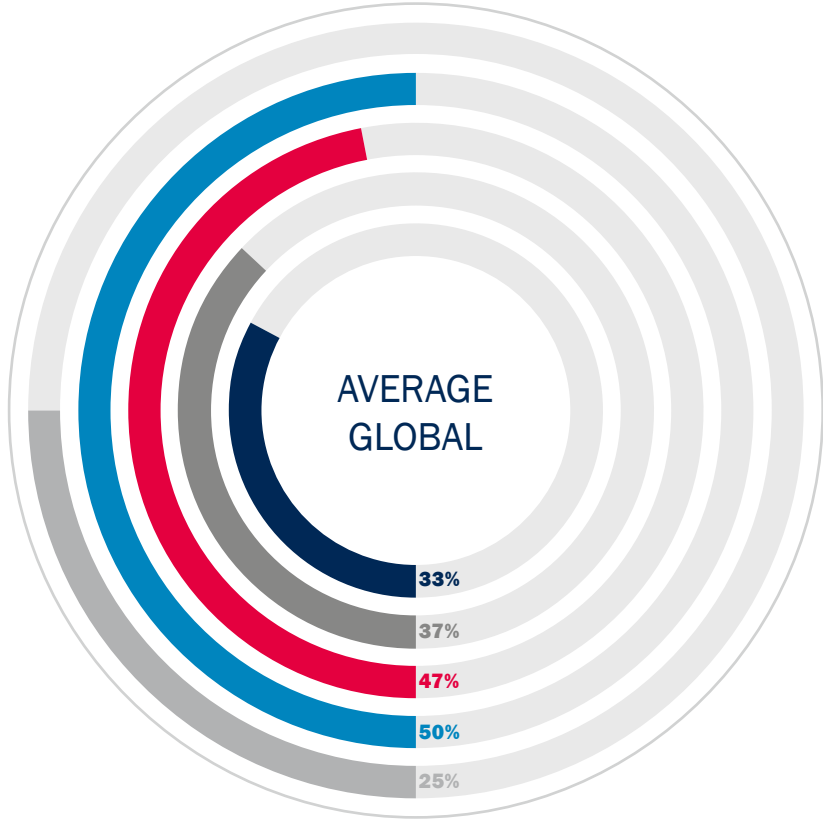
**KEY FINDINGS:** Again this year, respondents globally have a positive attitude towards entrepreneurship. Their entrepreneurial potential also stays at an encouraging level. The next page displays the results of the participating countries in descending order of the positive attitude.

# REASONS TO START A BUSINESS

**QUESTION 2:** In your opinion, which of the following aspects appeal to you as reasons to start up your own business?

**ANSWERS:**

- 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.



**AVERAGE ASIA**  
50% 50% 54%  
53% 29%



**AVERAGE EU**  
25% 32% 44%  
49% 23%

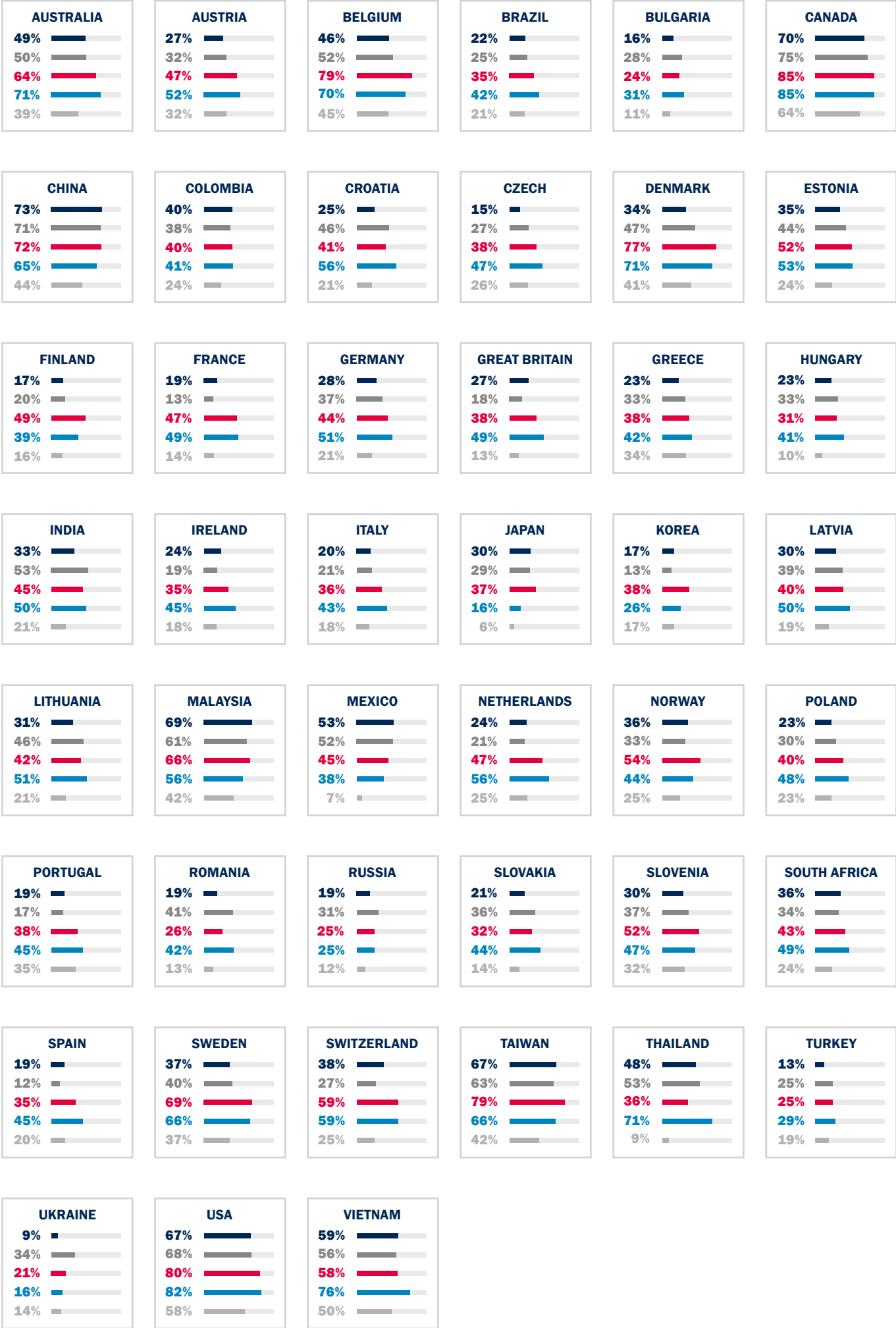


**AVERAGE LATIN AMERICA**  
38% 38% 40%  
40% 17%



**AVERAGE NORTH AMERICA**  
69% 72% 83%  
84% 61%

**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.



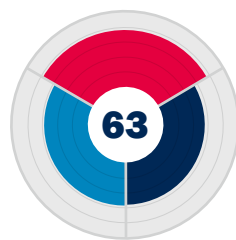
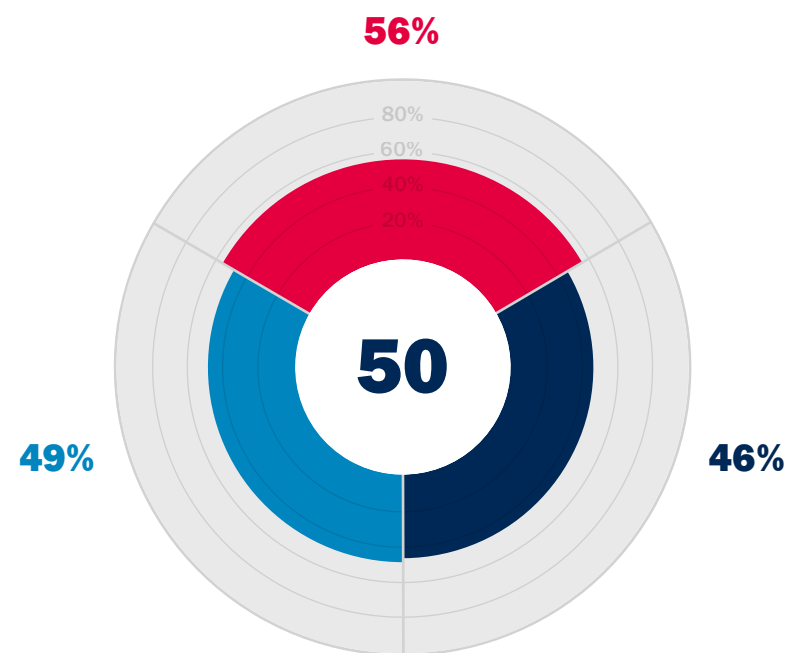
# AMWAY ENTREPRENEURIAL SPIRIT INDEX

**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)?

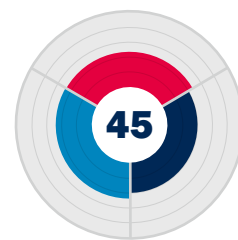
**ANSWERS:**

- 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).

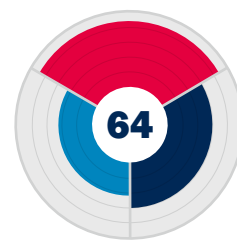
## AVERAGE INDEX GLOBAL



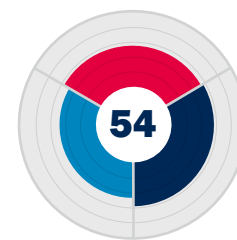
AVERAGE INDEX ASIA  
76% 57% 58%



AVERAGE INDEX EU  
47% 40% 48%



AVERAGE INDEX LATIN AMERICA  
88% 60% 44%



AVERAGE INDEX NORTH AMERICA  
56% 59% 47%

**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
81 ↑4	Vietnam	91%	79%	74%
80 ↑1	India	92%	71%	78%
77 ↓2	Thailand	87%	67%	76%
74 ↓5	China	77%	77%	69%
74 0	South Africa	72%	72%	79%
71 ↑2	Brazil	82%	66%	66%
70 ↓3	Malaysia	82%	63%	65%
64 ↓10	Mexico	93%	58%	40%
59 ↓1	Lithuania	78%	42%	58%
59 ↓11	Slovenia	66%	54%	56%
57 ↓2	Colombia	89%	57%	26%
56 ↑3	USA	61%	61%	47%
55 ↑2	Netherlands	53%	54%	58%
54 ↑5	Sweden	62%	58%	42%
53 ↓1	Finland	55%	42%	63%
52 0	Czech	59%	40%	56%
52 ↓1	Denmark	60%	52%	45%
51 0	Australia	54%	57%	43%
51 ↑1	Canada	50%	56%	46%
51 ↓1	Greece	63%	36%	55%
50 ↑2	Great Britain	48%	55%	47%
50 (new)	Taiwan	70%	47%	32%
48 ↑4	Korea	64%	37%	44%
47 ↑8	France	34%	51%	55%
47 ↑2	Latvia	49%	40%	51%
47 ↑3	Norway	47%	53%	41%
47 ↑1	Slovakia	55%	35%	51%
46 ↑5	Belgium	47%	45%	45%
46 ↓4	Italy	49%	43%	46%
46 ↑2	Portugal	45%	39%	54%
45 ↓2	Switzerland	42%	47%	47%
44 0	Estonia	49%	35%	48%
44 ↓8	Ireland	43%	47%	42%
44 ↓18	Turkey	48%	37%	48%
40 ↑12	Croatia	27%	43%	51%
39 ↑2	Hungary	40%	23%	55%
39 ↓5	Spain	41%	38%	39%
36 ↑1	Austria	31%	32%	44%
34 ↑3	Germany	31%	32%	40%
33 ↓5	Romania	34%	21%	45%
33 ↑1	Russia	44%	23%	33%
33 ↓1	Ukraine	35%	26%	37%
32 ↑3	Poland	27%	34%	36%
26 ↓9	Bulgaria	34%	20%	25%
26 ↑7	Japan	42%	13%	24%

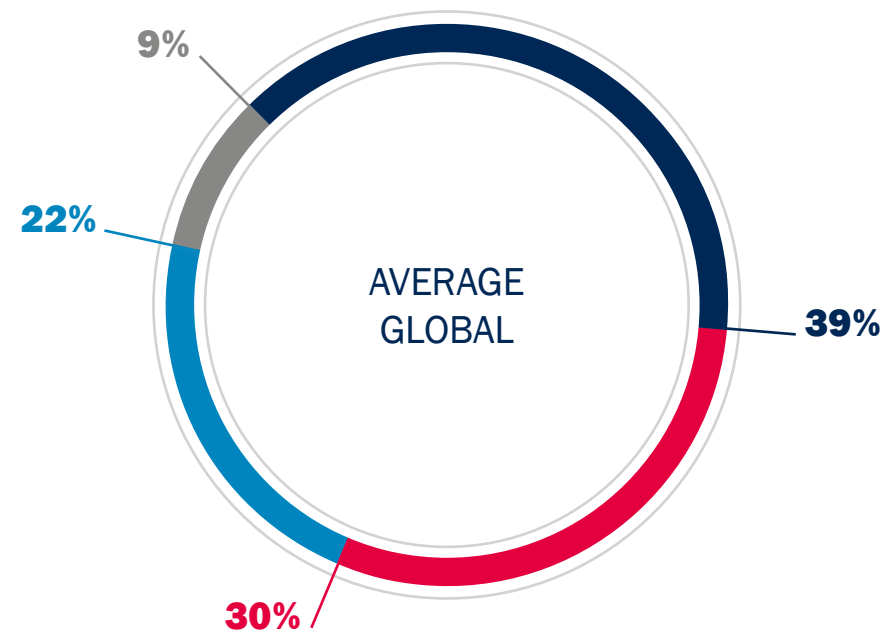
Countries with similar score are ranked according to the not illustrated decimal places in data. The arrows and numbers show the change of the Index value compared to last year.

# FUTURE OF SELF-EMPLOYMENT

**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.



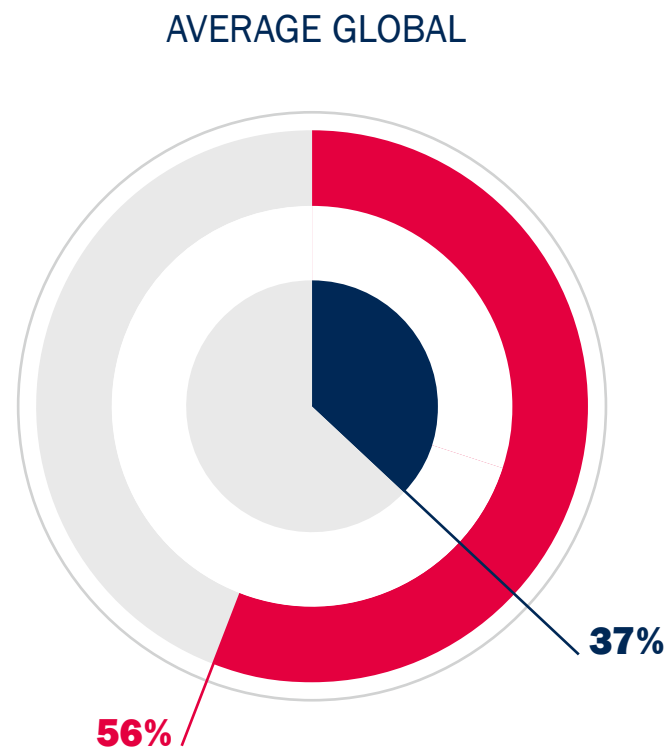


# COMFORTABILITY TO SEARCH AND ACQUIRE CUSTOMERS

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

**ANSWERS:**

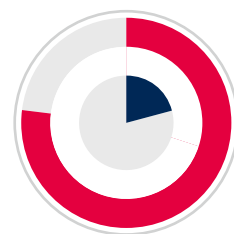
- Comfortable.
- Uncomfortable.



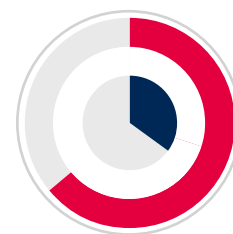
**AVERAGE ASIA**  
62% 36%



**AVERAGE EU**  
51% 40%

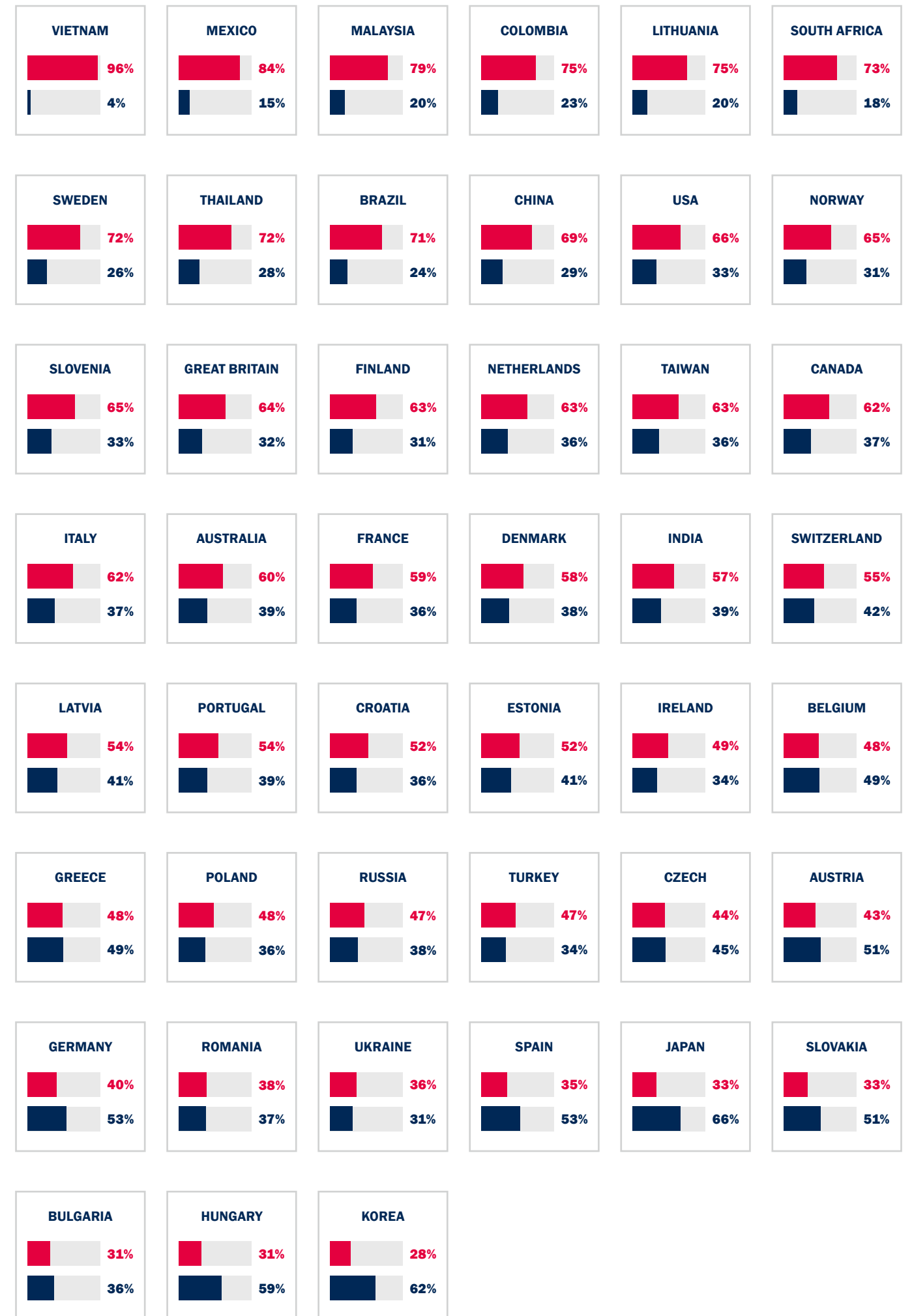


**AVERAGE LATIN AMERICA**  
77% 21%



**AVERAGE NORTH AMERICA**  
64% 35%

**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**

Amway issues the first Amway European Entrepreneurship Report in 11 countries. Focus: The Future of Entrepreneurship.

**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.

---

**Amway**

[AGER@amway.com](mailto:AGER@amway.com)