

# AGER 2018

## AMWAY GLOBAL ENTREPRENEURSHIP REPORT

WHAT DRIVES THE ENTREPRENEURIAL SPIRIT?

Amway

# 44 COUNTRIES

**Asia:** China, India, Japan, Korea, Malaysia, Taiwan, Thailand, and Vietnam

**European Union:** 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:** Canada and USA

*Due to geographical or political reasons, Norway, Russia, South Africa, Switzerland, Turkey and Ukraine cannot be referred to a specific region and are therefore only part of the global average.*

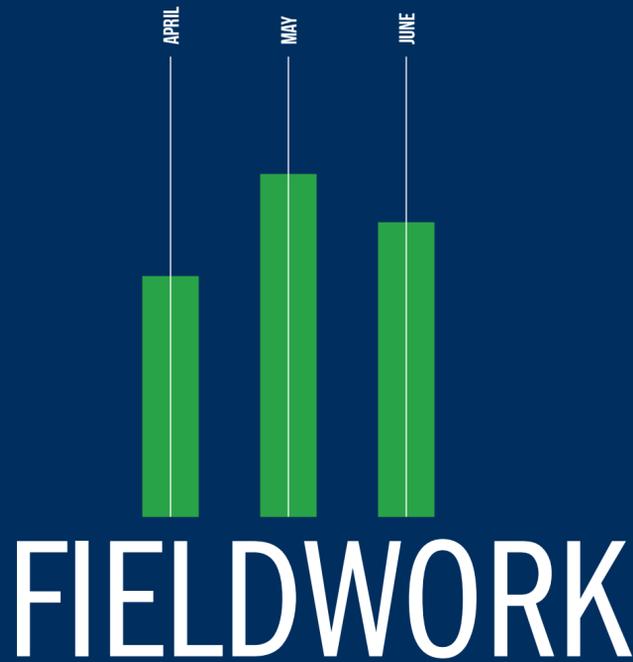


## EIGHTH EDITION

# 48,998



MALES & FEMALES  
AGES 14-99  
SURVEYED




TELEPHONE INTERVIEWS



FACE-TO-FACE INTERVIEWS



GFK NUREMBERG, GERMANY  
INSTITUTE

## QUESTION

### QUESTION 1 · PG.05

The following questions are about entrepreneurship. We define entrepreneurship as starting a business and providing a product or service to customers. With which of the following statements about your country do you agree?

For starting and running a business, ...

- A.... dealing with taxes in my country is manageable
- B. ... my country provides rules and regulations that are easy to understand and follow
- C.... the education system in my country teaches people the skills they need
- D. ... my country has technology available that makes entrepreneurship easier
- E.... the economic situation in my country is beneficial

### QUESTION 2 · PG.06

If you think of yourself, do you agree with the following statements?

- Desire: I consider starting a business as a desirable career opportunity for myself
- Stability: My family or friends could never dissuade me from starting a business
- Feasibility: I possess the necessary skills and resources for starting a business

### QUESTION 3 · PG.07

Please imagine starting a business. With which of the following statements about yourself do you agree?

- A. I can develop business ideas
- B. I know how to raise money for my business idea
- C. I am willing to take the risk of failing
- D. I am willing to sacrifice my free time to work on my business idea
- E. I think that my family and friends are supportive

### QUESTION 4 · PG.08

Please think of yourself. What would be most helpful for you, if you would start a business?

Support in ...

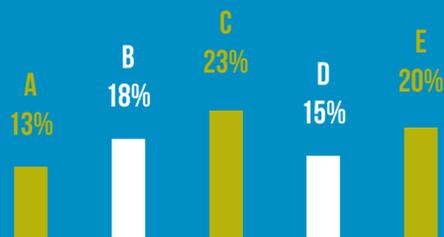
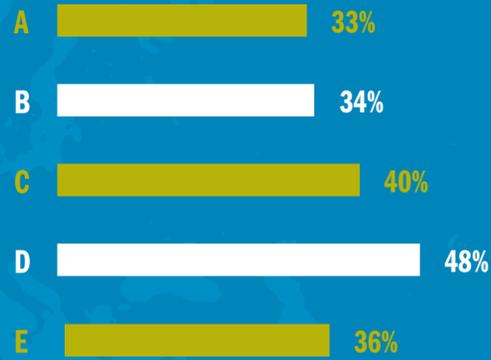
- A. ... setting up my business idea
- B. ... identifying customers and marketing my products or services
- C. ... raising money for my business idea
- D. ... hiring the right people
- E. ... dealing with finances, taxes and regulations

### QUESTION 5 · PG.09

Please imagine starting a business. How would you describe it? For each of the following pairs of statements please indicate which of these two statements applies more to you:

- |   |  |
|---|--|
| <input type="checkbox"/> Social-oriented            | <input type="checkbox"/> Profit-oriented           |
| <input type="checkbox"/> Working alone              | <input type="checkbox"/> Hiring people             |
| <input type="checkbox"/> In a metropolitan area     | <input type="checkbox"/> In the countryside        |
| <input type="checkbox"/> Serve customers personally | <input type="checkbox"/> Serve customers digitally |
| <input type="checkbox"/> Products                   | <input type="checkbox"/> Services                  |

## GLOBAL AVERAGES



# “PEOPLE BELIEVE IN AN ENTREPRENEURIAL FUTURE.”



It's clear that the entrepreneurial spirit is alive and well around the world. We've learned through the Amway Global Entrepreneurship Report (AGER) over the last several years that the majority of people surveyed across the globe are open to owning their own business. But what motivates them, and which external environmental factors or internal attributes play a role, are questions that warrant further examination. That's why we devoted AGER 2018 to What Drives the Entrepreneurial Spirit?

We asked nearly 50,000 respondents in 44 countries about their attitudes and perceptions toward not just the concept of owning a business, but also toward the infrastructure in their country, the type of business they would start, how they assess their own capabilities for starting and running a business and what are the areas of support they seek most.

The results bode well for entrepreneurship and highlight some intriguing insights and opportunities. Those under 35 years old continue to be the most positive toward entrepreneurship overall. There remains great opportunity to better support women who are more risk averse to starting their own businesses. And even though the world is becoming increasingly more digital, most respondents prefer to serve customers personally rather than digitally.

Gaining a greater understanding of why people decide for or against owning a business is helpful for effectively fostering a world of entrepreneurs. This knowledge can help business and government leaders to make decisions and take actions that help more people start their own businesses and reach their full potential in this area. More entrepreneurs mean more opportunity, more economic growth and more prosperity for everyone.

**DOUG DEVOS**  
President

**STEVE VAN ANDEL**  
Chairman

# EXTRINSIC FACTORS: BUSINESS ENVIRONMENT

## QUESTION 1

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- D. ... my country has technology available that makes entrepreneurship easier
- E. ... the economic situation in my country is beneficial

## GLOBAL AVERAGES



## REGION AVERAGES

### NORTH AMERICA



### LATIN AMERICA



### EU



### ASIA



## COUNTRY AVERAGES



**KEY FINDINGS:** Entrepreneurship is more than just officially launching a business – it is about people's attitude and motivation. The business environment as an extrinsic factor influences the entrepreneurial spirit. Asked, how respondents rate five different external aspects regarding starting and running a business in their country, the top-three aspects globally are technology availability (48%), supportive education system (40%) and beneficial economic situation (36%).

# AMWAY ENTREPRENEURIAL SPIRIT INDEX (AESI)

## QUESTION 2

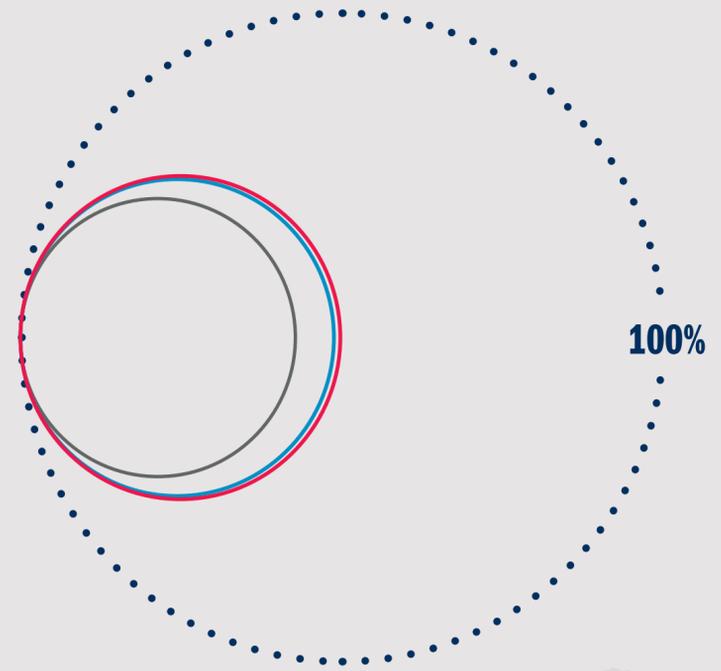
If you think of yourself, do you agree with the following statements?

- Desire:** I consider starting a business as a desirable career opportunity for myself
- Stability:** My family or friends could never dissuade me from starting a business
- Feasibility:** I possess the necessary skills and resources for starting a business

↑ ↓ Arrows indicate change of AESI compared to 2016.

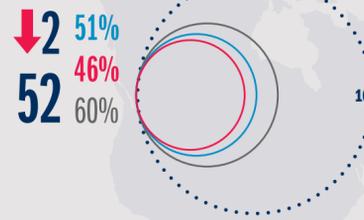
AESI incorporates three equally weighted dimensions: desire, feasibility and stability. Countries are ranked by AESI score – decimal numbers are not illustrated in the data.

## GLOBAL AVERAGES

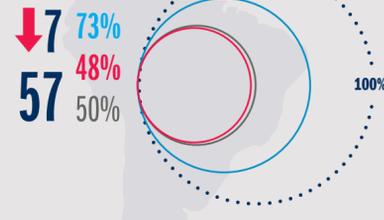


## REGION AVERAGES

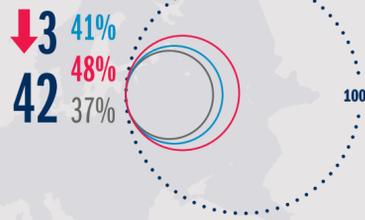
### NORTH AMERICA



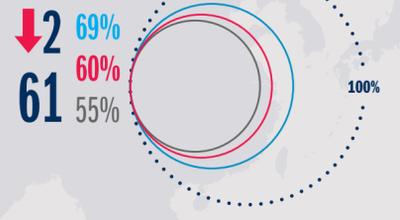
### LATIN AMERICA



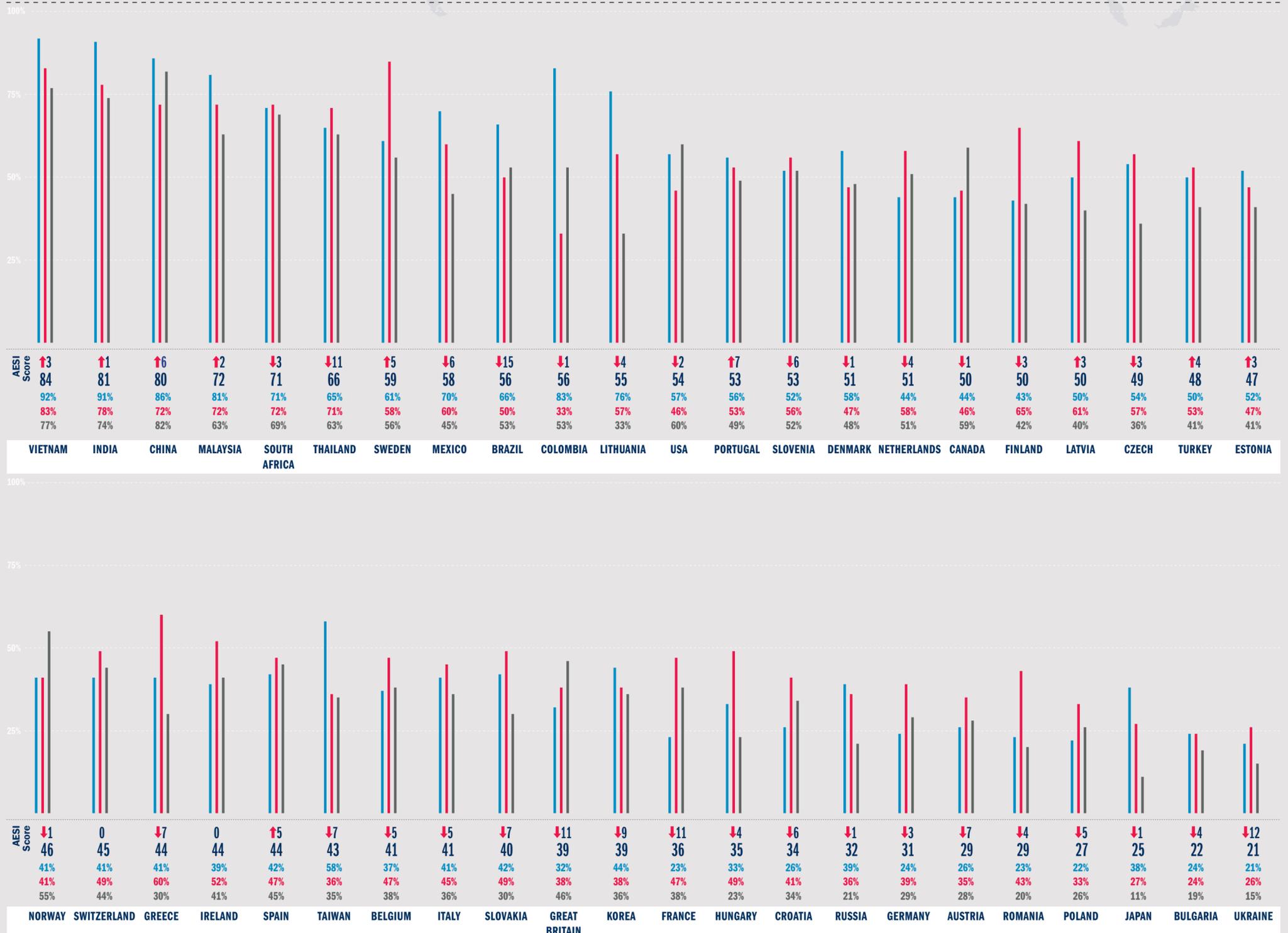
### EU



### ASIA



## COUNTRY AVERAGES



**KEY FINDINGS:** The Amway Entrepreneurial Spirit Index (AESI) has been measured for the third time and it reveals differences and allows to compare the entrepreneurial desire, the confidence in own abilities and the perceived social stability of respondents in surveyed countries. The average global AESI score of all 44 participating countries equals 47 and therefore is slightly lower than in 2016.

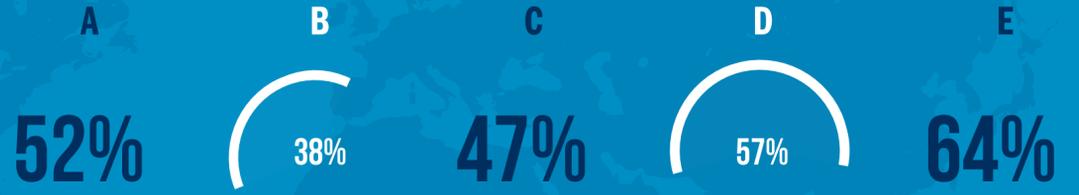
# INTRINSIC FACTORS: SELF-ASSESSMENT

## QUESTION 3

Please imagine starting a business. With which of the following statements about yourself do you agree?

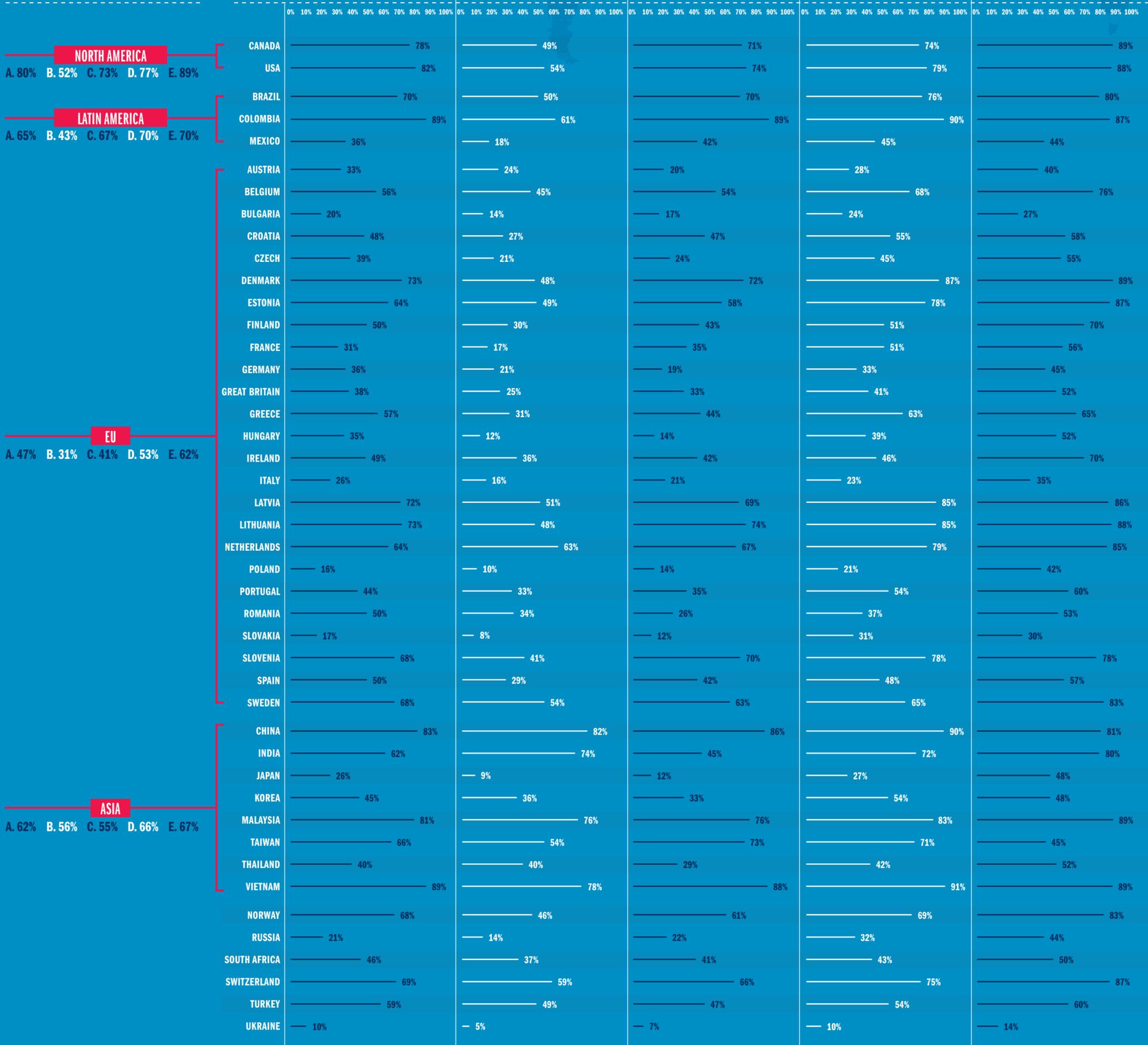
- A. I can develop business ideas
- B. I know how to raise money for my business idea
- C. I am willing to take the risk of failing
- D. I am willing to sacrifice my free time to work on my business idea
- E. I think that my family and friends are supportive

GLOBAL  
AVERAGES



## REGION AVERAGES

## COUNTRY AVERAGES



**KEY FINDINGS:** The self-assessment of own capabilities regarding starting and running a business is a major intrinsic factor that influences a person's decision to venture into business ownership. The majority of respondents perceive themselves as socially supported (64%), committed to their prospective business (57%), and able to generate ideas (52%). The willingness to take the risk of failing (47%) and the ability to raise money for a business idea (38%) display lower approval rates.

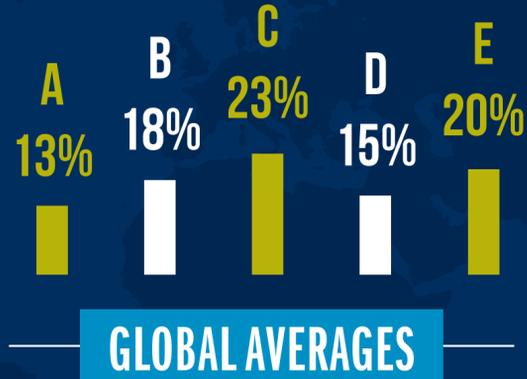
# INTRINSIC FACTORS: NEED FOR SUPPORT

## QUESTION 4

Please think of yourself. What would be most helpful for you, if you would start a business?

Support in ...

- A. ... setting up my business idea
- B. ... identifying customers and marketing my products or services
- C. ... raising money for my business idea
- D. ... hiring the right people
- E. ... dealing with finances, taxes and regulations



## REGION AVERAGES

### NORTH AMERICA

- A. 10%
- B. 21%
- C. 21%
- D. 22%
- E. 23%

### LATIN AMERICA

- A. 16%
- B. 20%
- C. 26%
- D. 18%
- E. 15%

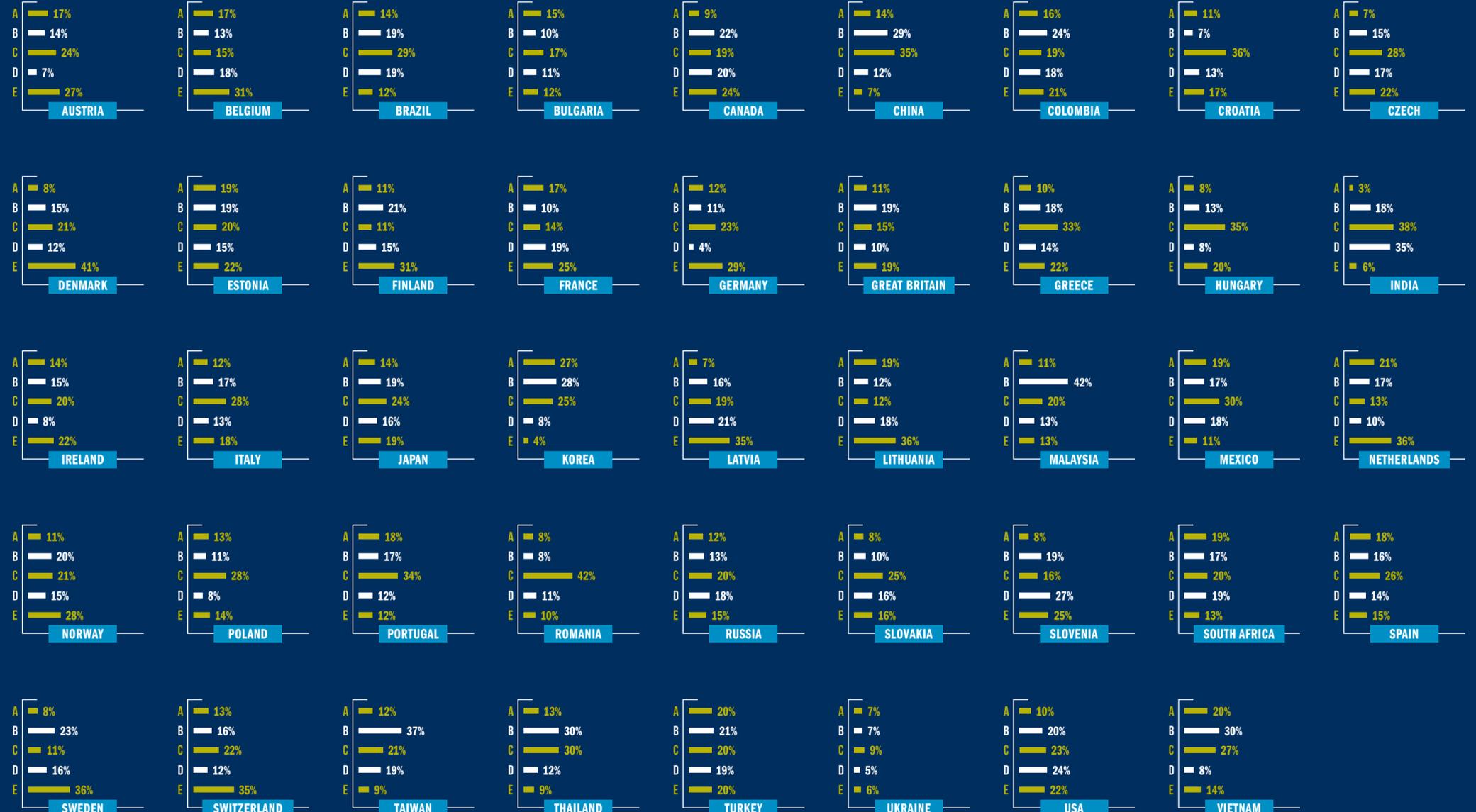
### EU

- A. 13%
- B. 15%
- C. 23%
- D. 13%
- E. 24%

### ASIA

- A. 14%
- B. 29%
- C. 28%
- D. 15%
- E. 10%

## COUNTRY AVERAGES



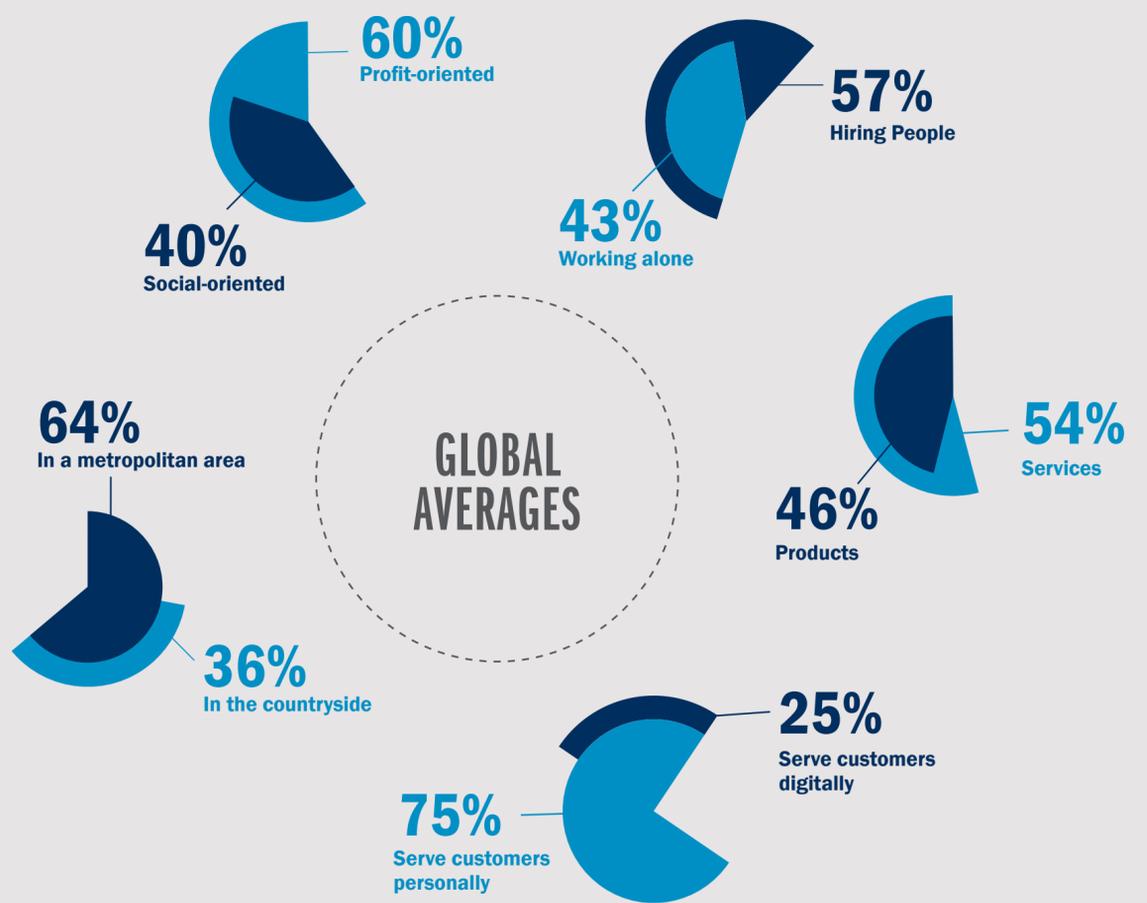
**KEY FINDINGS:** Respondents were asked in which area for starting a business support would be most helpful, by selecting one of five alternative answers. The results reveal where entrepreneurial support should be intensified. Globally, the top-three areas respondents wish for support are raising money (23%); help with finances, taxes and regulations (20%); and marketing and identifying customers (18%).

# VISION OF IDEAL BUSINESS

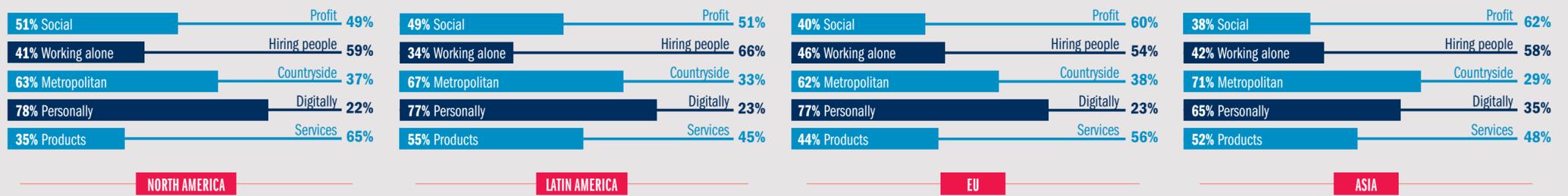
## QUESTION 5

Please imagine starting a business. How would you describe it? For each of the following pairs of statements please indicate which of these two statements applies more to you:

Social-oriented	Profit-oriented
Working alone	Hiring people
In a metropolitan area	In the countryside
Serve customers personally	Serve customers digitally
Products	Services



## REGION AVERAGES



## COUNTRY AVERAGES



**KEY FINDINGS:** The question about the ideal business reveals which kind of business the respondents actually would like to run. They could choose out of two options in five categories. Globally, most respondents prefer a profit-oriented business (60%) in which they sell a service (54%) personally (75%) to customers. Furthermore, they want to run a business in a metropolitan area (64%) with hired staff (57%). The preferences, though, vary by countries.