

AGER 2015



GLOBAL ENTREPRENEURSHIP REPORT

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FACT SHEET

THE AMWAY GLOBAL ENTREPRENEURSHIP REPORT

Now in its sixth year, the 2015 AGER was conducted by Amway, in partnership with the Chair of Strategy and Organization of the School of Management, TUM in Munich, Germany. This groundbreaking survey measures international attitudes toward self-employment, to ultimately foster global discussion on entrepreneurship and raise awareness of the significant role entrepreneurs play in modern economies.

SURVEY RESPONDENT PROFILE

First launched in 2010 as the Amway European Entrepreneurship Report, the AGER expanded worldwide in 2013 to encompassing 24 countries, and then again in 2014 to reach 38 markets. Unique in its broadness and regularity, the AGER reaches respondents who may or may not be considering, or actively pursuing, careers in entrepreneurship. The 2015 report spans 44 countries, with in person and telephone interviews conducted with nearly 50,000 men and women aged 14-99.

SURVEY FOCUS AND COMPOSITION

The 2015 AGER delves into the key characteristics of entrepreneurs and the entrepreneurial spirit, debuting the Amway Entrepreneurial Spirit Index (AESI). Derived from acclaimed psychologist Icek Ajzen's Theory of Planned Behavior, the AESI measures entrepreneurial spirit in three dimensions: desire, feasibility and stability against social pressure. When correlated with AGER results, AESI scores reveal that countries with a higher entrepreneurial spirit also are more positive toward entrepreneurship and have higher entrepreneurial potential and rates of self-employment.

The 2015 AGER was comprised of seven questions, asked either in person or over the telephone. Fieldwork was completed by the Gesellschaft fuer Konsumforschung, Nuremberg, from April through July 2015. Results are shared with the scientific community, including the 44 AGER academic advisors and all interested think tanks and academic and public institutions.

2015 SURVEY QUESTIONS AND KEY U.S. FINDINGS

1. *How do you see entrepreneurship?*

- 86% have positive attitudes toward entrepreneurship – up a remarkable 24% from 2014 and 11% more than the global average (75%).
- At 90%, respondents under 50 years were the most positive.
- At 91%, university graduates showed much more positivity than those without a degree (83%).
- At 51%, entrepreneurial potential highly increased – up 7% from 2014 (44%).

2. *Which aspects appeal to you as reasons to start up your own business?*

- 75% pointed to “independence from an employer, being my own boss”, while 72% said “self-fulfillment, possibility to realize own ideas,” affirming 2014 results but with greater importance (“independence” +16%; “self-fulfillment” +12%).
- At 84%, “independence” was most appealing to Americans aged 35 to 49 years, while “self-fulfillment” appealed to those under 35 years most (77%).

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3. **Do you agree with the following statements (based on the theory of planned behavior, which consists of attitudes, social norms and perceived behavior control)?**
 - At 53, the AESI score for the U.S. is slightly higher than both the world (51) and Canadian (50) averages.
 - Analyzing the three dimensions of the AESI:
 - Desirability: 57% have the desire to become an entrepreneur.
 - Feasibility: 60% felt prepared for entrepreneurship.
 - Stability: 43% would not allow their social networks to dissuade them from starting a business.
 - At 60, men scored significantly higher than women (47).
 - At 58, respondents 35 to 49 years scored highest among age groups.

4. **Is the fear to fail an obstacle to starting a business? If yes, which of the following aspects contribute most to this fear?**
 - 62% see fear of failure as an obstacle to starting a business – a 25% increase from 2013 (37%), yet still less than the world (70%) and Canadian (69%) averages.
 - At 60% and 63% respectively, men and women are nearly equally fearful.
 - At 70%, those under 35 years were most fearful of all age groups.
 - At 46%, those under 35 years saw “financial burdens up to bankruptcy” as the greatest obstacle to starting a business.

5. **If you think about politics, media coverage and the people you know: How entrepreneurship-friendly is your society in your country? In general?**
 - 67% rated the U.S. as entrepreneurship-unfriendly, remarkably higher than both the world (50%) and Canadian (18%) averages.
 - At 67% and 66% respectively, men and women see the U.S. as equally entrepreneurship-friendly, a sizeable jump from 2014 results (men: 58%; women: 62%).
 - At 71%, those under 35 years perceived the U.S. as most entrepreneurship-friendly – an 11% increase from last year.

6. **Do you agree with the following statements about entrepreneurs (characteristics of entrepreneurs)?**
 - 96% said entrepreneurs “want to enjoy life”, followed by “like to learn new things” (95%) and “look for adventures and like to take risks” (89%).
 - 80% believed that business owners “want to help people” and “think that the safety of their country is very important,” while 70% said entrepreneurs “like to stand out and impress other people”.
 - At 80%, those under 35 years were most convinced that entrepreneurs like to “impress other people” of any age group.

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About Amway™

Amway is a \$10.8 billion direct selling business based in Ada, Michigan, USA. Top-selling brands for Amway are Nutrilite™ vitamin, mineral and dietary supplements, Artistry™ skincare and color cosmetics, and eSpring™ water treatment systems – all sold exclusively by Amway Business Owners. Global sales in 2014 made Amway the #1 direct selling business in the world, according to the Direct Selling News 2015 Global 100. For company news, visit globalnews.amway.com.