

2016 AMWAY GLOBAL ENTREPRENEURSHIP REPORT

ENTREPRENEURSHIP IN A CHANGING WORK ENVIRONMENT

7TH
ANNUAL REPORT



+50K AGES
14-99

MEN & WOMEN SURVEYED



FACE-TO-FACE INTERVIEWS



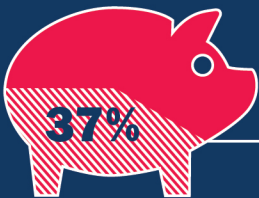
TELEPHONE INTERVIEWS

REASONS TO START A BUSINESS

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



SELF-FULFILLMENT



SECOND INCOME



INDEPENDENCE



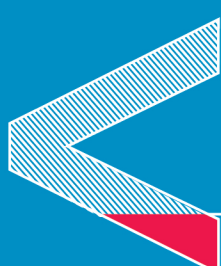
GLOBAL AVERAGES



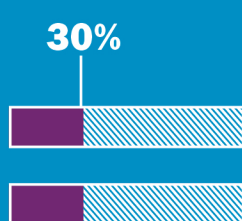
COMFORT LEVEL SEARCHING FOR AND ACQUIRING CUSTOMERS

THE FUTURE OF SELF-EMPLOYMENT

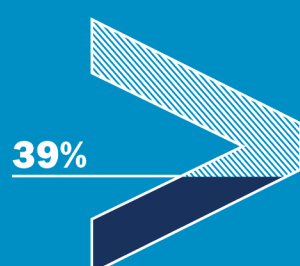
RESPONDENTS THINK THAT SELF-EMPLOYMENT
WILL BE MORE LIKELY IN THE FUTURE



LESS LIKELY IN 5 YEARS



SAME AS TODAY



MORE LIKELY IN 5 YEARS

#AGER2016