

A Global Look At Entrepreneurship

By Cindy Droog

Worldwide attitude toward self-employment



70%
have a positive attitude
toward self-employment

More than two-thirds of the respondents in 24 countries have a positive attitude toward self-employment.

deeper dive

positive attitude



Denmark has the most positive attitude toward entrepreneurship at 89%. Second is Finland with 87%, and Australia follows with 84%.

negative attitude

Austria (40%), Hungary (40%), Portugal (39%), and Germany (37%) exhibit the most negative attitude toward self-employment.



Perhaps no other industry is more reliant on the success of its people than direct selling—a \$153 billion global industry comprised of more than 91 million salespeople. That's why Amway, the world's largest direct seller, recently sought to capture an up-to-date view on self-employment potential and obstacles hindering entrepreneurial activities in 24 countries: Australia, Austria, Colombia, Czech Republic, Denmark, Finland, France, Germany, Great Britain, Greece, Hungary, Italy, Japan, Mexico, Netherlands, Poland, Portugal, Romania, Russia, Spain, Switzerland, Turkey, Ukraine and the United States.

Now in its fifth year, the Amway Global Entrepreneurship study is advancing dialogue around American entrepreneurship—a topic that's always timely, but particularly in times of uncertainty.

Led by global research firm GfK and a second scientific partner, the Entrepreneurship Center at the University of Munich in Germany, the study gathered data from

among 26,000 global citizens in 24 countries. The study's findings apply well above and beyond direct selling and have been presented at the United States Chamber of Commerce, Grand Rapids Area Chamber of Commerce, European Retail Conference, Polish Confederation of Private Employers Women's Congress, Annual Conference on Remote Trade in Russia, and more.

Study results revealed:

70% hold positive attitudes towards entrepreneurship. Denmark leads this pack of positivity with 89 percent. And the numbers increase when age and education are thrown into the mix—showing 77 percent under the age of 30 and 82 percent holding a university degree see entrepreneurship as a good choice.

65% of Americans expressed the greatest need for independence. That's 22 percent above the global average—a statistic that's equally matched by our fearlessness of failure, which is also the strongest across the 24 countries.

46% consider their country's environment to be entrepreneur-friendly. Again, the United States leads the pack here with 73 percent rating our country as very or rather friendly.

42% consider public funding and start-up loans as indispensable to their success. Entrepreneurship education and a network of support follow closely at 33 percent and 27 percent respectively.



"The report applies scientific thinking and analysis to three areas of what drives fear in would-be entrepreneurs: the social, psychological and financial realms," said Amway Chairman and 2013-2014 U.S. Chamber of Commerce Chairman Steve Van Andel. "Because so much economic and personal growth stems from entrepreneurship, it's important to us to have a deep understanding of what actions we can take to keep the entrepreneurial spirit healthy."

The study reinforces a collective responsibility to engage in more public discussion on entrepreneurship and to ensure that decision-makers in the realm of politics, economics and education have real data to inform actions that encourage the foundation of new businesses.

To download a free copy of the report on entrepreneurship, visit www.amwayentrepreneurshipreport.com.



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