

THE AMWAY GLOBAL ENTREPRENEURSHIP REPORT AIMS TO SPOT TRENDS AND WAYS OF UNLOCKING ENTREPRENEURIAL POTENTIAL

AMWAY GLOBAL ENTREPRENEURSHIP REPORT



26,000

RESPONDENTS ACROSS 24 COUNTRIES WERE SURVEYED TO CREATE THE AMWAY GLOBAL ENTREPRENEURSHIP REPORT

RESULTS

AUSTRALIA RANKS 3RD

#1



#2

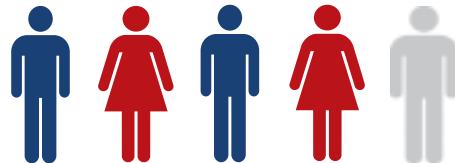


#3



#3 RANKING

AUSTRALIA RANKS THIRD BEHIND FINLAND AND DENMARK WITH A POSITIVE ATTITUDE TOWARDS SELF-EMPLOYMENT



4 OUT OF 5

RESPONDENTS IN AUSTRALIA HAVE A POSITIVE ATTITUDE TOWARDS SELF-EMPLOYMENT

14% MORE

THAN THE INTERNATIONAL AVERAGE

GLOBAL RESULTS



70% OF GLOBAL RESPONDENTS HAVE A POSITIVE ATTITUDE TOWARDS SELF-EMPLOYMENT

OWNING A BUSINESS

1 IN 2

RESPONDENTS IN AUSTRALIA CAN IMAGINE STARTING HIS OR HER OWN BUSINESS



GEN Y

83%

OF GEN Y AUSTRALIANS SAY THEY WOULD LIKE TO BE SELF-EMPLOYED

UNI GRAD



93% OF AUSTRALIAN UNIVERSITY GRADUATES FAVOUR SELF-EMPLOYMENT

MOST APPEALING ASPECT

62%

OF AUSTRALIANS SAID THE MOST APPEALING ASPECT TO STARTING UP A BUSINESS IS “INDEPENDENCE FROM AN EMPLOYER AND BEING ONE’S OWN BOSS”



FEARS

1 IN 2

RESPONDENTS IN AUSTRALIA (53%) ARE AFRAID OF FAILING WITH AN ENTERPRISE



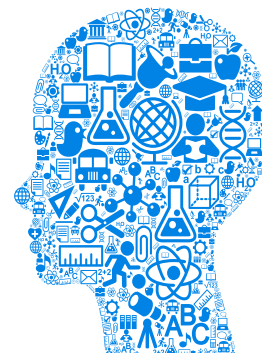
70%

OF RESPONDENTS GLOBALLY ARE AFRAID OF FAILING WITH AN ENTERPRISE

EDUCATION

50%

OF AUSTRALIANS AGREE “ENTREPRENEURSHIP EDUCATION AND TEACHING OF BUSINESS SKILLS” ARE INDISPENSABLE. THIS IS ALMOST ONE FIFTH MORE THAN THE AVERAGE OF THE POLLED COUNTRIES



GLOBAL INTEREST

“THE AMWAY GLOBAL ENTREPRENEURSHIP REPORT PROVIDES RICH DATA ON PEOPLE’S ASSESSMENT OF ENTREPRENEURSHIP TO THE INTERNATIONAL SCIENTIFIC COMMUNITY THAT WILL BE OPEN TO INTERESTED RESEARCHERS ALL OVER THE WORLD.”

PROF. DR. ISABELL M. WELPE, TECHNICAL UNIVERSITY OF MUNICH

