The graphs show the share of respondents to the Future of Business Survey that selected each category when answering multiple-choice questions on entrepreneurial motivations, financing and learning. Responses were collected in December 2017 and January 2018 from business owners whose companies’ digital presence includes a Facebook page.

**WHY DID YOU START YOUR BUSINESS?**

- To have a source of income
- To be more independent
- To pursue an interest/hobby
- To make more money
- To have a work-life balance
- To be more creative
- No other employment
- I saw a market niche
- Discontented with previous job
- Family tradition

**WHAT SOURCES OF FINANCING DID YOU USE TO START YOUR BUSINESS?**

- Self-funding: 63% Women, 71% Men
- Bank loan: 7% Women, 11% Men
- Other family: 16% Women, 14% Men
- Spousal funding: 17% Women, 3% Men

**HOW DO YOU KEEP LEARNING ABOUT BUSINESS MANAGEMENT?**

- Online sources: 41% Women, 37% Men
- Offline training: 32% Women, 27% Men
- Family or friends: 23% Women, 37% Men
- From other businesses: 46% Women, 40% Men