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

**What sources of financing did you use to start your business?**

- Self-funding: 40% (Women) / 51% (Men)
- Bank loan: 12% (Women) / 14% (Men)
- Other family: 16% (Women) / 11% (Men)
- Spousal funding: 23% (Women) / 5% (Men)

**How do you keep learning about business management?**

- Online sources: 55% (Women) / 40% (Men)
- Offline training: 42% (Women) / 33% (Men)
- From other businesses: 25% (Women) / 23% (Men)
- Family or friends: 23% (Women) / 28% (Men)