**WHY DID YOU START YOUR BUSINESS?**

- **Passion/hobby**
  - Women: 48%
  - Men: 41%
- **To gain independence**
  - Women: 20%
  - Men: 16%
- **To have a source of income**
  - Women: 35%
  - Men: 22%
- **Work-life balance**
  - Women: 20%
  - Men: 18%
- **To earn more money**
  - Women: 25%
  - Men: 21%
- **To be more creative**
  - Women: 18%
  - Men: 15%
- **Found a market niche**
  - Women: 12%
  - Men: 9%
- **Not happy with previous job**
  - Women: 10%
  - Men: 8%
- **No other employment opportunities**
  - Women: 5%
  - Men: 6%
- **Family tradition**
  - Women: 5%
  - Men: 4%


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

- **Self-funding**
  - Women: 73%
  - Men: 71%
- **Bank loan**
  - Women: 15%
  - Men: 19%
- **Other family**
  - Women: 9%
  - Men: 8%
- **Spousal funding**
  - Women: 11%
  - Men: 5%

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

- **Online sources**
  - Women: 56%
  - Men: 49%
- **From other businesses**
  - Women: 38%
  - Men: 35%
- **Offline**
  - Women: 37%
  - Men: 33%
- **Family or friends**
  - Women: 50%
  - Men: 56%