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 be more independent: 58% Women, 53% Men
- To have a source of income: 48% Women, 47% Men
- To pursue an interest/hobby: 43% Women, 49% Men
- To make more money: 31% Women, 25% Men
- To have a work-life balance: 22% Women, 21% Men
- I saw a market niche: 15% Women, 15% Men
- No other employment: 13% Women, 14% Men
- Discontented with previous job: 12% Women, 13% Men
- To be more creative: 9% Women, 6% Men
- Family tradition: 7% Women, 3% Men

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

- Self-funding: 69% Women, 67% Men
- Bank loan: 16% Women, 23% Men
- Other family: 12% Women, 12% Men
- Spousal funding: 18% Women, 6% Men

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

- Online sources: 44% Women, 39% Men
- Offline training: 51% Women, 44% Men
- Family or friends: 34% Women, 30% Men
- From other businesses: 25% Women, 42% Men

Source: The Future of Business Survey - [https://eu.futureofbusinesssurvey.org](https://eu.futureofbusinesssurvey.org)