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

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

- **Self-funding**: 42% (Women) 50% (Men)
- **Other family**: 27% (Women) 23% (Men)
- **Bank loan**: 12% (Women) 18% (Men)
- **Spousal funding**: 9% (Women) 10% (Men)

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

- **From other businesses**: 69% (Women) 55% (Men)
- **Online sources**: 45% (Women) 39% (Men)
- **Family or friends**: 34% (Women) 45% (Men)
- **Offline training**: 23% (Women) 27% (Men)

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