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**: 56% (Women), 55% (Men)
- **To pursue an interest/hobby**: 48% (Women), 45% (Men)
- **To have a source of income**: 39% (Women), 34% (Men)
- **To be more creative**: 21% (Women), 17% (Men)
- **To make more money**: 18% (Women), 16% (Men)
- **I saw a market niche**: 16% (Women), 15% (Men)
- **To have a work-life balance**: 17% (Women), 16% (Men)
- **Discontented with previous job**: 14% (Women), 13% (Men)
- **No other employment**: 12% (Women), 11% (Men)
- **Family tradition**: 9% (Women), 7% (Men)

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

- **Self-funding**: 64% (Women), 64% (Men)
- **Bank loan**: 21% (Women), 23% (Men)
- **Other family**: 18% (Women), 11% (Men)
- **Spousal funding**: 17% (Women), 16% (Men)

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

- **Online sources**: 44% (Women), 41% (Men)
- **Offline training**: 37% (Women), 34% (Men)
- **Family or friends**: 29% (Women), 20% (Men)
- **From other businesses**: 20% (Women), 42% (Men)