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

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

- Self-funding: 60% women, 55% men
- Bank loan: 18% women, 29% men
- Other family: 15% women, 11% men
- Spousal funding: 15% women, 6% men

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

- Offline training: 43% women, 37% men
- Online sources: 41% women, 59% men
- Family or friends: 29% women, 25% men
- From other businesses: 9% women, 37% men