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

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.

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

- Self-funding: 63% (Women), 61% (Men)
- Bank loan: 10% (Women), 15% (Men)
- Other family: 18% (Women), 15% (Men)
- Spousal funding: 13% (Women), 10% (Men)

HOW DO YOU KEEP LEARNING ABOUT BUSINESS MANAGEMENT?

- Online sources: 49% (Women), 45% (Men)
- From other businesses: 45% (Women), 54% (Men)
- Offline training: 35% (Women), 35% (Men)
- Family or friends: 34% (Women), 31% (Men)