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 have a source of income: 58% (Women), 46% (Men)
- To make more money: 67% (Women), 62% (Men)
- To be more independent: 47% (Women), 50% (Men)
- To pursue an interest/hobby: 47% (Women), 48% (Men)
- I saw a market niche: 65% (Women), 50% (Men)
- To have a work-life balance: 6% (Women), 8% (Men)
- To be more creative: 47% (Women), 47% (Men)
- No other employment: 7% (Women), 12% (Men)
- Discontented with previous job: 7% (Women), 12% (Men)
- Family tradition: 9% (Women), 8% (Men)

How do you keep learning about business management?

- Family or friends: 65% (Women), 50% (Men)
- Online sources: 48% (Women), 50% (Men)
- From other businesses: 47% (Women), 52% (Men)
- Offline training: 47% (Women), 41% (Men)