

# FEMALE vs MALE ENTREPRENEURS IN NIGERIA



58%

Passion/hobby

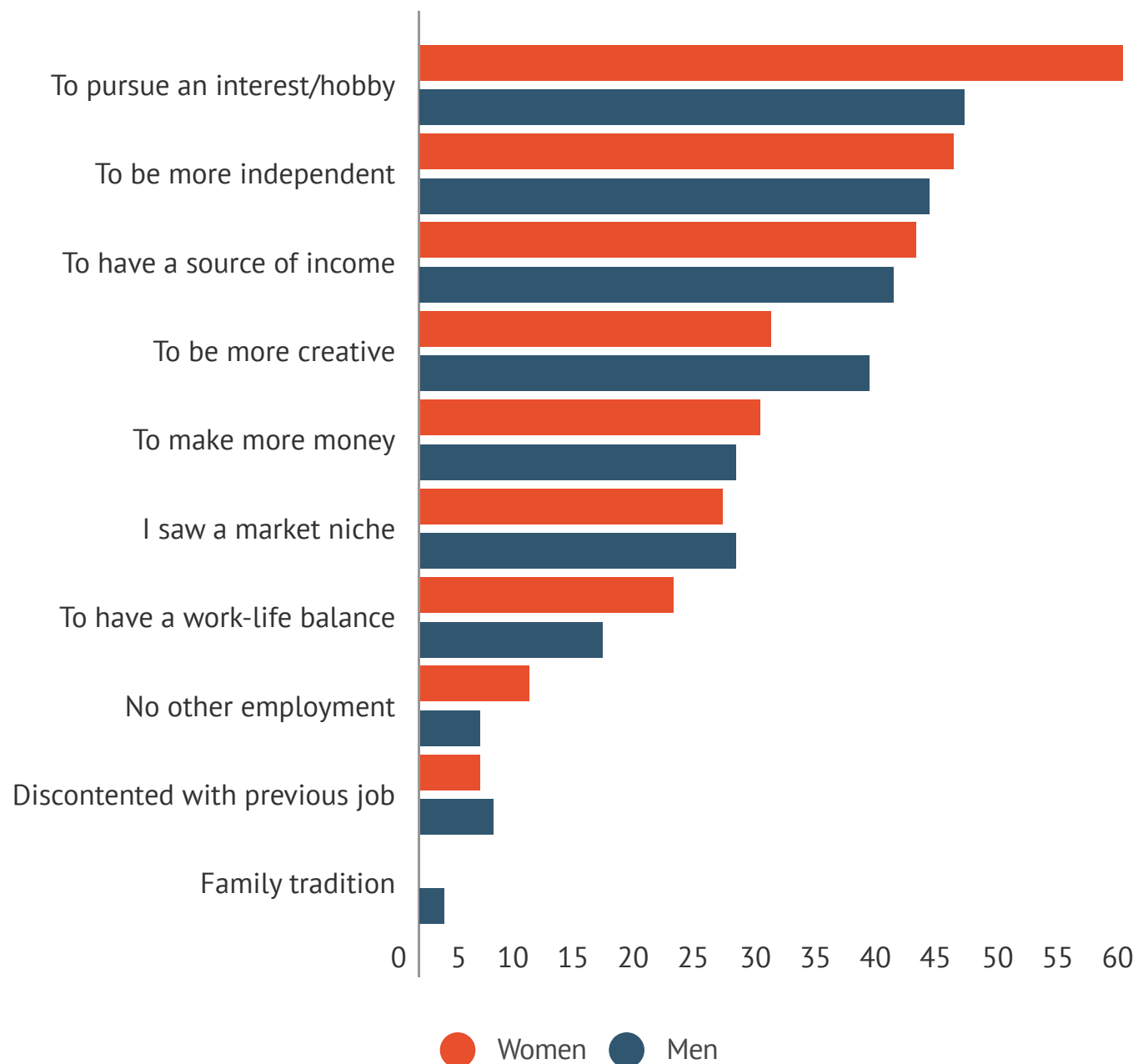


45%

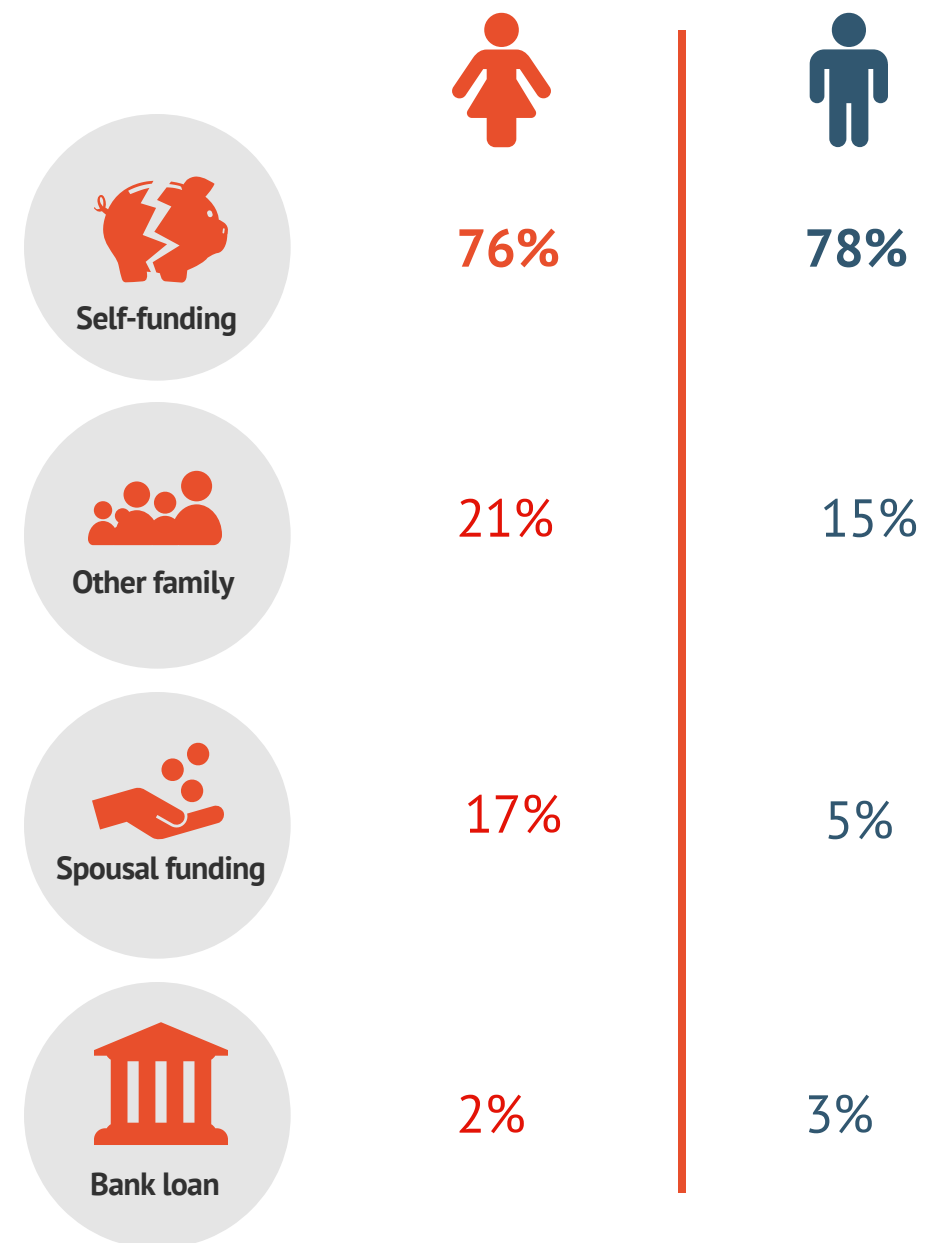
Passion/hobby

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?



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



## HOW DO YOU KEEP LEARNING ABOUT BUSINESS MANAGEMENT?

