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 make more money
- To have a work-life balance
- I saw a market niche
- To be more creative
- Discontented with previous job
- No other employment
- Family tradition

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

- Self-funding: 62% Women, 61% Men
- Bank loan: 20% Women, 25% Men
- Other family: 15% Women, 14% Men
- Spousal funding: 12% Women, 7% Men

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

- Online sources: 47% Women, 55% Men
- Offline training: 41% Women, 40% Men
- From other businesses: 41% Women, 44% Men
- Family or friends: 22% Women, 31% Men