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: Women 58%, Men 48%
- To make more money
- To pursue an interest/hobby
- To be more independent
- To have a work-life balance
- To be more creative
- I saw a market niche
- Discontented with previous job
- No other employment
- Family tradition

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

- Self-funding: Women 65%, Men 66%
- Other family: Women 14%, Men 18%
- Spousal funding: Women 9%, Men 7%
- Bank loan: Women 6%, Men 13%

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

- Family or friends: Women 49%, Men 69%
- Online sources: Women 45%, Men 53%
- From other businesses: Women 34%, Men 43%
- Offline training: Women 21%, Men 30%