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**: 39% (Women), 35% (Men)
- To pursue an interest/hobby
- To be more independent
- To have a work-life balance
- To make more money
- To be more creative
- No other employment
- Discontented with previous job
- I saw a market niche
- Family tradition

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

- Self-funding: 59% (Women), 62% (Men)
- Bank loan: 14% (Women), 17% (Men)
- Other family: 11% (Women), 12% (Men)
- Spousal funding: 7% (Women), 3% (Men)

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

- Online sources: 43%
- From other businesses: 34%
- Family or friends: 33%
- Offline training: 29%