To pursue an interest/hobby
To be more independent
To have a work-life balance
To have a source of income
To make more money
To be more creative
I saw a market niche
Discontented with previous job
Family tradition
No other employment

What sources of financing did you use to start your business?

- Self-funding: 64% (Women) 67% (Men)
- Bank loan: 10% (Women) 13% (Men)
- Other family: 22% (Women) 14% (Men)
- Spousal funding: 14% (Women) 13% (Men)

H ow do you keep learning about business management?

- Online sources: 58% (Women) 52% (Men)
- Offline training: 47% (Women) 29% (Men)
- Family or friends: 29% (Women) 33% (Men)
- From other businesses: 29% (Women)