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?

**Passion/hobby**
- **Women:** 43%
- **Men:** 46%

**To gain independence**
- **Women:** 35%
- **Men:** 30%

**To earn more money**
- **Women:** 25%
- **Men:** 20%

**To have a source of income**
- **Women:** 20%
- **Men:** 15%

**Work-life balance**
- **Women:** 15%
- **Men:** 10%

**To be more creative**
- **Women:** 10%
- **Men:** 5%

**Found a market niche**
- **Women:** 5%
- **Men:** 3%

**Not happy with previous job**
- **Women:** 5%
- **Men:** 4%

**No other employment**
- **Women:** 3%
- **Men:** 2%

**Family tradition**
- **Women:** 2%
- **Men:** 1%

### How Do You Keep Learning About Business Management?

**Online sources**
- **Women:** 59%
- **Men:** 55%

**From other businesses**
- **Women:** 52%
- **Men:** 54%

**Family or friends**
- **Women:** 41%
- **Men:** 40%

**Offline training**
- **Women:** 34%
- **Men:** 37%