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, 30% Men
- **To pursue an interest/hobby**: 26%, 19%
- **To make more money**: 26%, 20%
- **To be more independent**: 15%, 12%
- **I saw a market niche**: 15%, 13%
- **To be more creative**: 11%, 10%
- **To have a work-life balance**: 10%, 8%
- **Discontented with previous job**: 8%, 6%
- **No other employment**: 5%, 4%
- **Family tradition**: 4%, 3%

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

- **Self-funding**: 37% Women, 32% Men
- **Other family**: 17%, 18%
- **Spousal funding**: 17%, 21%
- **Bank loan**: 9%, 12%

### How do you keep learning about business management?

- **Online sources**: 47% Women, 44% Men
- **Family or friends**: 44% Women, 54% Men
- **From other businesses**: 44% Women, 51% Men
- **Offline training**: 36% Women, 44% Men