



# FEMALE vs MALE ENTREPRENEURS IN AUSTRALIA



45%

Passion/hobby

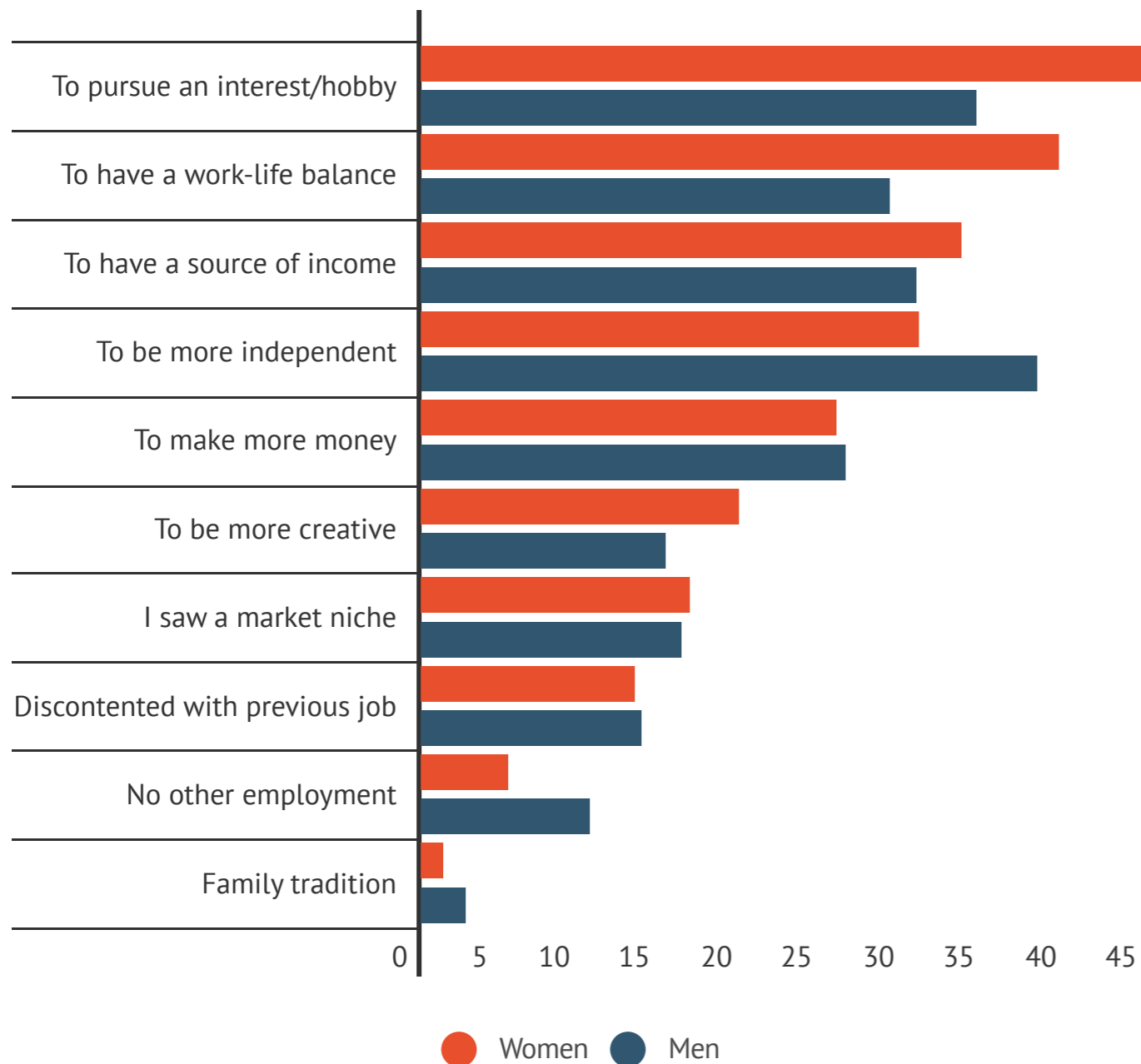


38%

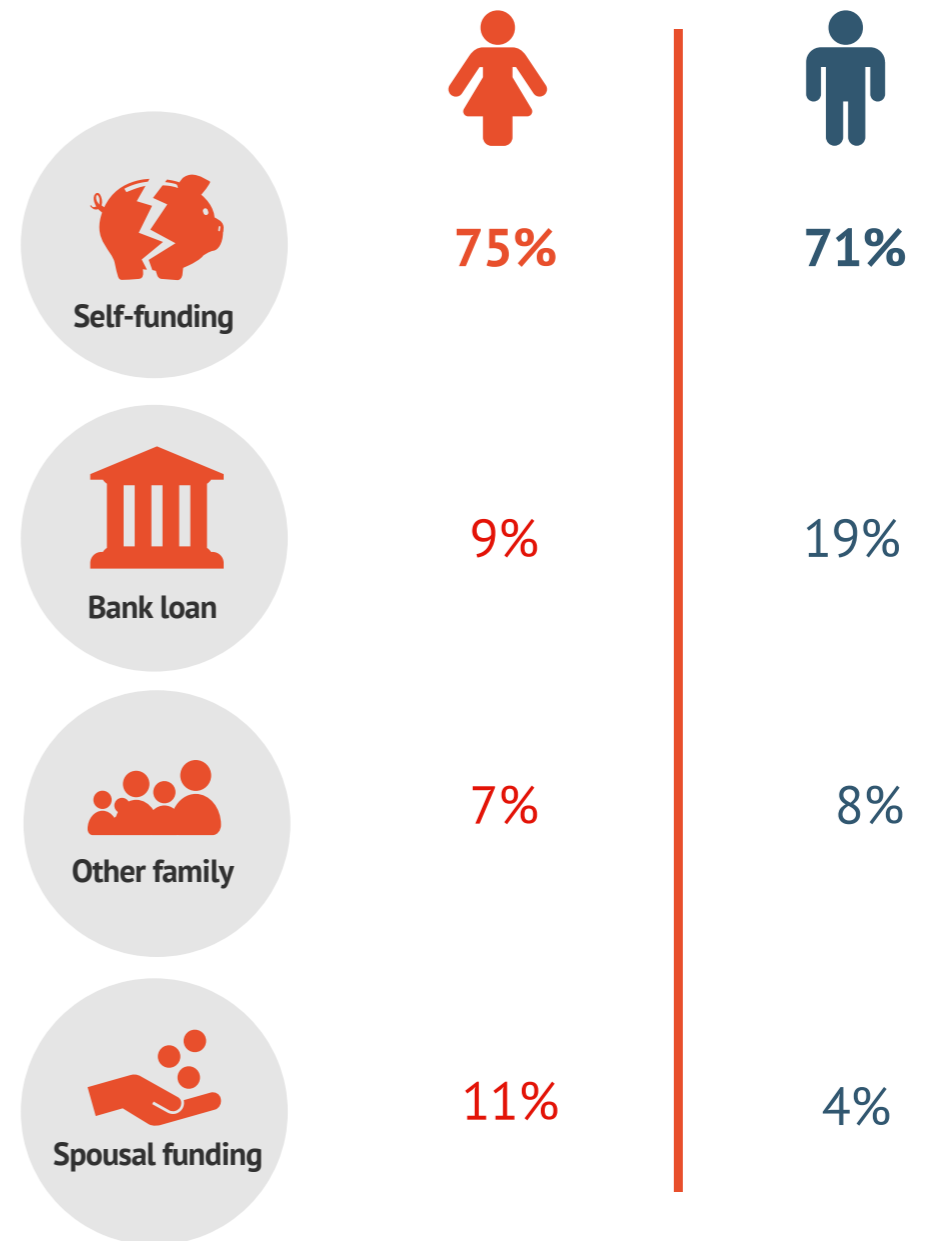
To be more independent

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?



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



## HOW DO YOU KEEP LEARNING ABOUT BUSINESS MANAGEMENT?

