

Who are our readers?

AGE	
<25	10.3%
25-34	20.7%
35-44	36.2%
44-54	18.9%
55-64	12.1%



ANNUAL INCOME	
< \$15,000	3.7%
\$15,000 - \$30,000	24.1%
\$30,000 - \$45,000	22.2%
\$45,000 - \$60,000	24.9%
\$60,000 - \$90,000	17.3%
> \$90,000	6.8%



EDUCATION LEVEL	
High School	24.1%
Business Diploma	15.5%
University/College	58.6%
Other	15.5%

Working From Home?	
Yes (Entrepreneur)	62.8%
Yes (Telecommuter)	25.2%
Thinking About It	1.7%
No, job away from home	6.9%
No, but considering it	1.7%



What do our readers want, need and use?

Business Associations Belonging To	
HBB Group	20.7%
Business Group	48.3%
Clubs	24.1%

Business Associations Interested in Belonging To	
HBB Group	60.3%
Business Associations	44.8%
Clubs	27.6%

<i>Services Currently Used</i>	
US Mailing Address	6.9%
Pager	50.3%
Voice Mail Box	25.5%
Cell Phone	80.0%
PC Computer	91.4%
Business Phone	46.6%
Long Distance Account	35.2%
Computer Fax Modem	70.1%
Answering <i>Machine</i>	58.6%
Laser Printer	47.6%
Bookkeeper	13.7%
Lawyer	32.8%
Photocopier	18.9%
Line of Credit	32.4%
Stand Alone Fax	46.6%
Office Furniture	67.2%
Mac Computer	6.9%
Dot Matrix printer	6.9%
Toll Free #	12.1%
Web Page	37.9%
Business Only Vehicle	6.9%
Life Insurance	41.4%
Equipment Insurance	27.6%
Disability Insurance	17.2%

<i>Services Intending to Acquire</i>	
US Mailing Address	3.4%
Pager	35.2%
Voice Mail Box	46.9%
Cell Phone	28.3%
PC Computer	15.2%
Business Phone	37.6%
Long Distance Account	33.4%
Computer Fax Modem	
Answering <i>Service</i>	56.8%
Laser Printer	37.6%
Bookkeeper	12.1%
Lawyer	5.2%
Photocopier	27.2%
Line of Credit	24.1%
Stand Alone Fax	20.3%
Office Furniture	28.9%
Mac Computer	23.6%
Ink Jet Printer	1.7%
Toll Free #	8.6%
Web Page	39.7%
Business Only Vehicle	12.6%
Life Insurance	18.6%
Equipment Insurance	8.6%
Disability Insurance	17.2%
Accountant	12.1%
Business Financial Team	5.8%

What about the businesses the readers run?

Reason for Starting Business	
More time with Family/Friends	17.6%
Laid Off/Downsized	32.4%
Desired work independence	51.7%
Keep more of pay cheque	12.1%
Retired	1.7%

Length of Time in Operation	
< 6 months	17.2%
1-3 years	43.1%
4-6 years	15.5%
> 7 years	13.8%

Type of Business	
Production	17.2%
Manufacturing	17.2%
Consulting	22.8%
Skilled Labour	20.2%
Trade	5.2%
Wholesale	25.9%
Retail	25.9%
Educational	15.5%
Tourism	6.9%
Recreation	6.9%
Mail Order	8.6%
Catalogue	8.6%
Business Service	31.0%
Computer Service	15.5%

Number Employed	
One	20.3%
Two	22.8%
Three	25.2%
Four Plus	31.7%

Working Hours	
< 15 hrs/week	7.3%
15 – 30 hrs/week	10.3%
30 – 45 hrs/week	15.2%
45 – 60 hrs/week	12.7%
60 – 80 hrs/week	17.3%
> 80 hrs/week	3.4%
Not sure yet	5.2%
Varies with season	3.4%

% of Household Income Generated	
< 25%	15%
25 – 50%	37.6%
50 – 75%	31.9%
> 75%	13.8%

Location	
Urban Regional Town	27.9%
Large City Suburb	27.6%
Large City Downtown	16.9%
Small Rural Town	17.2%
Rural Isolated	8.6%

Would Like SOHO Business Report to Provide More information On

Time Management	34.5%	Import/Export Issues	27.6%
Finding Capital	34.1%	Diversifying Products/Service	27.6%
Money Management	37.9%	Legal/Regulatory Issues	18.9%
Improving Sales	53.4%	Technology Purchases	43.8%
Networking Opportunities	67.2%	Technology Training	12.1%
Marketing	72.4%	Balancing Work/Family	25.9%
Dealing with Growth	27.6%	US Business Related Issues	17.2%
Reducing Overhead/Taxes	32.8%	Home Design/Space Mgmt.	34.4%
Collecting Debts	25.9%		