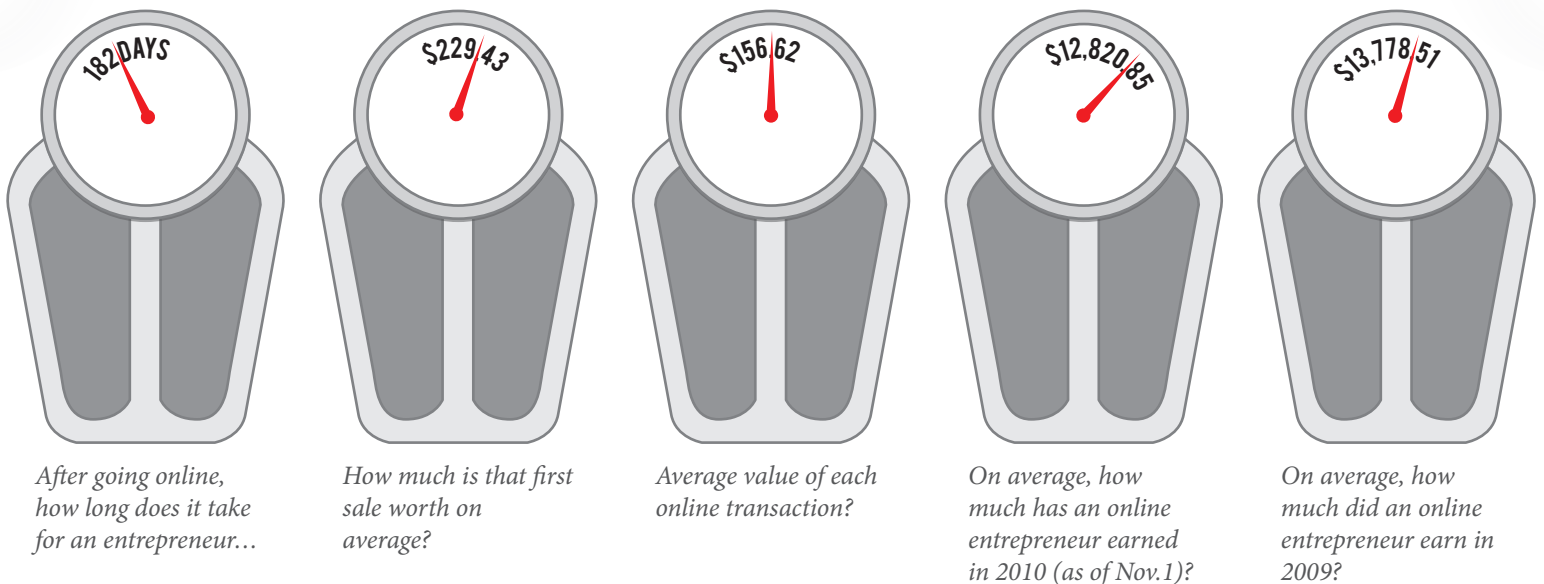


Millions of North Americans are starting businesses online – some to earn a living, some just to earn a couple of extra bucks. We talked to 25,000 e-businesses to see how they've been doing.

THE SKINNY ON SELLING ONLINE



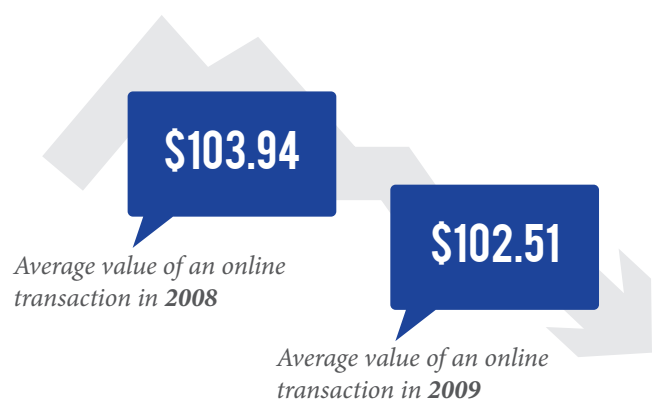
The average "serial entrepreneur" has



The repeat online customer makes



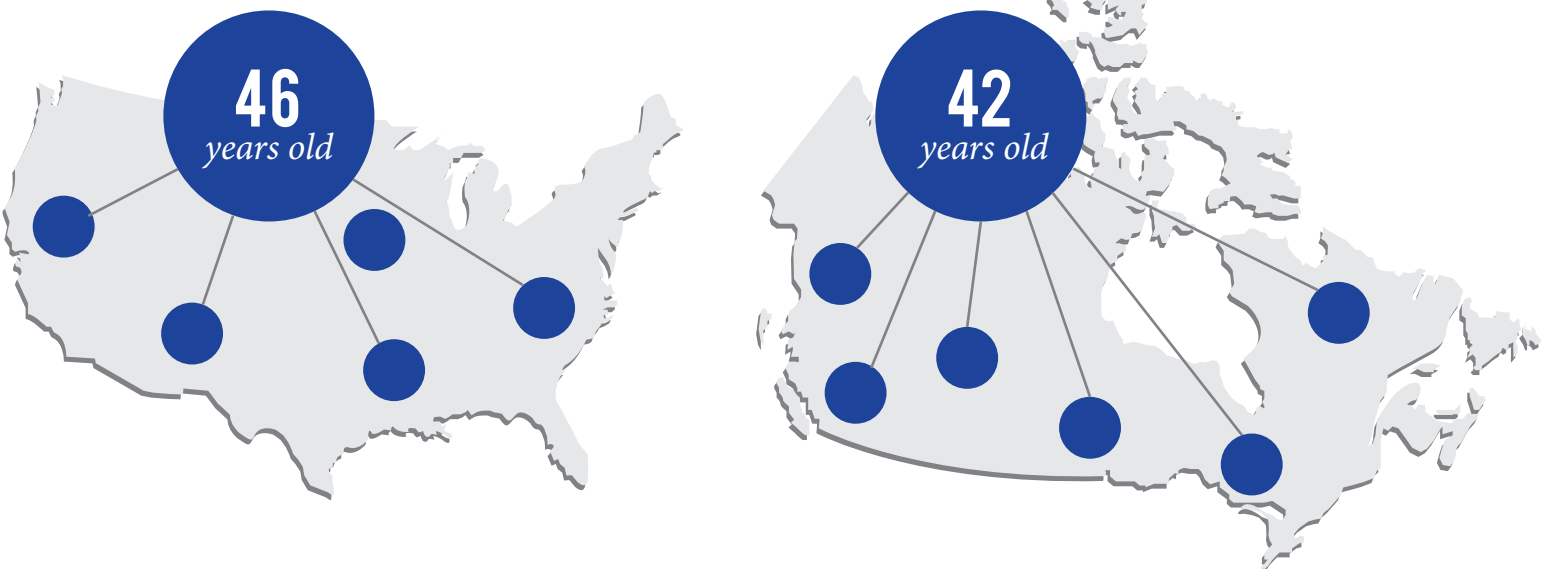
WHAT RECESSION?



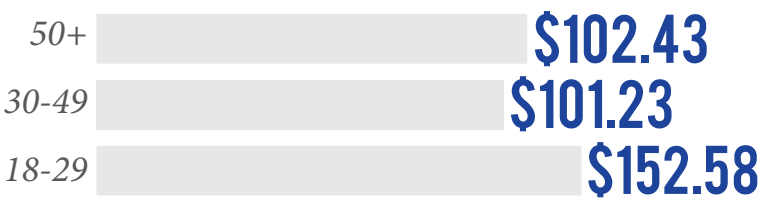
Online entrepreneurs on average take just over half a year to really get their businesses going. Once they do, these small businesses pull in a fair amount on average – considering that many of them are supplementary income ventures with no employees. Reinforcing the stereotype that entrepreneurs have attention deficit disorder, the average person with more than one business actually runs three simultaneously!

USA VS. CANADA

How old is the average online entrepreneur...?



Who makes more per sale – younger or older entrepreneurs?
(Average value of each sale)



Who makes more per sale – Canadians or Americans?



Americans are more comfortable selling online at an older age. They also sell more per transaction than their Canadian counterparts. When broken down by age group, entrepreneurs under 30 years old sell the most per every customer purchase.

MEN VS. WOMEN

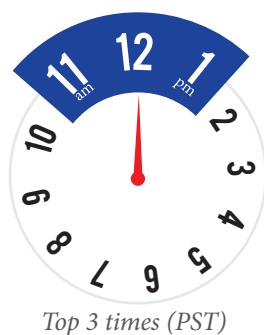
Average Earned in 2010



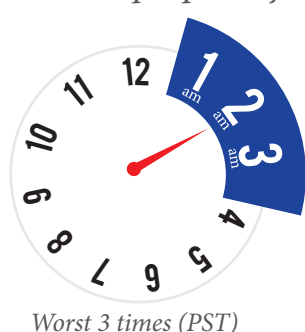
Is there an invisible glass ceiling? We won't surmise why, but among online entrepreneurs men are outselling women on average by over \$7,000.

TIME

When do people buy?

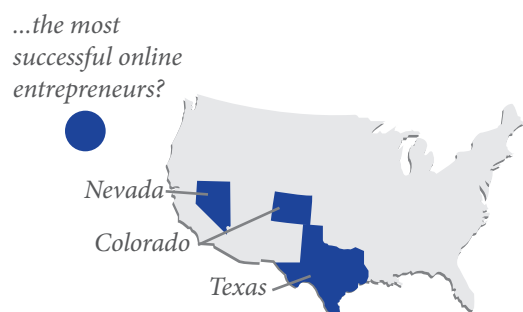


When don't people buy?



LOCATION, LOCATION, LOCATION

Which states have...



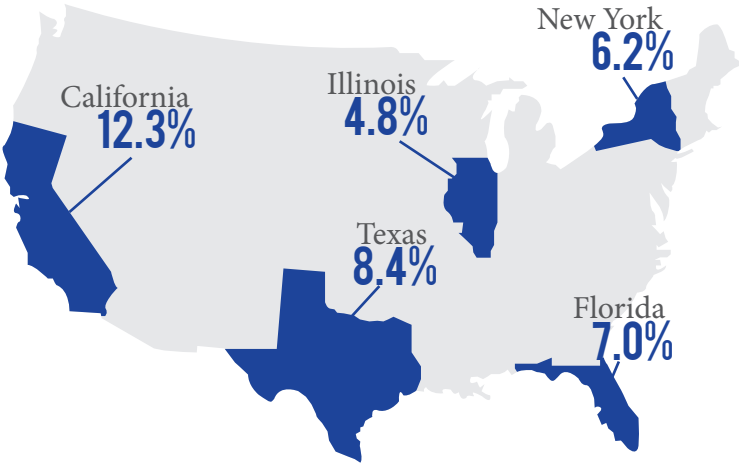
Which Canadian provinces have...



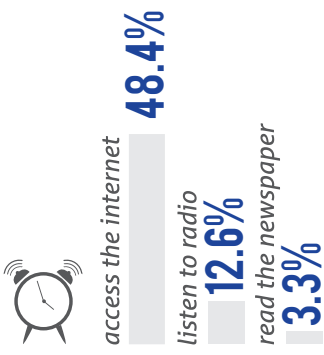
WHO ARE YOU?

California is 'better' than New York for entrepreneurs. A surprising stat: the silver generation makes up 1/3 of entrepreneurs, but the newspaper is almost irrelevant to their morning routine.

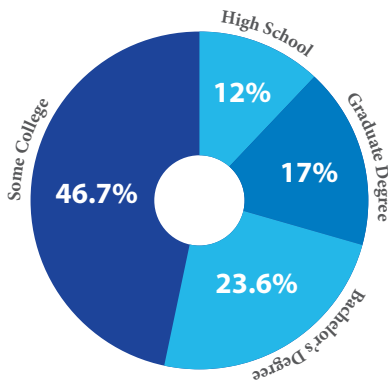
Which state is the most entrepreneurial?



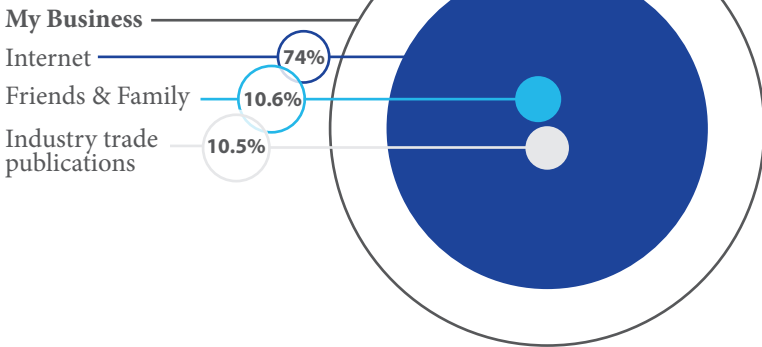
The first thing I do in the morning is:



When I started my business, my education level was:



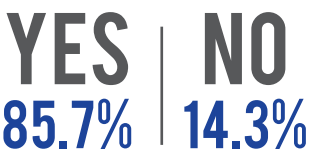
The most important information sources for my business are:



WHAT ABOUT SOCIAL MEDIA?

Entrepreneurs are already plugged into social media and are well-aware of its importance - yet very few have created any strategies or monitor their online reputation.

Do you use social media?



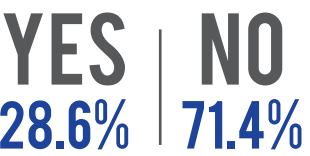
Have you ever launched a social media campaign?



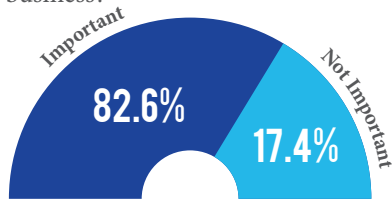
What do you use social media for?



Do you monitor what people are saying online about your business / brand?



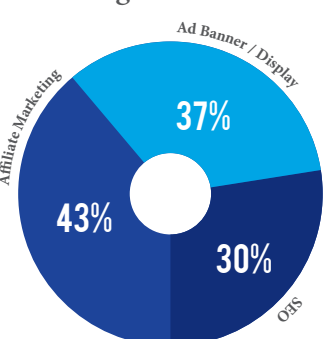
How important do you think social media is for marketing a business?



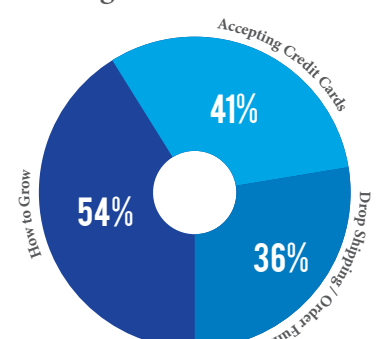
WHAT YOU WISH YOU KNEW!

Many online entrepreneurs are still new to and curious about affiliate marketing and SEO. On the operational side they are hungry for growth strategies. Here are the top 3 things business owners wish they knew about:

Promoting



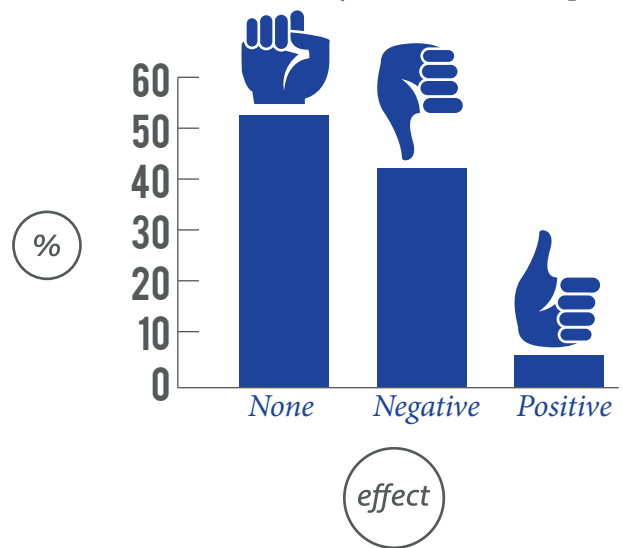
Running a Business



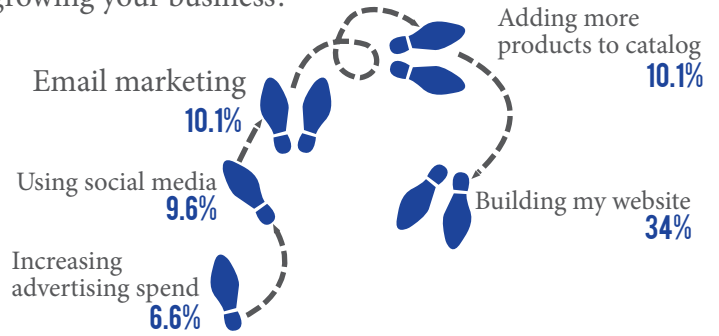
BUSINESS GROWTH

Most online entrepreneurs said they were not adversely affected by the recession. The majority are also foregoing long hours in favor of more efficient websites and SEO.

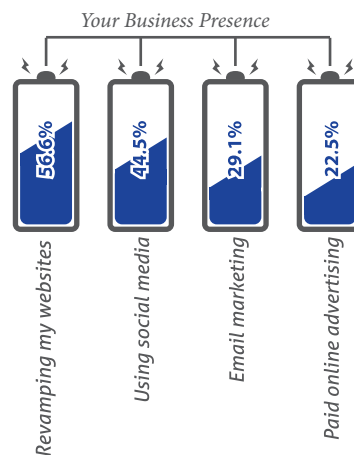
How did the recession affect your business the past year?



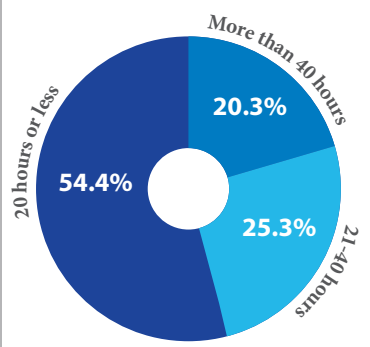
What was the biggest step you made this year towards growing your business?



To boost your business' online presence you are:



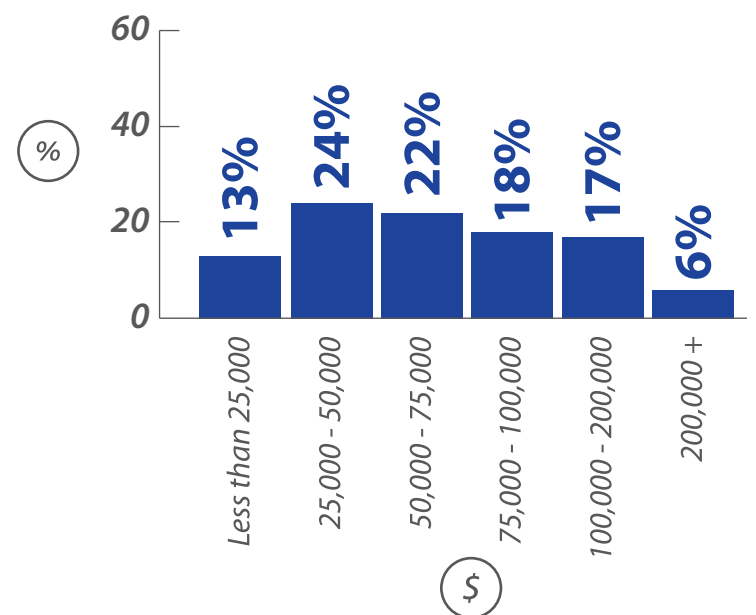
How many hours per week do you work on your online business?



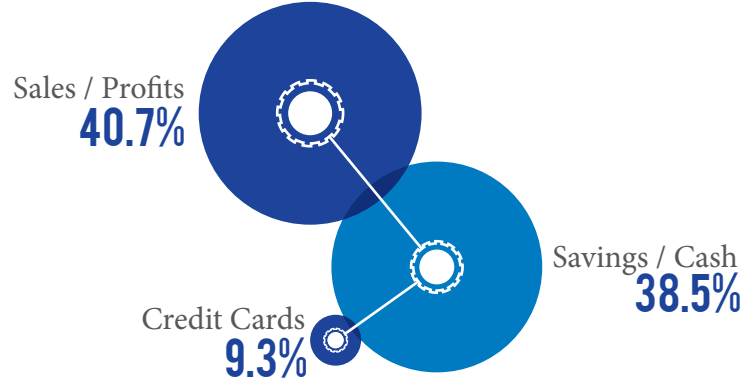
DOLLARS AND CENTS

Tax man take note! 2/3 of online businesses have no paid employees, while 1/4 raked in six figures per household last year.

My household income last year was:



My primary source of funding is:



THE HEART OF ONLINE BUSINESS

Don't be fooled by the tech toy hype, the vast majority of entrepreneurs are still PCs.

