



## Plantronics Calisto Pro Series: Home Pro Survey Findings

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### Home Professional Profile\*

- \$50,000+ average income
- 60% male
- 35-59 years old
- Twice as likely to adopt VoIP
  - 20% use PC-based VoIP in their home office
- Views phone as “lifeline”
  - 60% spend at least 3 hours a day on their landline phone
  - Three in ten are very/extremely concerned about being unreachable during the workday\*\*
- Values simplicity due to lack of available IT support

### Home Office Dynamics/Multitasking\*\*

*The majority of home pros are taking care of a variety of business and personal tasks during the workday*

- 84% of home pros conduct work-related tasks while taking business calls
  - 59% are writing or responding to e-mails while on the phone
- 73% of home pros conduct non-work related tasks while taking business calls
  - 23% have done their “business” while doing business on the phone
  - 40% do laundry while on the phone
  - 32% prepare meals while on the phone
- 91% of home pros spend time on non-work related activities during the workday
  - 59% run errands during the workday
  - 52% take non-work related calls

### Home Office Set Up and Ergonomics\*\*

*The majority of home pros work in a designated office space, but their space could be more ergonomic*

- 66% work in a room dedicated solely as an office
- 42% suffered physical ailments as a result of working at home
  - 30% experienced back or neck pain

\*Source: Plantronics ethnographic research, Plantronics focus group research and IDC

\*\* Source: Plantronics survey of home professionals conducted in July 2007