



Dear Decision-maker,

For over a decade, SES has provided strategic research, executive counsel and innovative solutions to Canada's leading decision-makers. As part of a process of tracking public opinion and business trends, the firm launched *The SES Web Entrepreneurship Survey* in early 1999.

Having timely and accurate data on emerging on-line business trends is critical to corporate and government decision-makers involved in the Internet. Conducted annually by telephone, *The Web Entrepreneurship Survey* identifies opportunities as well as assists subscribers in understanding the perceptions of small businesses as they relate to commercialization of the Internet.

With a final sample target of 1,000 businesses, *The SES Web Entrepreneurship Survey* is among Canada's most significant research benchmarks on small businesses and the Internet. The margin of accuracy of the survey is $\pm 3.1\%$, 19 times out of 20. Validation of the profile of respondents and of small businesses across Canada, indicate that the results are a fair representation of opinion for the target group.

If you have any questions about your data table, please do not hesitate to contact me directly.

A handwritten signature in blue ink, reading 'Nanos', is positioned above the printed name.

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TABLE 13 CONDUCTING BUSINESS RESEARCH

Now I'm going to read you a list of Internet services and activities. I'd like you to tell me whether your business is already engaged in or is currently planning to use them. (Businesses not engaged in the activities were also asked whether they would consider the service or activity.)

	Business Research	
	%	
All Business Respondents	50	
All Business Internet Users		
Engaged	68	
Planning	6	
Consider	7	
Neither planning nor considering	19	
Business Internet Users Not Engaged		
Planning	20	
Consider	23	
Neither planning nor considering	58	
All Business Internet Non-users		
Planning	19	
Consider	23	
Not consider	58	
BUSINESSES USING THE INTERNET	Yes	No
	%	%
Business Research by Region		
West	71	29
Ontario	68	32
Quebec	65	35
Atlantic	68	32
Business Research by Number of Employees		
4 or less	68	32
5 to 9	68	32
10 to 24	68	32
25 to 49	68	32
Business Research by Years in Business		
Less than 1 year	50	50
1 to 4 years	72	28
5 to 9 years	70	30
10 years or more	67	33
Business Research by Age		
18 to 29	69	31
30 to 39	72	28
40 to 49	69	31
50 to 59	62	38
60 plus	52	48
Business Research by Gender		
Female	68	32
Male	68	32