



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 that reads "Nanos".

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TABLE 19

FINDING A CONSULTANT FOR SERVICES

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.)

	Finding a Consultant	
	%	
All Business Respondents	17	
All Business Internet Users		
Engaged	23	
Planning	3	
Consider	17	
Neither planning nor considering	57	
Business Internet Users Not Engaged		
Planning	4	
Consider	22	
Neither planning nor considering	74	
All Business Internet Non-users		
Planning	8	
Consider	15	
Not consider	77	
BUSINESSES USING THE INTERNET	Yes	No
	%	%
Finding a Consultant by Region		
West	18	82
Ontario	25	75
Quebec	29	71
Atlantic	11	89
Finding a Consultant by Number of Employees		
4 or less	19	81
5 to 9	22	78
10 to 24	21	79
25 to 49	37	63
Finding a Consultant by Years in Business		
Less than 1 year	0	100
1 to 4 years	28	72
5 to 9 years	25	75
10 years or more	22	78
Finding a Consultant by Age		
18 to 29	27	73
30 to 39	25	75
40 to 49	23	77
50 to 59	19	81
60 plus	14	86
Finding a Consultant by Gender		
Female	19	81
Male	27	73