



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.

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**TABLE 23 PROVIDING CREDIT CARD INFORMATION FOR PURCHASES**

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.)

	<b>Credit Card Info</b>	
	<b>%</b>	
<b>All Business Respondents</b>	18	
<b>All Business Internet Users</b>		
Engaged	25	
Planning	4	
Consider	10	
Neither planning nor considering	61	
<b>Business Internet Users Not Engaged</b>		
Planning	5	
Consider	14	
Neither planning nor considering	81	
<b>All Business Internet Non-users</b>		
Planning	5	
Consider	14	
Not consider	81	
<b>BUSINESSES USING THE INTERNET</b>	<b>Yes</b>	<b>No</b>
	<b>%</b>	<b>%</b>
<b>Credit Card Info by Region</b>		
West	27	73
Ontario	24	76
Quebec	23	77
Atlantic	29	71
<b>Credit Card Info by Number of Employees</b>		
4 or less	24	76
5 to 9	27	73
10 to 24	21	79
25 to 49	26	74
<b>Credit Card Info by Years in Business</b>		
Less than 1 year	21	79
1 to 4 years	37	63
5 to 9 years	36	64
10 years or more	19	81
<b>Credit Card Info by Respondent Age</b>		
18 to 29	29	71
30 to 39	31	69
40 to 49	19	81
50 to 59	21	79
60 plus	21	79
<b>Credit Card Info by Gender</b>		
Female	17	83
Male	32	68