



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 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	38	
All Business Internet Users		
Engaged	63	
Planning	8	
Consider	3	
Neither planning nor considering	26	
Business Internet Users Not Engaged		
Planning	21	
Consider	9	
Neither planning nor considering	70	
All Business Internet Non-users		
Planning	18	
Consider	15	
Not consider	67	
BUSINESSES USING THE INTERNET		
	Yes	No
	%	%
Business Research by Region		
West	67	33
Ontario	62	38
Quebec	57	43
Atlantic	76	24
Business Research by Number of Employees		
4 or less	60	40
5 to 9	55	45
10 to 24	75	25
25 to 49	61	39
Business Research by Years in Business		
Less than 1 year	85	15
1 to 4 years	57	43
5 to 9 years	65	35
10 years or more	63	37
Business Research by Respondent Age		
18 to 29	69	31
30 to 39	65	35
40 to 49	59	41
50 to 59	56	44
60 plus	58	42
Business Research by Gender		
Female	59	41
Male	66	34