



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.)

	<b>Finding a Consultant</b>	
	<b>%</b>	
<b>All Business Respondents</b>	12	
<b>All Business Internet Users</b>		
Engaged	19	
Planning	10	
Consider	8	
Neither planning nor considering	64	
<b>Business Internet Users Not Engaged</b>		
Planning	12	
Consider	9	
Neither planning nor considering	79	
<b>All Business Internet Non-users</b>		
Planning	9	
Consider	11	
Not consider	81	
<b>BUSINESSES USING THE INTERNET</b>	<b>Yes</b>	<b>No</b>
	<b>%</b>	<b>%</b>
<b>Finding a Consultant by Region</b>		
West	20	80
Ontario	18	82
Quebec	21	79
Atlantic	9	81
<b>Finding a Consultant by Number of Employees</b>		
4 or less	15	85
5 to 9	19	81
10 to 24	21	79
25 to 49	22	78
<b>Finding a Consultant by Years in Business</b>		
Less than 1 year	15	85
1 to 4 years	20	80
5 to 9 years	19	81
10 years or more	19	81
<b>Finding a Consultant by Respondent Age</b>		
18 to 29	17	83
30 to 39	22	78
40 to 49	16	84
50 to 59	24	76
60 plus	8	92
<b>Finding a Consultant by Gender</b>		
Female	18	82
Male	19	81