



## The SES Web Entrepreneurship Survey Frequently Asked Questions

### **What is *The SES Web Entrepreneurship Survey*?**

It is an omnibus longitudinal survey on electronic commerce, focusing specifically on small- and medium-sized enterprises. Having timely and accurate data on emerging on-line business trends is critical to corporate and government decision-makers involved in the Internet. The Web Entrepreneurship Survey identifies opportunities and assists clients in understanding the perceptions and activities of small business entrepreneurs regarding the commercialization of the Internet.

### **What is the project methodology?**

With a final sample target of 1,000 businesses, the Web Entrepreneurship Survey is the leading on-going research project of its kind in Canada. Small- and medium-sized enterprises are randomly selected across Canada to participate in a telephone survey. By using a random telephone survey rather than an on-line methodology, SES is better able to understand the obstacles to widespread use of the Internet for e-commerce.

### **What type of information is collected?**

Information is collected on a series of issues such as current Internet and e-commerce use, dollar value of purchasing and selling activities, doing business on the Internet, and potential timelines for future electronic commerce activities. All information is cross-correlated by a number of variables including the respondent business' geographic location, number of employees, profile of Internet decision-maker and number of years in business.

### **What do clients receive from SES?**

Subscribers will receive a detailed copy of the survey findings for each of the core research modules as well as significant cross-tabulations and longitudinal data. The fee also includes an unlimited electronic site license (Adobe 4.0 format) for the clients internal use.

### **What are the costs involved?**

The standard fee to purchase a report is \$1,500 Canadian plus applicable sales taxes for each survey report (including electronic site license). Individual tables are available for \$450. For an additional fee, clients can request special analyses or tabulations and can add questions (\$975 for a closed-ended question and \$1,800 for an open-ended question) to the survey with advance notice.