



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 5 OUTSIDE CONSULTANT USE**

Has your business ever hired or considered hiring an outside consulting firm to help do business on the Internet?

	Hired a firm %	Has considered %	No %	Unsure %
<b>All Respondents</b>	14	8	77	2
<b>Region</b>				
West	11	7	81	1
Ontario	15	9	74	2
Quebec	15	6	77	2
Atlantic	12	10	74	4
<b>Internet Use</b>				
User	17	8	73	2
Non-user	4	7	88	2
<b>Number of Employees</b>				
4 or less	7	7	85	2
5 to 9	13	10	77	0
10 to 24	23	9	65	3
25 to 49	22	6	67	5
<b>Years in Business</b>				
Less than 1 year	9	0	86	5
1 to 4 years	13	7	74	6
5 to 9 years	16	10	73	1
10 years or more	13	8	78	1
<b>Respondent Age</b>				
18 to 29	14	8	75	4
30 to 39	16	10	73	2
40 to 49	12	9	78	1
50 to 59	14	4	81	2
60 plus	11	7	82	0
<b>Respondent Gender</b>				
Female	13	7	77	3
Male	14	8	77	1