



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.

Nikita James Nanos
Managing Director
SES Canada Research Inc.

North America Toll-free 1 888-737-5505 ext.222
E-mail nnanos@sesresearch.com

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7.0 INTERNET & E-COMMERCE ACTIVITIES

TABLE 10 E-MAIL

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.)

	E-Mail	
	%	
All Business Respondents	66	
All Business Internet Users		
Engaged	89	
Planning	3	
Consider	3	
Neither planning nor considering	5	
Business Internet Users Not Engaged		
Planning	27	
Consider	27	
Neither planning nor considering	47	
All Business Internet Non-users		
Planning	30	
Consider	28	
Not consider	43	
BUSINESSES USING THE INTERNET	Yes	No
	%	%
E-mail Use by Region		
West	92	8
Ontario	88	12
Quebec	88	12
Atlantic	90	10
E-mail Use by Number of Employees		
4 or less	86	14
5 to 9	90	10
10 to 24	95	5
25 to 49	89	11
E-mail Use by Years in Business		
Less than 1 year	57	43
1 to 4 years	92	8
5 to 9 years	88	12
10 years or more	90	10
E-mail Use by Respondent Age		
18 to 29	61	39
30 to 39	55	45
40 to 49	54	46
50 to 59	56	44
60 plus	35	66
E-mail Use by Respondent Gender		
Female	90	10
Male	89	11