



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 14 SELLING YOUR GOODS AND/OR 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.)

	<u>Selling %</u>	
All Business Respondents	30	
All Business Internet Users		
Engaged	40	
Planning	12	
Consider	9	
Neither planning nor considering	39	
Business Internet Users Not Engaged		
Planning	20	
Consider	16	
Neither planning nor considering	65	
All Business Internet Non-users		
Planning	14	
Consider	17	
Not consider	69	
BUSINESSES USING THE INTERNET	<u>Yes %</u>	<u>No %</u>
Selling by Region		
West	38	62
Ontario	40	60
Quebec	46	54
Atlantic	24	76
Selling by Number of Employees		
4 or less	36	64
5 to 9	40	60
10 to 24	42	58
25 to 49	50	50
Selling by Years in Business		
Less than 1 year	43	57
1 to 4 years	49	51
5 to 9 years	41	59
10 years or more	38	62
Selling by Respondent Age		
18 to 29	38	62
30 to 39	41	59
40 to 49	40	60
50 to 59	44	56
60 plus	28	72
Selling by Respondent Gender		
Female	36	64
Male	44	56