



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 2 TYPE OF INTERNET IMPACT ON BUSINESS

Based on your current business plans, do you believe this future impact will be positive, negative or neutral?

	Positive Impact %	Negative Impact %	Neutral Impact %	Unsure %
All Respondents	70	2	11	17
Region				
West	65	2	18	16
Ontario	73	3	11	13
Quebec	71	0	8	22
Atlantic	78	0	2	20
Internet Use				
User	79	2	10	10
Non-user	46	2	16	36
Number of Employees				
4 or less	63	3	12	23
5 to 9	72	1	12	15
10 to 24	75	1	14	11
25 to 49	85	1	6	8
Years in Business				
Less than 1 year	55	5	14	27
1 to 4 years	71	2	15	13
5 to 9 years	69	1	11	19
10 years or more	71	2	11	17
Respondent Age				
18 to 29	76	1	12	12
30 to 39	74	1	10	14
40 to 49	68	3	11	18
50 to 59	66	1	13	21
60 plus	59	2	14	25
Respondent Gender				
Female	70	2	12	15
Male	69	2	10	19