



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 4 FUTURE E-COMMERCE ACTIVITY

Do you plan to buy or sell anything using the Internet for either personal or business use in the next twelve months?

	Yes business only %	Yes, personal only %	Yes, both personal and business %	No %	Unsure %
All Respondents	17	8	19	43	14
Region					
West	14	9	23	41	13
Ontario	17	8	19	41	15
Quebec	18	6	15	47	14
Atlantic	20	8	28	40	4
Internet Use					
User	20	7	24	35	14
Non-user	10	9	6	64	12
Number of Employees					
4 or less	14	8	16	49	13
5 to 9	20	9	18	43	10
10 to 24	17	6	22	38	16
25 to 49	20	7	30	28	16
Years in Business					
Less than 1 year	14	18	18	46	5
1 to 4 years	18	8	27	37	11
5 to 9 years	19	5	22	41	14
10 years or more	17	8	17	44	14
Respondent Age					
18 to 29	21	10	21	36	13
30 to 39	16	8	24	38	14
40 to 49	15	7	19	44	15
50 to 59	20	6	14	50	10
60 plus	16	9	14	48	14
Respondent Gender					
Female	16	8	14	49	14
Male	18	8	25	37	13