



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 8 INTERNET AND NEW BUSINESS OPPORTUNITIES

Now I'm going to read you some brief statements about the Internet and your business and I'd like you to tell me whether you strongly agree, agree, disagree or strongly disagree.

Statement: The Internet opens new business opportunities for us.

	Strongly agree %	Agree %	Disagree %	Strongly disagree %	Unsure %
All Respondents	14	47	27	7	4
Region					
West	16	56	19	5	5
Ontario	17	55	21	3	4
Quebec	10	29	43	15	3
Atlantic	18	50	28	0	4
Internet Use					
User	17	49	22	8	4
Non-user	7	41	42	5	5
Number of Employees					
4 or less	12	46	29	8	5
5 to 9	15	43	30	8	4
10 to 24	15	56	21	6	3
25 to 49	22	45	25	6	2
Years in Business					
Less than 1 year	36	41	9	9	5
1 to 4 years	19	41	32	5	3
5 to 9 years	14	53	23	6	5
10 years or more	13	47	28	8	4
Respondent Age					
18 to 29	12	55	28	5	1
30 to 39	18	45	27	8	3
40 to 49	15	44	29	7	5
50 to 59	11	46	27	10	7
60 plus	7	64	23	2	5
Respondent Gender					
Female	12	47	30	7	4
Male	17	47	25	7	4