



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.

A handwritten signature in blue ink, reading 'Nanos', is positioned above the printed name.

Nikita James Nanos  
Managing Director  
SES Canada Research Inc.

North America Toll-free 1 888-737-5505 ext.222  
E-mail [nnanos@sesresearch.com](mailto:nnanos@sesresearch.com)

Quoting [SES Canada Research Inc.](#) Information and Data:  
Internal Documents and Presentations—Quoting individual sentences and paragraphs for use in your organization's internal communications does not require permission from SES. The use of large portions or the reproduction of any SES document in its entirety does require prior written approval and may involve some financial consideration.  
External Publication—Any SES information that is to be used in advertising, press releases, or promotional materials requires prior written approval from the Managing Director. A draft of the proposed document should accompany any such request. SES reserves the right to deny approval of external usage for any reason. **Reproduction is forbidden unless authorized.**



## 6.0 DEMOGRAPHIC TABLES

**TABLE 1 SCOPE OF INTERNET IMPACT ON BUSINESS**

I'd like you to think of the future of your business. Do you believe the Internet will have a major impact, minor impact or no impact on your business?

	<b>Major Impact %</b>	<b>Minor Impact %</b>	<b>No Impact %</b>	<b>Unsure %</b>
<b>All Respondents</b>	39	40	17	5
<b>Region</b>				
West	32	48	16	3
Ontario	27	50	19	4
Quebec	58	19	14	8
Atlantic	34	44	20	2
<b>Internet Use</b>				
User	51	42	4	2
Non-user	19	35	36	9
<b>Number of Employees</b>				
4 or less	28	42	24	6
5 to 9	39	39	16	6
10 to 24	43	40	15	3
25 to 49	54	35	7	4
<b>Years in Business</b>				
Less than 1 year	29	43	29	0
1 to 4 years	36	40	18	6
5 to 9 years	40	42	13	6
10 years or more	39	39	18	5
<b>Respondent Age</b>				
18 to 29	42	43	11	4
30 to 39	38	41	18	4
40 to 49	40	40	15	6
50 to 59	40	36	19	5
60 plus	16	36	32	16
<b>Respondent Gender</b>				
Female	37	39	18	6
Male	41	41	15	4

Note: Totals may not add up to 100 as a result of rounding.