



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 %
<b>All Respondents</b>	78	2	15	6
<b>Region</b>				
West	82	3	13	3
Ontario	77	2	17	4
Quebec	76	2	12	10
Atlantic	70	3	23	5
<b>Internet Use</b>				
User	84	2	12	3
Non-user	64	3	21	12
<b>Number of Employees</b>				
4 or less	71	2	18	9
5 to 9	79	1	13	7
10 to 24	83	1	14	2
25 to 49	82	3	12	3
<b>Years in Business</b>				
Less than 1 year	80	0	20	0
1 to 4 years	80	1	12	8
5 to 9 years	78	2	15	5
10 years or more	77	3	15	6
<b>Respondent Age</b>				
18 to 29	81	1	14	4
30 to 39	78	2	16	4
40 to 49	77	3	13	7
50 to 59	84	2	9	6
60 plus	43	0	38	19
<b>Respondent Gender</b>				
Female	77	1	16	6
Male	78	3	13	6