



## **The SES Web Entrepreneurship Survey Report Outline**

The report includes a detailed analysis of the trends, challenges and opportunities faced by small- and medium-sized businesses across Canada. To follow is a brief sample outline of the major subject areas in the report and the specific data on current, planned and future electronic commerce activities.

### **Executive Summary**

- Who are the Internet Users?
- What Impact Will the Internet Have on Business?
- How Big is the Small Business E-commerce Market in Canada?
- What are Small Businesses Doing on the Internet?
- What's Next?
- Key Findings –2001 Survey
- Key Findings – Trends

### **Market Overview**

- Decision-maker Profile – Business Size
- Decision-maker Profile – Gender
- Decision-maker Profile - Age
- Internet Buying and Selling – Past Activity
- Internet Buying and Selling – Future Activity
- Internet Buying and Selling – Counter-Party
- Dollar Value of E-commerce Activities
- Small Business E-commerce Market Size
- Internet Consultants

### **Attitudes Toward E-Commerce**

- Scope of Internet Impact
- Nature of Internet Impact
- Profitability Impressions and the Internet
- Business Survival and the Internet
- Unprompted Future Impressions

### **E-business Activities**

- Communications Activity Profile
- E-commerce Profile – Purchasing and Invoicing
- E-commerce Profile – Banking and Payments
- E-commerce Profile – Credit Card Information



## **STATISTICAL TABLES**

Statistical tables in the report include a comparative tabulation on all variables by region, number of employees, number of years in business, age of decision-maker and gender of decision-maker. Longitudinal data is also presented for each of the e-commerce activities identified below.

Table 1 – Scope of Internet Impact on Business

Table 2 – Type of Internet Impact on Business

Table 3 – Past E-commerce Activity

Table 4 – Future E-commerce Activity

Table 5 – Outside Consultant Use

Table 6 – Current Internet Use

Table 7 – Internet and Business Survival

Table 8 – Internet and New Business Opportunities

Table 9 – Internet and Profitability Threat

### **Internet and E-Commerce Activities**

Respondents are prompted as to whether they were engaged in, planning to engage or would consider the following e-commerce activities.

Table 10 – E-mail

Table 11 – Website for External Communications

Table 12 – Website for Internal Communications

Table 13 – Conducting Business Research

Table 14 – Selling Goods and/or Services

Table 15 – Making Travel Arrangements

Table 16 – Purchasing Computer Equipment and Software

Table 17 – Purchasing Office Supplies

Table 18 – Finding a New Supplier for Goods

Table 19 – Finding a Consultant for Services

Table 20 – Sending Electronic Invoices to Customers

Table 21 – Receiving Electronic Bills from Suppliers

Table 22 – Electronically Paying Bills Through Your Bank

Table 23 – Providing Credit Card Information for Purchases

Table 24 – Electronically Receiving Payments

Table 25 – Tracking Bank Account Balance

Table 26 – Submitting a Bank Loan Application

Table 27 – Submitting Tax Returns to the Government

Table 28 – Remitting Taxes to the Government

Table 29 – Accessing Government Services

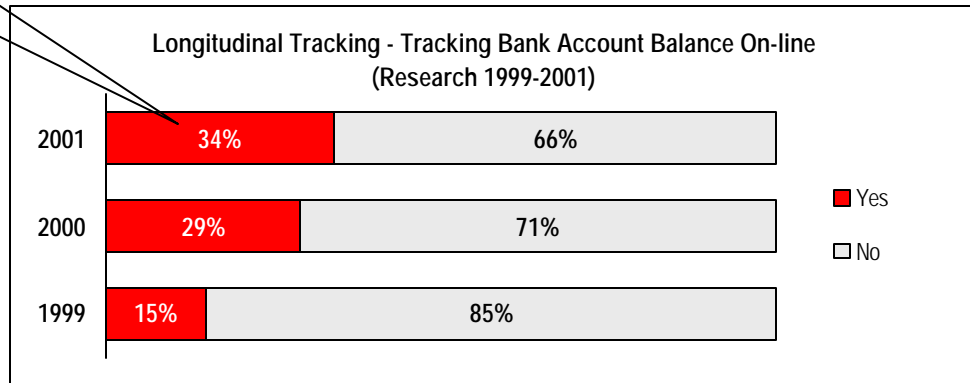
## 8.0 HOW TO READ THE TABLES

TABLE 25 TRACKING BANK ACCOUNT BALANCE

Now I'm going to read you a list of Internet services and activities. I'd like you to tell me whether your business is already engaged in or is currently planning to use them. (Businesses not engaged in the activities were also asked whether they would consider the service or activity.)

34% of all Canadian small businesses (SMEs) used the Internet to check their bank balance in 2001.

44% of Canadian SMEs using the Internet check their account balance on line, another 6% plan to do so in the next six months.



12% of SMEs not using the Internet have plans to check their balance on-line in the next 12 months.

TRACKING BANK BALANCE - ALL BUSINESS RESPONDENTS (2001)	%	TRACKING BANK BALANCE - BUSINESSES USING THE INTERNET (2001)	Yes	No
Tracking Bank Balance - All Business Respondents	34			
<b>All Business Internet Users</b>		<b>Tracking Bank Balance by Region</b>		
Engaged	44	West	42	58
Planning	6	Ontario	44	56
Consider	9	Quebec	46	54
Neither planning nor considering	45	Atlantic	41	59
<b>Business Internet Users Not Engaged</b>		<b>Tracking Bank Balance by Number of Employees</b>		
Planning	10	4 or less	39	61
Consider	10	5 to 9	37	63
Neither planning nor considering	80	10 to 24	51	49
		25 to 49	48	52
<b>All Business Internet Non-users</b>		<b>Tracking Bank Balance by Years in Business</b>		
Planning	12	Less than 1 year	25	75
Consider	4	1 to 4 years	52	48
Not consider	85	5 to 9 years	48	53
		10 years or more	42	58
		<b>Tracking Bank Balance by Age</b>		
		18 to 29	43	57
		30 to 39	46	54
		40 to 49	44	56
		50 to 59	36	65
		60 plus	19	81
		<b>Tracking Bank Balance by Gender</b>		
		Female	39	61
		Male	50	50

51% of SMEs who use the Internet with 10 to 24 employees check their account balance on-line.



## The SES Track Record

SES is an independent, privately-owned research firm employing over 250 full- and part-time individuals across Canada. To follow is a sample of companies and organizations which have benefited from our strategic research, executive counsel and innovative solutions.

AES Canada Inc.	Lake Abitibi Model Forest
Attorney General (ON)	Litigation Management Inc.
Bereskin & Parr	McDonald's Canada*
Black & Decker Canada	National Trust*
Border Zone Advisory Committee	Netmedia Enterprises
Burak Jacobson Partners	New Brunswick Telegraph Journal
Citibank Canada	Nine to Five Magazine
City of Cornwall	Nortel
CG&A Communications	McKinsey & Company
Cogeco Cable	Ministry of Health (ON)
Communique	MADD Canada
Connors Bros.	Nine to Five Magazine
Consumer & Commercial Relations (ON)	Solicitor General & Correctional Services (ON)
Dacon Corporation	Ontario Fruit Warehouse
DigiGraphics	Ontario Restaurant Association
Eli Lilly Canada Inc.	Opera Lyra Ottawa
Evraire & Associates	Ottawa International Airport
Export Development Corporation	Outreach (California)
FieldWorks Inc.	PepsiCo*
Fresh Fruit Company	Quality Performance Associates
Frontenac Lennox & Addington Separate School Board	Queen's Health Policy
Guardian Drug Stores	Skala Corporation
Hill & Knowlton Canada	Staples Business Depot
IF Interface Ltd.	Summa Strategies Group
Industry Canada	Telus
Intuit Canada	Tobacco Council of Canada
KFC Canada*	Various political campaigns
Kingston Township	Victory Risk Management
Kraft Canada	
Labatt Breweries*	

*\* conducted with associate firms*