



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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## 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>	40	41	15	4
<b>Region</b>				
West	32	47	17	5
Ontario	37	48	11	4
Quebec	51	28	16	5
Atlantic	34	48	18	0
<b>Internet Use</b>				
User	47	42	7	4
Non-user	18	41	35	6
<b>Number of Employees</b>				
4 or less	34	42	20	5
5 to 9	42	40	13	4
10 to 24	44	44	10	3
25 to 49	51	37	7	5
<b>Years in Business</b>				
Less than 1 year	36	36	27	0
1 to 4 years	39	47	13	2
5 to 9 years	38	40	16	6
10 years or more	41	41	14	5
<b>Respondent Age</b>				
18 to 29	48	43	8	1
30 to 39	41	41	14	3
40 to 49	37	43	14	6
50 to 59	36	38	20	6
60 plus	32	41	18	9
<b>Respondent Gender</b>				
Female	39	43	14	5
Male	41	40	15	4

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