



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 11 WEBSITE FOR EXTERNAL COMMUNICATIONS**

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.)

	<b>External Website</b>	
	<b>%</b>	
<b>All Business Respondents</b>	41	
<b>All Business Internet Users</b>		
Engaged	55	
Planning	15	
Consider	8	
Neither planning nor considering	22	
<b>Business Internet Users Not Engaged</b>		
Planning	33	
Consider	18	
Neither planning nor considering	48	
<b>All Business Internet Non-users</b>		
Planning	21	
Consider	20	
Not consider	61	
<b>BUSINESSES USING THE INTERNET</b>	<b>Yes</b>	<b>No</b>
	<b>%</b>	<b>%</b>
<b>External Website by Region</b>		
West	49	51
Ontario	53	47
Quebec	66	34
Atlantic	50	50
<b>External Website by Number of Employees</b>		
4 or less	49	52
5 to 9	55	45
10 to 24	58	42
25 to 49	68	32
<b>External Website by Years in Business</b>		
Less than 1 year	43	57
1 to 4 years	62	38
5 to 9 years	50	50
10 years or more	55	45
<b>External Website by Age</b>		
18 to 29	61	39
30 to 39	55	45
40 to 49	54	46
50 to 59	56	44
60 plus	35	66
<b>External Website by Gender</b>		
Female	56	44
Male	55	45