



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 12 WEBSITE FOR INTERNAL 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>Intranet</b>	
	<b>%</b>	
<b>All Business Respondents</b>	21	
<b>All Business Internet Users</b>		
Engaged	29	
Planning	9	
Consider	8	
Neither planning nor considering	55	
<b>Business Internet Users Not Engaged</b>		
Planning	13	
Consider	11	
Neither planning nor considering	77	
<b>All Business Internet Non-users</b>		
Planning	8	
Consider	5	
Not consider	87	
<b>BUSINESSES USING THE INTERNET</b>	<b>Yes</b>	<b>No</b>
	<b>%</b>	<b>%</b>
<b>Intranet by Region</b>		
West	23	77
Ontario	24	76
Quebec	39	61
Atlantic	40	60
<b>Intranet by Number of Employees</b>		
4 or less	25	75
5 to 9	29	71
10 to 24	30	70
25 to 49	37	63
<b>Intranet by Years in Business</b>		
Less than 1 year	21	79
1 to 4 years	38	62
5 to 9 years	24	76
10 years or more	28	72
<b>Intranet by Respondent Age</b>		
18 to 29	30	70
30 to 39	31	69
40 to 49	25	75
50 to 59	31	69
60 plus	21	79
<b>Intranet by Respondent Gender</b>		
Female	30	70
Male	28	72