



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.

A handwritten signature in blue ink that reads 'Nanos'.

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TABLE 15 MAKING TRAVEL ARRANGEMENTS

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.)

	Travel	
	%	
All Business Respondents	24	
All Business Internet Users		
Engaged	32	
Planning	8	
Consider	17	
Neither planning nor considering	43	
Business Internet Users Not Engaged		
Planning	12	
Consider	24	
Neither planning nor considering	64	
All Business Internet Non-users		
Planning	10	
Consider	19	
Not consider	71	
BUSINESSES USING THE INTERNET	Yes	No
	%	%
Travel by Region		
West	33	67
Ontario	32	68
Quebec	31	69
Atlantic	29	71
Travel by Number of Employees		
4 or less	31	69
5 to 9	28	72
10 to 24	30	70
25 to 49	42	58
Travel by Years in Business		
Less than 1 year	14	86
1 to 4 years	32	68
5 to 9 years	31	69
10 years or more	33	67
Travel by Respondent Age		
18 to 29	38	62
30 to 39	29	71
40 to 49	32	68
50 to 59	34	66
60 plus	24	76
Travel by Respondent Gender		
Female	29	71
Male	35	65