



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 3 PAST E-COMMERCE ACTIVITY

Have you bought or sold anything using the Internet for either personal or business use in the past twelve months?

	Yes business only %	Yes, personal only %	Yes, both personal and business %	No %	Unsure %
All Respondents	11	9	16	0	65
Region					
West	9	9	20	0	61
Ontario	11	9	16	0	64
Quebec	12	6	11	0	71
Atlantic	10	16	18	0	56
Internet Use					
User	13	9	21	0	57
Non-user	3	9	2	0	86
Number of Employees					
4 or less	9	9	12	0	71
5 to 9	11	8	16	0	66
10 to 24	11	12	20	0	57
25 to 49	15	7	23	0	55
Years in Business					
Less than 1 year	9	0	9	0	82
1 to 4 years	12	9	20	0	59
5 to 9 years	14	9	19	0	58
10 years or more	10	9	14	0	67
Respondent Age					
18 to 29	12	10	17	0	62
30 to 39	11	11	21	0	57
40 to 49	8	8	14	0	70
50 to 59	15	8	11	0	67
60 plus	9	5	7	0	80
Respondent Gender					
Female	11	9	11	0	70
Male	11	9	20	0	60