

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.

Names

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TABLE 4 FUTURE E-COMMERCE ACTIVITY

Do you plan to buy or sell anything using the Internet for either personal or business use in the next twelve months?

Region		Yes business only %	Yes, personal only %	Yes, both personal and business %	No %	Unsure %
West 14 9 23 41 13 Ontario 17 8 19 41 15 Quebec 18 6 15 47 14 Atlantic 20 8 28 40 4 Internet Use User 20 7 24 35 14 Non-user 10 9 6 64 12 Number of Employees 4 or less 14 8 16 49 13 5 to 9 20 9 18 43 10 10 to 24 17 6 22 38 16 25 to 49 20 7 30 28 16 Years in Business Less than 1 year 14 18 18 46 5 1 to 4 years 18 8 27 37 11 5 to 9 years 19 5 22 41 14 10 years or 17 8 17 44 14 more Respondent Age 18 to 29 21 10 21 36 13 30 to 39 16	All Respondents	17	8	19	43	14
Ontario 17 8 19 41 15 Quebec 18 6 15 47 14 Atlantic 20 8 28 40 4 Internet Use User 20 7 24 35 14 Non-user 10 9 6 64 12 Number of Employees 4 or less 14 8 16 49 13 5 to 9 20 9 18 43 10 10 to 24 17 6 22 38 16 25 to 49 20 7 30 28 16 Years in Business Less than 1 year 14 18 18 18 46 5 1 to 4 years 18 8 27 37 11 5 to 9 years 19 5 22 41 14 10 years or 17 8 17 44 14 more Respondent Age Respondent Age Respondent Age Respondent Gender Female 16 8 14 49 14	Region					
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Internet Use	Ontario	17	8	19	41	15
Internet Use User 20 7 24 35 14 Non-user 10 9 6 64 12 Number of Employees 4 or less 14 8 16 49 13 5 to 9 20 9 18 43 10 10 to 24 17 6 22 38 16 25 to 49 20 7 30 28 16 Years in Business Less than 1 year 14 18 18 46 5 1 to 4 years 18 8 27 37 11 5 to 9 years 19 5 22 41 14 10 years or 17 8 17 44 14 10 years or 17 8 17 44 14 10 years or 17 8 17 44 14 10 to 29 21 10 21 36 13 30 to 39 16 8 24 38 14 40 to 49 15 7 19 44 15 50 to 59 20 6 14 50 10 60 plus 16 9 14 48 14 Respondent Gender Female 16 8 14 49 14	Quebec	18	6	15	47	14
User 20 7 24 35 14 Non-user 10 9 6 64 12 Number of Employees 4 or less 14 8 16 49 13 5 to 9 20 9 18 43 10 10 to 24 17 6 22 38 16 25 to 49 20 7 30 28 16 Years in Business Less than 1 year 14 18 18 46 5 1 to 4 years 18 8 27 37 11 5 to 9 years 19 5 22 41 14 10 years or 17 8 17 44 14 more Respondent Age 18 to 29 21 10 21 36 13 30 to 39 16 8 24 38 14 40 to 49 15 7 19 44 15 50 to 59 20 6 14 50 10 60 plus 16 9 14 48 14 Respondent Gender Female 16 8 14 8 14 14 19 14 14 19 14 14 1	Atlantic	20	8	28	40	4
Non-user 10 9 6 64 12 Number of Employees Employees 4 or less 14 8 16 49 13 5 to 9 20 9 18 43 10 10 to 24 17 6 22 38 16 25 to 49 20 7 30 28 16 Years in Business Less than 1 year 14 18 18 46 5 1 to 4 years 18 8 27 37 11 5 to 9 years 19 5 22 41 14 10 years or 17 8 17 44 14 more 18 to 29 21 10 21 36 13 30 to 39 16 8 24 38 14 40 to 49 15 7 19 44 15 50 to 59 20 6 14 50 10 60 plus 16 9 14 48 14	Internet Use					
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Employees 4 or less 14 8 16 49 13 5 to 9 20 9 18 43 10 10 to 24 17 6 22 38 16 25 to 49 20 7 30 28 16 Years in Business Less than 1 year 14 18 18 46 5 1 to 4 years 18 8 27 37 11 5 to 9 years 19 5 22 41 14 10 years or 17 8 17 44 14 more Respondent Age 18 to 29 21 10 21 36 13 30 to 39 16 8 24 38 14 40 to 49 15 7 19 44 15 50 to 59 20 6 14 50 10 60 plus 16 9 14 48 14 Respondent Gender Female 16 8 14 49 14	Non-user	10	9	6	64	12
5 to 9 20 9 18 43 10 10 to 24 17 6 22 38 16 25 to 49 20 7 30 28 16 Years in Business Less than 1 year 14 18 18 46 5 1 to 4 years 18 8 27 37 11 5 to 9 years 19 5 22 41 14 10 years or 17 8 17 44 14 more 18 to 29 21 10 21 36 13 30 to 39 16 8 24 38 14 40 to 49 15 7 19 44 15 50 to 59 20 6 14 50 10 60 plus 16 9 14 48 14 Respondent Gender Female 16 8 14 49 14	Employees					
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Less than 1 year 14 18 18 46 5 1 to 4 years 18 8 27 37 11 5 to 9 years 19 5 22 41 14 10 years or 17 8 17 44 14 more Respondent Age 18 to 29 21 10 21 36 13 30 to 39 16 8 24 38 14 40 to 49 15 7 19 44 15 50 to 59 20 6 14 50 10 60 plus 16 9 14 48 14 Respondent Gender Female 16 8 14 49 14	25 to 49	20	7	30	28	16
1 to 4 years 18 8 27 37 11 5 to 9 years 19 5 22 41 14 10 years or more 17 8 17 44 14 Respondent Age 18 to 29 21 10 21 36 13 30 to 39 16 8 24 38 14 40 to 49 15 7 19 44 15 50 to 59 20 6 14 50 10 60 plus 16 9 14 48 14 Respondent Gender Female 16 8 14 49 14						
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Respondent Age 18 to 29 21 10 21 36 13 30 to 39 16 8 24 38 14 40 to 49 15 7 19 44 15 50 to 59 20 6 14 50 10 60 plus 16 9 14 48 14 Respondent Gender Female 16 8 14 49 14	10 years or	17	8	17	44	14
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60 plus 16 9 14 48 14 Respondent Gender Female 16 8 14 49 14	40 to 49		7	19		15
Respondent Gender Female 16 8 14 49 14	50 to 59	20	6	14	50	10
Gender Female 16 8 14 49 14	60 plus	16	9	14	48	14
Male 18 8 25 37 13	Female	16	8	14	49	14
	Male	18	8	25	37	13