



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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6.0 DEMOGRAPHIC TABLES

TABLE 1 SCOPE OF INTERNET IMPACT ON BUSINESS

I'd like you to think of the future of your business. Do you believe the Internet will have a major impact, minor impact or no impact on your business?

	Major Impact %	Minor Impact %	No Impact %	Unsure %
All Respondents	39	40	17	5
Region				
West	32	48	16	3
Ontario	27	50	19	4
Quebec	58	19	14	8
Atlantic	34	44	20	2
Internet Use				
User	51	42	4	2
Non-user	19	35	36	9
Number of Employees				
4 or less	28	42	24	6
5 to 9	39	39	16	6
10 to 24	43	40	15	3
25 to 49	54	35	7	4
Years in Business				
Less than 1 year	29	43	29	0
1 to 4 years	36	40	18	6
5 to 9 years	40	42	13	6
10 years or more	39	39	18	5
Respondent Age				
18 to 29	42	43	11	4
30 to 39	38	41	18	4
40 to 49	40	40	15	6
50 to 59	40	36	19	5
60 plus	16	36	32	16
Respondent Gender				
Female	37	39	18	6
Male	41	41	15	4

Note: Totals may not add up to 100 as a result of rounding.