



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 11 WEBSITE FOR EXTERNAL 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>External Website %</b>	
<b>All Business Respondents</b>	37	
<b>All Business Internet Users</b>		
Engaged	61	
Planning	11	
Consider	5	
Neither planning nor considering	24	
<b>Business Internet Users Not Engaged</b>		
Planning	27	
Consider	12	
Neither planning nor considering	61	
<b>All Business Internet Non-users</b>		
Planning	14	
Consider	15	
Not consider	71	
<b>BUSINESSES USING THE INTERNET</b>		
	<b>Yes %</b>	<b>No %</b>
<b>External Website by Region</b>		
West	67	23
Ontario	58	42
Quebec	60	40
Atlantic	42	58
<b>External Website by Number of Employees</b>		
4 or less	48	52
5 to 9	59	41
10 to 24	71	29
25 to 49	66	34
<b>External Website by Years in Business</b>		
Less than 1 year	62	38
1 to 4 years	57	43
5 to 9 years	62	38
10 years or more	61	39
<b>External Website by Respondent Age</b>		
18 to 29	66	34
30 to 39	60	40
40 to 49	55	45
50 to 59	66	34
60 plus	67	33
<b>External Website by Respondent Gender</b>		
Female	57	43
Male	64	36