



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.

Nikita James Nanos
Managing Director
SES Canada Research Inc.

North America Toll-free 1 888-737-5505 ext.222
E-mail nnanos@sesresearch.com

Quoting [SES Canada Research Inc.](#) Information and Data:
Internal Documents and Presentations—Quoting individual sentences and paragraphs for use in your organization's internal communications does not require permission from SES. The use of large portions or the reproduction of any SES document in its entirety does require prior written approval and may involve some financial consideration.
External Publication—Any SES information that is to be used in advertising, press releases, or promotional materials requires prior written approval from the Managing Director. A draft of the proposed document should accompany any such request. SES reserves the right to deny approval of external usage for any reason. **Reproduction is forbidden unless authorized.**



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.)

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