



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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TABLE 14 SELLING YOUR GOODS AND/OR SERVICES

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.)

	Selling %	
All Business Respondents	24	
All Business Internet Users		
Engaged	39	
Planning	12	
Consider	8	
Neither planning nor considering	41	
Business Internet Users Not Engaged		
Planning	20	
Consider	14	
Neither planning nor considering	66	
All Business Internet Non-users		
Planning	16	
Consider	15	
Not consider	70	
BUSINESSES USING THE INTERNET		
	Yes %	No %
Selling by Region		
West	45	55
Ontario	46	54
Quebec	27	73
Atlantic	33	67
Selling by Number of Employees		
4 or less	34	66
5 to 9	38	62
10 to 24	46	54
25 to 49	37	63
Selling by Years in Business		
Less than 1 year	39	61
1 to 4 years	38	62
5 to 9 years	43	57
10 years or more	38	62
Selling by Respondent Age		
18 to 29	45	55
30 to 39	36	64
40 to 49	37	63
50 to 59	41	59
60 plus	25	75
Selling by Respondent Gender		
Female	35	65
Male	42	58