



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 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.)

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