



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 15 MAKING TRAVEL ARRANGEMENTS**

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.)

	<u>Travel %</u>	
<b>All Business Respondents</b>	15	
<b>All Business Internet Users</b>		
Engaged	24	
Planning	10	
Consider	9	
Neither planning nor considering	57	
<b>Business Internet Users Not Engaged</b>		
Planning	14	
Consider	11	
Neither planning nor considering	75	
<b>All Business Internet Non-users</b>		
Planning	8	
Consider	10	
Not consider	82	
<b>BUSINESSES USING THE INTERNET</b>		
	<u>Yes %</u>	<u>No %</u>
<b>Travel by Region</b>		
West	32	68
Ontario	24	76
Quebec	14	86
Atlantic	30	70
<b>Travel by Number of Employees</b>		
4 or less	27	73
5 to 9	19	81
10 to 24	24	76
25 to 49	26	74
<b>Travel by Years in Business</b>		
Less than 1 year	39	61
1 to 4 years	19	81
5 to 9 years	22	78
10 years or more	26	74
<b>Travel by Respondent Age</b>		
18 to 29	26	74
30 to 39	22	78
40 to 49	25	75
50 to 59	24	76
60 plus	17	83
<b>Travel by Respondent Gender</b>		
Female	22	78
Male	26	74