



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 25 TRACKING BANK ACCOUNT BALANCE

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.)

	Tracking Bank Account %	
All Business Respondents	15	
All Business Internet Users		
Engaged	25	
Planning	12	
Consider	7	
Neither planning nor considering	57	
Business Internet Users Not Engaged		
Planning	15	
Consider	9	
Neither planning nor considering	75	
All Business Internet Non-users		
Planning	11	
Consider	10	
Not consider	79	
BUSINESSES USING THE INTERNET	Yes %	No %
Tracking Bank Account by Region		
West	27	73
Ontario	32	68
Quebec	14	86
Atlantic	30	70
Tracking Bank Account by Number of Employees		
4 or less	20	80
5 to 9	27	73
10 to 24	25	75
25 to 49	26	74
Tracking Bank Account by Years in Business		
Less than 1 year	39	61
1 to 4 years	22	78
5 to 9 years	26	74
10 years or more	24	76
Tracking Bank Account by Respondent Age		
18 to 29	26	74
30 to 39	20	80
40 to 49	26	74
50 to 59	31	69
60 plus	17	83
Tracking Bank Account by Gender		
Female	20	80
Male	29	71