



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 3 PAST E-COMMERCE ACTIVITY**

Have you bought or sold anything using the Internet for either personal or business use in the past twelve months?

	Yes business only %	Yes, personal only %	Yes, both personal and business %	No %	Unsure %
<b>All Respondents</b>	11	6	10	72	1
<b>Region</b>					
West	16	7	12	65	0
Ontario	9	7	8	75	0
Quebec	10	3	10	75	2
Atlantic	12	10	12	66	0
<b>Internet Use</b>					
User	18	7	16	58	1
Non-user	1	4	1	93	1
<b>Number of Employees</b>					
4 or less	8	5	7	79	0
5 to 9	12	6	8	74	1
10 to 24	15	6	15	65	0
25 to 49	13	8	14	62	3
<b>Years in Business</b>					
Less than 1 year	10	5	14	71	0
1 to 4 years	7	9	11	72	1
5 to 9 years	14	5	10	71	1
10 years or more	12	6	10	72	1
<b>Respondent Age</b>					
18 to 29	9	5	14	70	2
30 to 39	13	9	11	66	1
40 to 49	13	5	10	72	1
50 to 59	9	3	6	82	1
60 plus	3	3	3	90	0
<b>Respondent Gender</b>					
Female	9	6	7	78	1
Male	14	6	14	66	1