



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 4 FUTURE E-COMMERCE ACTIVITY**

Do you plan to buy or sell anything using the Internet for either personal or business use in the next twelve months?

	Yes business only %	Yes, personal only %	Yes, both personal and business %	No %	Unsure %
<b>All Respondents</b>	17	7	17	52	8
<b>Region</b>					
West	23	7	20	42	7
Ontario	16	9	15	50	9
Quebec	11	3	14	64	7
Atlantic	20	6	24	46	4
<b>Internet Use</b>					
User	23	7	23	38	9
Non-user	7	6	7	74	6
<b>Number of Employees</b>					
4 or less	14	6	14	60	6
5 to 9	19	7	13	53	8
10 to 24	18	6	21	44	11
25 to 49	20	8	24	43	6
<b>Years in Business</b>					
Less than 1 year	10	0	19	62	10
1 to 4 years	15	9	16	53	8
5 to 9 years	19	7	16	51	8
10 years or more	18	6	18	51	7
<b>Respondent Age</b>					
18 to 29	13	8	19	51	9
30 to 39	18	9	17	50	6
40 to 49	17	4	17	54	8
50 to 59	22	4	18	47	9
60 plus	10	10	7	71	3
<b>Respondent Gender</b>					
Female	14	7	12	60	8
Male	20	6	22	44	7