



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 9 INTERNET AND PROFITABILITY THREAT**

Now I'm going to read you some brief statements about the Internet and your business and I'd like you to tell me whether you strongly agree, agree, disagree or strongly disagree.

Statement: The Internet will threaten our profitability.

	Strongly agree %	Agree %	Disagree %	Strongly disagree %	Unsure %
<b>All Respondents</b>	1	6	62	25	7
<b>Region</b>					
West	0	8	76	11	5
Ontario	0	7	75	8	10
Quebec	1	4	31	59	5
Atlantic	0	6	80	10	4
<b>Internet Use</b>					
User	1	6	65	23	5
Non-user	1	6	57	27	9
<b>Number of Employees</b>					
4 or less	1	6	65	21	8
5 to 9	1	7	58	27	7
10 to 24	1	6	62	27	5
25 to 49	0	6	62	27	6
<b>Years in Business</b>					
Less than 1 year	0	0	52	48	0
1 to 4 years	0	6	63	26	5
5 to 9 years	0	5	66	23	7
10 years or more	1	7	61	24	7
<b>Respondent Age</b>					
18 to 29	0	4	65	25	6
30 to 39	1	6	60	30	4
40 to 49	1	5	65	23	6
50 to 59	2	10	59	18	13
60 plus	0	7	65	23	7
<b>Respondent Gender</b>					
Female	0	5	62	27	7
Male	1	8	63	22	7