



# E-COMMERCE TRENDS

**METHODOLOGY** The SES Web Entrepreneurship Survey is a longitudinal syndicated study on electronic commerce, focusing specifically on Canadian small- and medium-sized enterprises with fewer than 50 employees.

Conducted annually by telephone over the past four years, it identifies opportunities and assists SES clients in understanding the perceptions of small- and medium- sized enterprises as they relate to commercialization of the Internet.

The 2002 wave of research of 1,000 Canadian entrepreneurs conducted between May 15 and 30, 2002 is accurate to within 3.1 percentage points, plus or minus, 19 times out of twenty. The project was completed in accordance with the standards of the Professional Market Research Society of Canada.

For more information on the methodology, study findings or to purchase a detailed copy of the analysis and report, please visit <http://www.sesresearch.com> or contact:

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**INTERNET USE** Longitudinal tracking indicates that growth in the total number of Canadian SMEs using the Internet has jumped over the past year. Perceptions regarding the impact continue to be positive.

INTERNET USE	1999 %	2000 %	2001 %	2002 %
SMEs Using Internet	61	74	78	88
SMEs Not Using Internet	39	26	22	12
Growth	--	+13	+4	+10

Source: SES Research, Web Entrepreneurship Surveys

INTERNET IMPACT ON ALL CANADIAN SMALL BUSINESSES	1999 %	2000 %	2001 %	2002 %
Major Impact	40	48	51	57
Minor Impact	41	39	32	33
No Impact	15	10	16	8

Source: SES Research, Web Entrepreneurship Surveys

**BUYING AND SELLING** The percentage of small businesses already on-line engaging in electronic commerce has remained steady over the past year.

BOUGHT OR SOLD OVER THE INTERNET	1999 %	2000 %	2001 %	2002 %
Has bought or sold	27	41	46	47
Has not bought or sold	73	59	54	53
Growth	--	+14	+5	+1

Source: SES Research, Web Entrepreneurship Surveys

## E-COMMERCE DOLLAR VALUE GROWING

Although the percentage of Canadian SMEs who engage in e-commerce is not growing the intensity and dollar value continues to increase. Canadian entrepreneurs have also managed to close the gap over the past year.

VALUE OF ACTIVITY	2000	2001	2002	Change
SME Internet purchases	\$410M	\$1,150M	\$1,450M	+ \$300M
SME Internet sales	\$350M	\$850M	\$1,300M	+ \$450M
SME Total Value	\$760M	\$2,000M	\$2,750M	+ \$750M
Surplus/Deficit	-\$60M	-\$300M	-\$150M	

Source: SES Research, Web Entrepreneurship Surveys