

The Event For Deploying, Optimizing & Extending Portal-based, Enterprise-class Web Systems

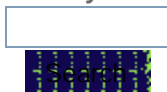
May 23-24, Boston Park Plaza, Boston, MA

**Enterprise W
& Corporate Po**
CONFERENCE & E

internet.com



Search CyberAtlas



[Search all of internet.com](#)

CyberAtlas

[CyberAtlas Home](#)
[Free Newsletter](#)
[About CyberAtlas](#)
[Contact Editor](#)
[Glossary](#)
[Archives](#)
[Forums](#)

[Big Picture](#)
[Stats Toolbox](#)
[Applications](#)
[Demographics](#)
[Geographics](#)
[Hardware](#)
[Traffic Patterns](#)

[Markets](#)
[Advertising](#)
[B-to-B](#)
[Broadband](#)
[Education](#)
[Finance](#)
[Healthcare](#)

Free E-Mail Newsletter

Analysis on Tuesday, updated Friday.

☐ Text • ☒ HTML

[Join](#)

FREE WebTrends' "The 10 Reports Every E-Marketer Lives For." - Savvy e-marketers turn power WebTrends reports into intelligent action. How do you maximize ROI from marketing campaigns? [Click Here](#)

Canadian Small Businesses Increase E-Commerce

By [Michael Pastore](#)

The number of Canadian small businesses connecting to the Internet seem to have leveled off, a survey by [SES Research](#) found, but online businesses buying and selling more online than ever before.

The SES Web Entrepreneurship Survey of 1,000 Canadian small businesses found more than three-quarters (76 percent) of Canadian small businesses connected to the Internet, approximately the same percentage as in Spring (74 percent). The number of small business decision makers who bought something online between fall 1999 and fall 2000 also remained flat at 40 percent.

But the value of the e-commerce transactions conducted by Canadian small businesses has seen a significant jump. Small businesses in Canada bought approximately \$720 million and sold approximately \$590 million online during the same month period from fall 1999 to fall 2000 for a total of \$1.3 billion in e-commerce transactions during that period. This represents an increase of \$1.3 billion in e-commerce transactions during the period from spring 1999 to spring 2000.

"The bursting of the dot-com bubble has hit Canada's entrepreneurs," said Nanos, managing director of SES. "Their expectations of the Internet are high and they are not rushing to get online like they were. However, those who are online are conducting more and larger transactions and increasingly incorporating the Internet into their businesses. There is less sizzle but the same more steak than ever."

Despite the rapid growth in e-commerce, the most popular uses of the Internet among Canadian entrepreneurs remain communications and research. All told, 97 percent of small business Internet users and 74 percent of all small

[Professional](#)
[Retailing](#)
[Small Biz](#)
[Travel](#)
[Wireless](#)

[Click Here](#)

internet.commerce

[Build Flash Online](#)
[Dedicated Hosting](#)
[Anti-Virus Software](#)
[IT Solutions Center](#)
[Compare Prices](#)
[E-Commerce Solutions](#)
[Free Barter Account](#)
[Web Design](#)
[Free DNS Offer](#)
[Tech Magazines-Free](#)

internet.com

[Internet News](#)
[Internet Investing](#)
[Internet Technology](#)
[Windows Internet](#)
[Tech](#)
[Linux/Open Source](#)
[Web Developer](#)
[ECommerce/](#)
[Marketing](#)
[ISP Resources](#)
[ASP Resources](#)
[Wireless Internet](#)
[Downloads](#)
[Internet Resources](#)
[Internet Lists](#)
[International](#)
[EarthWeb](#)
[Career Resources](#)

[Search internet.com](#)
[Advertise](#)
[Corporate Info](#)
[Newsletters](#)
[E-mail Offers](#)

businesses use e-mail, according to the survey. Nearly three-quarters (73 percent) of small business Internet users use the Internet for conducting research, and more than half (51 percent) of all small businesses operate a website to promote their business.

"Communications and research are still the Internet's killer apps," Nanos says. "Entrepreneurs start by using it for communicating and gathering information, and, as they become more comfortable with the technology, they graduate to buying and selling online. Small business owners adopt the Internet in a tactical and strategic fashion."

The SES Web Entrepreneurship Survey was conducted among 1,000 randomly selected small businesses from Dec. 7 to Dec. 15, 2000.

May 7, 2001



Email this article to a colleague



Go to a printable version of this story

Related item:

Canadian businesses claim they are ready to purchase the latest data services for their growing bandwidth needs, but 70 percent of Canadian midsize businesses still have difficulty with Internet access, according to a survey by Dataquest Inc.

Read [Canadian Businesses Still Using Dial-Up Net Access](#)

Let us know how we're doing--send us your comments by [e-mail](#)

[Like This Site? Click Here To Tell A Friend!](#)

Copyright 2002 INT Media Group, Incorporated All Rights Reserved
[Legal Notices](#), [Licensing](#), [Reprints](#), & [Permissions](#), [Privacy Policy](#)

<http://www.internet.com>