



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 16 PURCHASING COMPUTER EQUIPMENT AND SOFTWARE**

Now I'm going to read you a list of Internet services and activities. I'd like you to tell me whether your business is already engaged in or is currently planning to use them. (Businesses not engaged in the activities were also asked whether they would consider the service or activity.)

	<b>Purchasing Computers and Software %</b>	
<b>All Business Respondents</b>	19	
<b>All Business Internet Users</b>		
Engaged	25	
Planning	5	
Consider	14	
Neither planning nor considering	56	
<b>Business Internet Users Not Engaged</b>		
Planning	6	
Consider	19	
Neither planning nor considering	75	
<b>All Business Internet Non-users</b>		
Planning	7	
Consider	14	
Not consider	79	
<b>BUSINESSES USING THE INTERNET</b>	<b>Yes</b>	<b>No</b>
	<b>%</b>	<b>%</b>
<b>Purchasing Computers and Software by Region</b>		
West	21	79
Ontario	25	75
Quebec	29	71
Atlantic	24	76
<b>Purchasing Computers and Software by Number of Employees</b>		
4 or less	23	77
5 to 9	25	75
10 to 24	28	72
25 to 49	28	72
<b>Purchasing Computers and Software by Years in Business</b>		
Less than 1 year	21	79
1 to 4 years	30	70
5 to 9 years	34	66
10 years or more	22	78
<b>Purchasing by Respondent Age</b>		
18 to 29	24	76
30 to 39	33	67
40 to 49	22	78
50 to 59	20	80
60 plus	17	83
<b>Purchasing by Respondent Gender</b>		
Female	21	79
Male	30	70