

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 17 PURCHASING OFFICE SUPPLIES

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.) Purchase

	Office Supplies %	
All Business Respondents	12	
All Business Internet Users Engaged Planning Consider Neither planning nor considering	16 6 20 58	
Business Internet Users Not Engaged Planning Consider Neither planning nor considering	8 23 69	
All Business Internet Non-users Planning Consider Not consider	7 15 78	
BUSINESSES USING THE INTERNET	Yes %	No %
Office Supplies by Region West Ontario Quebec Atlantic	18 14 18 16	82 86 82 84
Office Supplies by Number of Employees 4 or less 5 to 9 10 to 24 25 to 49	13 18 14 24	87 82 86 76
Office Supplies by Years in Business Less than 1 year 1 to 4 years 5 to 9 years 10 years or more	0 18 24 14	100 22 76 86
Office Supplies by Respondent Age 18 to 29 30 to 39 40 to 49 50 to 59 60 plus	14 22 17 8 10	86 78 83 92 90
Office Supplies by Gender Female Male	14 18	86 82

The SES Web Entrepreneurship Survey – Fall 1999 © SES CANADA RESEARCH INC.