



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 18 FINDING A NEW SUPPLIER FOR GOODS

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.)

	Finding Goods Supplier %	
All Business Respondents	29	
All Business Internet Users		
Engaged	40	
Planning	5	
Consider	17	
Neither planning nor considering	39	
Business Internet Users Not Engaged		
Planning	8	
Consider	28	
Neither planning nor considering	64	
All Business Internet Non-users		
Planning	8	
Consider	22	
Not consider	70	
BUSINESSES USING THE INTERNET	Yes %	No %
Finding Goods Supplier by Region		
West	38	62
Ontario	41	59
Quebec	38	62
Atlantic	50	50
Finding Goods Supplier by Number of Employees		
4 or less	34	66
5 to 9	34	66
10 to 24	46	54
25 to 49	52	48
Finding Goods Supplier by Years in Business		
Less than 1 year	7	93
1 to 4 years	48	52
5 to 9 years	45	55
10 years or more	37	63
Finding Goods Supplier by Age		
18 to 29	45	55
30 to 39	39	61
40 to 49	41	59
50 to 59	36	64
60 plus	31	69
Finding Goods Supplier by Gender		
Female	32	68
Male	46	54