



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>	12	
<b>All Business Internet Users</b>		
Engaged	19	
Planning	7	
Consider	7	
Neither planning nor considering	67	
<b>Business Internet Users Not Engaged</b>		
Planning	9	
Consider	8	
Neither planning nor considering	83	
<b>All Business Internet Non-users</b>		
Planning	8	
Consider	9	
Not consider	84	
<b>BUSINESSES USING THE INTERNET</b>		
	<b>Yes %</b>	<b>No %</b>
<b>Purchasing Computers and Software by Region</b>		
West	23	77
Ontario	21	79
Quebec	12	88
Atlantic	21	79
<b>Purchasing Computers and Software by Number of Employees</b>		
4 or less	18	82
5 to 9	20	80
10 to 24	20	80
25 to 49	18	82
<b>Purchasing Computers and Software by Years in Business</b>		
Less than 1 year	15	85
1 to 4 years	18	82
5 to 9 years	24	76
10 years or more	17	83
<b>Purchasing Computers and Software by Respondent Age</b>		
18 to 29	19	81
30 to 39	18	82
40 to 49	22	78
50 to 59	13	87
60 plus	17	83
<b>Purchasing Computers and Software by Respondent Gender</b>		
Female	14	86
Male	23	77