



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.

Nikita James Nanos
Managing Director
SES Canada Research Inc.

North America Toll-free 1 888-737-5505 ext.222
E-mail nnanos@sesresearch.com

Quoting [SES Canada Research Inc.](#) Information and Data:
Internal Documents and Presentations—Quoting individual sentences and paragraphs for use in your organization's internal communications does not require permission from SES. The use of large portions or the reproduction of any SES document in its entirety does require prior written approval and may involve some financial consideration.
External Publication—Any SES information that is to be used in advertising, press releases, or promotional materials requires prior written approval from the Managing Director. A draft of the proposed document should accompany any such request. SES reserves the right to deny approval of external usage for any reason. **Reproduction is forbidden unless authorized.**



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.)

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