



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		
All Business Internet Users		
Engaged	8	
Planning	12	
Consider	8	
Neither planning nor considering	72	
Business Internet Users Not Engaged		
Planning	13	
Consider	9	
Neither planning nor considering	79	
All Business Internet Non-users		
Planning	8	
Consider	9	
Not consider	82	
BUSINESSES USING THE INTERNET		
	Yes %	No %
Office Supplies by Region		
West	11	89
Ontario	6	94
Quebec	6	94
Atlantic	12	88
Office Supplies by Number of Employees		
4 or less	7	93
5 to 9	10	90
10 to 24	9	91
25 to 49	5	95
Office Supplies by Years in Business		
Less than 1 year	0	100
1 to 4 years	7	93
5 to 9 years	6	94
10 years or more	10	90
Office Supplies by Respondent Age		
18 to 29	11	89
30 to 39	7	93
40 to 49	6	94
50 to 59	6	94
60 plus	17	83
Office Supplies by Gender		
Female	9	91
Male	7	93