



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.)

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