



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.)

	<b>Finding Goods Supplier %</b>	
<b>All Business Respondents</b>	23	
<b>All Business Internet Users</b>		
Engaged	38	
Planning	11	
Consider	6	
Neither planning nor considering	45	
<b>Business Internet Users Not Engaged</b>		
Planning	18	
Consider	10	
Neither planning nor considering	72	
<b>All Business Internet Non-users</b>		
Planning	15	
Consider	13	
Not consider	72	
<b>BUSINESSES USING THE INTERNET</b>	<b>Yes %</b>	<b>No %</b>
<b>Finding Goods Supplier by Region</b>		
West	46	54
Ontario	41	59
Quebec	26	74
Atlantic	39	61
<b>Finding Goods Supplier by Number of Employees</b>		
4 or less	37	63
5 to 9	37	63
10 to 24	41	59
25 to 49	36	64
<b>Finding Goods Supplier by Years in Business</b>		
Less than 1 year	54	46
1 to 4 years	37	63
5 to 9 years	45	55
10 years or more	35	65
<b>Finding Goods Supplier by Respondent Age</b>		
18 to 29	37	63
30 to 39	38	62
40 to 49	37	63
50 to 59	37	63
60 plus	25	75
<b>Finding Goods Supplier by Gender</b>		
Female	30	70
Male	45	55