



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	12	
All Business Internet Users		
Engaged	16	
Planning	6	
Consider	20	
Neither planning nor considering	58	
Business Internet Users Not Engaged		
Planning	8	
Consider	23	
Neither planning nor considering	69	
All Business Internet Non-users		
Planning	7	
Consider	15	
Not consider	78	
BUSINESSES USING THE INTERNET	Yes %	No %
Office Supplies by Region		
West	18	82
Ontario	14	86
Quebec	18	82
Atlantic	16	84
Office Supplies by Number of Employees		
4 or less	13	87
5 to 9	18	82
10 to 24	14	86
25 to 49	24	76
Office Supplies by Years in Business		
Less than 1 year	0	100
1 to 4 years	18	22
5 to 9 years	24	76
10 years or more	14	86
Office Supplies by Respondent Age		
18 to 29	14	86
30 to 39	22	78
40 to 49	17	83
50 to 59	8	92
60 plus	10	90
Office Supplies by Gender		
Female	14	86
Male	18	82