

# Poll on Consumer and Business Opinions Towards Google and the Internet in Saudi Arabia

<b>Fieldwork:</b>	<i>Consumer Survey:</i> Nov 4th- 22nd Nov 2019   <i>Business Survey:</i> Oct 31st – Nov 9th 2019
<b>Interview method:</b>	Online Survey
<b>Population represented:</b>	Saudi internet-using adults and businesses
<b>Sample size:</b>	<i>Consumer Survey:</i> 1000   <i>Business Survey:</i> 501

## Methodology:

All results are weighted using Iterative Proportional Fitting, or ‘Raking’. The consumer data is weighted according to estimates of internet user demographics in KSA for age and gender. The business data is weighted according to estimates of employee counts by enterprise size amongst businesses which have internet access. These estimates were derived from a collection of sources, including social media demographics and internet prevalence rates among small and large companies.

After data collection, a number of responses were removed for inattentive responding, as judged by short response times, ‘trap’ questions (wherein people failed to respond correctly to the question ‘Select X if you are paying attention’), and ‘straight lining’ where all responses given on grid questions are identical. This leaves the responses reported on here.

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

Table 1: In the last month, have you used any of the following search engines? Please select all that apply

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Google	98%	97%	99%	98%	96%	99%	96%	100%	100%	99%	98%
Bing	16%	16%	18%	14%	18%	15%	13%	33%	16%	17%	17%
Yahoo!	36%	37%	35%	26%	37%	44%	46%	30%	36%	37%	37%
Baidu	3%	3%	4%	2%	4%	2%	2%	6%	3%	3%	3%
Yandex	4%	5%	3%	4%	5%	4%	1%	0%	4%	4%	4%
DuckDuckGo	4%	3%	4%	2%	5%	3%	2%	0%	3%	3%	4%
Other	7%	7%	8%	8%	8%	8%	6%	0%	8%	7%	8%
Not Sure	0%	1%	0%	1%	0%	0%	2%	0%	0%	0%	0%
None of the above	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 2: In the last month, have you used any of the following providers of online maps? Select all that apply

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Google Maps	96%	96%	96%	94%	95%	98%	98%	97%	97%	100%	98%
Bing Maps	6%	6%	7%	5%	8%	5%	4%	0%	5%	5%	5%
Apple Maps	23%	22%	24%	24%	25%	21%	10%	18%	23%	23%	23%
MapQuest	3%	3%	4%	3%	4%	3%	1%	0%	3%	3%	3%
Other	3%	3%	2%	3%	4%	2%	2%	6%	3%	3%	3%
Not Sure	1%	2%	1%	4%	1%	0%	1%	0%	1%	0%	1%
None of the above	0%	0%	1%	0%	0%	1%	1%	3%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 3: In the last month, have you used any of the following providers of email services? Select all that apply

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Gmail	87%	88%	88%	86%	87%	91%	82%	94%	88%	89%	89%
Outlook	39%	41%	35%	43%	37%	38%	32%	63%	40%	40%	41%
Yahoo Mail	42%	44%	37%	19%	45%	56%	60%	54%	42%	43%	43%
Zoho Mail	2%	2%	2%	1%	4%	1%	1%	0%	2%	2%	2%
Apple Mail	15%	15%	15%	14%	17%	14%	2%	12%	15%	15%	15%
Other	6%	6%	5%	6%	7%	4%	6%	0%	6%	6%	6%
Not Sure	2%	2%	2%	3%	1%	2%	3%	0%	1%	1%	2%
None of the above	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 4: In the last month, have you used any of the following online video platforms? Select all that apply

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
YouTube	94%	93%	95%	93%	95%	94%	92%	94%	95%	96%	100%
Vimeo	5%	5%	5%	4%	6%	5%	4%	0%	5%	5%	5%
Facebook Video	57%	58%	55%	30%	67%	70%	52%	64%	58%	58%	59%
Netflix	44%	41%	52%	47%	47%	43%	20%	39%	45%	45%	45%
Amazon Prime Video	9%	8%	10%	7%	13%	5%	1%	6%	9%	8%	9%
See	30%	28%	34%	21%	35%	33%	14%	36%	30%	31%	31%
Other	6%	6%	7%	5%	8%	5%	4%	0%	6%	6%	6%
Not Sure	1%	1%	0%	1%	0%	0%	3%	0%	1%	0%	0%
None of the above	1%	1%	1%	1%	1%	1%	0%	3%	1%	1%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 5: In the last month, have you used any of the following office suites? Select all that apply

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Microsoft Office (Word, Excel, PowerPoint etc.)	80%	80%	79%	76%	80%	83%	81%	94%	81%	82%	82%
G Suite / Google Apps (Docs, Sheets, Slides etc.)	31%	29%	35%	30%	37%	26%	20%	12%	31%	31%	32%
Libre Office (Writer, Calc, Impress etc.)	7%	7%	8%	7%	8%	6%	6%	6%	7%	7%	7%
Apple iWorks (Pages, Numbers, Keynote etc.)	11%	10%	14%	12%	14%	9%	3%	6%	11%	11%	11%
Other	4%	4%	4%	4%	5%	4%	4%	0%	4%	4%	5%
Not Sure	6%	7%	6%	9%	5%	5%	11%	6%	6%	5%	6%
None of the above	5%	5%	6%	6%	5%	6%	4%	0%	5%	5%	5%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 6: In the last month, have you used any of the following Google products? Select all that apply

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Google Chrome	82%	84%	79%	78%	83%	88%	80%	82%	84%	85%	85%
Google Play	67%	68%	64%	65%	69%	71%	54%	48%	68%	69%	69%
Google Photos	41%	42%	39%	29%	46%	47%	35%	45%	42%	42%	43%
Google Calendar	15%	14%	17%	13%	16%	17%	11%	9%	15%	15%	15%
Chromebook	12%	11%	15%	11%	14%	11%	7%	3%	12%	12%	12%
Hangouts	6%	6%	8%	5%	7%	8%	1%	6%	6%	6%	7%
Google Home	8%	7%	13%	7%	10%	8%	4%	6%	8%	8%	9%
Google Pay	16%	16%	16%	15%	19%	16%	14%	0%	16%	16%	17%
Google Assistant	27%	29%	24%	23%	34%	25%	14%	12%	27%	27%	28%
Google Create	6%	6%	6%	6%	7%	5%	5%	0%	6%	6%	6%
Google Blue	4%	4%	6%	5%	5%	4%	2%	0%	4%	4%	4%
Google Walk	6%	5%	8%	7%	6%	5%	3%	0%	6%	6%	6%
None of the above	3%	2%	5%	4%	3%	3%	3%	3%	3%	2%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 7: Thinking back to five years in the past, how would you say that your usage of the below technologies compares: Online Maps?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
I use the technology significantly more	65%	67%	61%	56%	69%	73%	54%	52%	66%	67%	66%
I use the technology moderately more	19%	18%	21%	16%	21%	17%	26%	24%	19%	19%	19%
I use the technology around the same amount	11%	12%	9%	20%	9%	5%	9%	15%	10%	10%	10%
I use the tehcnology moderately less	2%	1%	4%	3%	1%	3%	5%	3%	2%	2%	2%
I use the technology significantly less	2%	2%	3%	4%	1%	1%	3%	6%	2%	2%	2%
I don't ever use this technology	1%	1%	1%	2%	0%	1%	2%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 8: Thinking back to five years in the past, how would you say that your usage of the below technologies compares: Online Search?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
I use the technology significantly more	75%	76%	74%	71%	79%	78%	65%	64%	76%	77%	77%
I use the technology moderately more	16%	16%	16%	16%	15%	16%	22%	21%	16%	16%	15%
I use the technology around the same amount	7%	6%	7%	11%	4%	5%	5%	12%	6%	6%	6%
I use the tehcnology moderately less	1%	1%	3%	2%	1%	1%	4%	3%	1%	1%	1%
I use the technology significantly less	1%	1%	0%	0%	1%	0%	2%	0%	0%	0%	0%
I don't ever use this technology	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 9: Thinking back to five years in the past, how would you say that your usage of the below technologies compares: Smartphone?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
I use the technology significantly more	81%	82%	80%	78%	85%	83%	67%	79%	82%	83%	83%
I use the technology moderately more	12%	12%	13%	15%	8%	13%	26%	6%	12%	12%	12%
I use the technology around the same amount	5%	4%	6%	7%	4%	3%	3%	6%	4%	4%	4%
I use the tehcnology moderately less	2%	2%	1%	1%	2%	1%	3%	3%	1%	1%	1%
I use the technology significantly less	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%
I don't ever use this technology	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 10: Thinking back to five years in the past, how would you say that your usage of the below technologies compares: Email?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
I use the technology significantly more	72%	73%	71%	62%	77%	76%	68%	64%	73%	73%	73%
I use the technology moderately more	16%	17%	14%	20%	15%	12%	22%	9%	16%	16%	16%
I use the technology around the same amount	8%	8%	9%	12%	6%	9%	6%	6%	8%	7%	8%
I use the tehcnology moderately less	3%	2%	5%	4%	2%	1%	2%	15%	2%	2%	2%
I use the technology significantly less	1%	1%	1%	1%	0%	1%	2%	6%	1%	1%	1%
I don't ever use this technology	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 11: Thinking back to five years in the past, how would you say that your usage of the below technologies compares: YouTube?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
I use the technology significantly more	76%	77%	73%	75%	79%	78%	58%	60%	76%	77%	78%
I use the technology moderately more	13%	12%	14%	9%	12%	13%	31%	21%	13%	13%	12%
I use the technology around the same amount	9%	9%	9%	14%	7%	8%	4%	9%	8%	8%	8%
I use the tehcnology moderately less	1%	1%	3%	1%	1%	1%	3%	3%	1%	1%	1%
I use the technology significantly less	1%	1%	1%	1%	1%	1%	4%	6%	1%	1%	1%
I don't ever use this technology	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 12: Thinking back to five years in the past, how would you say that your usage of the below technologies compares: Internet Browser?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
I use the technology significantly more	76%	76%	74%	69%	80%	81%	66%	66%	77%	77%	77%
I use the technology moderately more	15%	15%	15%	16%	13%	12%	25%	24%	15%	15%	15%
I use the technology around the same amount	7%	7%	8%	13%	5%	6%	5%	6%	6%	6%	6%
I use the tehcnology moderately less	1%	1%	2%	1%	1%	1%	3%	3%	1%	1%	1%
I use the technology significantly less	1%	1%	1%	2%	0%	0%	1%	0%	1%	1%	1%
I don't ever use this technology	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 13: On average, how frequently do you use Google Search to do the following: Learn a new skill?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	19%	18%	19%	19%	22%	15%	12%	12%	19%	19%	19%
Daily	15%	15%	13%	18%	15%	14%	8%	12%	15%	14%	14%
Multiple times a week	24%	25%	23%	23%	27%	23%	16%	27%	24%	24%	24%
Weekly	15%	15%	14%	12%	14%	20%	14%	30%	15%	15%	15%
Once a month	16%	15%	18%	14%	15%	18%	22%	9%	16%	15%	16%
Once a year	6%	6%	7%	8%	5%	6%	12%	6%	7%	7%	7%
Never	4%	4%	4%	6%	2%	4%	8%	0%	4%	4%	4%
Don't Know	2%	1%	2%	1%	1%	2%	8%	3%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 14: On average, how frequently do you use Google Search to do the following: Get help with a housework or DIY task?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	13%	12%	14%	15%	13%	10%	6%	15%	13%	13%	13%
Daily	12%	12%	11%	12%	12%	12%	13%	9%	12%	11%	12%
Multiple times a week	23%	23%	23%	21%	26%	23%	13%	15%	23%	23%	23%
Weekly	17%	18%	14%	15%	18%	19%	9%	9%	17%	17%	17%
Once a month	18%	18%	20%	16%	18%	21%	21%	30%	19%	18%	18%
Once a year	7%	7%	5%	7%	5%	7%	17%	12%	7%	7%	7%
Never	9%	8%	11%	13%	7%	6%	17%	9%	9%	9%	9%
Don't Know	2%	2%	2%	1%	2%	3%	3%	0%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 15: On average, how frequently do you use Google Search to do the following: Find travel times?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	7%	7%	6%	7%	8%	5%	5%	0%	7%	7%	7%
Daily	7%	7%	5%	8%	8%	4%	2%	0%	6%	6%	6%
Multiple times a week	13%	14%	13%	9%	17%	14%	11%	0%	13%	14%	14%
Weekly	10%	10%	8%	9%	10%	11%	5%	12%	10%	10%	9%
Once a month	23%	23%	25%	18%	24%	28%	20%	30%	23%	23%	24%
Once a year	26%	25%	27%	21%	23%	28%	41%	54%	26%	26%	26%
Never	12%	12%	13%	23%	8%	9%	13%	3%	12%	12%	12%
Don't Know	2%	3%	2%	4%	2%	1%	3%	0%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 16: On average, how frequently do you use Google Search to do the following: Research a big purchase?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	21%	20%	23%	28%	20%	17%	15%	9%	21%	21%	21%
Daily	12%	13%	11%	15%	16%	6%	5%	3%	12%	11%	12%
Multiple times a week	23%	23%	23%	17%	26%	26%	11%	24%	23%	23%	23%
Weekly	14%	14%	13%	9%	16%	14%	17%	24%	14%	15%	14%
Once a month	17%	17%	17%	16%	15%	19%	18%	30%	17%	17%	17%
Once a year	6%	5%	6%	4%	3%	10%	12%	9%	6%	6%	6%
Never	6%	6%	5%	9%	2%	6%	16%	0%	6%	6%	6%
Don't Know	2%	2%	1%	1%	2%	2%	5%	0%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 17: On average, how frequently do you use Google Search to do the following: Find a local class or activity?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	10%	10%	11%	11%	11%	10%	7%	0%	10%	10%	10%
Daily	13%	14%	11%	13%	16%	12%	5%	12%	13%	13%	13%
Multiple times a week	18%	17%	19%	19%	19%	16%	12%	21%	18%	18%	17%
Weekly	14%	14%	15%	12%	15%	15%	9%	24%	14%	14%	14%
Once a month	16%	16%	18%	15%	15%	19%	24%	6%	16%	16%	16%
Once a year	9%	9%	10%	9%	8%	9%	12%	6%	9%	9%	9%
Never	17%	17%	14%	20%	12%	17%	26%	27%	17%	17%	17%
Don't Know	3%	3%	2%	2%	3%	3%	4%	3%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 18: On average, how frequently do you use Google Search to do the following: Get advice on childcare?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	10%	7%	15%	9%	11%	9%	5%	6%	9%	9%	10%
Daily	11%	12%	8%	10%	13%	9%	5%	0%	10%	10%	10%
Multiple times a week	18%	15%	24%	11%	24%	17%	13%	0%	18%	18%	18%
Weekly	14%	14%	14%	8%	14%	22%	10%	0%	14%	14%	14%
Once a month	16%	17%	13%	10%	12%	25%	25%	40%	16%	16%	16%
Once a year	9%	9%	8%	13%	6%	6%	12%	12%	9%	9%	9%
Never	21%	22%	18%	34%	17%	10%	27%	42%	22%	22%	21%
Don't Know	3%	4%	0%	4%	2%	2%	3%	0%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 19: On average, how frequently do you use Google Search to do the following: Find a restaurant?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	8%	8%	7%	9%	9%	7%	5%	0%	8%	8%	8%
Daily	11%	12%	8%	12%	14%	8%	4%	6%	11%	11%	10%
Multiple times a week	26%	25%	26%	27%	28%	25%	15%	6%	25%	25%	26%
Weekly	26%	25%	28%	21%	27%	30%	20%	33%	26%	27%	26%
Once a month	18%	18%	20%	21%	14%	22%	27%	21%	19%	19%	19%
Once a year	4%	4%	5%	4%	3%	2%	14%	21%	4%	4%	4%
Never	6%	7%	5%	8%	4%	6%	13%	9%	6%	6%	6%
Don't Know	1%	1%	1%	0%	0%	1%	2%	3%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 20: On average, how frequently do you use Google Search to do the following: Research a medical issue?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	11%	9%	16%	12%	13%	9%	4%	9%	11%	11%	11%
Daily	13%	13%	12%	15%	14%	10%	4%	0%	12%	12%	12%
Multiple times a week	19%	19%	20%	16%	21%	19%	23%	27%	19%	19%	19%
Weekly	19%	19%	19%	22%	17%	19%	12%	24%	19%	19%	19%
Once a month	23%	23%	25%	20%	22%	28%	34%	24%	24%	24%	24%
Once a year	8%	9%	5%	7%	8%	7%	12%	15%	8%	8%	8%
Never	5%	6%	3%	8%	3%	6%	6%	0%	5%	6%	5%
Don't Know	2%	2%	1%	2%	2%	2%	4%	0%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 21: On average, how frequently do you use Google Search to do the following: Keep up to date with the news?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	30%	32%	27%	22%	32%	36%	26%	45%	31%	31%	32%
Daily	26%	27%	23%	24%	27%	26%	24%	22%	26%	25%	25%
Multiple times a week	18%	17%	20%	16%	19%	17%	16%	21%	17%	18%	18%
Weekly	13%	12%	15%	16%	11%	12%	19%	6%	13%	14%	13%
Once a month	6%	6%	7%	8%	6%	6%	9%	0%	6%	6%	7%
Once a year	4%	3%	4%	6%	3%	1%	1%	6%	3%	3%	3%
Never	2%	2%	3%	5%	1%	1%	4%	0%	2%	2%	2%
Don't Know	1%	1%	1%	2%	0%	1%	2%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 22: On average, how frequently do you use Google Search to do the following: Look for a job?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	12%	10%	16%	15%	13%	10%	4%	3%	12%	12%	12%
Daily	8%	8%	7%	9%	10%	6%	3%	6%	8%	8%	7%
Multiple times a week	15%	16%	14%	18%	15%	16%	9%	0%	15%	15%	15%
Weekly	10%	10%	10%	9%	11%	9%	8%	6%	10%	10%	10%
Once a month	18%	17%	19%	16%	19%	17%	17%	6%	18%	18%	18%
Once a year	18%	19%	16%	11%	15%	25%	28%	45%	18%	18%	19%
Never	16%	16%	15%	19%	12%	14%	26%	27%	16%	16%	16%
Don't Know	4%	4%	2%	2%	5%	3%	4%	6%	4%	4%	4%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 23: On average, how frequently do you use Google Search to do the following: Find a piece of trivia?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	35%	35%	37%	34%	37%	35%	29%	27%	36%	36%	37%
Daily	19%	22%	15%	19%	21%	17%	16%	33%	19%	19%	19%
Multiple times a week	20%	20%	21%	18%	21%	24%	12%	18%	20%	20%	21%
Weekly	13%	13%	14%	16%	11%	14%	14%	6%	13%	13%	13%
Once a month	6%	6%	7%	5%	6%	7%	11%	6%	6%	6%	6%
Once a year	2%	1%	3%	3%	0%	1%	8%	6%	2%	2%	1%
Never	2%	2%	3%	3%	2%	1%	6%	3%	2%	2%	3%
Don't Know	1%	1%	1%	2%	2%	1%	3%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 24: On average, how frequently do you use Google Search to do the following: Find a business?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	12%	12%	12%	13%	14%	11%	4%	6%	12%	12%	13%
Daily	12%	13%	10%	16%	12%	9%	10%	3%	12%	11%	12%
Multiple times a week	17%	18%	14%	12%	20%	19%	14%	15%	17%	17%	17%
Weekly	16%	16%	17%	14%	17%	19%	10%	12%	16%	16%	16%
Once a month	17%	17%	18%	13%	18%	20%	19%	30%	18%	18%	17%
Once a year	8%	8%	10%	7%	8%	8%	20%	9%	9%	9%	9%
Never	14%	13%	16%	21%	9%	11%	21%	18%	14%	14%	14%
Don't Know	3%	3%	3%	4%	2%	2%	2%	6%	3%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 25: On average, how frequently do you use Google Search to do the following: Get advice on your CV?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	9%	9%	11%	13%	9%	8%	4%	0%	9%	9%	10%
Daily	11%	13%	7%	10%	14%	11%	4%	6%	11%	11%	11%
Multiple times a week	17%	17%	16%	22%	18%	13%	4%	9%	16%	17%	17%
Weekly	13%	13%	13%	11%	14%	15%	12%	12%	14%	14%	14%
Once a month	17%	17%	19%	13%	18%	20%	15%	24%	17%	17%	17%
Once a year	15%	15%	17%	14%	12%	17%	23%	36%	16%	16%	16%
Never	13%	14%	13%	13%	12%	12%	32%	12%	13%	14%	13%
Don't Know	3%	3%	4%	4%	2%	5%	6%	0%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 26: On average, how frequently do you use Google Search to do the following: Learn something?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	28%	27%	30%	35%	27%	24%	18%	36%	28%	29%	29%
Daily	19%	19%	18%	19%	20%	16%	16%	24%	18%	18%	18%
Multiple times a week	24%	25%	23%	25%	27%	25%	10%	9%	24%	24%	24%
Weekly	13%	13%	13%	8%	13%	18%	19%	6%	13%	13%	14%
Once a month	10%	10%	11%	10%	7%	11%	19%	12%	10%	9%	9%
Once a year	4%	3%	4%	1%	4%	3%	10%	12%	4%	4%	4%
Never	2%	2%	1%	2%	1%	2%	4%	0%	2%	2%	2%
Don't Know	1%	1%	0%	1%	0%	1%	3%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 27: On average, how frequently do you use Google Search to do the following: Research a holiday?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	6%	6%	6%	6%	7%	6%	3%	0%	6%	6%	6%
Daily	8%	9%	6%	13%	10%	4%	2%	0%	8%	7%	8%
Multiple times a week	10%	8%	14%	11%	12%	9%	4%	0%	10%	10%	10%
Weekly	17%	16%	19%	13%	20%	16%	14%	18%	17%	17%	17%
Once a month	22%	21%	25%	16%	21%	28%	23%	24%	22%	22%	22%
Once a year	23%	23%	21%	18%	21%	25%	33%	54%	23%	23%	24%
Never	12%	13%	8%	21%	7%	10%	18%	0%	12%	12%	11%
Don't Know	2%	3%	0%	2%	2%	2%	3%	3%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 28: On average, how frequently do you use Google Search to do the following: Look up a gym or local fitness activities?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	5%	5%	6%	9%	4%	3%	2%	0%	5%	5%	5%
Daily	7%	9%	4%	8%	9%	5%	4%	0%	7%	7%	7%
Multiple times a week	12%	10%	15%	14%	13%	10%	2%	0%	12%	12%	11%
Weekly	14%	13%	16%	11%	16%	14%	12%	3%	14%	14%	14%
Once a month	20%	21%	18%	11%	24%	24%	18%	18%	21%	21%	21%
Once a year	13%	14%	12%	13%	12%	15%	17%	12%	13%	13%	14%
Never	25%	25%	27%	31%	18%	26%	40%	58%	26%	26%	26%
Don't Know	3%	4%	3%	2%	4%	2%	5%	9%	3%	4%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 29: On average, how frequently do you use Google Search to do the following: Get help with a tech issue?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	16%	17%	15%	20%	16%	16%	10%	3%	16%	17%	17%
Daily	15%	17%	10%	16%	17%	11%	14%	6%	15%	14%	14%
Multiple times a week	23%	23%	23%	19%	26%	22%	15%	33%	22%	23%	23%
Weekly	18%	19%	18%	16%	21%	20%	14%	6%	18%	18%	18%
Once a month	17%	16%	19%	16%	12%	23%	27%	24%	17%	17%	17%
Once a year	6%	5%	9%	6%	4%	6%	11%	15%	6%	6%	5%
Never	4%	4%	4%	6%	3%	3%	5%	12%	4%	4%	4%
Don't Know	2%	1%	2%	2%	1%	1%	4%	0%	1%	1%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 30: On average, how frequently do you use Google Search to do the following: Research your environmental impact?

	Gender			Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	9%	8%	11%	14%	9%	7%	2%	0%	9%	9%	9%
Daily	9%	10%	7%	9%	10%	9%	3%	6%	9%	8%	9%
Multiple times a week	18%	18%	16%	17%	21%	16%	12%	0%	17%	17%	17%
Weekly	14%	13%	18%	9%	17%	16%	16%	18%	15%	14%	15%
Once a month	15%	14%	16%	16%	13%	17%	16%	12%	15%	15%	15%
Once a year	10%	9%	11%	10%	8%	10%	18%	21%	10%	10%	10%
Never	22%	24%	19%	23%	22%	20%	26%	36%	23%	23%	22%
Don't Know	4%	4%	3%	3%	2%	5%	8%	6%	3%	3%	4%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 31: When you use Google Search to find a piece of information, do you tend to find the information it provides. . . : Is relevant

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Always	34%	35%	32%	33%	36%	35%	25%	27%	35%	35%	35%
The majority of the time	49%	49%	48%	44%	51%	48%	53%	52%	49%	50%	50%
As often as not	13%	11%	17%	14%	11%	13%	13%	15%	12%	12%	12%
Rarely	3%	3%	2%	5%	2%	2%	6%	6%	3%	2%	2%
Never	1%	1%	1%	2%	0%	1%	2%	0%	1%	1%	1%
Don't Know	0%	1%	0%	2%	0%	0%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 32: When you use Google Search to find a piece of information, do you tend to find the information it provides. . . : Is easier than the alternatives

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Always	46%	45%	49%	48%	47%	46%	34%	48%	47%	47%	47%
The majority of the time	38%	38%	36%	31%	40%	40%	41%	42%	38%	39%	38%
As often as not	13%	12%	14%	19%	9%	11%	17%	3%	12%	11%	12%
Rarely	1%	2%	1%	0%	2%	2%	4%	0%	2%	1%	2%
Never	1%	1%	0%	0%	1%	0%	2%	6%	1%	1%	1%
Don't Know	1%	2%	0%	2%	1%	1%	2%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 33: When you use Google Search to find a piece of information, do you tend to find the information it provides...: Helps solve a problem

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Always	46%	45%	48%	49%	47%	43%	35%	39%	46%	46%	46%
The majority of the time	42%	43%	39%	37%	43%	44%	47%	52%	43%	43%	43%
As often as not	10%	10%	11%	11%	9%	10%	12%	9%	9%	9%	9%
Rarely	2%	2%	2%	2%	2%	2%	4%	0%	2%	2%	2%
Never	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 34: When you use Google Search to find a piece of information, do you tend to find the information it provides... : Saves you time

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Always	57%	56%	59%	62%	57%	53%	48%	46%	57%	57%	57%
The majority of the time	33%	34%	30%	27%	32%	38%	39%	51%	33%	34%	33%
As often as not	8%	7%	9%	8%	8%	7%	8%	3%	7%	7%	7%
Rarely	2%	1%	2%	3%	1%	1%	3%	0%	2%	2%	2%
Never	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 35: When you use Google Search to find a piece of information, do you tend to find the information it provides... : Is a waste of time

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Always	6%	6%	5%	7%	7%	5%	2%	0%	6%	6%	6%
The majority of the time	9%	10%	6%	8%	11%	7%	4%	0%	8%	9%	8%
As often as not	8%	7%	9%	9%	8%	7%	6%	0%	7%	7%	7%
Rarely	23%	22%	25%	21%	22%	22%	29%	34%	23%	23%	23%
Never	54%	54%	55%	53%	52%	59%	55%	66%	55%	55%	56%
Don't Know	1%	1%	1%	1%	1%	0%	3%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 36: When you use Google Search to find a piece of information, do you tend to find the information it provides. . . : Is a way to procrastinate

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Always	8%	8%	7%	8%	9%	7%	4%	0%	8%	8%	8%
The majority of the time	11%	11%	13%	14%	11%	11%	4%	9%	11%	11%	11%
As often as not	12%	10%	14%	11%	13%	11%	10%	0%	11%	11%	11%
Rarely	28%	30%	23%	29%	30%	25%	25%	31%	29%	29%	29%
Never	38%	37%	41%	33%	35%	44%	52%	54%	39%	39%	39%
Don't Know	3%	4%	1%	5%	1%	2%	5%	6%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 37: Please think back to the time before search engines existed, or before you used them. For each of the following statements do you. . . : Search engines provided information not available in other ways

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Strongly Agree	43%	43%	41%	39%	44%	44%	50%	30%	43%	43%	44%
Somewhat Agree	39%	38%	40%	38%	41%	37%	32%	46%	38%	39%	38%
Neither Agree Nor Disagree	14%	14%	13%	18%	12%	13%	11%	6%	13%	13%	13%
Somewhat Disagree	4%	3%	4%	4%	2%	4%	2%	18%	4%	3%	4%
Strongly Disagree	1%	1%	1%	1%	1%	1%	3%	0%	1%	1%	1%
Don't Know	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 38: Please think back to the time before search engines existed, or before you used them. For each of the following statements do you...: I can make better purchasing decisions because of online information

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Strongly Agree	53%	51%	57%	49%	57%	55%	40%	36%	54%	54%	55%
Somewhat Agree	34%	34%	32%	30%	33%	35%	39%	58%	33%	34%	33%
Neither Agree Nor Disagree	10%	11%	8%	17%	8%	6%	10%	6%	10%	9%	9%
Somewhat Disagree	2%	3%	2%	4%	2%	1%	6%	0%	3%	2%	2%
Strongly Disagree	1%	1%	1%	0%	1%	2%	3%	0%	1%	1%	1%
Don't Know	0%	0%	0%	0%	0%	1%	2%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 39: Please think back to the time before search engines existed, or before you used them. For each of the following statements do you...: I am more likely to look up something when I am unsure about it

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Strongly Agree	43%	41%	49%	44%	45%	45%	36%	15%	44%	44%	45%
Somewhat Agree	37%	38%	36%	38%	35%	37%	40%	64%	37%	37%	37%
Neither Agree Nor Disagree	12%	13%	10%	14%	12%	10%	12%	6%	12%	12%	12%
Somewhat Disagree	5%	6%	2%	2%	5%	5%	4%	15%	5%	5%	5%
Strongly Disagree	2%	2%	2%	2%	2%	2%	6%	0%	2%	2%	2%
Don't Know	0%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 40: Please think back to the time before search engines existed, or before you used them. For each of the following statements do you... : It is now far easier to look up information or look up a fact

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Strongly Agree	67%	66%	71%	69%	67%	68%	66%	49%	68%	68%	69%
Somewhat Agree	25%	26%	21%	21%	27%	23%	26%	45%	24%	24%	24%
Neither Agree Nor Disagree	6%	6%	6%	8%	4%	7%	3%	6%	6%	5%	5%
Somewhat Disagree	1%	1%	1%	2%	1%	1%	2%	0%	1%	1%	1%
Strongly Disagree	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%	1%
Don't Know	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 41: Please think back to the time before search engines existed, or before you used them. For each of the following statements do you. . . : Having more access to information is a good thing

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Strongly Agree	60%	58%	63%	61%	59%	61%	61%	49%	61%	61%	61%
Somewhat Agree	27%	27%	27%	24%	28%	26%	27%	45%	27%	27%	26%
Neither Agree Nor Disagree	8%	9%	5%	9%	7%	9%	5%	0%	7%	7%	7%
Somewhat Disagree	3%	3%	3%	5%	2%	2%	3%	0%	3%	3%	3%
Strongly Disagree	3%	3%	1%	2%	3%	2%	3%	6%	2%	2%	3%
Don't Know	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 42: On average, how frequently do you use your smartphone to: Keep in touch with friends?

	Gender			Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	61%	61%	60%	53%	64%	64%	54%	66%	61%	62%	62%
Daily	18%	20%	15%	18%	19%	17%	20%	15%	18%	19%	18%
Multiple times a week	12%	11%	15%	16%	12%	9%	9%	12%	12%	12%	12%
Weekly	5%	4%	6%	6%	3%	5%	7%	3%	4%	4%	4%
Once a month	3%	3%	4%	5%	2%	3%	4%	3%	3%	2%	3%
Once a year	0%	0%	1%	1%	0%	0%	3%	0%	0%	0%	0%
Never	1%	1%	1%	1%	0%	2%	0%	0%	1%	1%	1%
Don't Know	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 43: On average, how frequently do you use your smartphone to: Keep in touch with work colleagues or customers?

	Gender			Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	43%	47%	32%	26%	48%	53%	42%	39%	43%	44%	44%
Daily	26%	26%	26%	31%	26%	20%	22%	27%	26%	26%	26%
Multiple times a week	16%	15%	17%	18%	15%	15%	15%	21%	15%	15%	15%
Weekly	7%	6%	9%	11%	4%	6%	12%	3%	7%	6%	6%
Once a month	4%	2%	6%	6%	3%	1%	2%	3%	4%	3%	3%
Once a year	1%	1%	1%	0%	1%	1%	3%	6%	1%	1%	1%
Never	4%	3%	7%	6%	2%	4%	3%	0%	4%	4%	4%
Don't Know	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 44: On average, how frequently do you use your smartphone to: Keep in touch with close family you live with?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	59%	60%	57%	51%	62%	66%	53%	48%	60%	61%	61%
Daily	23%	23%	25%	29%	22%	17%	25%	46%	24%	23%	23%
Multiple times a week	11%	11%	12%	9%	13%	10%	15%	6%	11%	11%	11%
Weekly	3%	3%	3%	4%	1%	4%	4%	0%	3%	2%	2%
Once a month	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%
Once a year	1%	1%	0%	2%	0%	0%	1%	0%	1%	1%	1%
Never	1%	1%	1%	4%	0%	1%	1%	0%	1%	1%	1%
Don't Know	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 45: On average, how frequently do you use your smartphone to: Keep in touch with extended family?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	39%	39%	39%	29%	42%	43%	37%	42%	39%	39%	39%
Daily	21%	23%	18%	20%	21%	21%	28%	24%	21%	21%	21%
Multiple times a week	20%	20%	22%	18%	22%	21%	18%	15%	20%	20%	20%
Weekly	11%	11%	10%	15%	9%	10%	9%	6%	11%	10%	10%
Once a month	5%	5%	7%	9%	4%	3%	6%	3%	5%	5%	5%
Once a year	2%	2%	2%	3%	2%	1%	2%	6%	2%	2%	2%
Never	1%	1%	2%	4%	1%	1%	0%	0%	1%	1%	2%
Don't Know	1%	0%	1%	1%	0%	0%	1%	3%	0%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 46: How often, if at all, do you use YouTube to...: Learn something?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	31%	32%	29%	35%	33%	25%	25%	39%	31%	32%	32%
Daily	29%	28%	33%	33%	29%	29%	25%	16%	29%	29%	30%
Weekly	25%	25%	24%	20%	24%	32%	22%	24%	25%	24%	24%
Monthly	8%	9%	7%	8%	8%	10%	11%	12%	8%	8%	9%
Less often	5%	5%	5%	3%	6%	4%	14%	9%	5%	5%	5%
Never	1%	0%	2%	1%	1%	0%	1%	0%	1%	1%	1%
Don't Know	1%	1%	0%	1%	0%	0%	2%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 47: How often, if at all, do you use YouTube to...: Watch a TV show?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	27%	25%	30%	28%	28%	24%	20%	21%	27%	27%	27%
Daily	34%	35%	30%	28%	37%	38%	27%	33%	34%	34%	34%
Weekly	21%	21%	21%	19%	21%	22%	19%	27%	20%	21%	21%
Monthly	6%	6%	6%	7%	4%	8%	6%	0%	6%	5%	5%
Less often	8%	8%	8%	9%	7%	6%	13%	15%	8%	8%	8%
Never	5%	5%	5%	8%	4%	3%	9%	3%	5%	5%	5%
Don't Know	1%	1%	0%	1%	0%	0%	5%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 48: How often, if at all, do you use YouTube to...: Help with DIY or instruction manuals (e.g. putting together furniture or changing a plug)?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	18%	18%	19%	23%	19%	12%	11%	24%	18%	18%	18%
Daily	21%	22%	18%	23%	21%	21%	19%	15%	21%	21%	21%
Weekly	27%	26%	29%	21%	31%	30%	20%	27%	27%	27%	27%
Monthly	18%	18%	17%	17%	17%	21%	17%	6%	18%	18%	18%
Less often	10%	11%	9%	10%	6%	12%	24%	24%	10%	10%	10%
Never	5%	4%	6%	6%	5%	3%	8%	3%	5%	5%	5%
Don't Know	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 49: How often, if at all, do you use YouTube to . . . : Help with cooking (e.g. Recipes or help with cooking or baking/decorating)?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	15%	13%	20%	17%	16%	12%	8%	12%	15%	15%	15%
Daily	21%	18%	28%	22%	23%	19%	16%	12%	20%	21%	21%
Weekly	26%	25%	30%	20%	28%	31%	18%	27%	26%	26%	26%
Monthly	15%	16%	12%	13%	15%	16%	15%	12%	14%	15%	15%
Less often	13%	15%	7%	10%	11%	12%	24%	36%	13%	13%	13%
Never	10%	12%	2%	14%	6%	10%	17%	0%	10%	9%	9%
Don't Know	1%	1%	1%	3%	1%	0%	2%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 50: How often, if at all, do you use YouTube to... : Watch a make-up tutorial (what to buy or how to use)?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	9%	6%	19%	13%	9%	9%	3%	0%	9%	9%	9%
Daily	15%	13%	21%	17%	18%	12%	4%	3%	15%	15%	15%
Weekly	17%	12%	30%	14%	21%	19%	8%	6%	17%	17%	17%
Monthly	11%	9%	14%	8%	12%	11%	12%	9%	10%	11%	11%
Less often	13%	14%	12%	11%	12%	16%	23%	15%	14%	14%	14%
Never	33%	44%	3%	36%	27%	32%	48%	60%	33%	33%	33%
Don't Know	1%	2%	0%	1%	1%	1%	3%	6%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 51: How often, if at all, do you use YouTube to...: Watch a music video?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	29%	28%	31%	44%	27%	22%	13%	12%	29%	29%	29%
Daily	27%	27%	28%	20%	32%	31%	18%	18%	27%	27%	28%
Weekly	17%	18%	16%	14%	17%	21%	15%	24%	17%	17%	17%
Monthly	9%	10%	7%	8%	8%	8%	17%	12%	9%	9%	9%
Less often	10%	10%	10%	9%	8%	12%	20%	15%	10%	10%	10%
Never	7%	6%	8%	5%	7%	5%	15%	12%	7%	7%	6%
Don't Know	1%	1%	0%	0%	1%	1%	2%	6%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 52: How often, if at all, do you use YouTube to . . . : Watch a video game stream?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	14%	16%	10%	24%	14%	10%	3%	0%	15%	14%	15%
Daily	17%	17%	17%	19%	19%	16%	7%	3%	17%	17%	16%
Weekly	21%	21%	18%	18%	22%	24%	13%	12%	20%	20%	20%
Monthly	12%	13%	11%	16%	12%	10%	4%	27%	12%	12%	12%
Less often	17%	16%	20%	10%	18%	23%	20%	18%	17%	17%	18%
Never	17%	15%	24%	13%	14%	17%	48%	33%	17%	17%	17%
Don't Know	1%	2%	0%	1%	2%	0%	4%	6%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 53: How often, if at all, do you use YouTube to...: Watch a vlogger?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	20%	22%	15%	34%	17%	13%	9%	12%	20%	20%	20%
Daily	20%	20%	21%	21%	22%	21%	12%	9%	20%	20%	20%
Weekly	22%	21%	23%	18%	24%	23%	12%	24%	21%	21%	21%
Monthly	12%	11%	15%	7%	14%	14%	12%	27%	13%	13%	13%
Less often	15%	15%	15%	11%	13%	19%	22%	21%	15%	15%	15%
Never	9%	9%	9%	6%	9%	9%	26%	0%	9%	9%	9%
Don't Know	2%	2%	1%	2%	1%	1%	6%	6%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 54: How often, if at all, do you use YouTube to . . . : Watch commentary on the news or political events?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	21%	24%	12%	14%	22%	24%	19%	36%	21%	21%	21%
Daily	27%	29%	21%	16%	29%	35%	25%	24%	26%	27%	26%
Weekly	21%	21%	20%	19%	23%	17%	23%	21%	21%	21%	21%
Monthly	9%	8%	10%	11%	8%	9%	7%	0%	9%	9%	9%
Less often	13%	10%	20%	18%	10%	12%	14%	6%	13%	13%	13%
Never	10%	7%	16%	20%	7%	3%	10%	12%	10%	9%	10%
Don't Know	1%	1%	0%	2%	0%	0%	2%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 55: How often, if at all, do you use YouTube to . . . : For relaxation or entertainment?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	27%	29%	22%	31%	28%	27%	16%	12%	27%	27%	28%
Daily	29%	28%	30%	23%	31%	31%	22%	48%	28%	29%	29%
Weekly	22%	21%	24%	20%	24%	22%	19%	24%	22%	22%	22%
Monthly	9%	9%	9%	10%	8%	8%	17%	9%	9%	9%	9%
Less often	8%	7%	11%	9%	6%	9%	14%	3%	8%	8%	8%
Never	4%	4%	3%	5%	3%	3%	11%	0%	4%	4%	4%
Don't Know	1%	1%	1%	2%	1%	0%	2%	3%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 56: How often, if at all, do you use YouTube to . . . : To learn about fitness or health?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	13%	14%	12%	15%	15%	12%	5%	0%	13%	13%	13%
Daily	23%	23%	24%	24%	24%	24%	17%	12%	23%	23%	23%
Weekly	27%	27%	26%	25%	30%	26%	20%	24%	27%	27%	28%
Monthly	15%	15%	17%	15%	13%	18%	20%	27%	16%	16%	16%
Less often	14%	13%	15%	11%	12%	15%	21%	30%	14%	14%	14%
Never	7%	7%	5%	9%	5%	3%	16%	6%	7%	6%	6%
Don't Know	1%	1%	0%	2%	0%	1%	1%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 57: And how much time did you spend in total in the following forms of transport: Walking?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 6 hours	2%	2%	2%	1%	1%	3%	2%	18%	2%	2%	2%
4 - 6 hours	2%	2%	2%	2%	2%	3%	0%	0%	2%	2%	2%
2 - 4 hours	6%	6%	4%	4%	6%	7%	5%	0%	6%	6%	6%
1 - 2 hours	14%	16%	10%	18%	14%	10%	11%	12%	14%	14%	14%
30 minutes - 1 hour	33%	35%	30%	25%	37%	34%	45%	15%	33%	33%	33%
Less than 30 minutes	34%	32%	38%	37%	32%	34%	26%	40%	34%	34%	33%
N/A	9%	6%	15%	12%	7%	8%	8%	15%	9%	9%	9%
Don't Know	1%	1%	0%	1%	0%	0%	3%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 58: And how much time did you spend in total in the following forms of transport: Personal Car?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 6 hours	15%	18%	8%	13%	13%	21%	20%	6%	15%	15%	15%
4 - 6 hours	9%	10%	7%	8%	10%	8%	7%	15%	9%	9%	9%
2 - 4 hours	18%	19%	15%	14%	18%	20%	19%	27%	17%	18%	18%
1 - 2 hours	21%	20%	23%	19%	21%	24%	16%	15%	21%	21%	21%
30 minutes - 1 hour	16%	14%	22%	16%	19%	11%	15%	9%	16%	15%	15%
Less than 30 minutes	14%	12%	17%	20%	13%	11%	7%	6%	14%	13%	13%
N/A	8%	8%	7%	10%	6%	4%	13%	18%	8%	8%	7%
Don't Know	1%	1%	1%	0%	1%	1%	2%	3%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 59: And how much time did you spend in total in the following forms of transport: Bus?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 6 hours	1%	1%	2%	2%	1%	1%	0%	0%	1%	1%	1%
4 - 6 hours	1%	1%	1%	2%	0%	0%	0%	0%	1%	1%	1%
2 - 4 hours	2%	3%	2%	2%	3%	2%	4%	0%	2%	2%	2%
1 - 2 hours	6%	6%	7%	5%	7%	6%	3%	0%	6%	6%	6%
30 minutes - 1 hour	8%	9%	5%	10%	9%	6%	2%	3%	7%	7%	8%
Less than 30 minutes	9%	8%	10%	12%	9%	8%	4%	0%	9%	9%	9%
N/A	71%	72%	70%	66%	69%	75%	82%	94%	72%	72%	72%
Don't Know	2%	1%	3%	1%	2%	2%	4%	3%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 60: And how much time did you spend in total in the following forms of transport: Train?

	Gender			Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4 - 6 hours	1%	1%	2%	2%	2%	0%	1%	0%	1%	1%	1%
2 - 4 hours	1%	1%	2%	0%	2%	2%	1%	0%	1%	1%	1%
1 - 2 hours	3%	4%	2%	1%	5%	3%	1%	0%	3%	3%	3%
30 minutes - 1 hour	3%	3%	3%	5%	4%	1%	1%	0%	3%	3%	3%
Less than 30 minutes	6%	5%	7%	10%	3%	6%	3%	0%	5%	6%	5%
N/A	84%	84%	82%	80%	82%	88%	88%	97%	85%	85%	85%
Don't Know	2%	2%	2%	2%	2%	1%	5%	3%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 61: And how much time did you spend in total in the following forms of transport: Bicycle?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 6 hours	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
4 - 6 hours	1%	1%	1%	0%	1%	0%	0%	0%	1%	0%	1%
2 - 4 hours	1%	1%	1%	0%	2%	1%	0%	0%	1%	1%	1%
1 - 2 hours	5%	6%	2%	4%	8%	1%	3%	0%	4%	4%	4%
30 minutes - 1 hour	5%	6%	2%	6%	5%	5%	2%	0%	4%	4%	4%
Less than 30 minutes	7%	6%	8%	12%	5%	8%	2%	0%	7%	7%	7%
N/A	80%	79%	83%	76%	78%	84%	88%	97%	81%	82%	82%
Don't Know	1%	1%	2%	0%	1%	1%	4%	3%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 62: And how much time did you spend in total in the following forms of transport: Taxi or Ride Sharing (Uber etc.)?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 6 hours	1%	1%	1%	1%	2%	1%	1%	0%	1%	1%	1%
4 - 6 hours	1%	1%	2%	0%	1%	1%	3%	0%	1%	1%	1%
2 - 4 hours	4%	4%	5%	2%	5%	5%	1%	0%	4%	4%	4%
1 - 2 hours	10%	10%	8%	7%	11%	10%	8%	12%	9%	9%	9%
30 minutes - 1 hour	19%	19%	19%	18%	21%	19%	7%	27%	19%	19%	19%
Less than 30 minutes	15%	14%	18%	18%	15%	15%	7%	18%	15%	16%	16%
N/A	48%	49%	46%	53%	43%	49%	68%	34%	49%	49%	48%
Don't Know	2%	1%	2%	0%	1%	1%	6%	9%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 63: And how much time did you spend in total in the following forms of transport: Other?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 6 hours	1%	0%	1%	2%	1%	0%	0%	0%	1%	1%	1%
4 - 6 hours	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
2 - 4 hours	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%
1 - 2 hours	5%	5%	4%	2%	8%	4%	1%	0%	4%	4%	4%
30 minutes - 1 hour	4%	4%	3%	5%	5%	2%	3%	0%	4%	4%	4%
Less than 30 minutes	4%	3%	7%	8%	2%	5%	2%	0%	4%	4%	4%
N/A	78%	79%	76%	71%	78%	82%	87%	94%	79%	80%	80%
Don't Know	7%	7%	7%	11%	5%	6%	7%	6%	7%	6%	7%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 64: While travelling or running errands during day to day life, how often do you do the following: Use Google Search to answer a question?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	48%	47%	51%	54%	48%	46%	39%	33%	49%	49%	50%
Daily	24%	24%	25%	26%	25%	24%	13%	24%	24%	24%	24%
Multiple times a week	15%	15%	15%	9%	16%	18%	16%	36%	15%	15%	15%
Weekly	5%	6%	4%	6%	5%	5%	9%	6%	5%	5%	5%
Once a month	3%	4%	3%	3%	3%	3%	11%	0%	3%	3%	3%
Once a year	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%
Never	2%	2%	1%	1%	2%	2%	6%	0%	2%	2%	2%
Don't Know	1%	2%	1%	1%	1%	2%	3%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 65: While travelling or running errands during day to day life, how often do you do the following: Use your phone to research a potential purchase in a shop?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	29%	27%	32%	34%	31%	25%	15%	12%	29%	29%	29%
Daily	22%	22%	21%	18%	23%	25%	16%	18%	22%	22%	22%
Multiple times a week	21%	21%	22%	18%	24%	19%	18%	33%	21%	21%	21%
Weekly	12%	13%	12%	14%	10%	15%	13%	9%	12%	12%	12%
Once a month	9%	9%	8%	10%	7%	9%	14%	21%	9%	9%	9%
Once a year	2%	2%	2%	3%	1%	1%	9%	3%	2%	2%	2%
Never	4%	4%	3%	2%	3%	4%	14%	3%	4%	4%	4%
Don't Know	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 66: While travelling or running errands during day to day life, how often do you do the following: Answered your work email or done other work?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	42%	43%	38%	36%	43%	47%	35%	48%	42%	43%	43%
Daily	26%	26%	26%	24%	28%	25%	24%	30%	26%	26%	26%
Multiple times a week	15%	14%	19%	18%	16%	12%	12%	12%	15%	15%	15%
Weekly	8%	9%	6%	10%	6%	8%	10%	0%	7%	7%	7%
Once a month	3%	3%	3%	5%	1%	1%	5%	9%	3%	2%	3%
Once a year	0%	0%	1%	0%	0%	1%	3%	0%	0%	0%	0%
Never	5%	4%	6%	4%	4%	6%	9%	0%	5%	5%	4%
Don't Know	2%	2%	2%	3%	1%	0%	2%	0%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 67: While travelling or running errands during day to day life, how often do you do the following: Entertain yourself with a game on your smartphone?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	33%	35%	29%	44%	33%	28%	17%	30%	34%	34%	34%
Daily	25%	24%	27%	22%	26%	28%	13%	21%	25%	25%	25%
Multiple times a week	16%	15%	17%	13%	19%	15%	12%	6%	16%	16%	15%
Weekly	9%	9%	9%	7%	11%	10%	6%	9%	9%	8%	9%
Once a month	5%	5%	6%	6%	4%	5%	9%	3%	5%	5%	5%
Once a year	2%	2%	3%	2%	0%	2%	10%	6%	2%	2%	2%
Never	9%	9%	9%	5%	7%	10%	27%	18%	9%	9%	9%
Don't Know	1%	1%	1%	0%	1%	1%	6%	6%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 68: Now think of occasions when you are travelling away, such as for a holiday or a business trip. How often do you do the following: Use Google Search to find somewhere to stay or potential activities?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	27%	27%	25%	29%	27%	25%	27%	12%	27%	27%	28%
Daily	17%	18%	17%	17%	18%	17%	15%	21%	17%	17%	17%
Multiple times a week	16%	16%	16%	12%	18%	18%	9%	12%	15%	16%	16%
Weekly	11%	11%	10%	13%	11%	9%	6%	6%	11%	10%	11%
Once a month	14%	14%	15%	10%	16%	14%	17%	24%	14%	15%	14%
Once a year	8%	7%	10%	5%	6%	11%	18%	21%	8%	8%	8%
Never	5%	5%	6%	10%	4%	3%	4%	3%	5%	5%	5%
Don't Know	2%	3%	1%	4%	1%	2%	4%	0%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 69: Now think of occasions when you are travelling away, such as for a holiday or a business trip. How often do you do the following: Use Google Maps to navigate around your destination?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	40%	41%	36%	43%	39%	41%	32%	36%	40%	41%	41%
Daily	20%	20%	20%	17%	22%	20%	18%	12%	19%	20%	20%
Multiple times a week	19%	18%	22%	16%	22%	19%	15%	18%	19%	19%	20%
Weekly	10%	9%	13%	9%	10%	11%	7%	9%	10%	10%	9%
Once a month	6%	6%	6%	7%	4%	6%	16%	9%	6%	6%	6%
Once a year	1%	2%	0%	2%	0%	1%	6%	12%	2%	1%	1%
Never	2%	2%	2%	4%	1%	1%	1%	3%	2%	2%	2%
Don't Know	2%	2%	1%	2%	1%	1%	5%	0%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 70: Now think of occasions when you are travelling away, such as for a holiday or a business trip. How often do you do the following: Use Google Translate to translate languages?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	42%	43%	39%	48%	41%	40%	30%	33%	42%	43%	43%
Daily	22%	21%	24%	21%	22%	23%	14%	30%	21%	21%	22%
Multiple times a week	20%	20%	21%	18%	23%	19%	18%	3%	20%	20%	20%
Weekly	7%	6%	7%	3%	7%	8%	13%	3%	6%	6%	6%
Once a month	3%	3%	3%	2%	2%	4%	9%	12%	3%	3%	3%
Once a year	2%	3%	2%	2%	2%	2%	5%	12%	2%	3%	3%
Never	3%	3%	4%	4%	2%	2%	8%	3%	3%	3%	3%
Don't Know	1%	1%	0%	2%	1%	1%	4%	3%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 71: How often do you use Google Maps to do the following...: Find a local business?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	13%	14%	12%	16%	13%	13%	10%	3%	14%	14%	14%
Daily	15%	16%	15%	17%	15%	15%	14%	9%	16%	15%	15%
Multiple times a week	21%	21%	20%	17%	24%	21%	13%	12%	21%	21%	21%
Weekly	13%	13%	13%	12%	14%	14%	9%	18%	13%	13%	13%
Once a month	13%	13%	12%	12%	14%	13%	14%	9%	13%	13%	13%
Once a year	6%	6%	6%	4%	5%	6%	16%	15%	6%	6%	6%
Never	16%	15%	19%	20%	13%	15%	19%	30%	16%	16%	16%
Don't Know	3%	3%	3%	2%	2%	4%	7%	3%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 72: How often do you use Google Maps to do the following...: Get directions while travelling?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	28%	28%	26%	35%	27%	25%	21%	9%	28%	28%	28%
Daily	14%	15%	12%	11%	17%	16%	9%	3%	14%	14%	14%
Multiple times a week	16%	17%	15%	11%	20%	15%	16%	24%	16%	16%	16%
Weekly	11%	11%	11%	7%	13%	12%	12%	6%	11%	11%	12%
Once a month	14%	13%	17%	12%	13%	17%	18%	9%	14%	14%	14%
Once a year	9%	9%	8%	10%	6%	10%	14%	33%	9%	9%	9%
Never	5%	4%	6%	10%	3%	2%	4%	6%	5%	5%	5%
Don't Know	3%	3%	4%	3%	2%	3%	7%	9%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 73: How often do you use Google Maps to do the following...: Stop you getting lost?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	24%	24%	24%	31%	23%	22%	21%	9%	25%	25%	25%
Daily	18%	18%	17%	19%	18%	18%	9%	12%	17%	17%	17%
Multiple times a week	19%	19%	20%	14%	23%	16%	18%	27%	19%	19%	19%
Weekly	14%	13%	16%	9%	15%	19%	12%	3%	13%	14%	14%
Once a month	11%	10%	13%	10%	8%	13%	12%	24%	11%	10%	10%
Once a year	4%	4%	4%	4%	3%	3%	10%	18%	4%	4%	4%
Never	7%	8%	4%	9%	7%	6%	10%	6%	7%	7%	7%
Don't Know	4%	4%	2%	4%	3%	3%	9%	0%	4%	3%	4%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 74: How often do you use Google Maps to do the following... : Look for something new to try?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	20%	20%	21%	24%	20%	20%	16%	0%	21%	20%	21%
Daily	17%	18%	15%	19%	18%	16%	19%	9%	17%	17%	17%
Multiple times a week	22%	22%	23%	22%	25%	20%	10%	15%	22%	22%	22%
Weekly	15%	14%	16%	11%	17%	17%	8%	18%	15%	15%	15%
Once a month	13%	13%	13%	10%	11%	16%	18%	36%	13%	13%	13%
Once a year	4%	4%	5%	5%	3%	4%	11%	9%	4%	4%	4%
Never	7%	7%	6%	10%	5%	5%	16%	6%	7%	7%	7%
Don't Know	1%	1%	1%	0%	1%	2%	3%	6%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 75: How often do you use Google Maps to do the following...: Try a new route to travel to a familiar location?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	21%	22%	16%	23%	22%	20%	17%	6%	21%	21%	21%
Daily	15%	17%	11%	15%	15%	16%	17%	0%	15%	15%	15%
Multiple times a week	19%	17%	22%	16%	22%	19%	14%	12%	19%	19%	19%
Weekly	14%	13%	17%	13%	15%	14%	9%	21%	14%	14%	14%
Once a month	12%	12%	12%	9%	11%	16%	13%	16%	12%	12%	12%
Once a year	4%	4%	5%	7%	2%	3%	10%	6%	4%	4%	4%
Never	12%	11%	13%	15%	10%	9%	16%	33%	12%	12%	12%
Don't Know	3%	3%	3%	3%	4%	3%	4%	6%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 76: How often do you use Google Maps to do the following...: Avoid traffic congestion or public transport delays?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	24%	25%	19%	25%	22%	28%	14%	15%	24%	24%	24%
Daily	21%	22%	19%	23%	21%	22%	18%	6%	21%	21%	21%
Multiple times a week	20%	20%	21%	15%	27%	16%	14%	18%	20%	20%	20%
Weekly	10%	8%	15%	8%	10%	11%	12%	15%	10%	10%	10%
Once a month	7%	7%	8%	7%	5%	9%	9%	15%	7%	7%	7%
Once a year	4%	4%	2%	4%	2%	4%	10%	9%	3%	3%	3%
Never	11%	10%	13%	14%	9%	9%	18%	21%	11%	11%	11%
Don't Know	3%	4%	3%	3%	4%	2%	5%	0%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 77: How often do you use Google Maps to do the following...: Allow you to walk or cycle rather than drive?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Multiple times a day	13%	14%	11%	23%	10%	9%	13%	0%	13%	13%	14%
Daily	17%	19%	12%	12%	21%	18%	11%	6%	16%	17%	17%
Multiple times a week	16%	16%	18%	14%	16%	19%	13%	12%	16%	16%	16%
Weekly	16%	16%	15%	12%	17%	17%	10%	21%	16%	15%	16%
Once a month	9%	9%	10%	13%	6%	8%	12%	12%	9%	9%	9%
Once a year	4%	4%	4%	4%	4%	3%	5%	18%	4%	4%	4%
Never	23%	20%	29%	21%	22%	23%	31%	30%	23%	23%	23%
Don't Know	3%	3%	2%	2%	3%	2%	4%	0%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 78: How many apps have you downloaded onto your phone?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Under 10	18%	19%	15%	20%	13%	19%	38%	16%	18%	17%	17%
10 - 20	45%	42%	54%	43%	49%	44%	40%	42%	45%	45%	45%
20 - 50	29%	30%	25%	30%	30%	27%	15%	42%	29%	29%	29%
Over 50	8%	9%	7%	8%	9%	10%	8%	0%	9%	9%	9%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 79: On average, how often would you say you used the following technologies as part of your job or study on a workday: Google Search?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	49%	50%	44%	47%	48%	51%	48%	54%	49%	50%	50%
3 - 5 times a day	20%	19%	22%	19%	23%	19%	12%	6%	19%	20%	19%
1 - 3 times a day	15%	15%	17%	18%	14%	15%	10%	24%	15%	15%	15%
Daily	11%	11%	10%	6%	11%	13%	13%	15%	11%	11%	11%
Weekly	3%	3%	5%	6%	2%	2%	9%	0%	3%	3%	3%
Monthly	1%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%
Less often	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%
Never	1%	1%	1%	2%	1%	0%	1%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 80: On average, how often would you say you used the following technologies as part of your job or study on a workday: Gmail?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	34%	36%	29%	28%	39%	35%	25%	30%	35%	34%	35%
3 - 5 times a day	17%	16%	20%	16%	17%	18%	17%	12%	17%	17%	17%
1 - 3 times a day	18%	17%	22%	16%	21%	18%	13%	21%	18%	18%	19%
Daily	16%	16%	17%	19%	12%	20%	22%	22%	17%	17%	17%
Weekly	6%	6%	7%	11%	3%	6%	9%	3%	6%	6%	6%
Monthly	3%	4%	2%	3%	4%	1%	4%	12%	4%	3%	3%
Less often	2%	2%	1%	1%	1%	2%	6%	0%	2%	2%	2%
Never	2%	2%	2%	3%	2%	1%	3%	0%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 81: On average, how often would you say you used the following technologies as part of your job or study on a workday: Google Apps (Docs, Sheets etc.)?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	16%	17%	15%	17%	17%	16%	13%	0%	16%	16%	17%
3 - 5 times a day	12%	13%	10%	10%	15%	11%	11%	0%	11%	11%	11%
1 - 3 times a day	18%	17%	20%	18%	19%	18%	10%	18%	18%	18%	18%
Daily	17%	17%	17%	18%	18%	18%	12%	3%	17%	17%	17%
Weekly	12%	11%	14%	11%	11%	13%	14%	18%	12%	12%	13%
Monthly	7%	6%	7%	7%	5%	5%	6%	39%	7%	7%	7%
Less often	9%	9%	9%	13%	7%	7%	12%	6%	9%	9%	8%
Never	8%	8%	8%	7%	7%	10%	17%	12%	8%	8%	8%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 82: On average, how often would you say you used the following technologies as part of your job or study on a workday: Microsoft Office (Word, Excel etc.)?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	24%	29%	13%	13%	29%	29%	24%	15%	25%	25%	25%
3 - 5 times a day	14%	14%	13%	13%	16%	12%	13%	18%	13%	14%	14%
1 - 3 times a day	15%	15%	16%	14%	14%	16%	18%	39%	15%	15%	15%
Daily	17%	16%	20%	18%	16%	20%	18%	3%	17%	18%	17%
Weekly	11%	11%	12%	12%	11%	9%	11%	18%	11%	11%	11%
Monthly	8%	7%	12%	14%	7%	5%	6%	6%	9%	8%	8%
Less often	6%	4%	10%	8%	5%	4%	5%	0%	6%	6%	6%
Never	3%	3%	4%	6%	2%	4%	3%	0%	4%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 83: On average, how often would you say you used the following technologies as part of your job or study on a workday: Smartphone (for data or apps)?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	68%	68%	66%	68%	69%	67%	59%	70%	68%	69%	69%
3 - 5 times a day	15%	15%	15%	14%	17%	15%	9%	12%	14%	15%	15%
1 - 3 times a day	8%	8%	8%	11%	7%	6%	8%	12%	8%	8%	8%
Daily	5%	5%	6%	3%	5%	8%	11%	3%	5%	5%	5%
Weekly	2%	2%	1%	1%	1%	3%	5%	0%	2%	2%	2%
Monthly	1%	0%	2%	1%	0%	0%	0%	3%	1%	0%	1%
Less often	1%	0%	1%	0%	1%	0%	6%	0%	1%	1%	1%
Never	1%	1%	0%	1%	1%	0%	1%	0%	1%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 84: On average, how often would you say you used the following technologies as part of your job or study on a workday: Laptop?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	22%	23%	19%	20%	22%	24%	18%	24%	22%	22%	22%
3 - 5 times a day	16%	16%	14%	16%	19%	9%	14%	12%	15%	15%	15%
1 - 3 times a day	18%	18%	18%	14%	20%	20%	13%	18%	18%	18%	18%
Daily	19%	18%	21%	18%	18%	22%	21%	18%	19%	19%	20%
Weekly	10%	9%	11%	15%	8%	8%	11%	9%	10%	10%	10%
Monthly	6%	6%	6%	6%	6%	7%	2%	6%	6%	6%	6%
Less often	4%	3%	4%	4%	3%	3%	6%	9%	4%	4%	4%
Never	6%	6%	6%	7%	5%	7%	11%	3%	6%	6%	5%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 85: On average, how often would you say you used the following technologies as part of your job or study on a workday: Desktop computer?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	33%	38%	20%	25%	36%	34%	38%	48%	34%	34%	34%
3 - 5 times a day	12%	12%	13%	11%	13%	11%	11%	15%	11%	11%	11%
1 - 3 times a day	16%	15%	19%	16%	17%	15%	7%	12%	16%	16%	16%
Daily	15%	14%	15%	13%	11%	22%	21%	3%	15%	15%	14%
Weekly	7%	6%	10%	14%	5%	6%	3%	6%	7%	7%	7%
Monthly	4%	3%	7%	3%	4%	5%	2%	9%	4%	4%	4%
Less often	5%	4%	7%	8%	5%	2%	3%	3%	5%	4%	5%
Never	8%	7%	11%	10%	8%	4%	13%	3%	8%	8%	8%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 86: On average, how often would you say you used the following technologies as part of your job or study on a workday: Google Maps?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	17%	18%	13%	19%	15%	19%	17%	6%	17%	17%	17%
3 - 5 times a day	12%	13%	10%	14%	14%	8%	10%	9%	12%	12%	12%
1 - 3 times a day	18%	19%	17%	11%	21%	22%	15%	18%	18%	18%	18%
Daily	20%	19%	23%	16%	22%	20%	15%	24%	20%	20%	20%
Weekly	18%	17%	20%	16%	17%	20%	18%	27%	18%	19%	18%
Monthly	8%	8%	7%	11%	7%	7%	7%	3%	8%	8%	8%
Less often	4%	3%	7%	5%	2%	2%	10%	12%	4%	4%	4%
Never	3%	2%	4%	6%	2%	1%	4%	0%	3%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 87: On average, how often would you say you used the following technologies as part of your job or study on a workday: Landline telephone?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	10%	12%	6%	7%	13%	11%	7%	6%	10%	10%	11%
3 - 5 times a day	8%	9%	5%	6%	8%	8%	6%	6%	7%	7%	8%
1 - 3 times a day	9%	10%	8%	4%	11%	11%	10%	24%	9%	9%	9%
Daily	10%	9%	11%	4%	11%	13%	13%	6%	9%	10%	9%
Weekly	8%	8%	6%	5%	11%	6%	6%	3%	8%	8%	8%
Monthly	7%	7%	6%	12%	6%	5%	7%	6%	7%	7%	7%
Less often	12%	12%	12%	14%	8%	17%	13%	15%	12%	12%	13%
Never	35%	31%	46%	47%	32%	28%	37%	28%	36%	36%	35%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 88: On average, how often would you say you used the following technologies as part of your job or study on a workday: YouTube?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	44%	45%	43%	46%	46%	44%	28%	51%	45%	45%	45%
3 - 5 times a day	19%	20%	19%	22%	19%	18%	22%	3%	19%	19%	19%
1 - 3 times a day	15%	15%	16%	12%	18%	17%	11%	12%	15%	15%	16%
Daily	13%	12%	15%	11%	12%	14%	15%	15%	12%	12%	12%
Weekly	4%	4%	5%	5%	2%	4%	14%	18%	5%	4%	4%
Monthly	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%
Less often	1%	2%	1%	1%	1%	3%	5%	0%	1%	1%	1%
Never	2%	2%	1%	2%	2%	1%	4%	0%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 89: On average, how often would you say you used the following technologies as part of your job or study on a workday: Car?

	Gender			Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	24%	29%	13%	19%	22%	30%	33%	24%	24%	24%	25%
3 - 5 times a day	16%	19%	8%	12%	18%	17%	16%	21%	16%	16%	16%
1 - 3 times a day	30%	28%	35%	31%	34%	25%	18%	21%	30%	30%	30%
Daily	16%	15%	21%	18%	15%	19%	14%	6%	16%	16%	16%
Weekly	5%	2%	12%	7%	4%	3%	1%	16%	5%	5%	5%
Monthly	2%	1%	3%	4%	1%	1%	3%	6%	2%	2%	2%
Less often	2%	2%	2%	2%	2%	0%	4%	0%	2%	1%	2%
Never	5%	5%	5%	7%	3%	3%	11%	6%	5%	5%	5%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 90: On average, how often would you say you used the following technologies as part of your job or study on a workday: Internet browser?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	53%	55%	47%	48%	55%	54%	47%	63%	54%	54%	54%
3 - 5 times a day	21%	21%	23%	22%	23%	18%	18%	15%	21%	21%	21%
1 - 3 times a day	15%	13%	18%	19%	12%	15%	12%	22%	14%	14%	14%
Daily	7%	7%	7%	4%	7%	9%	17%	0%	7%	7%	7%
Weekly	2%	2%	2%	2%	1%	2%	3%	0%	2%	2%	2%
Monthly	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%
Less often	1%	0%	2%	2%	1%	1%	1%	0%	1%	1%	1%
Never	1%	1%	1%	2%	0%	1%	1%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 91: On average, how often would you say you used the following technologies as part of your job or study on a workday: WhatsApp?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
More than 5 times a day	66%	68%	62%	61%	67%	69%	65%	78%	67%	67%	67%
3 - 5 times a day	14%	13%	16%	19%	14%	11%	8%	9%	14%	14%	14%
1 - 3 times a day	8%	7%	11%	8%	10%	6%	7%	6%	8%	8%	8%
Daily	6%	7%	6%	6%	6%	9%	5%	0%	6%	7%	7%
Weekly	1%	1%	3%	1%	0%	2%	5%	6%	1%	1%	1%
Monthly	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%
Less often	1%	1%	1%	2%	1%	1%	2%	0%	1%	1%	1%
Never	1%	1%	1%	2%	0%	1%	6%	0%	1%	1%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 92: How hard would your job/study be to do without access to... : A search engine like Google, Yahoo or Bing?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Very hard or impossible to do	20%	19%	20%	17%	21%	20%	20%	12%	20%	20%	20%
Difficult, and would take me much longer to do many of my core tasks	39%	37%	44%	41%	38%	39%	33%	39%	39%	40%	39%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	24%	25%	23%	22%	25%	25%	23%	30%	25%	24%	24%
It wouldn't make much difference at all	14%	16%	11%	17%	12%	13%	20%	12%	14%	14%	13%
Don't Know	3%	3%	3%	3%	3%	3%	3%	6%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 93: How hard would your job/study be to do without access to...: A Smartphone?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Very hard or impossible to do	31%	33%	28%	26%	34%	35%	27%	15%	31%	32%	32%
Difficult, and would take me much longer to do many of my core tasks	33%	32%	36%	31%	34%	34%	31%	42%	33%	33%	33%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	20%	19%	21%	24%	18%	17%	25%	15%	20%	19%	20%
It wouldn't make much difference at all	13%	13%	13%	16%	11%	12%	14%	21%	13%	13%	13%
Don't Know	3%	3%	2%	2%	3%	2%	3%	6%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 94: How hard would your job/study be to do without access to... : Online office suite?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Very hard or impossible to do	22%	23%	20%	17%	24%	27%	17%	6%	22%	22%	23%
Difficult, and would take me much longer to do many of my core tasks	32%	32%	31%	32%	30%	32%	40%	30%	31%	31%	31%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	27%	26%	28%	27%	28%	23%	25%	36%	27%	26%	27%
It wouldn't make much difference at all	16%	16%	17%	18%	16%	15%	14%	24%	17%	17%	16%
Don't Know	4%	3%	5%	6%	2%	3%	4%	3%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 95: Many commentators have expressed concerns about the potential harms from the internet. Are you worried about of the following potential harms: Loss of privacy?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Very worried	39%	39%	39%	43%	41%	34%	34%	12%	39%	39%	39%
Quite worried	35%	34%	37%	35%	32%	37%	42%	61%	35%	36%	36%
Neither worried or unworried	11%	11%	9%	11%	8%	12%	12%	18%	10%	10%	10%
Not that worried	11%	11%	12%	8%	13%	14%	6%	6%	11%	11%	11%
Not at all worried	4%	5%	2%	3%	5%	3%	2%	3%	4%	4%	4%
Don't know	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 96: Many commentators have expressed concerns about the potential harms from the internet. Are you worried about of the following potential harms: Online frauds or scam?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Very worried	42%	41%	44%	42%	45%	38%	33%	43%	42%	42%	42%
Quite worried	37%	37%	35%	33%	36%	37%	49%	42%	37%	37%	36%
Neither worried or unworried	9%	9%	10%	11%	7%	9%	9%	9%	9%	9%	9%
Not that worried	10%	10%	9%	9%	8%	15%	4%	6%	9%	9%	9%
Not at all worried	3%	4%	1%	4%	3%	1%	2%	0%	3%	3%	3%
Don't know	1%	1%	1%	0%	0%	0%	3%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 97: Your online account being hacked: Many commentators have expressed concerns about the potential harms from the internet. Are you worried about of the following potential harms?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Very worried	39%	38%	42%	41%	40%	35%	35%	34%	39%	39%	39%
Quite worried	37%	38%	34%	35%	36%	37%	44%	39%	36%	37%	37%
Neither worried or unworried	10%	10%	9%	9%	10%	10%	8%	18%	10%	10%	10%
Not that worried	11%	10%	12%	9%	10%	15%	9%	6%	11%	11%	11%
Not at all worried	3%	4%	2%	5%	4%	1%	2%	3%	3%	3%	3%
Don't know	0%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 98: Many commentators have expressed concerns about the potential harms from the internet. Are you worried about of the following potential harms: Children’s usage of technology?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Very worried	34%	33%	38%	38%	36%	32%	26%	15%	35%	35%	34%
Quite worried	39%	39%	41%	32%	41%	40%	48%	54%	39%	40%	40%
Neither worried or unworried	9%	9%	9%	9%	9%	10%	14%	0%	9%	9%	9%
Not that worried	13%	14%	11%	15%	11%	14%	7%	30%	13%	12%	12%
Not at all worried	4%	4%	1%	5%	3%	3%	2%	0%	4%	4%	4%
Don’t know	1%	0%	1%	0%	0%	0%	4%	0%	0%	0%	0%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 99: Have you taken any of the following steps to increase your own or your family’s online safety: Installed a firewall or content blocker?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Yes	70%	72%	64%	70%	73%	64%	60%	88%	70%	70%	71%
No	25%	24%	29%	24%	24%	31%	32%	3%	25%	25%	25%
Don't know	5%	4%	7%	6%	3%	6%	8%	9%	5%	5%	5%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 100: Have you taken any of the following steps to increase your own or your family’s online safety: Deleted my online history?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Yes	58%	60%	53%	60%	61%	57%	51%	27%	58%	59%	59%
No	37%	36%	39%	36%	35%	36%	42%	64%	37%	37%	36%
Don't know	5%	4%	7%	4%	4%	6%	7%	9%	5%	5%	5%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 101: Have you taken any of the following steps to increase your own or your family’s online safety: Regularly changed passwords?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Yes	66%	68%	61%	58%	69%	66%	68%	78%	66%	66%	66%
No	33%	31%	37%	40%	29%	32%	29%	22%	32%	33%	32%
Don't know	2%	1%	2%	2%	1%	2%	3%	0%	2%	2%	1%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 102: Have you taken any of the following steps to increase your own or your family’s online safety: Turned on two factor authentication?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Yes	52%	57%	42%	48%	56%	51%	55%	39%	53%	53%	54%
No	32%	29%	39%	37%	30%	31%	29%	36%	32%	32%	31%
Don't know	15%	14%	19%	15%	13%	18%	16%	24%	15%	15%	15%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 103: Have you taken any of the following steps to increase your own or your family’s online safety: Limited the amount of hours online or using an electronic device?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Yes	46%	47%	45%	44%	49%	45%	43%	30%	46%	46%	46%
No	49%	49%	48%	49%	47%	51%	45%	70%	49%	49%	49%
Don't know	5%	4%	7%	7%	4%	4%	12%	0%	5%	5%	5%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 104: Have you taken any of the following steps to increase your own or your family’s online safety: Researched online safety?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Yes	71%	72%	70%	68%	74%	69%	74%	76%	72%	71%	72%
No	23%	23%	23%	25%	22%	23%	22%	24%	23%	23%	23%
Don't know	6%	5%	7%	7%	4%	9%	4%	0%	6%	6%	6%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 105: How helpful do you think the following would be to improve you or your family’s online safety: More educational resources provided on how to stay safe?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Very helpful	57%	58%	54%	53%	56%	61%	63%	42%	57%	57%	57%
Quite helpful	32%	32%	33%	30%	34%	30%	30%	46%	32%	32%	32%
Neither helpful or unhelpful	7%	7%	7%	10%	7%	5%	3%	12%	7%	7%	7%
Not that helpful	2%	1%	4%	4%	1%	2%	1%	0%	2%	2%	2%
Not at all helpful	1%	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%
Don't know	2%	2%	2%	2%	1%	1%	3%	0%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 106: How helpful do you think the following would be to improve you or your family’s online safety: More technology tools to keep individuals and families safe?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Very helpful	55%	57%	50%	50%	57%	58%	60%	36%	56%	56%	56%
Quite helpful	32%	30%	35%	34%	31%	28%	31%	54%	31%	31%	31%
Neither helpful or unhelpful	8%	8%	9%	9%	6%	11%	5%	6%	8%	8%	8%
Not that helpful	2%	2%	2%	3%	2%	2%	2%	0%	2%	2%	2%
Not at all helpful	1%	1%	1%	0%	1%	0%	0%	3%	1%	1%	1%
Don't know	3%	3%	3%	4%	2%	1%	3%	0%	2%	2%	2%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 107: How helpful do you think the following would be to improve you or your family’s online safety: Greater regulation by the government?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Very helpful	46%	47%	44%	36%	50%	50%	52%	30%	46%	46%	46%
Quite helpful	36%	36%	36%	43%	33%	32%	36%	52%	36%	36%	36%
Neither helpful or unhelpful	10%	10%	10%	9%	10%	11%	4%	18%	10%	9%	10%
Not that helpful	4%	3%	4%	4%	4%	3%	3%	0%	4%	4%	4%
Not at all helpful	1%	1%	2%	2%	1%	2%	1%	0%	2%	1%	2%
Don't know	3%	3%	5%	6%	2%	2%	4%	0%	3%	3%	3%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 108: Thinking back over the last week, how many trips per day have you made using the following forms of transport?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
Walking	3	3	2	3	3	3	3	5	3	3	3
Personal Car	6	7	5	6	6	7	5	4	6	6	6
Bus	0	0	0	1	0	0	0	0	0	0	0
Train	0	0	0	0	0	0	0	0	0	0	0
Bicycle or tricycle	0	0	0	0	0	0	0	0	0	0	0
Taxi or Ride Sharing (Uber etc.)	1	1	1	1	1	1	1	1	1	1	1
Other	0	0	0	0	0	0	0	0	0	0	0

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 109: Imagine you had to lose one of the following for a year a year. Which two or three would you most want to avoid giving up?

	Total	Gender		Age					User Type		
		Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	607	390	165	382	331	103	19	979	964	939
Weighted	1000	718	279	258	428	220	67	27	975	959	939
TV	9	9	8	8	9	9	10	12	9	9	9
A Search Engine	11	11	11	11	11	11	11	10	11	11	11
Indoor plumbing	7	7	8	7	7	8	8	8	7	7	7
Access to public transport	7	7	7	7	7	7	7	7	7	7	7
Your Smartphone	13	13	13	13	13	13	13	13	13	13	13
YouTube	11	11	10	11	11	11	10	10	11	11	11
SAR 225 a year	6	6	6	6	6	5	6	5	6	6	6
SAR 2250 a year	6	6	7	6	7	6	7	5	6	6	6
Online or printed newspapers	7	7	6	6	6	7	7	7	7	7	6
Access to a car	7	7	6	6	6	7	7	6	7	7	7
An hour's sleep	10	10	10	10	10	10	10	9	10	10	10
Access to cinemas	6	6	6	7	6	5	5	5	6	6	6
Access to restaurants	8	8	8	8	8	8	7	8	8	8	8
Dishwasher	6	6	7	7	6	6	6	6	6	6	6
An iron	7	7	7	7	7	7	7	7	7	7	7

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted by age and gender to internet representative proportions

Table 110: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X SAR?

Price	Keep Access	Give Up Access	Don't Know
<b>Google Search</b>			
3	89%	88%	10%
6	88%	85%	11%
11	87%	83%	14%
23	82%	78%	16%
45	80%	77%	20%
113	70%	68%	29%
225	67%	60%	34%
450	53%	48%	48%
1125	48%	43%	53%
<b>YouTube</b>			
3	93%	91%	6%
6	88%	85%	12%
11	85%	84%	15%
23	79%	73%	22%
45	75%	73%	22%

Table 110: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X SAR?  
(continued)

Price	Keep Access	Give Up Access	Don't Know
113	62%	60%	35%
225	61%	56%	40%
450	50%	47%	47%
1125	32%	32%	63%
<b>Google Maps</b>			
3	90%	87%	12%
6	89%	84%	12%
11	85%	80%	16%
23	80%	75%	22%
45	74%	71%	26%
113	62%	56%	39%
225	53%	48%	49%
450	44%	39%	58%
1125	34%	30%	68%
<b>Google Docs</b>			
3	76%	70%	25%

Table 110: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X SAR?  
(continued)

Price	Keep Access	Give Up Access	Don't Know
6	72%	67%	30%
11	70%	64%	30%
23	61%	55%	38%
45	61%	54%	40%
113	46%	41%	54%
225	44%	40%	58%
450	30%	28%	67%
1125	24%	20%	75%
<b>Smartphone</b>			
3	93%	92%	7%
6	94%	90%	8%
11	94%	90%	7%
23	92%	90%	9%
45	91%	88%	9%
113	91%	88%	10%
225	89%	87%	10%

Table 110: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X SAR?  
(continued)

Price	Keep Access	Give Up Access	Don't Know
450	83%	82%	16%
1125	72%	69%	28%
<b>Gmail</b>			
3	85%	80%	16%
6	87%	82%	15%
11	82%	81%	19%
23	82%	80%	20%
45	78%	73%	26%
113	69%	64%	33%
225	67%	62%	36%
450	49%	48%	49%
1125	47%	46%	51%

*Note:*

Fieldwork: Nov 4th - Nov 22nd 2019

Data weighted to internet penetration proportions for Age and Gender

Table 1: Which one of the following statements best described your company's attitude towards technology?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
We are early adopters of new technology	35%	26%	22%	22%	17%	38%	45%	44%	21%	33%	42%	52%	0%
We adopt new technologies around the same time as our competitors	56%	52%	55%	56%	76%	57%	50%	31%	67%	62%	48%	45%	85%
We tend to be conservative with adopting new technology	6%	19%	12%	12%	3%	5%	4%	19%	7%	3%	6%	1%	8%
New technology isn't really useful for our business	3%	4%	8%	3%	1%	0%	2%	0%	4%	1%	3%	1%	0%
Don't know	1%	0%	2%	6%	3%	0%	0%	6%	1%	1%	1%	1%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 2: Which, if any, of the following are done or used in your business: Internet browsing?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Done/used by most or all employees	73%	63%	69%	81%	56%	76%	79%	81%	65%	75%	74%	78%	69%
Done/used by about half of all employees	12%	11%	10%	9%	11%	8%	15%	12%	17%	7%	14%	13%	15%
Only done/used by a small number of all employees	6%	11%	10%	0%	3%	7%	5%	6%	4%	5%	7%	4%	15%
Not done/used in our business	2%	11%	4%	0%	0%	0%	1%	0%	1%	1%	3%	2%	0%
Don't Know	7%	4%	6%	9%	30%	9%	0%	0%	12%	12%	2%	2%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 3: Which, if any, of the following are done or used in your business: Email?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Done/used by most or all employees	76%	70%	80%	81%	62%	72%	81%	88%	72%	75%	80%	71%	69%
Done/used by about half of all employees	13%	11%	6%	6%	6%	15%	16%	6%	11%	8%	13%	23%	23%
Only done/used by a small number of all employees	4%	7%	6%	3%	4%	4%	2%	0%	5%	3%	4%	4%	8%
Not done/used in our business	1%	7%	4%	0%	0%	0%	1%	6%	1%	1%	1%	1%	0%
Don't Know	7%	4%	4%	9%	28%	9%	0%	0%	11%	12%	2%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 4: Which, if any, of the following are done or used in your business: Smartphone?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Done/used by most or all employees	80%	85%	80%	75%	61%	80%	86%	88%	76%	77%	83%	86%	77%
Done/used by about half of all employees	10%	7%	12%	16%	10%	8%	11%	12%	11%	7%	12%	10%	23%
Only done/used by a small number of all employees	2%	4%	0%	0%	1%	3%	3%	0%	2%	2%	3%	2%	0%
Not done/used in our business	1%	4%	4%	3%	0%	0%	0%	0%	1%	1%	1%	2%	0%
Don't Know	6%	0%	4%	6%	28%	9%	0%	0%	10%	12%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 5: Which, if any, of the following are done or used in your business: Search engines?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Done/used by most or all employees	70%	63%	61%	72%	56%	66%	80%	81%	62%	69%	71%	80%	77%
Done/used by about half of all employees	18%	22%	27%	19%	11%	22%	16%	6%	24%	13%	24%	13%	23%
Only done/used by a small number of all employees	4%	4%	6%	0%	4%	1%	4%	6%	2%	5%	3%	4%	0%
Not done/used in our business	1%	7%	2%	0%	0%	0%	1%	6%	0%	1%	1%	2%	0%
Don't Know	7%	4%	4%	9%	28%	11%	0%	0%	12%	12%	2%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 6: Which, if any, of the following are done or used in your business: Desktop office suite?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Done/used by most or all employees	59%	59%	53%	66%	42%	59%	67%	75%	55%	58%	58%	67%	54%
Done/used by about half of all employees	24%	30%	18%	12%	20%	24%	27%	25%	21%	20%	32%	25%	31%
Only done/used by a small number of all employees	8%	4%	20%	6%	8%	5%	4%	0%	12%	7%	5%	4%	15%
Not done/used in our business	2%	4%	4%	3%	3%	0%	1%	0%	0%	2%	2%	4%	0%
Don't Know	7%	4%	4%	12%	27%	11%	0%	0%	12%	12%	3%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 7: Which, if any, of the following are done or used in your business: Online office suite?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Done/used by most or all employees	43%	67%	35%	47%	35%	42%	47%	56%	39%	41%	46%	52%	38%
Done/used by about half of all employees	27%	15%	29%	6%	17%	28%	35%	19%	22%	28%	34%	30%	15%
Only done/used by a small number of all employees	17%	19%	29%	22%	17%	14%	13%	19%	23%	15%	14%	13%	8%
Not done/used in our business	4%	0%	0%	12%	3%	4%	4%	6%	2%	3%	4%	4%	8%
Don't Know	8%	0%	8%	12%	28%	12%	1%	0%	14%	12%	2%	1%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 8: Which, if any, of the following are done or used in your business: Online maps?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Done/used by most or all employees	44%	48%	43%	25%	39%	54%	47%	50%	39%	47%	42%	48%	38%
Done/used by about half of all employees	29%	30%	37%	47%	20%	24%	28%	25%	26%	25%	31%	35%	31%
Only done/used by a small number of all employees	16%	19%	14%	16%	13%	7%	18%	6%	17%	13%	22%	13%	8%
Not done/used in our business	4%	4%	0%	3%	1%	1%	5%	12%	3%	2%	3%	4%	8%
Don't Know	8%	0%	6%	9%	27%	14%	2%	6%	14%	13%	2%	0%	15%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 9: Which, if any, of the following are done or used in your business: YouTube?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Done/used by most or all employees	52%	48%	51%	59%	41%	53%	53%	56%	47%	55%	50%	55%	46%
Done/used by about half of all employees	22%	37%	29%	12%	17%	24%	22%	12%	26%	15%	25%	29%	8%
Only done/used by a small number of all employees	11%	7%	6%	9%	7%	3%	16%	0%	11%	9%	16%	10%	0%
Not done/used in our business	7%	4%	4%	9%	4%	8%	8%	25%	1%	7%	7%	6%	31%
Don't Know	9%	4%	10%	9%	31%	12%	1%	6%	15%	15%	2%	0%	15%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 10: Which, if any, of the following are done or used in your business: Data science and/or machine learning?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Done/used by most or all employees	32%	41%	14%	12%	25%	34%	40%	56%	28%	26%	33%	46%	15%
Done/used by about half of all employees	29%	30%	39%	41%	24%	28%	29%	12%	27%	31%	31%	36%	15%
Only done/used by a small number of all employees	20%	15%	22%	25%	14%	9%	22%	6%	20%	15%	29%	13%	23%
Not done/used in our business	9%	15%	14%	16%	4%	8%	7%	19%	11%	11%	4%	4%	8%
Don't Know	10%	0%	10%	6%	32%	20%	2%	6%	14%	17%	3%	1%	38%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 11: Thinking back to five years in the past, what technologies would you say were used in your business at that point: Internet browsing?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Was done/used by most or all employees	71%	70%	67%	72%	52%	73%	75%	81%	65%	69%	72%	77%	69%
Was done/used by about half of all employees	17%	15%	22%	3%	17%	15%	19%	6%	21%	13%	21%	14%	15%
Was only done/used by a small number of all employees	4%	7%	4%	6%	3%	0%	4%	6%	2%	2%	4%	5%	8%
Was not done/used in our business	2%	4%	0%	6%	0%	3%	1%	6%	2%	2%	1%	1%	0%
Don't Know	7%	4%	6%	12%	28%	9%	0%	0%	10%	13%	2%	2%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 12: Thinking back to five years in the past, what technologies would you say were used in your business at that point: Email?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Was done/used by most or all employees	72%	74%	71%	69%	56%	73%	77%	81%	71%	71%	76%	73%	54%
Was done/used by about half of all employees	15%	22%	14%	12%	11%	12%	17%	12%	11%	13%	15%	18%	46%
Was only done/used by a small number of all employees	5%	0%	8%	6%	4%	1%	5%	0%	8%	2%	5%	6%	0%
Was not done/used in our business	1%	4%	0%	3%	0%	3%	1%	6%	1%	1%	1%	1%	0%
Don't Know	7%	0%	6%	9%	28%	11%	0%	0%	10%	13%	3%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 13: Thinking back to five years in the past, what technologies would you say were used in your business at that point: Smartphone?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Was done/used by most or all employees	71%	81%	84%	66%	56%	68%	73%	94%	67%	68%	71%	80%	77%
Was done/used by about half of all employees	16%	11%	10%	19%	13%	16%	20%	6%	15%	15%	20%	16%	23%
Was only done/used by a small number of all employees	4%	7%	0%	3%	3%	4%	5%	0%	5%	3%	7%	2%	0%
Was not done/used in our business	1%	0%	0%	3%	0%	3%	1%	0%	2%	1%	1%	1%	0%
Don't Know	7%	0%	6%	9%	28%	9%	0%	0%	10%	13%	2%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 14: Thinking back to five years in the past, what technologies would you say were used in your business at that point: Search engines?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Was done/used by most or all employees	65%	78%	63%	66%	54%	58%	71%	81%	55%	63%	67%	76%	69%
Was done/used by about half of all employees	20%	11%	22%	19%	10%	23%	22%	12%	25%	17%	22%	17%	31%
Was only done/used by a small number of all employees	6%	7%	8%	3%	6%	5%	6%	6%	8%	6%	8%	2%	0%
Was not done/used in our business	2%	4%	2%	3%	4%	3%	1%	0%	1%	3%	1%	4%	0%
Don't Know	7%	0%	4%	9%	27%	11%	0%	0%	11%	12%	2%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 15: Thinking back to five years in the past, what technologies would you say were used in your business at that point: Desktop office suite?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Was done/used by most or all employees	54%	59%	47%	53%	45%	57%	59%	75%	47%	52%	53%	64%	62%
Was done/used by about half of all employees	24%	22%	27%	22%	14%	22%	29%	25%	18%	21%	35%	23%	31%
Was only done/used by a small number of all employees	11%	7%	20%	6%	10%	9%	11%	0%	21%	10%	7%	8%	8%
Was not done/used in our business	3%	7%	2%	6%	4%	3%	2%	0%	3%	4%	3%	4%	0%
Don't Know	7%	4%	4%	12%	27%	9%	0%	0%	11%	12%	3%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 16: Thinking back to five years in the past, what technologies would you say were used in your business at that point: Online office suite?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Was done/used by most or all employees	42%	52%	29%	34%	32%	42%	49%	56%	43%	35%	42%	57%	46%
Was done/used by about half of all employees	25%	30%	35%	16%	15%	23%	28%	19%	23%	26%	32%	20%	15%
Was only done/used by a small number of all employees	18%	15%	24%	22%	15%	15%	17%	6%	18%	18%	19%	17%	8%
Was not done/used in our business	7%	4%	6%	12%	8%	9%	5%	19%	3%	9%	4%	4%	8%
Don't Know	8%	0%	6%	16%	28%	11%	1%	0%	12%	12%	3%	2%	23%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 17: Thinking back to five years in the past, what technologies would you say were used in your business at that point: Online maps?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Was done/used by most or all employees	43%	44%	53%	31%	41%	43%	43%	50%	43%	47%	32%	48%	38%
Was done/used by about half of all employees	27%	33%	24%	19%	17%	26%	31%	25%	20%	22%	36%	31%	23%
Was only done/used by a small number of all employees	17%	19%	16%	25%	11%	12%	19%	12%	20%	13%	27%	12%	0%
Was not done/used in our business	5%	0%	2%	9%	3%	7%	4%	6%	3%	6%	3%	6%	8%
Don't Know	9%	4%	4%	16%	28%	12%	3%	6%	14%	12%	3%	2%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 18: Thinking back to five years in the past, what technologies would you say were used in your business at that point: YouTube?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Was done/used by most or all employees	51%	63%	55%	50%	37%	46%	54%	56%	46%	53%	53%	52%	46%
Was done/used by about half of all employees	21%	30%	20%	12%	15%	26%	23%	12%	25%	15%	24%	28%	0%
Was only done/used by a small number of all employees	12%	7%	10%	16%	13%	5%	14%	0%	13%	11%	13%	13%	8%
Was not done/used in our business	8%	0%	10%	9%	4%	11%	8%	25%	3%	9%	7%	6%	15%
Don't Know	9%	0%	4%	12%	31%	12%	1%	6%	13%	12%	3%	1%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 19: Thinking back to five years in the past, what technologies would you say were used in your business at that point: Data science and/or machine learning?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Was done/used by most or all employees	30%	33%	14%	19%	27%	26%	38%	56%	28%	28%	27%	40%	23%
Was done/used by about half of all employees	25%	22%	27%	22%	15%	32%	26%	12%	16%	26%	31%	28%	15%
Was only done/used by a small number of all employees	22%	26%	35%	19%	14%	12%	24%	6%	24%	17%	30%	20%	15%
Was not done/used in our business	12%	11%	16%	22%	14%	12%	10%	19%	16%	13%	8%	8%	15%
Don't Know	11%	7%	8%	19%	30%	18%	2%	6%	15%	16%	4%	4%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 20: Now thinking five years in the future, what technologies do you expect to be used by your business: Internet browsing?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Likely to be done/used by most or all employees	79%	78%	78%	88%	63%	73%	84%	81%	72%	77%	85%	80%	85%
Likely to be done/used by about half of all employees	11%	19%	10%	0%	6%	16%	12%	19%	15%	9%	11%	8%	15%
Likely to be done/used by a small number of all employees	3%	4%	4%	0%	3%	1%	3%	0%	1%	1%	3%	8%	0%
Likely not to be done/used in our business	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%
Don't Know	7%	0%	8%	12%	28%	9%	0%	0%	12%	13%	2%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 21: Now thinking five years in the future, what technologies do you expect to be used by your business: Email?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Likely to be done/used by most or all employees	79%	81%	78%	84%	65%	74%	84%	81%	71%	80%	85%	80%	85%
Likely to be done/used by about half of all employees	11%	15%	14%	3%	6%	14%	12%	12%	16%	5%	12%	11%	15%
Likely to be done/used by a small number of all employees	3%	4%	0%	0%	1%	3%	4%	6%	1%	2%	1%	6%	0%
Likely not to be done/used in our business	1%	0%	2%	0%	0%	0%	1%	0%	1%	0%	0%	2%	0%
Don't Know	7%	0%	6%	12%	28%	9%	0%	0%	11%	13%	2%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 22: Now thinking five years in the future, what technologies do you expect to be used by your business: Smartphone?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Likely to be done/used by most or all employees	81%	93%	84%	84%	61%	76%	86%	94%	74%	80%	86%	87%	69%
Likely to be done/used by about half of all employees	8%	7%	8%	3%	8%	8%	8%	6%	8%	5%	8%	7%	31%
Likely to be done/used by a small number of all employees	3%	0%	2%	0%	3%	5%	3%	0%	8%	2%	2%	2%	0%
Likely not to be done/used in our business	1%	0%	0%	0%	1%	0%	2%	0%	1%	1%	2%	1%	0%
Don't Know	7%	0%	6%	12%	27%	11%	0%	0%	10%	13%	3%	2%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 23: Now thinking five years in the future, what technologies do you expect to be used by your business: Search engines?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Likely to be done/used by most or all employees	77%	78%	80%	88%	62%	66%	84%	75%	73%	74%	79%	89%	77%
Likely to be done/used by about half of all employees	11%	15%	8%	0%	8%	18%	12%	12%	14%	9%	12%	7%	23%
Likely to be done/used by a small number of all employees	3%	0%	6%	0%	0%	5%	4%	6%	2%	3%	5%	1%	0%
Likely not to be done/used in our business	2%	7%	2%	0%	6%	1%	1%	6%	1%	3%	2%	1%	0%
Don't Know	6%	0%	4%	12%	24%	9%	0%	0%	10%	11%	2%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 24: Now thinking five years in the future, what technologies do you expect to be used by your business: Desktop office suite?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Likely to be done/used by most or all employees	68%	59%	67%	66%	52%	68%	76%	81%	66%	65%	68%	78%	54%
Likely to be done/used by about half of all employees	18%	33%	20%	12%	14%	18%	18%	19%	17%	16%	21%	16%	46%
Likely to be done/used by a small number of all employees	5%	4%	4%	6%	6%	4%	5%	0%	4%	4%	7%	4%	0%
Likely not to be done/used in our business	2%	0%	2%	0%	3%	1%	1%	0%	1%	2%	1%	1%	0%
Don't Know	7%	4%	6%	16%	25%	9%	0%	0%	11%	12%	4%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 25: Now thinking five years in the future, what technologies do you expect to be used by your business: Online office suite?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Likely to be done/used by most or all employees	58%	63%	55%	59%	45%	47%	67%	69%	59%	56%	54%	66%	62%
Likely to be done/used by about half of all employees	24%	26%	24%	12%	23%	30%	23%	12%	17%	23%	34%	23%	31%
Likely to be done/used by a small number of all employees	8%	7%	8%	12%	4%	11%	7%	0%	11%	7%	7%	7%	8%
Likely not to be done/used in our business	2%	4%	4%	0%	3%	1%	2%	19%	1%	2%	2%	1%	0%
Don't Know	8%	0%	8%	16%	25%	11%	0%	0%	12%	12%	3%	2%	0%

Note:

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 26: Now thinking five years in the future, what technologies do you expect to be used by your business: Online maps?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Likely to be done/used by most or all employees	64%	70%	67%	62%	55%	59%	65%	56%	65%	64%	62%	66%	62%
Likely to be done/used by about half of all employees	18%	7%	20%	19%	11%	20%	22%	25%	14%	15%	24%	23%	0%
Likely to be done/used by a small number of all employees	7%	22%	4%	3%	4%	7%	7%	6%	7%	6%	9%	5%	15%
Likely not to be done/used in our business	3%	0%	4%	3%	3%	1%	4%	0%	3%	1%	3%	5%	0%
Don't Know	8%	0%	4%	12%	27%	12%	3%	12%	11%	13%	3%	1%	23%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 27: Now thinking five years in the future, what technologies do you expect to be used by your business: YouTube?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Likely to be done/used by most or all employees	66%	78%	67%	72%	54%	58%	68%	62%	64%	64%	67%	73%	54%
Likely to be done/used by about half of all employees	15%	22%	16%	6%	7%	20%	18%	12%	18%	11%	22%	14%	0%
Likely to be done/used by a small number of all employees	6%	0%	6%	6%	8%	5%	6%	0%	3%	7%	4%	8%	23%
Likely not to be done/used in our business	5%	0%	6%	3%	3%	4%	7%	12%	2%	6%	5%	2%	8%
Don't Know	8%	0%	4%	12%	28%	12%	1%	12%	12%	12%	2%	1%	15%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 28: Now thinking five years in the future, what technologies do you expect to be used by your business: Data science and/or machine learning?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Likely to be done/used by most or all employees	50%	63%	37%	56%	37%	42%	57%	56%	51%	48%	50%	54%	62%
Likely to be done/used by about half of all employees	23%	15%	33%	22%	14%	26%	24%	12%	21%	21%	30%	23%	0%
Likely to be done/used by a small number of all employees	15%	11%	22%	9%	20%	12%	13%	19%	11%	13%	14%	17%	23%
Likely not to be done/used in our business	4%	4%	2%	0%	3%	7%	4%	6%	5%	4%	3%	2%	0%
Don't Know	9%	7%	6%	12%	27%	14%	1%	6%	12%	13%	3%	4%	15%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 29: Which of the following statements apply to the use of forms of technology in your business: Internet browsing?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
It is so important that we could not run our business without it	75%	85%	71%	72%	61%	74%	81%	81%	67%	71%	78%	86%	77%
It is a useful tool/technology but not critical to the functioning of our business	18%	11%	22%	16%	11%	16%	18%	19%	21%	15%	20%	12%	23%
We don't do/use this in our business	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%
Don't Know	7%	4%	6%	12%	28%	9%	0%	0%	12%	13%	2%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 30: Which of the following statements apply to the use of forms of technology in your business: Email?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
It is so important that we could not run our business without it	78%	85%	82%	66%	51%	77%	89%	88%	71%	76%	85%	78%	77%
It is a useful tool/technology but not critical to the functioning of our business	14%	7%	12%	22%	21%	12%	10%	6%	17%	10%	12%	19%	23%
We don't do/use this in our business	1%	4%	0%	0%	0%	0%	1%	6%	0%	1%	0%	1%	0%
Don't Know	7%	4%	6%	12%	28%	11%	0%	0%	12%	13%	3%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 31: Which of the following statements apply to the use of forms of technology in your business: Smartphone?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
It is so important that we could not run our business without it	73%	89%	71%	66%	59%	72%	76%	81%	71%	64%	79%	82%	85%
It is a useful tool/technology but not critical to the functioning of our business	19%	4%	22%	19%	13%	15%	23%	19%	16%	21%	17%	16%	15%
We don't do/use this in our business	2%	4%	0%	3%	0%	4%	1%	0%	2%	1%	2%	1%	0%
Don't Know	7%	4%	6%	12%	28%	9%	0%	0%	11%	13%	3%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 32: Which of the following statements apply to the use of forms of technology in your business: Search engines?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
It is so important that we could not run our business without it	67%	74%	61%	56%	48%	66%	75%	75%	52%	65%	71%	77%	69%
It is a useful tool/technology but not critical to the functioning of our business	24%	19%	31%	31%	24%	20%	22%	25%	35%	21%	23%	18%	31%
We don't do/use this in our business	2%	0%	4%	0%	0%	4%	2%	0%	2%	2%	3%	2%	0%
Don't Know	7%	7%	4%	12%	28%	9%	0%	0%	11%	12%	4%	2%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 33: Which of the following statements apply to the use of forms of technology in your business: Desktop office suite?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
It is so important that we could not run our business without it	68%	67%	55%	66%	51%	69%	79%	88%	62%	63%	71%	80%	77%
It is a useful tool/technology but not critical to the functioning of our business	22%	26%	37%	12%	18%	19%	19%	12%	22%	20%	25%	18%	23%
We don't do/use this in our business	2%	4%	2%	9%	3%	1%	1%	0%	4%	4%	0%	1%	0%
Don't Know	8%	4%	6%	12%	28%	11%	0%	0%	12%	13%	4%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 34: Which of the following statements apply to the use of forms of technology in your business: Online office suite?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
It is so important that we could not run our business without it	52%	56%	43%	41%	37%	45%	64%	62%	49%	45%	54%	63%	62%
It is a useful tool/technology but not critical to the functioning of our business	35%	41%	41%	34%	31%	39%	31%	19%	34%	37%	40%	33%	15%
We don't do/use this in our business	6%	0%	8%	12%	6%	5%	4%	19%	4%	6%	3%	1%	23%
Don't Know	8%	4%	8%	12%	27%	11%	1%	0%	13%	12%	3%	4%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 35: Which of the following statements apply to the use of forms of technology in your business: Online maps?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
It is so important that we could not run our business without it	48%	59%	47%	31%	32%	55%	53%	50%	40%	52%	52%	53%	8%
It is a useful tool/technology but not critical to the functioning of our business	38%	30%	47%	44%	35%	28%	40%	50%	41%	33%	38%	39%	62%
We don't do/use this in our business	5%	7%	2%	12%	4%	3%	5%	0%	5%	3%	5%	7%	15%
Don't Know	8%	4%	4%	12%	28%	14%	2%	0%	13%	13%	4%	1%	15%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 36: Which of the following statements apply to the use of forms of technology in your business: YouTube?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
It is so important that we could not run our business without it	42%	56%	43%	44%	28%	49%	42%	50%	40%	40%	42%	49%	23%
It is a useful tool/technology but not critical to the functioning of our business	38%	33%	39%	28%	34%	31%	42%	25%	38%	35%	42%	40%	38%
We don't do/use this in our business	11%	4%	12%	16%	8%	8%	12%	19%	8%	12%	11%	10%	23%
Don't Know	9%	7%	6%	12%	30%	12%	3%	6%	14%	13%	5%	1%	15%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 37: Which of the following statements apply to the use of forms of technology in your business: Data science and/or machine learning?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
It is so important that we could not run our business without it	46%	52%	33%	25%	35%	42%	58%	56%	39%	42%	47%	60%	38%
It is a useful tool/technology but not critical to the functioning of our business	34%	33%	39%	53%	21%	32%	32%	25%	40%	31%	37%	30%	23%
We don't do/use this in our business	11%	7%	18%	12%	14%	12%	8%	19%	9%	11%	11%	7%	23%
Don't Know	9%	7%	10%	9%	30%	14%	2%	0%	12%	15%	5%	2%	15%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 38: As far as you are aware, does your business use any of the following Google products: Chrome web browser?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	68%	70%	80%	69%	52%	65%	72%	69%	68%	67%	71%	75%	38%
Used by about half of all employees	18%	19%	14%	19%	14%	19%	19%	19%	15%	14%	20%	22%	38%
Used by a small number of all employees	4%	11%	0%	0%	3%	4%	4%	6%	4%	3%	5%	2%	0%
Not used in our business	3%	0%	2%	6%	3%	1%	3%	6%	2%	3%	2%	1%	15%
Don't Know	7%	0%	4%	6%	28%	11%	1%	0%	10%	13%	3%	0%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 39: As far as you are aware, does your business use any of the following Google products: Gmail?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	64%	78%	69%	66%	56%	59%	65%	50%	50%	64%	71%	73%	46%
Used by about half of all employees	19%	11%	18%	16%	13%	23%	21%	19%	32%	16%	18%	16%	8%
Used by a small number of all employees	5%	11%	4%	6%	1%	7%	5%	12%	3%	4%	7%	4%	23%
Not used in our business	4%	0%	2%	3%	1%	1%	7%	12%	1%	2%	2%	6%	15%
Don't Know	8%	0%	6%	9%	28%	9%	2%	6%	14%	13%	2%	1%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 40: As far as you are aware, does your business use any of the following Google products: Android?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	57%	74%	59%	53%	54%	55%	57%	62%	53%	53%	63%	61%	38%
Used by about half of all employees	25%	19%	24%	34%	14%	27%	27%	25%	26%	25%	26%	27%	23%
Used by a small number of all employees	6%	7%	6%	0%	3%	0%	9%	0%	4%	5%	5%	11%	8%
Not used in our business	4%	0%	4%	3%	3%	7%	4%	6%	3%	4%	3%	1%	23%
Don't Know	8%	0%	6%	9%	27%	11%	2%	6%	13%	13%	3%	0%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 41: As far as you are aware, does your business use any of the following Google products: Google Search?

	Employee Count							Yearly Growth					
	Total	Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	71%	74%	76%	69%	56%	68%	76%	94%	66%	69%	70%	81%	54%
Used by about half of all employees	14%	15%	14%	3%	14%	18%	14%	0%	16%	13%	20%	11%	8%
Used by a small number of all employees	5%	7%	4%	12%	1%	4%	6%	6%	4%	5%	7%	4%	0%
Not used in our business	3%	0%	2%	9%	1%	1%	3%	0%	3%	2%	1%	4%	31%
Don't Know	7%	4%	4%	6%	27%	9%	1%	0%	10%	12%	3%	1%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 42: As far as you are aware, does your business use any of the following Google products: Google Apps?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	27%	37%	24%	28%	21%	30%	27%	50%	21%	26%	28%	33%	15%
Used by about half of all employees	25%	22%	35%	16%	17%	22%	28%	0%	25%	26%	29%	27%	8%
Used by a small number of all employees	19%	22%	16%	19%	23%	15%	21%	6%	22%	18%	21%	24%	0%
Not used in our business	15%	19%	8%	9%	10%	20%	16%	31%	12%	13%	15%	8%	54%
Don't Know	14%	0%	16%	28%	30%	14%	9%	12%	21%	17%	6%	8%	23%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 43: As far as you are aware, does your business use any of the following Google products: Google Maps?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	54%	56%	73%	47%	44%	59%	54%	69%	54%	58%	52%	55%	31%
Used by about half of all employees	26%	37%	16%	31%	25%	23%	28%	19%	23%	21%	33%	29%	15%
Used by a small number of all employees	7%	7%	4%	6%	3%	5%	9%	6%	8%	6%	8%	8%	15%
Not used in our business	5%	0%	0%	6%	0%	3%	9%	6%	4%	2%	5%	6%	31%
Don't Know	7%	0%	6%	9%	28%	9%	1%	0%	11%	13%	2%	1%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 44: As far as you are aware, does your business use any of the following Google products: YouTube?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	53%	70%	63%	62%	39%	54%	51%	56%	47%	54%	54%	59%	23%
Used by about half of all employees	24%	30%	16%	16%	18%	23%	29%	12%	26%	19%	30%	28%	23%
Used by a small number of all employees	7%	0%	4%	3%	8%	7%	9%	6%	7%	8%	7%	7%	8%
Not used in our business	8%	0%	12%	6%	4%	7%	10%	25%	8%	6%	6%	6%	38%
Don't Know	8%	0%	4%	12%	30%	9%	1%	0%	13%	13%	2%	0%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 45: As far as you are aware, does your business use any of the following Google products: Google Ads?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	28%	48%	27%	34%	23%	24%	27%	38%	25%	25%	32%	35%	8%
Used by about half of all employees	26%	26%	27%	9%	17%	30%	31%	12%	25%	28%	27%	30%	15%
Used by a small number of all employees	18%	15%	20%	19%	10%	19%	18%	0%	17%	19%	17%	20%	8%
Not used in our business	18%	11%	16%	16%	20%	15%	19%	44%	15%	12%	21%	14%	46%
Don't Know	11%	0%	10%	22%	31%	12%	4%	6%	17%	16%	4%	0%	23%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 46: As far as you are aware, does your business use any of the following Google products: AdSense?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	17%	37%	14%	9%	11%	16%	19%	38%	16%	14%	12%	29%	8%
Used by about half of all employees	20%	19%	16%	16%	10%	23%	23%	6%	16%	21%	26%	23%	0%
Used by a small number of all employees	24%	22%	22%	28%	14%	24%	25%	6%	21%	25%	29%	24%	8%
Not used in our business	25%	19%	35%	25%	32%	19%	24%	31%	27%	21%	26%	20%	46%
Don't Know	15%	4%	12%	22%	32%	18%	8%	19%	20%	20%	7%	4%	38%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 47: As far as you are aware, does your business use any of the following Google products: Google Analytics?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	25%	41%	29%	16%	14%	26%	27%	50%	18%	24%	26%	35%	0%
Used by about half of all employees	23%	19%	20%	22%	17%	20%	27%	6%	21%	25%	25%	28%	15%
Used by a small number of all employees	24%	22%	33%	25%	15%	19%	26%	12%	22%	25%	26%	24%	8%
Not used in our business	15%	11%	4%	16%	21%	20%	14%	19%	21%	10%	15%	10%	46%
Don't Know	13%	7%	14%	22%	32%	15%	6%	12%	18%	16%	8%	4%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 48: As far as you are aware, does your business use any of the following Google products: Google Hangouts?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	19%	37%	14%	16%	14%	22%	19%	44%	15%	15%	15%	31%	15%
Used by about half of all employees	23%	22%	22%	22%	13%	19%	29%	6%	20%	26%	28%	28%	8%
Used by a small number of all employees	23%	33%	27%	22%	18%	24%	23%	12%	25%	25%	29%	19%	8%
Not used in our business	21%	7%	27%	12%	21%	19%	22%	25%	21%	18%	22%	12%	46%
Don't Know	14%	0%	10%	28%	34%	16%	7%	12%	20%	15%	5%	10%	23%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 49: As far as you are aware, does your business use any of the following Google products: Google Market Finder?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	28%	37%	20%	41%	14%	27%	33%	44%	23%	23%	33%	36%	8%
Used by about half of all employees	22%	26%	18%	22%	17%	26%	24%	0%	22%	21%	25%	30%	15%
Used by a small number of all employees	22%	26%	31%	9%	18%	23%	21%	19%	21%	27%	22%	17%	8%
Not used in our business	15%	7%	16%	12%	23%	9%	15%	19%	15%	13%	13%	13%	38%
Don't Know	13%	4%	14%	16%	28%	15%	7%	19%	20%	15%	6%	4%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 50: As far as you are aware, does your business use any of the following Google products: Google Orange?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Used by most or all employees	19%	30%	12%	19%	8%	19%	23%	44%	16%	14%	21%	29%	0%
Used by about half of all employees	20%	22%	18%	12%	17%	24%	21%	6%	16%	23%	21%	27%	8%
Used by a small number of all employees	22%	22%	29%	12%	21%	24%	22%	6%	18%	25%	27%	22%	15%
Not used in our business	24%	22%	22%	31%	23%	16%	25%	31%	27%	19%	20%	19%	62%
Don't Know	16%	4%	18%	25%	31%	16%	9%	12%	22%	19%	12%	4%	15%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 51: How important would you say each of the following are as ways customers/clients find your business? Would you say....: Word of mouth

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	41%	56%	31%	28%	28%	34%	48%	50%	35%	34%	38%	58%	62%
Quite important	34%	41%	45%	47%	28%	38%	32%	31%	34%	36%	37%	31%	38%
Neither important nor unimportant	12%	4%	12%	12%	6%	12%	14%	19%	14%	12%	14%	6%	0%
Not very important	4%	0%	2%	3%	7%	5%	4%	0%	2%	4%	7%	1%	0%
Not important at all	1%	0%	4%	0%	3%	0%	1%	0%	2%	1%	1%	2%	0%
Don't Know	8%	0%	6%	9%	28%	11%	2%	0%	13%	13%	3%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 52: How important would you say each of the following are as ways customers/clients find your business? Would you say....: Physical location

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	60%	67%	57%	56%	45%	61%	64%	69%	51%	58%	64%	70%	38%
Quite important	23%	26%	22%	25%	17%	23%	25%	25%	24%	20%	24%	23%	46%
Neither important nor unimportant	7%	7%	8%	9%	7%	4%	7%	6%	10%	7%	7%	2%	15%
Not very important	2%	0%	4%	0%	3%	3%	2%	0%	4%	1%	2%	2%	0%
Not important at all	1%	0%	4%	0%	0%	0%	1%	0%	0%	1%	0%	2%	0%
Don't Know	7%	0%	4%	9%	28%	9%	0%	0%	11%	12%	3%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 53: How important would you say each of the following are as ways customers/clients find your business? Would you say....: Local advertising

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	48%	67%	55%	41%	37%	41%	51%	62%	45%	48%	49%	53%	31%
Quite important	33%	33%	22%	34%	24%	38%	38%	31%	28%	33%	35%	35%	62%
Neither important nor unimportant	8%	0%	16%	12%	7%	8%	6%	0%	12%	2%	11%	11%	8%
Not very important	3%	0%	0%	3%	3%	1%	3%	0%	3%	3%	3%	0%	0%
Not important at all	1%	0%	0%	0%	1%	3%	1%	6%	0%	1%	1%	1%	0%
Don't Know	7%	0%	6%	9%	28%	9%	0%	0%	12%	13%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 54: How important would you say each of the following are as ways customers/clients find your business? Would you say....: Online search

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	67%	81%	51%	56%	52%	70%	74%	75%	55%	67%	72%	76%	69%
Quite important	22%	19%	37%	31%	18%	18%	22%	25%	27%	19%	23%	19%	31%
Neither important nor unimportant	2%	0%	4%	3%	0%	3%	3%	0%	2%	1%	3%	2%	0%
Not very important	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%
Not important at all	1%	0%	2%	3%	1%	0%	1%	0%	3%	1%	0%	1%	0%
Don't Know	6%	0%	4%	6%	28%	9%	0%	0%	11%	12%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 55: How important would you say each of the following are as ways customers/clients find your business? Would you say....: Social network advertising

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	66%	78%	57%	59%	52%	62%	73%	69%	57%	71%	68%	73%	69%
Quite important	18%	22%	22%	25%	17%	18%	16%	19%	24%	12%	19%	23%	8%
Neither important nor unimportant	6%	0%	8%	3%	0%	11%	6%	12%	4%	2%	9%	0%	15%
Not very important	2%	0%	2%	3%	1%	0%	2%	0%	2%	1%	1%	2%	0%
Not important at all	1%	0%	4%	0%	1%	0%	1%	0%	0%	1%	1%	1%	8%
Don't Know	7%	0%	6%	9%	28%	9%	1%	0%	13%	12%	3%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 56: How important would you say each of the following are as ways customers/clients find your business? Would you say....: Other online advertising

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	51%	74%	39%	41%	38%	43%	58%	75%	47%	49%	49%	55%	46%
Quite important	31%	26%	27%	34%	27%	38%	32%	25%	29%	28%	37%	35%	38%
Neither important nor unimportant	9%	0%	22%	12%	6%	4%	8%	0%	12%	7%	11%	6%	15%
Not very important	2%	0%	2%	3%	1%	4%	1%	0%	0%	3%	2%	1%	0%
Not important at all	1%	0%	2%	0%	0%	1%	0%	0%	2%	0%	0%	1%	0%
Don't Know	7%	0%	8%	9%	28%	9%	0%	0%	10%	13%	2%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 57: How important would you say each of the following are as ways customers/clients find your business? Would you say....: Print advertising

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	34%	44%	33%	28%	28%	30%	37%	56%	26%	31%	25%	55%	23%
Quite important	40%	37%	41%	34%	32%	38%	44%	31%	46%	41%	44%	29%	46%
Neither important nor unimportant	13%	7%	16%	19%	8%	16%	13%	12%	9%	12%	23%	10%	15%
Not very important	4%	7%	2%	9%	1%	4%	4%	0%	4%	2%	5%	6%	8%
Not important at all	2%	4%	4%	3%	3%	1%	1%	0%	4%	2%	0%	0%	8%
Don't Know	7%	0%	4%	6%	27%	11%	0%	0%	11%	12%	3%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 58: How important would you say each of the following are as ways customers/clients find your business? Would you say....: Television advertising

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	39%	56%	29%	25%	28%	31%	46%	50%	30%	38%	37%	54%	23%
Quite important	31%	30%	35%	28%	18%	42%	33%	31%	34%	31%	35%	24%	46%
Neither important nor unimportant	14%	7%	10%	31%	18%	9%	13%	6%	15%	10%	17%	14%	8%
Not very important	7%	7%	16%	6%	6%	5%	5%	6%	4%	7%	8%	5%	8%
Not important at all	2%	0%	4%	0%	0%	3%	2%	6%	3%	2%	2%	1%	15%
Don't Know	7%	0%	6%	9%	30%	9%	0%	0%	13%	12%	2%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 59: How important would you say each of the following are as ways customers/clients find your business? Would you say....: Email advertising

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	50%	59%	47%	53%	37%	46%	55%	50%	41%	49%	56%	59%	46%
Quite important	30%	33%	33%	31%	21%	27%	33%	38%	37%	28%	25%	30%	31%
Neither important nor unimportant	8%	7%	10%	0%	10%	11%	8%	12%	7%	5%	12%	7%	0%
Not very important	3%	0%	4%	6%	3%	5%	3%	0%	1%	5%	3%	4%	15%
Not important at all	1%	0%	2%	3%	1%	1%	0%	0%	3%	1%	2%	0%	8%
Don't Know	7%	0%	4%	6%	28%	9%	0%	0%	11%	12%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 60: Where are your customers located: Local area?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very small number of our customers (0-10%)	1%	4%	4%	0%	0%	1%	1%	0%	1%	1%	2%	1%	0%
Minority of our customers (10-25%)	3%	0%	0%	3%	3%	5%	4%	0%	1%	4%	6%	2%	8%
Significant proportion of our customers (25-50%)	12%	7%	10%	12%	7%	5%	17%	19%	9%	13%	10%	16%	15%
Significant majority of our customers (50-75%)	25%	26%	20%	19%	17%	32%	29%	12%	20%	28%	37%	16%	23%
Vast majority of our customers (75%+)	50%	63%	59%	56%	45%	46%	47%	69%	55%	41%	43%	64%	54%
N/A	1%	0%	2%	0%	0%	0%	1%	0%	1%	1%	1%	0%	0%
Don't Know	7%	0%	4%	9%	28%	9%	1%	0%	13%	12%	2%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 61: Where are your customers located: Within country?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very small number of our customers (0-10%)	1%	0%	6%	0%	0%	0%	0%	0%	2%	1%	1%	1%	0%
Minority of our customers (10-25%)	5%	4%	6%	3%	1%	4%	8%	0%	5%	4%	6%	10%	0%
Significant proportion of our customers (25-50%)	15%	7%	6%	19%	11%	16%	20%	19%	12%	17%	21%	10%	15%
Significant majority of our customers (50-75%)	26%	26%	31%	25%	20%	24%	29%	19%	17%	31%	30%	30%	8%
Vast majority of our customers (75%+)	44%	63%	45%	38%	38%	46%	42%	62%	51%	33%	38%	49%	77%
N/A	1%	0%	2%	6%	1%	1%	0%	0%	2%	1%	1%	0%	0%
Don't Know	7%	0%	4%	9%	28%	8%	0%	0%	10%	13%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 62: Where are your customers located: Foreign / global?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very small number of our customers (0-10%)	17%	0%	20%	19%	14%	11%	19%	0%	21%	15%	16%	16%	23%
Minority of our customers (10-25%)	22%	26%	16%	22%	20%	22%	27%	44%	13%	23%	28%	29%	8%
Significant proportion of our customers (25-50%)	15%	41%	12%	6%	6%	20%	16%	12%	14%	15%	18%	18%	0%
Significant majority of our customers (50-75%)	9%	15%	8%	12%	7%	5%	10%	19%	9%	8%	8%	12%	0%
Vast majority of our customers (75%+)	11%	19%	6%	3%	7%	15%	14%	25%	8%	10%	14%	14%	8%
N/A	16%	0%	27%	25%	18%	18%	11%	0%	22%	13%	12%	10%	62%
Don't Know	10%	0%	10%	12%	28%	9%	4%	0%	14%	16%	4%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 63: Where are your international customers located: Europe?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Vast majority of our customers (75% +)	8%	26%	10%	3%	3%	9%	8%	19%	4%	7%	8%	16%	0%
Significant majority of our customers (50-75%)	8%	7%	4%	3%	7%	12%	8%	12%	7%	7%	12%	5%	8%
Significant proportion of our customers (25-50%)	10%	15%	6%	9%	13%	11%	10%	6%	12%	9%	12%	13%	0%
Minority of our customers (10-25%)	15%	19%	10%	9%	6%	15%	20%	0%	9%	18%	17%	20%	0%
Very small number of our customers (0-10%)	21%	30%	22%	12%	18%	9%	24%	38%	18%	18%	24%	23%	8%
N/A	39%	4%	47%	62%	54%	43%	29%	25%	50%	40%	28%	23%	85%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 64: Where are your international customers located: North America ?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Vast majority of our customers (75% +)	5%	11%	2%	3%	3%	12%	4%	0%	3%	7%	4%	8%	0%
Significant majority of our customers (50-75%)	5%	15%	2%	3%	1%	3%	7%	12%	3%	4%	4%	8%	0%
Significant proportion of our customers (25-50%)	9%	19%	8%	9%	10%	11%	8%	6%	11%	9%	15%	5%	0%
Minority of our customers (10-25%)	13%	22%	12%	6%	7%	12%	15%	12%	10%	14%	12%	19%	0%
Very small number of our customers (0-10%)	20%	26%	22%	9%	18%	14%	23%	31%	14%	22%	21%	22%	8%
N/A	49%	7%	53%	69%	61%	49%	43%	38%	59%	44%	44%	37%	92%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 65: Where are your international customers located: Central America?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Vast majority of our customers (75% +)	4%	7%	2%	0%	1%	11%	4%	6%	2%	4%	3%	11%	0%
Significant majority of our customers (50-75%)	6%	11%	4%	3%	3%	7%	7%	6%	4%	4%	10%	7%	0%
Significant proportion of our customers (25-50%)	6%	7%	4%	3%	7%	8%	7%	12%	7%	7%	8%	2%	0%
Minority of our customers (10-25%)	11%	26%	10%	9%	6%	9%	12%	6%	11%	11%	11%	16%	0%
Very small number of our customers (0-10%)	19%	30%	16%	12%	21%	12%	19%	25%	14%	21%	21%	18%	8%
N/A	54%	19%	63%	72%	62%	53%	50%	44%	62%	52%	47%	46%	92%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 66: Where are your international customers located: South America?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Vast majority of our customers (75% +)	5%	4%	2%	0%	4%	11%	5%	6%	4%	4%	5%	8%	0%
Significant majority of our customers (50-75%)	4%	4%	4%	0%	1%	7%	4%	6%	1%	4%	4%	6%	0%
Significant proportion of our customers (25-50%)	6%	11%	6%	6%	3%	7%	7%	6%	7%	6%	8%	6%	0%
Minority of our customers (10-25%)	11%	26%	8%	9%	8%	8%	12%	12%	11%	13%	12%	8%	0%
Very small number of our customers (0-10%)	17%	33%	14%	12%	17%	11%	17%	25%	12%	16%	17%	25%	8%
N/A	58%	22%	65%	72%	66%	57%	55%	44%	65%	58%	54%	46%	92%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 67: Where are your international customers located: Middle East and North Africa?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Vast majority of our customers (75% +)	19%	26%	12%	19%	14%	28%	19%	25%	20%	17%	21%	20%	15%
Significant majority of our customers (50-75%)	16%	4%	6%	9%	8%	24%	21%	12%	13%	18%	13%	20%	15%
Significant proportion of our customers (25-50%)	13%	7%	6%	9%	7%	16%	17%	25%	10%	14%	13%	16%	0%
Minority of our customers (10-25%)	13%	22%	12%	12%	7%	7%	16%	6%	11%	11%	17%	19%	8%
Very small number of our customers (0-10%)	15%	26%	27%	6%	13%	5%	14%	19%	14%	13%	21%	12%	0%
N/A	25%	15%	37%	44%	51%	19%	13%	12%	33%	27%	14%	12%	62%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 68: Where are your international customers located: Asia?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Vast majority of our customers (75% +)	17%	15%	8%	22%	10%	24%	18%	12%	18%	16%	17%	23%	8%
Significant majority of our customers (50-75%)	14%	19%	6%	19%	13%	16%	15%	25%	12%	13%	14%	19%	8%
Significant proportion of our customers (25-50%)	14%	15%	12%	16%	11%	22%	15%	44%	12%	15%	15%	14%	8%
Minority of our customers (10-25%)	14%	11%	14%	3%	7%	16%	18%	6%	9%	18%	14%	17%	8%
Very small number of our customers (0-10%)	14%	30%	22%	6%	7%	4%	15%	12%	12%	13%	17%	13%	8%
N/A	27%	11%	37%	34%	52%	18%	19%	0%	37%	26%	22%	13%	62%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 69: Where are your international customers located: Australasia?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Vast majority of our customers (75% +)	4%	7%	2%	0%	3%	8%	4%	12%	3%	2%	4%	10%	0%
Significant majority of our customers (50-75%)	5%	4%	4%	3%	1%	5%	6%	0%	4%	4%	5%	7%	0%
Significant proportion of our customers (25-50%)	7%	22%	2%	9%	3%	15%	5%	6%	9%	9%	8%	2%	0%
Minority of our customers (10-25%)	8%	15%	12%	9%	6%	8%	8%	0%	9%	8%	10%	10%	15%
Very small number of our customers (0-10%)	20%	33%	20%	9%	21%	12%	22%	31%	14%	25%	21%	22%	0%
N/A	56%	19%	59%	69%	66%	51%	54%	50%	61%	52%	53%	49%	85%

Note:

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 70: What proportion of your advertising budget do you spend on: Local advertising?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Majority of our advertising budget	20%	26%	22%	28%	11%	23%	19%	38%	23%	16%	18%	30%	0%
Significant proportion of our advertising budget	31%	33%	27%	28%	27%	35%	36%	12%	30%	31%	42%	29%	23%
Small proportion of our advertising budget	31%	33%	35%	25%	20%	24%	35%	38%	25%	30%	33%	33%	31%
Nothing	6%	7%	8%	3%	11%	5%	4%	6%	8%	6%	3%	6%	15%
Don't know	11%	0%	8%	16%	31%	12%	6%	6%	14%	17%	4%	2%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 71: What proportion of your advertising budget do you spend on: Online search?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Majority of our advertising budget	29%	26%	33%	22%	24%	43%	27%	38%	28%	28%	37%	29%	8%
Significant proportion of our advertising budget	30%	44%	24%	25%	27%	18%	36%	25%	24%	28%	29%	43%	15%
Small proportion of our advertising budget	26%	30%	27%	31%	17%	23%	28%	25%	29%	25%	26%	25%	38%
Nothing	4%	0%	10%	9%	3%	3%	3%	0%	7%	4%	4%	1%	8%
Don't know	10%	0%	6%	12%	30%	14%	5%	12%	12%	15%	5%	1%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 72: What proportion of your advertising budget do you spend on: Social network advertising?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Majority of our advertising budget	28%	41%	35%	28%	15%	27%	29%	44%	29%	21%	29%	39%	15%
Significant proportion of our advertising budget	35%	41%	31%	25%	31%	42%	38%	19%	26%	42%	45%	31%	15%
Small proportion of our advertising budget	21%	19%	16%	28%	18%	18%	23%	25%	25%	18%	18%	24%	23%
Nothing	6%	0%	8%	9%	6%	1%	7%	6%	8%	3%	4%	6%	15%
Don't know	10%	0%	10%	9%	30%	12%	4%	6%	12%	15%	4%	0%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 73: What proportion of your advertising budget do you spend on: Other online advertising?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Majority of our advertising budget	19%	19%	24%	16%	14%	22%	18%	31%	16%	18%	21%	23%	0%
Significant proportion of our advertising budget	33%	48%	18%	22%	24%	39%	39%	38%	28%	27%	39%	47%	15%
Small proportion of our advertising budget	29%	30%	29%	31%	28%	19%	32%	12%	34%	33%	29%	22%	31%
Nothing	8%	4%	16%	16%	6%	8%	6%	12%	8%	7%	4%	6%	23%
Don't know	11%	0%	12%	16%	28%	12%	5%	6%	14%	15%	7%	2%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 74: What proportion of your advertising budget do you spend on: Print advertising?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Majority of our advertising budget	17%	15%	12%	16%	8%	26%	16%	44%	17%	14%	12%	22%	8%
Significant proportion of our advertising budget	25%	37%	24%	25%	21%	27%	26%	12%	28%	25%	25%	29%	15%
Small proportion of our advertising budget	40%	37%	49%	25%	37%	23%	47%	25%	33%	40%	50%	40%	23%
Nothing	8%	11%	6%	25%	6%	11%	5%	6%	9%	6%	6%	8%	23%
Don't know	11%	0%	8%	9%	28%	14%	6%	12%	13%	15%	6%	1%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 75: What proportion of your advertising budget do you spend on: Television advertising?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Majority of our advertising budget	15%	15%	12%	12%	8%	19%	16%	38%	10%	13%	19%	18%	8%
Significant proportion of our advertising budget	27%	26%	27%	16%	17%	28%	32%	19%	24%	29%	28%	34%	8%
Small proportion of our advertising budget	25%	44%	20%	16%	23%	12%	29%	12%	24%	24%	28%	27%	15%
Nothing	23%	15%	31%	50%	21%	24%	17%	25%	26%	18%	21%	20%	38%
Don't know	11%	0%	10%	6%	31%	16%	6%	6%	16%	17%	5%	1%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 76: What proportion of your advertising budget do you spend on: Email advertising?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Majority of our advertising budget	21%	19%	22%	12%	15%	24%	22%	31%	21%	18%	27%	23%	0%
Significant proportion of our advertising budget	29%	37%	29%	34%	18%	28%	31%	19%	22%	33%	29%	33%	23%
Small proportion of our advertising budget	32%	37%	29%	28%	30%	27%	35%	25%	33%	27%	30%	42%	23%
Nothing	9%	7%	12%	16%	7%	7%	8%	12%	13%	6%	9%	2%	23%
Don't know	10%	0%	8%	9%	30%	14%	4%	12%	12%	16%	4%	0%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 77: Please think back to the time before search engines existed, or before you used them. For each of the following statements, do you . . . : It is now far easier for local customers/clients to find my business

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	60%	74%	55%	62%	46%	62%	64%	75%	45%	62%	62%	72%	62%
Somewhat agree	25%	22%	31%	19%	24%	20%	27%	19%	33%	21%	30%	23%	15%
Neither agree nor disagree	4%	4%	4%	3%	0%	7%	4%	0%	5%	4%	2%	2%	15%
Somewhat disagree	2%	0%	4%	6%	0%	1%	2%	0%	4%	0%	4%	1%	0%
Disagree strongly	1%	0%	4%	0%	1%	0%	1%	0%	1%	2%	0%	1%	0%
Don't Know	7%	0%	2%	9%	28%	9%	1%	6%	12%	11%	2%	0%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 78: Please think back to the time before search engines existed, or before you used them. For each of the following statements, do you . . . : It is now far easier for global customers/clients to find my business

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	56%	67%	53%	44%	42%	49%	62%	62%	49%	56%	56%	67%	31%
Somewhat agree	26%	26%	20%	31%	20%	31%	27%	25%	28%	23%	29%	27%	31%
Neither agree nor disagree	6%	0%	10%	3%	4%	9%	6%	0%	8%	5%	8%	1%	23%
Somewhat disagree	3%	7%	8%	6%	1%	1%	2%	0%	2%	2%	4%	2%	8%
Disagree strongly	1%	0%	4%	0%	1%	0%	1%	6%	1%	1%	0%	2%	0%
Don't Know	8%	0%	4%	16%	31%	9%	1%	6%	12%	14%	2%	0%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 79: Please think back to the time before search engines existed, or before you used them. For each of the following statements, do you... : Maintaining high levels of customer/client satisfaction is more important

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	61%	67%	63%	62%	44%	59%	65%	81%	52%	56%	63%	76%	54%
Somewhat agree	25%	26%	20%	28%	20%	23%	29%	12%	33%	24%	28%	19%	23%
Neither agree nor disagree	4%	4%	8%	0%	7%	4%	4%	0%	2%	5%	4%	4%	15%
Somewhat disagree	2%	0%	2%	0%	1%	0%	2%	0%	1%	1%	2%	1%	0%
Disagree strongly	1%	4%	2%	3%	1%	3%	0%	0%	2%	2%	1%	0%	0%
Don't Know	7%	0%	4%	6%	27%	11%	1%	6%	10%	12%	3%	0%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 80: Please think back to the time before search engines existed, or before you used them. For each of the following statements, do you. . . : My business could not exist without customers from Search or online advertising

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	36%	48%	35%	34%	27%	35%	40%	50%	35%	34%	37%	45%	23%
Somewhat agree	32%	33%	33%	31%	21%	28%	37%	25%	28%	33%	34%	40%	23%
Neither agree nor disagree	12%	15%	8%	9%	11%	18%	11%	6%	12%	13%	12%	4%	23%
Somewhat disagree	9%	0%	14%	12%	8%	5%	10%	6%	9%	7%	10%	11%	23%
Disagree strongly	3%	4%	4%	6%	4%	3%	2%	6%	5%	1%	5%	1%	0%
Don't Know	7%	0%	6%	6%	28%	11%	1%	6%	11%	13%	2%	0%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 81: Please think back to the time before search engines existed, or before you used them. For each of the following statements, do you...: My business would have significantly fewer international customers without Search and online advertising

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	43%	52%	39%	25%	25%	43%	51%	62%	34%	39%	46%	60%	23%
Somewhat agree	31%	41%	35%	31%	27%	31%	31%	25%	32%	34%	33%	29%	15%
Neither agree nor disagree	11%	0%	12%	16%	10%	9%	11%	6%	13%	8%	11%	2%	54%
Somewhat disagree	6%	7%	8%	9%	4%	4%	5%	0%	8%	4%	8%	5%	0%
Disagree strongly	2%	0%	0%	0%	6%	1%	1%	0%	2%	2%	1%	1%	0%
Don't Know	8%	0%	6%	19%	28%	11%	1%	6%	12%	13%	2%	2%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 82: What proportion of your new customers would you estimate come through online search?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know	
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
91-100%	2%	0%	2%	0%	1%	3%	2%	6%	1%	1%	1%	5%	0%
81-90%	2%	4%	0%	3%	0%	4%	3%	0%	3%	2%	1%	6%	0%
71-80%	5%	0%	10%	3%	7%	7%	5%	0%	5%	6%	5%	7%	8%
61-70%	9%	11%	4%	16%	23%	5%	6%	0%	9%	13%	7%	7%	0%
51-60%	8%	7%	6%	6%	8%	8%	8%	12%	3%	10%	7%	12%	0%
41-50%	9%	7%	4%	12%	15%	8%	8%	6%	4%	8%	13%	8%	23%
31-40%	9%	4%	14%	12%	6%	12%	10%	19%	9%	10%	10%	7%	15%
21-30%	19%	22%	18%	25%	13%	15%	21%	6%	18%	17%	22%	22%	23%
11-20%	14%	4%	18%	3%	8%	19%	17%	6%	15%	12%	19%	12%	8%
6-10%	14%	19%	18%	6%	13%	12%	13%	25%	16%	17%	11%	6%	0%
1-5%	7%	15%	4%	12%	3%	5%	5%	12%	10%	4%	3%	6%	15%
None	1%	7%	0%	0%	1%	1%	0%	6%	5%	0%	1%	0%	0%
Don't Know	1%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	8%

Note:

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 83: What proportion of your search advertising budget goes on international or foreign customers?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know	
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
91-100%	1%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	5%	0%
81-90%	2%	0%	2%	0%	0%	4%	2%	0%	1%	1%	2%	5%	0%
71-80%	2%	0%	4%	3%	3%	1%	3%	0%	0%	5%	1%	4%	0%
61-70%	6%	0%	2%	9%	20%	8%	2%	0%	9%	10%	3%	1%	0%
51-60%	5%	7%	4%	3%	13%	3%	3%	6%	9%	6%	4%	0%	0%
41-50%	5%	4%	0%	6%	1%	8%	6%	6%	3%	4%	7%	6%	0%
31-40%	9%	7%	8%	9%	4%	11%	11%	0%	5%	6%	14%	13%	8%
21-30%	16%	11%	22%	12%	8%	12%	19%	6%	8%	17%	18%	22%	15%
11-20%	14%	15%	6%	12%	13%	12%	17%	19%	10%	15%	16%	12%	0%
6-10%	15%	26%	18%	6%	13%	14%	15%	25%	15%	18%	12%	17%	0%
1-5%	13%	22%	18%	12%	11%	9%	9%	19%	23%	9%	9%	8%	15%
None	8%	7%	10%	19%	13%	5%	5%	6%	15%	5%	5%	5%	31%
Don't Know	5%	0%	4%	6%	1%	8%	7%	12%	2%	4%	9%	2%	31%

Note:

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 84: Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item: "My business exports to more customers than it did ten years ago"

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	33%	52%	20%	28%	21%	36%	40%	50%	22%	28%	40%	55%	0%
Somewhat agree	18%	33%	14%	12%	10%	22%	21%	31%	17%	21%	22%	11%	8%
Neither agree nor disagree	4%	7%	4%	0%	6%	3%	4%	6%	3%	5%	4%	2%	8%
Somewhat disagree	2%	7%	2%	0%	3%	1%	1%	12%	0%	1%	1%	4%	0%
Disagree strongly	1%	0%	2%	3%	0%	0%	0%	0%	1%	0%	1%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 85: Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item : "It is now significantly easier to research potential international markets"

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	37%	70%	29%	34%	30%	36%	42%	69%	25%	34%	44%	55%	8%
Somewhat agree	16%	26%	10%	6%	7%	23%	20%	25%	16%	17%	21%	13%	8%
Neither agree nor disagree	3%	4%	4%	0%	3%	3%	4%	6%	2%	4%	3%	2%	0%
Somewhat disagree	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%
Disagree strongly	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 86: Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item : "Increasing our number of international customers/clients is an important priority for my business"

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	33%	63%	20%	31%	25%	32%	38%	69%	26%	31%	39%	42%	8%
Somewhat agree	18%	26%	16%	9%	10%	23%	22%	25%	11%	20%	24%	22%	0%
Neither agree nor disagree	5%	7%	6%	0%	4%	7%	5%	6%	7%	4%	3%	7%	8%
Somewhat disagree	1%	4%	0%	0%	0%	0%	1%	0%	0%	1%	2%	1%	0%
Disagree strongly	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 87: Which of the following are important barriers to your business increasing the amount it exports: Tariffs imposed by other countries?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	37%	37%	45%	34%	23%	42%	38%	50%	33%	39%	39%	37%	15%
Quite important	36%	33%	29%	38%	32%	32%	42%	31%	39%	31%	39%	47%	15%
Neither important nor unimportant	9%	11%	12%	3%	6%	3%	11%	12%	9%	6%	9%	12%	15%
Not very important	5%	11%	6%	3%	4%	11%	4%	0%	3%	6%	7%	2%	8%
Not important at all	12%	7%	8%	22%	35%	12%	5%	6%	16%	18%	5%	1%	46%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 88: Which of the following are important barriers to your business increasing the amount it exports: Bureaucracy associating with exporting ?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	34%	48%	43%	31%	17%	39%	32%	50%	29%	33%	34%	36%	8%
Quite important	35%	37%	27%	41%	30%	27%	42%	31%	36%	29%	46%	40%	23%
Neither important nor unimportant	15%	7%	14%	3%	13%	15%	18%	12%	15%	16%	12%	19%	15%
Not very important	4%	4%	4%	3%	6%	5%	4%	0%	5%	5%	4%	2%	8%
Not important at all	12%	4%	12%	22%	35%	14%	4%	6%	14%	17%	5%	2%	46%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 89: Which of the following are important barriers to your business increasing the amount it exports: Different product standards or regulations in other markets?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	44%	67%	47%	41%	28%	39%	47%	69%	33%	44%	53%	41%	23%
Quite important	33%	22%	29%	38%	27%	36%	36%	19%	41%	29%	34%	41%	23%
Neither important nor unimportant	11%	4%	8%	6%	13%	11%	13%	6%	11%	12%	7%	14%	15%
Not very important	2%	4%	6%	0%	3%	3%	2%	6%	1%	1%	4%	2%	0%
Not important at all	9%	4%	10%	16%	30%	11%	2%	0%	14%	13%	2%	1%	38%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 90: Which of the following are important barriers to your business increasing the amount it exports: Language or cultural barriers?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	35%	37%	27%	25%	25%	41%	39%	44%	35%	38%	29%	41%	15%
Quite important	31%	56%	35%	34%	20%	30%	31%	31%	36%	31%	29%	28%	31%
Neither important nor unimportant	17%	0%	24%	25%	15%	11%	19%	19%	14%	9%	28%	22%	23%
Not very important	7%	7%	8%	0%	7%	7%	7%	6%	1%	6%	11%	8%	0%
Not important at all	10%	0%	6%	16%	32%	12%	3%	0%	14%	16%	3%	1%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 91: Which of the following are important barriers to your business increasing the amount it exports: Foreign customers don't know about my business?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	26%	26%	24%	12%	14%	32%	28%	38%	23%	23%	28%	29%	15%
Quite important	35%	48%	41%	38%	27%	38%	34%	44%	38%	36%	38%	27%	31%
Neither important nor unimportant	22%	19%	20%	31%	15%	15%	27%	6%	22%	19%	25%	30%	23%
Not very important	7%	4%	8%	3%	11%	4%	7%	6%	4%	7%	6%	10%	0%
Not important at all	10%	4%	6%	16%	32%	11%	4%	6%	13%	15%	3%	5%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 92: Which of the following are important barriers to your business increasing the amount it exports: Too hard to market to or reach foreign customers?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	25%	26%	22%	22%	15%	26%	29%	56%	23%	21%	29%	25%	15%
Quite important	33%	44%	41%	28%	24%	42%	31%	31%	38%	33%	30%	33%	31%
Neither important nor unimportant	20%	19%	12%	19%	8%	18%	26%	6%	22%	19%	21%	23%	15%
Not very important	11%	7%	14%	19%	17%	4%	11%	6%	7%	11%	15%	13%	0%
Not important at all	11%	4%	10%	12%	35%	11%	4%	0%	11%	16%	4%	6%	38%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 93: Which of the following are important barriers to your business increasing the amount it exports: Not sure what the best markets to target are?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	23%	22%	16%	12%	18%	30%	24%	31%	21%	21%	21%	27%	8%
Quite important	34%	37%	43%	28%	23%	34%	36%	31%	37%	37%	33%	25%	38%
Neither important nor unimportant	21%	22%	20%	22%	18%	14%	25%	25%	22%	15%	28%	28%	15%
Not very important	10%	7%	12%	19%	8%	11%	9%	6%	9%	10%	9%	16%	8%
Not important at all	12%	11%	8%	19%	32%	12%	6%	6%	12%	17%	9%	5%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 94: How often do you personally use a search engine in your business to... : Learn a new skill

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
More than once a day	40%	44%	43%	56%	32%	32%	41%	56%	39%	34%	36%	51%	38%
Once a day	18%	26%	22%	6%	14%	12%	21%	19%	17%	17%	23%	18%	8%
Every 2 or 3 days	17%	15%	18%	16%	13%	22%	16%	6%	17%	16%	17%	17%	38%
Once a week	8%	7%	2%	3%	8%	12%	8%	6%	4%	9%	13%	5%	8%
Once a fortnight	4%	7%	6%	6%	3%	3%	4%	0%	5%	3%	4%	6%	0%
Once a month	4%	0%	0%	3%	1%	7%	4%	6%	4%	4%	3%	2%	0%
Once every 2 - 3 months	1%	0%	2%	0%	0%	0%	2%	6%	0%	1%	2%	0%	8%
Once every six months	1%	0%	0%	0%	0%	3%	2%	0%	0%	2%	1%	1%	0%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Less often	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Never	1%	0%	2%	3%	1%	1%	0%	0%	2%	1%	0%	0%	0%
Don't Know	6%	0%	4%	6%	27%	8%	0%	0%	9%	12%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 95: How often do you personally use a search engine in your business to . . . : Research a new business opportunity or competitor

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
More than once a day	32%	48%	31%	44%	28%	23%	34%	62%	32%	31%	26%	34%	15%
Once a day	18%	26%	33%	9%	10%	12%	20%	19%	24%	14%	19%	24%	8%
Every 2 or 3 days	13%	19%	10%	3%	13%	15%	12%	0%	13%	12%	14%	10%	31%
Once a week	7%	4%	4%	9%	3%	12%	5%	0%	10%	3%	12%	5%	0%
Once a fortnight	5%	4%	2%	6%	1%	3%	8%	6%	3%	6%	3%	7%	8%
Once a month	5%	0%	2%	6%	3%	9%	6%	6%	2%	6%	7%	6%	0%
Once every 2 - 3 months	3%	0%	2%	6%	3%	7%	3%	6%	1%	4%	4%	4%	0%
Once every six months	3%	0%	6%	3%	4%	4%	3%	0%	2%	4%	4%	2%	15%
Once a year	1%	0%	0%	3%	0%	3%	1%	0%	2%	1%	2%	0%	0%
Less often	3%	0%	0%	3%	1%	1%	6%	0%	1%	3%	2%	8%	15%
Never	3%	0%	10%	0%	8%	1%	2%	0%	0%	7%	4%	0%	0%
Don't Know	5%	0%	0%	6%	25%	9%	0%	0%	10%	9%	3%	0%	8%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 96: How often do you personally use a search engine in your business to . . . : Research ways to improve efficiency

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
More than once a day	42%	37%	49%	62%	37%	34%	44%	44%	42%	41%	42%	45%	38%
Once a day	18%	26%	22%	12%	11%	15%	20%	19%	13%	17%	16%	31%	0%
Every 2 or 3 days	16%	26%	10%	6%	11%	18%	17%	12%	15%	12%	23%	10%	38%
Once a week	8%	11%	6%	6%	4%	14%	7%	12%	12%	6%	9%	6%	8%
Once a fortnight	4%	0%	2%	0%	8%	1%	4%	0%	2%	4%	4%	6%	0%
Once a month	4%	0%	2%	3%	0%	5%	4%	12%	4%	2%	3%	1%	15%
Once every 2 - 3 months	2%	0%	2%	0%	0%	3%	3%	0%	0%	4%	2%	1%	0%
Once every six months	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less often	1%	0%	4%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Never	0%	0%	0%	0%	1%	1%	0%	0%	2%	0%	0%	0%	0%
Don't Know	6%	0%	2%	9%	27%	8%	0%	0%	9%	12%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 97: Does your company use any of the following cloud providers: Google Cloud Platform?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Yes	59%	81%	61%	56%	48%	65%	61%	56%	58%	59%	62%	71%	8%
No	26%	19%	24%	28%	18%	22%	29%	25%	27%	21%	27%	24%	54%
Don't Know	14%	0%	14%	16%	34%	14%	10%	19%	15%	20%	11%	5%	38%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 98: Does your company use any of the following cloud providers: Amazon Web Services?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Yes	44%	67%	51%	34%	30%	47%	46%	38%	40%	38%	50%	63%	15%
No	41%	30%	29%	50%	39%	34%	45%	50%	40%	42%	40%	31%	54%
Don't Know	15%	4%	20%	16%	31%	19%	9%	12%	20%	20%	10%	6%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 99: Does your company use any of the following cloud providers: Microsoft Azure?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Yes	39%	52%	37%	34%	31%	38%	44%	38%	32%	37%	45%	54%	15%
No	43%	37%	45%	47%	34%	41%	42%	38%	48%	39%	39%	40%	54%
Don't Know	19%	11%	18%	19%	35%	22%	13%	25%	21%	24%	16%	6%	31%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 100: Does your company use any of the following cloud providers: Other?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Yes	28%	48%	24%	19%	18%	23%	32%	31%	26%	20%	28%	47%	15%
No	34%	37%	35%	53%	27%	34%	34%	25%	38%	36%	35%	24%	31%
Don't Know	38%	15%	41%	28%	55%	43%	35%	44%	36%	44%	38%	29%	54%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 101: Does your company use online apps or cloud services for any of the following roles? Please Select All That Apply

	Employee Count							Yearly Growth					
	Total	Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Tracking inventory	39%	41%	29%	38%	25%	41%	46%	19%	46%	38%	40%	46%	15%
Developing new products	49%	52%	51%	47%	35%	46%	54%	44%	41%	47%	60%	57%	15%
Advertising to customers	61%	70%	51%	56%	70%	57%	62%	56%	58%	64%	60%	69%	38%
Customer support	52%	44%	43%	44%	55%	50%	57%	50%	53%	55%	51%	59%	15%
Time tracking	43%	48%	39%	38%	46%	46%	45%	31%	50%	44%	44%	43%	15%
Managing expenses	45%	26%	37%	47%	52%	43%	52%	19%	48%	49%	43%	52%	23%
Project management	56%	56%	51%	62%	61%	51%	59%	56%	60%	55%	58%	60%	23%
Budgeting	45%	30%	39%	38%	49%	35%	54%	31%	45%	48%	45%	55%	8%
Employee collaboration	43%	41%	39%	50%	35%	38%	47%	50%	32%	45%	45%	49%	31%
Data dashboards or analytics	39%	30%	35%	38%	31%	36%	47%	31%	32%	40%	46%	47%	8%
Other	10%	7%	12%	6%	8%	4%	11%	19%	7%	9%	8%	14%	8%
None of the above	5%	7%	6%	3%	7%	3%	4%	25%	4%	1%	4%	2%	23%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 102: Please think back to the time before online apps and cloud services existed, or before you used them. For each of the following statements, do you...: The costs of starting a business have reduced substantially because of internet tools

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	38%	30%	18%	38%	31%	42%	42%	44%	29%	37%	42%	43%	31%
Somewhat agree	39%	59%	55%	34%	32%	39%	35%	31%	47%	37%	37%	40%	54%
Neither agree nor disagree	11%	11%	14%	12%	3%	8%	14%	19%	4%	7%	16%	13%	15%
Somewhat disagree	4%	0%	6%	6%	3%	1%	4%	0%	7%	4%	2%	2%	0%
Disagree strongly	3%	0%	2%	3%	4%	1%	3%	0%	4%	3%	2%	1%	0%
Don't Know	6%	0%	4%	6%	27%	8%	0%	6%	9%	12%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 103: Please think back to the time before online apps and cloud services existed, or before you used them. For each of the following statements, do you... : Online tools make it easier for my business to compete with bigger enterprises

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	61%	67%	55%	59%	51%	65%	65%	75%	51%	59%	68%	69%	69%
Somewhat agree	27%	30%	35%	19%	18%	23%	30%	19%	32%	25%	26%	25%	23%
Neither agree nor disagree	3%	0%	2%	6%	3%	1%	3%	0%	2%	2%	1%	5%	8%
Somewhat disagree	1%	4%	2%	6%	0%	1%	1%	0%	2%	1%	3%	1%	0%
Disagree strongly	2%	0%	4%	0%	1%	3%	1%	0%	3%	2%	1%	0%	0%
Don't Know	6%	0%	2%	9%	27%	7%	0%	6%	10%	10%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 104: Please think back to the time before online apps and cloud services existed, or before you used them. For each of the following statements, do you... : Online tools have made it easier to grow and scale my business

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	61%	63%	57%	62%	52%	61%	65%	81%	48%	60%	62%	70%	69%
Somewhat agree	25%	30%	29%	19%	18%	22%	27%	12%	34%	20%	29%	20%	23%
Neither agree nor disagree	6%	4%	4%	6%	1%	7%	6%	0%	5%	7%	4%	7%	8%
Somewhat disagree	1%	0%	4%	3%	0%	0%	2%	0%	2%	1%	2%	2%	0%
Disagree strongly	0%	4%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%
Don't Know	7%	0%	6%	9%	28%	9%	0%	6%	11%	13%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 105: Please think back to the time before online apps and cloud services existed, or before you used them. For each of the following statements, do you...: It is now easier for workers and different teams to collaborate

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	61%	70%	55%	72%	49%	58%	65%	75%	53%	58%	59%	77%	77%
Somewhat agree	25%	26%	33%	12%	18%	31%	26%	12%	32%	25%	30%	16%	23%
Neither agree nor disagree	5%	0%	6%	6%	4%	1%	7%	6%	4%	3%	8%	6%	0%
Somewhat disagree	1%	4%	0%	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%
Disagree strongly	1%	0%	0%	3%	0%	0%	1%	0%	1%	1%	0%	0%	0%
Don't Know	7%	0%	6%	6%	28%	9%	0%	6%	10%	13%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 106: Please think back to the time before online apps and cloud services existed, or before you used them. For each of the following statements, do you...: It is easier for employees to work remotely

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	66%	70%	63%	59%	55%	64%	72%	75%	53%	64%	75%	77%	69%
Somewhat agree	21%	22%	29%	22%	13%	22%	21%	19%	26%	18%	20%	18%	31%
Neither agree nor disagree	4%	0%	0%	3%	3%	4%	5%	0%	5%	3%	3%	2%	0%
Somewhat disagree	1%	4%	0%	3%	1%	1%	0%	0%	2%	1%	0%	1%	0%
Disagree strongly	1%	0%	4%	3%	0%	1%	1%	0%	3%	1%	0%	1%	0%
Don't Know	7%	4%	4%	9%	28%	8%	0%	6%	10%	12%	3%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 107: Please think back to the time before online apps and cloud services existed, or before you used them. For each of the following statements, do you... : Online tools do not offer any significant advantages over traditional tools

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	13%	22%	14%	9%	10%	19%	12%	12%	18%	9%	11%	18%	8%
Somewhat agree	14%	19%	4%	12%	10%	20%	15%	12%	21%	12%	12%	11%	8%
Neither agree nor disagree	14%	19%	12%	16%	8%	14%	14%	6%	12%	10%	21%	12%	15%
Somewhat disagree	16%	7%	31%	12%	14%	16%	15%	25%	13%	18%	10%	20%	23%
Disagree strongly	37%	33%	31%	44%	30%	22%	44%	38%	26%	36%	44%	39%	46%
Don't Know	7%	0%	8%	6%	28%	9%	0%	6%	10%	13%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 108: Please think back to the time before online apps and cloud services existed, or before you used them. For each of the following statements, do you... : Having access to the Internet makes the employees of my company significantly more productive

	Employee Count							Yearly Growth					
	Total	Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	57%	59%	57%	59%	42%	49%	62%	69%	47%	53%	62%	71%	54%
Somewhat agree	30%	37%	33%	16%	28%	38%	29%	25%	37%	31%	29%	20%	38%
Neither agree nor disagree	5%	4%	2%	9%	1%	3%	7%	0%	3%	3%	7%	5%	8%
Somewhat disagree	1%	0%	2%	6%	0%	0%	1%	0%	2%	0%	0%	2%	0%
Disagree strongly	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	0%
Don't Know	7%	0%	6%	9%	27%	9%	0%	6%	11%	12%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 109: Please think back to the time before online apps and cloud services existed, or before you used them. For each of the following statements, do you...: I no longer need a dedicated IT member of staff and/or computing department

	Employee Count							Yearly Growth					
	Total	Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Agree strongly	57%	59%	57%	59%	42%	49%	62%	69%	47%	53%	62%	71%	54%
Somewhat agree	30%	37%	33%	16%	28%	38%	29%	25%	37%	31%	29%	20%	38%
Neither agree nor disagree	5%	4%	2%	9%	1%	3%	7%	0%	3%	3%	7%	5%	8%
Somewhat disagree	1%	0%	2%	6%	0%	0%	1%	0%	2%	0%	0%	2%	0%
Disagree strongly	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	0%
Don't Know	7%	0%	6%	9%	27%	9%	0%	6%	11%	12%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 110: Would you describe your business as being in the tourism industry, or having a significant number of customers that are tourists?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Yes	45%	63%	39%	31%	52%	55%	44%	44%	43%	54%	42%	49%	0%
No	32%	22%	41%	38%	30%	27%	30%	31%	33%	25%	35%	31%	62%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 111: Which of the following would you say are important ways for customers to find your business: Word of mouth?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	24%	41%	10%	12%	18%	30%	28%	25%	18%	29%	22%	30%	0%
Quite important	11%	7%	16%	6%	8%	11%	12%	6%	10%	11%	12%	14%	0%
Neither important nor unimportant	3%	7%	0%	3%	0%	5%	4%	0%	3%	2%	4%	4%	0%
Not very important	1%	4%	4%	0%	0%	0%	0%	6%	1%	0%	0%	1%	0%
Not at all important	1%	4%	4%	0%	0%	0%	0%	6%	0%	1%	2%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 112: Which of the following would you say are important ways for customers to find your business: Physical location?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	26%	33%	20%	16%	18%	31%	30%	38%	18%	29%	25%	36%	0%
Quite important	11%	19%	16%	6%	6%	11%	12%	0%	10%	12%	14%	11%	0%
Neither important nor unimportant	1%	0%	0%	0%	1%	4%	1%	0%	4%	1%	0%	2%	0%
Not very important	1%	4%	0%	3%	0%	0%	1%	0%	1%	2%	0%	0%	0%
Not at all important	0%	4%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 113: Which of the following would you say are important ways for customers to find your business: Search engines?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	31%	33%	31%	22%	23%	36%	35%	25%	23%	37%	29%	42%	0%
Quite important	7%	22%	4%	3%	4%	8%	8%	19%	7%	6%	10%	6%	0%
Neither important nor unimportant	1%	4%	0%	0%	1%	1%	1%	0%	3%	1%	1%	0%	0%
Not very important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not at all important	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 114: Which of the following would you say are important ways for customers to find your business: Online maps (e.g. Google Maps, Bing etc.)?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	26%	26%	29%	19%	18%	31%	30%	31%	17%	29%	27%	37%	0%
Quite important	10%	19%	2%	3%	7%	14%	13%	12%	14%	10%	8%	12%	0%
Neither important nor unimportant	1%	11%	0%	0%	0%	0%	1%	0%	0%	1%	3%	0%	0%
Not very important	1%	7%	2%	0%	0%	1%	1%	0%	1%	1%	3%	0%	0%
Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 115: Which of the following would you say are important ways for customers to find your business: Customer review websites (e.g. TripAdvisor, Expedia etc.)?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	26%	26%	22%	16%	14%	28%	32%	19%	17%	29%	28%	35%	0%
Quite important	11%	26%	8%	9%	8%	16%	10%	6%	15%	10%	11%	11%	0%
Neither important nor unimportant	2%	4%	4%	0%	1%	1%	2%	12%	0%	2%	1%	2%	0%
Not very important	1%	4%	2%	0%	0%	0%	0%	6%	0%	1%	0%	1%	0%
Not at all important	0%	4%	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 116: Which of the following would you say are important ways for customers to find your business: Travel guide (e.g. Lonely Planet etc.)?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	22%	22%	16%	12%	15%	28%	25%	19%	15%	22%	24%	33%	0%
Quite important	12%	26%	10%	9%	8%	12%	14%	12%	13%	17%	11%	10%	0%
Neither important nor unimportant	3%	7%	4%	0%	0%	5%	2%	0%	2%	2%	4%	5%	0%
Not very important	2%	0%	2%	0%	1%	0%	3%	0%	2%	1%	2%	2%	0%
Not at all important	1%	7%	2%	0%	1%	0%	0%	12%	0%	1%	0%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 117: Which of the following would you say are important ways for customers to find your business: TV advertising?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	23%	41%	20%	12%	15%	27%	25%	31%	15%	23%	22%	35%	0%
Quite important	11%	15%	6%	9%	6%	7%	15%	0%	11%	12%	12%	13%	0%
Neither important nor unimportant	4%	0%	6%	0%	4%	12%	3%	6%	5%	6%	5%	0%	0%
Not very important	1%	0%	2%	0%	0%	1%	0%	0%	2%	1%	0%	0%	0%
Not at all important	1%	7%	2%	0%	0%	0%	0%	6%	0%	1%	0%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 118: Which of the following would you say are important ways for customers to find your business: Print advertising?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	19%	22%	16%	9%	14%	20%	23%	25%	16%	17%	12%	39%	0%
Quite important	15%	26%	12%	6%	8%	18%	17%	19%	12%	17%	21%	8%	0%
Neither important nor unimportant	4%	15%	4%	6%	4%	5%	3%	0%	3%	7%	4%	1%	0%
Not very important	1%	0%	2%	0%	0%	1%	1%	0%	1%	1%	1%	1%	0%
Not at all important	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 119: Which of the following would you say are important ways for customers to find your business: Other?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Very important	12%	30%	6%	0%	7%	15%	15%	19%	8%	12%	12%	20%	0%
Quite important	8%	7%	10%	6%	7%	7%	9%	0%	9%	8%	6%	13%	0%
Neither important nor unimportant	5%	4%	4%	0%	3%	8%	6%	6%	3%	7%	5%	5%	0%
Not very important	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
Not at all important	2%	15%	2%	3%	1%	3%	1%	6%	4%	1%	4%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 120: Which of the following forms of advertising have you spent money on in the last year?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
TV advertising	19%	26%	4%	6%	8%	23%	27%	19%	7%	21%	22%	29%	0%
Print advertising	26%	26%	24%	22%	39%	35%	23%	19%	28%	36%	22%	23%	0%
Radio advertising	12%	4%	6%	9%	27%	24%	7%	6%	13%	15%	9%	13%	0%
Online search advertising	34%	52%	18%	22%	42%	42%	34%	25%	34%	43%	33%	31%	0%
Social media advertising	35%	48%	31%	22%	34%	42%	37%	25%	29%	42%	32%	45%	0%
Other online advertising	15%	11%	8%	0%	10%	20%	20%	19%	8%	15%	21%	17%	0%
None of the above	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 121: Which of the following activities has your business done in the last year?

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Created or improved the design of our website	27%	22%	12%	16%	27%	38%	32%	31%	22%	31%	26%	37%	0%
Analysed how customers used our website with an analytics package (e.g. Google Analytics)	26%	30%	22%	12%	37%	30%	25%	19%	24%	35%	21%	25%	0%
Used Search Engine Optimisation tools to improve our search ranking	32%	48%	20%	25%	34%	41%	33%	31%	27%	40%	29%	36%	0%
None of the above	0%	0%	0%	3%	0%	0%	0%	0%	2%	0%	0%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 122: Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item: “Online search has made it easier for tourists to find my business”

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Strongly Agree	26%	41%	18%	12%	18%	32%	30%	38%	17%	29%	27%	36%	0%
Moderately Agree	10%	15%	14%	6%	4%	7%	13%	6%	12%	9%	12%	11%	0%
Neither Agree nor Disagree	1%	4%	0%	0%	1%	1%	1%	0%	1%	2%	1%	1%	0%
Moderately Disagree	1%	4%	2%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%
Strongly Disagree	1%	0%	0%	3%	0%	5%	0%	0%	2%	1%	1%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 123: Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item: “The internet has made it easier for new businesses to build an audience”

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Strongly Agree	28%	44%	24%	16%	24%	27%	33%	44%	23%	31%	27%	36%	0%
Moderately Agree	9%	7%	10%	3%	1%	12%	11%	0%	8%	9%	11%	12%	0%
Neither Agree nor Disagree	0%	4%	0%	3%	0%	0%	0%	0%	1%	1%	0%	0%	0%
Moderately Disagree	1%	4%	0%	3%	0%	1%	0%	0%	1%	0%	2%	0%	0%
Strongly Disagree	1%	4%	0%	0%	0%	4%	0%	0%	1%	1%	1%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 124: Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item: “Online reviews have increased the importance of good customer service”

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Strongly Agree	26%	33%	18%	12%	18%	34%	31%	25%	20%	32%	24%	36%	0%
Moderately Agree	11%	26%	14%	6%	7%	7%	13%	19%	10%	9%	15%	12%	0%
Neither Agree nor Disagree	0%	0%	0%	3%	0%	1%	0%	0%	1%	0%	1%	0%	0%
Moderately Disagree	0%	4%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
Strongly Disagree	1%	0%	2%	3%	0%	4%	0%	0%	2%	1%	0%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 125: Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item: “Online reviews have decreased the importance of traditional guide books”

	Employee Count							Yearly Growth					
	Total	Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Strongly Agree	16%	30%	12%	3%	13%	14%	20%	31%	7%	16%	20%	25%	0%
Moderately Agree	15%	30%	12%	3%	11%	24%	14%	6%	15%	20%	10%	16%	0%
Neither Agree nor Disagree	4%	0%	4%	9%	0%	4%	6%	6%	5%	3%	6%	4%	0%
Moderately Disagree	2%	4%	6%	3%	1%	3%	2%	0%	2%	3%	3%	2%	0%
Strongly Disagree	1%	0%	0%	3%	0%	1%	1%	0%	3%	0%	0%	1%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count

Table 126: Below are several statements that you may agree or disagree with. Using the scale, indicate your agreement with each item: “Strong digital skills can be an important competitive advantage for a tourism company”

	Total	Employee Count						Yearly Growth					
		Under 10	10-24	25-49	50-99	100-249	250+	Stayed the same/shrunk	Grown by 0-5%	Grown by 6-10%	Grown by 11-20%	Grown by 21% or more	Don't Know
Unweighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Weighted	501	27	49	32	71	74	226	16	92	163	112	83	13
Strongly Agree	25%	33%	18%	16%	17%	27%	30%	31%	17%	27%	28%	31%	0%
Moderately Agree	11%	22%	14%	3%	7%	14%	11%	12%	11%	13%	7%	16%	0%
Neither Agree nor Disagree	2%	4%	0%	3%	3%	3%	2%	0%	2%	2%	4%	0%	0%
Moderately Disagree	2%	0%	2%	3%	1%	3%	1%	0%	4%	1%	1%	2%	0%
Strongly Disagree	0%	4%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

*Note:*

Fieldwork: Oct 31st - Nov 9th 2019

Data weighted by Employee Count