

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

<b>Fieldwork:</b>	<i>Consumer Survey:</i> Aug 15th- 26th Aug 2019   <i>Business Survey:</i> Aug 14th – Aug 27th 2019
<b>Interview method:</b>	Online Survey
<b>Population represented:</b>	Romanian internet-using adults and businesses
<b>Sample size:</b>	<i>Consumer Survey:</i> 1000   <i>Business Survey:</i> 500

## Methodology:

All results are weighted using Iterative Proportional Fitting, or ‘Raking’. The consumer data is weighted according to estimates of internet user demographics in Romania 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Google	99%	99%	99%	99%	100%	99%	100%	99%	96%	100%	99%	99%
Bing	16%	21%	11%	20%	18%	17%	14%	12%	13%	16%	16%	17%
Yahoo!	57%	52%	61%	40%	48%	54%	65%	69%	67%	57%	57%	57%
Baidu	1%	1%	1%	1%	1%	2%	0%	2%	0%	1%	1%	1%
Yandex	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%
DuckDuckGo	3%	5%	1%	3%	4%	3%	2%	4%	4%	3%	3%	3%
Other	6%	5%	7%	7%	6%	9%	4%	5%	6%	6%	7%	6%
Not Sure	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Google Maps	93%	94%	91%	94%	97%	93%	93%	91%	84%	93%	94%	100%
Bing Maps	4%	5%	3%	6%	6%	4%	4%	3%	3%	4%	4%	4%
Apple Maps	11%	11%	11%	15%	14%	14%	8%	3%	9%	11%	12%	12%
MapQuest	2%	2%	2%	2%	3%	2%	1%	3%	2%	2%	2%	2%
Other	10%	9%	10%	17%	11%	13%	6%	6%	3%	10%	9%	8%
Not Sure	5%	4%	6%	1%	1%	4%	5%	8%	14%	5%	4%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Gmail	82%	86%	79%	86%	87%	84%	80%	77%	78%	83%	84%	84%
Outlook	22%	23%	22%	16%	28%	30%	23%	15%	15%	22%	23%	23%
Yahoo Mail	84%	82%	85%	78%	81%	86%	86%	86%	83%	83%	84%	85%
Zoho Mail	1%	1%	1%	1%	2%	0%	0%	0%	0%	1%	1%	1%
Apple Mail	5%	5%	4%	8%	5%	6%	3%	1%	2%	5%	5%	4%
Other	3%	5%	2%	2%	4%	4%	3%	3%	4%	3%	4%	3%
Not Sure	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
YouTube	94%	95%	94%	98%	96%	95%	93%	92%	91%	95%	100%	96%
Vimeo	6%	6%	7%	7%	9%	9%	5%	4%	3%	6%	7%	7%
Facebook Video	43%	43%	44%	44%	46%	45%	35%	43%	49%	43%	45%	44%
Netflix	41%	39%	44%	64%	52%	42%	41%	25%	14%	42%	42%	44%
Amazon Prime Video	3%	3%	3%	4%	6%	2%	3%	1%	1%	3%	3%	3%
HBO Go	29%	30%	27%	35%	37%	34%	27%	14%	19%	29%	29%	30%
Other	3%	3%	4%	6%	3%	3%	2%	3%	3%	3%	3%	4%
Not Sure	2%	2%	3%	1%	1%	1%	1%	4%	7%	2%	0%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Microsoft Office (Word, Excel, PowerPoint etc.)	81%	81%	80%	80%	85%	82%	84%	73%	76%	81%	82%	84%
G Suite / Google Apps (Docs, Sheets, Slides etc.)	17%	19%	15%	25%	17%	22%	11%	15%	12%	17%	17%	18%
Libre Office (Writer, Calc, Impress etc.)	8%	9%	7%	8%	10%	9%	7%	5%	7%	8%	8%	8%
Apple iWorks (Pages, Numbers, Keynote etc.)	4%	4%	4%	7%	6%	4%	3%	1%	2%	4%	4%	4%
Other	5%	5%	5%	4%	4%	5%	3%	6%	5%	5%	5%	4%
Not Sure	13%	12%	14%	11%	10%	11%	11%	20%	21%	13%	12%	11%

*Note:*

Fieldwork: Aug 15th - Aug 26th 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Google Chrome	84%	87%	82%	89%	85%	87%	84%	81%	76%	85%	85%	86%
Google Play	61%	62%	59%	71%	69%	68%	55%	47%	48%	61%	62%	63%
Google Photos	37%	38%	36%	45%	39%	36%	31%	35%	38%	37%	38%	39%
Google Calendar	30%	31%	29%	25%	39%	30%	24%	33%	29%	30%	31%	31%
Chromebook	3%	4%	2%	4%	6%	1%	3%	1%	2%	3%	3%	3%
Hangouts	9%	10%	8%	7%	8%	9%	8%	9%	11%	9%	9%	9%
Google Home	16%	18%	14%	12%	22%	16%	14%	9%	23%	16%	17%	17%
Google Pay	20%	22%	17%	22%	24%	26%	19%	8%	13%	20%	20%	20%
Google Assistant	12%	13%	10%	17%	12%	11%	11%	8%	11%	12%	12%	12%
Google Create	1%	1%	2%	2%	3%	2%	0%	0%	0%	1%	1%	1%
Google Blue	1%	1%	1%	1%	3%	1%	0%	0%	2%	1%	1%	1%
Google Walk	3%	4%	3%	4%	6%	4%	2%	2%	1%	3%	4%	4%
None of the above	4%	4%	4%	1%	3%	3%	4%	5%	9%	3%	3%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 7: How often do you do the following activities online, via browser or apps on a smartphone: Use search engines?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Several times a day	78%	76%	80%	85%	88%	85%	79%	63%	57%	79%	79%	80%
Once a day	11%	12%	9%	9%	6%	8%	9%	14%	21%	11%	11%	10%
2 - 6 times a week	7%	7%	6%	2%	4%	5%	7%	13%	11%	7%	6%	6%
Once a week	1%	1%	2%	1%	0%	1%	1%	3%	2%	1%	1%	1%
2 - 3 times a month	1%	1%	1%	1%	0%	0%	1%	3%	2%	1%	1%	1%
Once a month	0%	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%	0%
Less than once a month	1%	1%	1%	0%	0%	0%	1%	1%	4%	1%	1%	1%
Never	1%	1%	1%	1%	0%	1%	0%	1%	3%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 8: How often do you do the following activities online, via browser or apps on a smartphone: Visit social networks?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Several times a day	74%	71%	77%	91%	87%	76%	69%	64%	49%	74%	75%	76%
Once a day	13%	15%	11%	5%	7%	12%	16%	13%	27%	13%	12%	13%
2 - 6 times a week	5%	5%	5%	3%	4%	3%	7%	4%	14%	5%	5%	5%
Once a week	3%	3%	2%	1%	1%	3%	3%	7%	1%	2%	2%	2%
2 - 3 times a month	1%	1%	1%	0%	1%	2%	1%	2%	1%	1%	1%	1%
Once a month	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%
Less than once a month	1%	1%	1%	1%	0%	1%	1%	3%	1%	1%	1%	1%
Never	2%	2%	2%	0%	0%	1%	3%	6%	5%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 9: How often do you do the following activities online, via browser or apps on a smartphone: Play games online?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Several times a day	26%	27%	25%	37%	31%	29%	21%	16%	21%	26%	27%	27%
Once a day	16%	15%	18%	17%	11%	15%	18%	22%	18%	16%	17%	16%
2 - 6 times a week	14%	14%	13%	15%	17%	13%	13%	9%	12%	14%	14%	14%
Once a week	8%	7%	8%	4%	11%	7%	9%	8%	6%	8%	7%	8%
2 - 3 times a month	4%	3%	5%	7%	3%	5%	5%	3%	1%	4%	4%	5%
Once a month	4%	3%	4%	4%	5%	4%	3%	5%	1%	4%	4%	4%
Less than once a month	12%	13%	10%	9%	10%	12%	13%	15%	12%	12%	11%	12%
Never	16%	16%	17%	7%	13%	15%	18%	21%	29%	16%	16%	15%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 10: How often do you do the following activities online, via browser or apps on a smartphone: Watch video content online?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Several times a day	57%	58%	57%	84%	76%	60%	49%	40%	24%	58%	59%	59%
Once a day	16%	14%	17%	9%	13%	16%	21%	14%	19%	16%	15%	16%
2 - 6 times a week	14%	14%	13%	3%	8%	13%	16%	22%	26%	14%	14%	14%
Once a week	6%	6%	5%	4%	1%	7%	6%	8%	9%	5%	5%	5%
2 - 3 times a month	3%	3%	3%	0%	1%	2%	3%	7%	6%	3%	3%	3%
Once a month	1%	0%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%
Less than once a month	3%	3%	3%	0%	0%	1%	3%	6%	9%	3%	2%	2%
Never	1%	2%	0%	0%	0%	0%	0%	2%	5%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 11: How often do you do the following activities online, via browser or apps on a smartphone: Purchase products or services online?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Several times a day	7%	6%	7%	7%	15%	6%	5%	3%	2%	7%	7%	7%
Once a day	3%	3%	3%	4%	4%	3%	3%	1%	1%	3%	3%	3%
2 - 6 times a week	12%	11%	12%	16%	15%	14%	11%	6%	4%	12%	12%	12%
Once a week	11%	13%	9%	13%	15%	13%	9%	6%	6%	11%	11%	11%
2 - 3 times a month	24%	24%	24%	30%	21%	28%	28%	21%	11%	24%	24%	24%
Once a month	16%	16%	16%	15%	15%	16%	14%	21%	18%	16%	15%	16%
Less than once a month	24%	24%	23%	12%	15%	17%	27%	34%	47%	24%	24%	23%
Never	4%	4%	5%	2%	1%	3%	4%	8%	11%	4%	4%	4%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 12: How often do you do the following activities online, via browser or apps on a smartphone: Look for product information online?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Several times a day	56%	53%	59%	63%	71%	62%	57%	42%	29%	56%	58%	58%
Once a day	13%	14%	12%	13%	6%	17%	12%	16%	16%	13%	13%	13%
2 - 6 times a week	18%	20%	16%	14%	16%	14%	19%	22%	27%	18%	18%	18%
Once a week	5%	4%	6%	4%	2%	3%	5%	9%	8%	5%	5%	5%
2 - 3 times a month	4%	4%	3%	4%	2%	3%	4%	4%	7%	4%	4%	4%
Once a month	1%	2%	1%	1%	0%	0%	1%	2%	5%	1%	1%	1%
Less than once a month	2%	1%	2%	0%	1%	0%	3%	3%	3%	2%	1%	1%
Never	1%	2%	0%	1%	1%	0%	0%	1%	3%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 13: How often do you do one of the following: Watch a sport?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	3%	4%	1%	2%	2%	3%	3%	3%	2%	3%	3%	3%
3 - 5 times a day	3%	5%	1%	2%	4%	5%	2%	3%	2%	3%	3%	3%
1 - 3 times a day	5%	8%	3%	7%	3%	6%	7%	5%	5%	5%	5%	6%
Daily	16%	25%	8%	9%	11%	17%	20%	21%	21%	16%	16%	17%
Weekly	26%	29%	23%	26%	24%	24%	28%	24%	27%	26%	26%	26%
Monthly	10%	7%	12%	12%	13%	10%	10%	5%	5%	10%	10%	9%
Less often	27%	15%	38%	30%	29%	27%	22%	27%	27%	27%	27%	26%
Never	10%	6%	14%	12%	13%	8%	7%	11%	8%	10%	10%	9%
Don't Know	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 14: How often do you do one of the following: Go to the gym?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
3 - 5 times a day	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	1%	1%	1%	2%	1%	2%	0%	1%	0%	1%	1%	1%
Daily	6%	7%	5%	10%	8%	8%	3%	3%	2%	6%	6%	6%
Weekly	15%	15%	14%	20%	16%	17%	13%	13%	5%	15%	15%	15%
Monthly	6%	8%	5%	6%	9%	9%	9%	1%	2%	6%	7%	7%
Less often	32%	33%	32%	33%	32%	32%	33%	30%	33%	32%	33%	33%
Never	38%	34%	42%	28%	32%	30%	40%	50%	55%	38%	37%	36%
Don't Know	1%	2%	1%	0%	0%	1%	2%	3%	3%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 15: How often do you do one of the following: Watch traditional TV?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	6%	7%	5%	3%	4%	7%	3%	11%	12%	6%	6%	6%
3 - 5 times a day	5%	6%	4%	4%	2%	7%	3%	8%	4%	5%	5%	5%
1 - 3 times a day	9%	10%	8%	3%	5%	13%	12%	6%	13%	9%	9%	9%
Daily	28%	29%	26%	16%	17%	24%	36%	41%	38%	28%	28%	28%
Weekly	19%	18%	19%	16%	24%	20%	24%	12%	14%	19%	18%	19%
Monthly	6%	5%	8%	11%	8%	7%	5%	4%	3%	6%	6%	7%
Less often	19%	16%	21%	29%	28%	17%	12%	13%	12%	19%	19%	18%
Never	8%	8%	8%	17%	13%	6%	3%	4%	5%	8%	8%	8%
Don't Know	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	0%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 16: How often do you do one of the following: Watch Netflix or other streaming services?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	4%	4%	4%	14%	4%	3%	3%	1%	0%	4%	4%	5%
3 - 5 times a day	3%	2%	4%	7%	4%	4%	3%	1%	0%	4%	4%	4%
1 - 3 times a day	7%	6%	7%	10%	10%	8%	4%	2%	3%	7%	7%	7%
Daily	17%	17%	18%	20%	23%	18%	20%	14%	5%	18%	18%	18%
Weekly	17%	19%	16%	23%	22%	20%	18%	8%	7%	17%	17%	18%
Monthly	4%	5%	3%	7%	2%	3%	4%	6%	5%	4%	4%	4%
Less often	17%	18%	16%	8%	10%	21%	21%	21%	18%	17%	17%	17%
Never	27%	26%	28%	9%	20%	22%	24%	45%	54%	27%	26%	25%
Don't Know	3%	2%	4%	2%	3%	1%	2%	3%	7%	3%	3%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 17: How often do you do one of the following: Play a computer game?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	8%	10%	6%	17%	8%	6%	5%	5%	9%	8%	9%	8%
3 - 5 times a day	6%	6%	5%	4%	5%	5%	9%	8%	3%	6%	6%	6%
1 - 3 times a day	7%	7%	7%	6%	4%	9%	8%	8%	6%	7%	7%	7%
Daily	18%	21%	15%	9%	15%	17%	21%	25%	25%	18%	19%	18%
Weekly	17%	17%	17%	21%	17%	16%	20%	10%	13%	17%	17%	17%
Monthly	6%	6%	5%	9%	4%	5%	5%	3%	6%	6%	6%	6%
Less often	20%	17%	23%	21%	24%	26%	17%	19%	12%	20%	20%	19%
Never	17%	14%	20%	12%	19%	15%	14%	21%	23%	17%	17%	16%
Don't Know	1%	1%	1%	1%	2%	0%	0%	1%	2%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 18: How often do you do one of the following: Use Google Search?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	34%	35%	33%	45%	41%	40%	30%	23%	18%	34%	35%	35%
3 - 5 times a day	13%	12%	15%	13%	12%	15%	14%	16%	11%	14%	14%	14%
1 - 3 times a day	9%	10%	8%	7%	10%	8%	8%	10%	13%	9%	9%	10%
Daily	25%	24%	26%	22%	27%	25%	28%	21%	25%	25%	26%	26%
Weekly	8%	8%	7%	6%	4%	7%	10%	10%	11%	7%	7%	7%
Monthly	2%	2%	2%	1%	2%	1%	3%	2%	3%	2%	2%	2%
Less often	4%	4%	4%	4%	3%	3%	3%	8%	5%	4%	4%	4%
Never	3%	3%	4%	2%	2%	1%	2%	9%	7%	3%	3%	2%
Don't Know	1%	1%	2%	0%	0%	0%	1%	1%	7%	1%	1%	1%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 19: How often do you do one of the following: Watch YouTube?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	22%	24%	20%	47%	40%	18%	9%	8%	7%	22%	23%	22%
3 - 5 times a day	11%	11%	12%	18%	11%	14%	8%	11%	4%	11%	12%	11%
1 - 3 times a day	12%	13%	11%	13%	10%	13%	14%	9%	13%	12%	12%	13%
Daily	27%	24%	29%	15%	27%	31%	34%	25%	25%	27%	28%	28%
Weekly	18%	18%	18%	6%	10%	18%	26%	28%	23%	18%	18%	19%
Monthly	3%	3%	4%	1%	3%	4%	1%	8%	7%	4%	3%	3%
Less often	5%	4%	5%	0%	0%	1%	6%	10%	16%	5%	4%	4%
Never	1%	1%	1%	0%	0%	1%	0%	1%	4%	1%	0%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 20: How often do you do one of the following: Use Google Maps?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	3%	4%	2%	4%	6%	3%	2%	1%	1%	3%	3%	3%
3 - 5 times a day	2%	2%	2%	1%	4%	2%	1%	4%	0%	2%	2%	2%
1 - 3 times a day	6%	6%	5%	9%	6%	4%	4%	4%	6%	6%	6%	6%
Daily	14%	16%	12%	15%	15%	13%	19%	13%	5%	14%	15%	15%
Weekly	34%	36%	33%	43%	38%	30%	35%	34%	23%	35%	35%	37%
Monthly	20%	19%	20%	16%	15%	25%	18%	19%	24%	20%	20%	20%
Less often	18%	15%	22%	12%	15%	21%	18%	18%	28%	18%	18%	17%
Never	3%	2%	3%	0%	1%	2%	3%	6%	8%	3%	2%	1%
Don't Know	1%	1%	1%	0%	1%	0%	0%	1%	3%	1%	1%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 21: How often do you do one of the following: Use Google Apps (Docs, Sheets, Slides)?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	3%	3%	3%	8%	3%	3%	2%	1%	1%	3%	3%	3%
3 - 5 times a day	2%	3%	1%	3%	3%	2%	2%	1%	1%	2%	2%	2%
1 - 3 times a day	3%	4%	2%	5%	4%	5%	1%	1%	1%	3%	3%	3%
Daily	9%	9%	9%	13%	10%	11%	10%	6%	4%	9%	9%	10%
Weekly	12%	13%	12%	17%	13%	14%	9%	9%	9%	12%	13%	13%
Monthly	7%	7%	8%	12%	8%	6%	9%	4%	4%	7%	8%	8%
Less often	25%	25%	25%	22%	27%	27%	27%	28%	17%	25%	25%	25%
Never	32%	31%	33%	17%	26%	26%	37%	43%	52%	32%	31%	30%
Don't Know	6%	5%	7%	4%	4%	5%	5%	8%	11%	6%	5%	5%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 22: How often do you do one of the following: Use Gmail?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	17%	19%	15%	20%	20%	18%	14%	14%	14%	17%	17%	17%
3 - 5 times a day	9%	9%	9%	12%	12%	11%	9%	7%	4%	9%	10%	10%
1 - 3 times a day	9%	12%	8%	10%	6%	11%	8%	9%	14%	10%	10%	9%
Daily	29%	30%	29%	28%	28%	25%	33%	33%	32%	29%	30%	30%
Weekly	14%	13%	15%	13%	16%	15%	15%	8%	14%	14%	14%	14%
Monthly	4%	5%	3%	4%	3%	6%	3%	4%	3%	4%	4%	4%
Less often	11%	8%	13%	9%	10%	10%	10%	16%	8%	10%	10%	10%
Never	6%	4%	8%	4%	6%	4%	7%	9%	11%	6%	6%	5%
Don't Know	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 23: How often do you do one of the following: Iron?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	1%	0%	1%	2%	1%	1%	0%	0%	0%	1%	1%	1%
3 - 5 times a day	1%	1%	1%	1%	3%	0%	1%	1%	1%	1%	1%	1%
1 - 3 times a day	2%	2%	2%	6%	1%	2%	0%	1%	2%	2%	2%	2%
Daily	10%	6%	13%	12%	15%	9%	8%	11%	3%	10%	9%	10%
Weekly	44%	30%	57%	40%	44%	46%	47%	40%	44%	44%	44%	44%
Monthly	9%	9%	8%	12%	8%	9%	5%	10%	7%	9%	9%	9%
Less often	18%	22%	14%	17%	15%	19%	21%	21%	14%	18%	18%	18%
Never	15%	28%	3%	9%	13%	13%	16%	16%	26%	15%	15%	14%
Don't Know	1%	1%	0%	1%	0%	0%	1%	1%	2%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 24: How often do you do one of the following: Eat in a restaurant?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
3 - 5 times a day	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	2%	2%	1%	1%	4%	2%	1%	0%	0%	2%	2%	2%
Daily	1%	2%	1%	2%	2%	1%	1%	1%	0%	1%	1%	1%
Weekly	25%	23%	27%	38%	31%	28%	21%	17%	11%	25%	25%	26%
Monthly	29%	29%	28%	32%	33%	29%	31%	26%	16%	29%	29%	30%
Less often	37%	36%	38%	25%	27%	36%	39%	47%	53%	37%	37%	36%
Never	6%	8%	5%	1%	2%	3%	6%	9%	21%	6%	6%	5%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 25: How often do you do one of the following: Use a dishwasher?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%
3 - 5 times a day	2%	2%	1%	3%	3%	1%	0%	1%	2%	2%	2%	2%
1 - 3 times a day	3%	2%	3%	1%	6%	3%	1%	2%	2%	3%	2%	2%
Daily	12%	11%	13%	14%	8%	13%	14%	11%	9%	12%	12%	12%
Weekly	8%	10%	6%	7%	10%	9%	8%	6%	5%	8%	8%	8%
Monthly	1%	1%	2%	3%	3%	1%	1%	0%	1%	1%	1%	1%
Less often	7%	7%	7%	9%	6%	7%	7%	7%	3%	7%	7%	7%
Never	66%	65%	67%	60%	63%	65%	67%	71%	73%	66%	66%	65%
Don't Know	1%	1%	1%	1%	0%	0%	0%	2%	4%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 26: How often do you do one of the following: Use a smart speaker (Google Home, Amazon Echo, etc)?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	1%	1%	1%	3%	2%	1%	1%	1%	0%	1%	2%	2%
3 - 5 times a day	1%	2%	1%	1%	3%	2%	0%	0%	0%	1%	1%	1%
1 - 3 times a day	2%	2%	2%	4%	2%	2%	2%	2%	1%	2%	2%	2%
Daily	6%	6%	6%	7%	8%	6%	6%	3%	2%	6%	6%	6%
Weekly	6%	5%	7%	7%	9%	7%	6%	4%	4%	6%	6%	6%
Monthly	4%	5%	4%	9%	3%	4%	4%	3%	2%	4%	4%	4%
Less often	16%	15%	17%	14%	19%	20%	14%	11%	14%	16%	16%	16%
Never	59%	60%	58%	54%	53%	53%	62%	68%	69%	59%	58%	58%
Don't Know	4%	4%	5%	1%	3%	4%	4%	9%	7%	5%	5%	4%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 27: How often do you do one of the following: Use an AI personal assistant (Google Assistant, Siri, Alexa, Cortana, etc)?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	2%	2%	2%	3%	3%	3%	1%	2%	1%	2%	2%	2%
3 - 5 times a day	2%	2%	1%	2%	4%	1%	1%	1%	1%	2%	2%	2%
1 - 3 times a day	2%	2%	3%	3%	4%	4%	1%	1%	1%	2%	2%	3%
Daily	6%	9%	4%	11%	4%	7%	7%	4%	3%	6%	7%	7%
Weekly	6%	5%	7%	4%	8%	7%	7%	6%	0%	6%	6%	6%
Monthly	5%	7%	3%	8%	5%	5%	4%	2%	9%	5%	6%	6%
Less often	22%	24%	21%	23%	21%	24%	25%	23%	16%	22%	23%	23%
Never	50%	46%	54%	42%	48%	47%	50%	56%	59%	50%	49%	48%
Don't Know	4%	3%	5%	4%	3%	2%	3%	6%	9%	4%	4%	4%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 28: How often do you do one of the following: Use mobile payments (Google Pay, Apple Pay, Samsung Pay etc.)?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%
3 - 5 times a day	1%	1%	1%	3%	0%	1%	1%	1%	0%	1%	1%	1%
1 - 3 times a day	2%	2%	2%	2%	3%	3%	1%	1%	2%	2%	2%	2%
Daily	4%	4%	4%	4%	4%	5%	3%	3%	3%	4%	4%	4%
Weekly	14%	15%	12%	14%	18%	16%	12%	11%	8%	14%	14%	14%
Monthly	17%	17%	16%	13%	22%	15%	17%	13%	18%	17%	17%	17%
Less often	21%	19%	24%	31%	24%	18%	20%	19%	15%	21%	21%	22%
Never	38%	38%	38%	31%	24%	38%	42%	48%	52%	38%	37%	37%
Don't Know	2%	3%	2%	0%	3%	2%	3%	6%	2%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 29: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
I use the technology significantly more	74%	72%	76%	74%	82%	82%	74%	65%	56%	74%	75%	75%
I use the technology moderately more	15%	17%	13%	16%	12%	12%	17%	19%	16%	15%	15%	15%
I use the technology around the same amount	6%	7%	6%	9%	4%	5%	6%	6%	11%	6%	6%	6%
I use the technology moderately less	1%	1%	1%	1%	1%	0%	0%	2%	0%	1%	1%	1%
I use the technology significantly less	1%	1%	1%	0%	1%	0%	0%	1%	4%	1%	1%	1%
I don't ever use this technology	3%	3%	3%	0%	1%	0%	2%	8%	14%	3%	3%	3%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 30: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
I use the technology significantly more	60%	60%	60%	71%	71%	62%	56%	52%	45%	61%	62%	62%
I use the technology moderately more	22%	22%	22%	17%	15%	20%	27%	23%	29%	22%	22%	22%
I use the technology around the same amount	13%	13%	13%	10%	9%	14%	14%	18%	14%	13%	13%	13%
I use the technology moderately less	3%	3%	3%	2%	3%	3%	3%	4%	6%	3%	3%	3%
I use the technology significantly less	1%	0%	1%	0%	2%	0%	0%	3%	1%	1%	1%	1%
I don't ever use this technology	1%	1%	0%	0%	0%	0%	0%	1%	4%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 31: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
I use the technology significantly more	69%	67%	71%	64%	76%	74%	71%	60%	63%	69%	70%	70%
I use the technology moderately more	18%	19%	17%	21%	12%	16%	20%	23%	19%	18%	18%	18%
I use the technology around the same amount	11%	12%	10%	14%	10%	8%	8%	16%	15%	11%	11%	11%
I use the technology moderately less	1%	1%	1%	1%	1%	3%	0%	0%	1%	1%	1%	1%
I use the technology significantly less	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
I don't ever use this technology	0%	1%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 32: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
I use the technology significantly more	56%	56%	56%	62%	69%	60%	55%	49%	36%	57%	57%	59%
I use the technology moderately more	23%	23%	23%	20%	15%	20%	30%	24%	31%	23%	23%	23%
I use the technology around the same amount	13%	13%	12%	11%	12%	13%	11%	16%	16%	13%	13%	12%
I use the technology moderately less	3%	3%	3%	3%	4%	3%	1%	4%	4%	3%	3%	3%
I use the technology significantly less	3%	4%	2%	3%	0%	2%	2%	4%	7%	3%	3%	2%
I don't ever use this technology	2%	1%	3%	2%	1%	2%	1%	3%	6%	2%	2%	1%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 33: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
I use the technology significantly more	64%	62%	65%	63%	76%	65%	63%	51%	58%	64%	65%	65%
I use the technology moderately more	17%	18%	16%	14%	13%	17%	18%	24%	15%	17%	16%	16%
I use the technology around the same amount	15%	17%	14%	17%	7%	13%	17%	19%	23%	15%	15%	16%
I use the technology moderately less	3%	2%	3%	2%	3%	4%	1%	4%	2%	3%	3%	2%
I use the technology significantly less	1%	1%	1%	2%	1%	0%	0%	2%	1%	1%	1%	1%
I don't ever use this technology	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 34: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
I use the technology significantly more	64%	64%	64%	60%	73%	69%	66%	57%	52%	64%	65%	65%
I use the technology moderately more	18%	17%	18%	21%	16%	16%	18%	18%	18%	18%	17%	18%
I use the technology around the same amount	14%	15%	13%	16%	8%	12%	14%	17%	22%	14%	14%	14%
I use the technology moderately less	2%	2%	2%	2%	2%	2%	1%	4%	2%	2%	2%	2%
I use the technology significantly less	1%	1%	1%	1%	1%	0%	1%	2%	0%	1%	1%	1%
I don't ever use this technology	2%	1%	2%	0%	0%	1%	1%	3%	6%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 35: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	16%	14%	17%	22%	18%	18%	12%	12%	11%	16%	17%	16%
Daily	23%	22%	25%	28%	24%	20%	28%	17%	20%	24%	24%	24%
Multiple times a week	22%	23%	21%	18%	22%	22%	25%	21%	22%	22%	22%	22%
Weekly	20%	19%	21%	18%	19%	22%	17%	23%	22%	20%	20%	20%
Once a month	11%	11%	11%	11%	12%	11%	10%	15%	9%	11%	11%	11%
Once a year	3%	4%	3%	1%	1%	3%	3%	6%	7%	3%	3%	3%
Never	2%	4%	1%	1%	0%	1%	3%	3%	7%	2%	2%	2%
Don't Know	2%	2%	2%	1%	3%	3%	0%	3%	1%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 36: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	15%	15%	15%	19%	12%	19%	14%	11%	13%	15%	16%	15%
Daily	22%	22%	23%	22%	22%	18%	30%	19%	19%	22%	23%	23%
Multiple times a week	25%	24%	26%	25%	24%	26%	26%	31%	16%	25%	25%	25%
Weekly	21%	20%	21%	17%	26%	22%	16%	19%	25%	21%	20%	20%
Once a month	10%	12%	9%	10%	11%	9%	8%	11%	17%	10%	10%	10%
Once a year	3%	4%	3%	3%	3%	4%	3%	3%	5%	3%	3%	3%
Never	2%	2%	2%	1%	1%	0%	2%	4%	4%	2%	1%	1%
Don't Know	2%	1%	2%	2%	1%	2%	1%	1%	1%	2%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 37: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	7%	8%	6%	14%	8%	8%	5%	5%	3%	7%	7%	7%
Daily	12%	13%	10%	12%	14%	14%	14%	8%	4%	12%	12%	12%
Multiple times a week	18%	19%	17%	18%	20%	14%	19%	21%	16%	18%	18%	18%
Weekly	21%	23%	18%	17%	18%	21%	27%	19%	20%	21%	21%	21%
Once a month	23%	22%	24%	25%	22%	27%	16%	19%	29%	23%	23%	23%
Once a year	11%	7%	15%	6%	13%	9%	10%	16%	13%	11%	10%	10%
Never	6%	6%	5%	4%	3%	4%	6%	6%	14%	5%	5%	5%
Don't Know	3%	3%	4%	4%	2%	3%	4%	4%	1%	3%	3%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 38: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	4%	4%	4%	4%	5%	8%	2%	4%	2%	4%	4%	4%
Daily	7%	6%	8%	8%	10%	4%	6%	8%	7%	7%	7%	7%
Multiple times a week	15%	15%	16%	15%	16%	11%	23%	14%	13%	16%	16%	16%
Weekly	21%	24%	17%	18%	19%	27%	21%	19%	18%	21%	21%	22%
Once a month	27%	28%	26%	28%	24%	24%	26%	28%	34%	27%	27%	28%
Once a year	13%	11%	14%	13%	13%	15%	13%	13%	9%	13%	12%	12%
Never	7%	8%	7%	8%	6%	5%	5%	9%	14%	7%	6%	6%
Don't Know	5%	3%	7%	6%	6%	6%	5%	6%	3%	6%	6%	5%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 39: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	3%	3%	2%	4%	4%	4%	1%	1%	1%	3%	3%	3%
Daily	4%	4%	4%	9%	6%	4%	3%	1%	0%	4%	5%	4%
Multiple times a week	8%	8%	9%	15%	15%	7%	5%	4%	2%	9%	8%	9%
Weekly	17%	17%	17%	20%	21%	20%	16%	16%	8%	17%	17%	18%
Once a month	33%	35%	31%	32%	37%	33%	36%	30%	24%	33%	33%	33%
Once a year	16%	15%	17%	9%	9%	19%	16%	26%	18%	16%	15%	16%
Never	16%	16%	16%	9%	4%	9%	20%	18%	44%	15%	15%	13%
Don't Know	3%	2%	4%	1%	3%	4%	3%	6%	2%	3%	3%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 40: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	3%	3%	2%	3%	2%	5%	2%	1%	2%	3%	3%	3%
Daily	9%	8%	10%	14%	11%	8%	9%	3%	6%	9%	9%	9%
Multiple times a week	11%	11%	11%	12%	12%	13%	10%	9%	9%	11%	12%	12%
Weekly	16%	16%	16%	12%	16%	19%	21%	13%	13%	16%	17%	17%
Once a month	24%	22%	26%	31%	29%	18%	24%	26%	17%	24%	24%	24%
Once a year	16%	16%	15%	11%	13%	18%	20%	16%	13%	16%	15%	16%
Never	16%	20%	13%	10%	10%	13%	13%	25%	37%	16%	16%	16%
Don't Know	5%	4%	6%	6%	6%	6%	2%	8%	3%	5%	5%	4%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 41: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	4%	3%	4%	4%	6%	3%	4%	3%	2%	4%	4%	3%
Daily	6%	5%	6%	7%	10%	5%	5%	5%	1%	6%	6%	6%
Multiple times a week	9%	10%	9%	16%	12%	9%	7%	6%	4%	9%	10%	9%
Weekly	12%	12%	12%	16%	12%	10%	17%	9%	6%	12%	12%	12%
Once a month	27%	27%	27%	23%	24%	29%	30%	30%	27%	27%	27%	28%
Once a year	35%	35%	35%	29%	33%	39%	31%	43%	38%	35%	35%	36%
Never	6%	7%	5%	4%	2%	4%	5%	3%	20%	5%	5%	5%
Don't Know	1%	1%	2%	1%	1%	2%	2%	2%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 42: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	4%	4%	4%	6%	7%	4%	2%	1%	1%	4%	4%	4%
Daily	9%	10%	8%	15%	12%	10%	9%	3%	2%	9%	9%	9%
Multiple times a week	18%	17%	18%	26%	18%	16%	17%	20%	8%	18%	18%	19%
Weekly	21%	22%	19%	20%	22%	22%	21%	23%	15%	21%	21%	21%
Once a month	21%	23%	19%	14%	20%	23%	21%	20%	26%	21%	21%	21%
Once a year	11%	10%	12%	1%	8%	13%	16%	11%	16%	11%	10%	10%
Never	12%	11%	13%	13%	6%	7%	12%	14%	26%	12%	12%	10%
Don't Know	5%	3%	7%	4%	8%	4%	3%	7%	5%	5%	5%	5%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 43: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	18%	18%	18%	14%	17%	23%	18%	19%	15%	18%	19%	18%
Daily	37%	36%	38%	41%	42%	33%	40%	31%	34%	38%	38%	38%
Multiple times a week	18%	21%	16%	20%	16%	14%	21%	23%	19%	18%	18%	18%
Weekly	15%	14%	15%	16%	14%	18%	12%	11%	15%	14%	14%	15%
Once a month	6%	6%	6%	7%	4%	8%	4%	6%	9%	6%	6%	6%
Once a year	2%	2%	3%	1%	4%	2%	1%	4%	2%	2%	2%	2%
Never	3%	2%	3%	1%	3%	1%	3%	3%	6%	2%	2%	2%
Don't Know	1%	1%	1%	1%	1%	1%	0%	3%	0%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 44: On average, how frequently do you use Google Search to do the following: Research a political issue or candidate

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	4%	6%	3%	4%	5%	5%	4%	3%	4%	4%	5%	4%
Daily	8%	8%	8%	5%	9%	7%	8%	6%	13%	8%	8%	8%
Multiple times a week	12%	16%	9%	12%	13%	12%	12%	16%	12%	12%	13%	13%
Weekly	13%	11%	14%	12%	13%	10%	14%	9%	18%	13%	12%	13%
Once a month	18%	18%	18%	18%	19%	20%	18%	16%	15%	18%	18%	18%
Once a year	18%	19%	17%	17%	19%	19%	21%	20%	12%	18%	19%	19%
Never	23%	20%	26%	25%	21%	24%	20%	25%	24%	23%	22%	22%
Don't Know	4%	2%	5%	7%	2%	4%	3%	4%	3%	4%	4%	4%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 45: On average, how frequently do you use Google Search to do the following: Find where you need to go to vote

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	2%	3%	2%	4%	4%	3%	0%	1%	1%	2%	2%	2%
Daily	2%	2%	3%	4%	3%	2%	2%	3%	0%	2%	2%	2%
Multiple times a week	4%	5%	2%	5%	4%	3%	3%	1%	4%	4%	4%	3%
Weekly	3%	2%	4%	3%	4%	4%	3%	2%	1%	3%	3%	3%
Once a month	3%	4%	3%	4%	4%	4%	4%	3%	1%	3%	3%	4%
Once a year	31%	31%	31%	32%	39%	30%	30%	30%	23%	31%	32%	33%
Never	49%	49%	50%	38%	38%	49%	54%	57%	65%	49%	48%	47%
Don't Know	5%	5%	5%	9%	4%	4%	4%	4%	4%	5%	5%	5%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 46: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	9%	8%	10%	8%	12%	12%	7%	6%	7%	9%	9%	9%
Daily	13%	15%	12%	17%	20%	10%	16%	9%	3%	13%	13%	14%
Multiple times a week	20%	21%	20%	32%	15%	17%	19%	18%	21%	20%	20%	20%
Weekly	19%	20%	18%	15%	15%	22%	24%	21%	15%	19%	19%	19%
Once a month	23%	23%	23%	16%	23%	27%	21%	26%	27%	23%	23%	23%
Once a year	11%	9%	13%	9%	10%	9%	9%	14%	17%	11%	11%	11%
Never	3%	4%	2%	1%	1%	1%	3%	4%	8%	2%	2%	2%
Don't Know	2%	1%	3%	1%	4%	2%	3%	2%	1%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 47: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	6%	4%	7%	7%	9%	5%	3%	8%	4%	6%	6%	6%
Daily	10%	9%	11%	12%	12%	8%	12%	9%	5%	10%	10%	10%
Multiple times a week	17%	17%	18%	15%	18%	14%	22%	15%	20%	17%	18%	18%
Weekly	22%	22%	23%	21%	23%	28%	21%	20%	18%	22%	23%	23%
Once a month	22%	24%	21%	25%	20%	25%	24%	22%	17%	22%	22%	22%
Once a year	11%	12%	10%	8%	9%	11%	10%	13%	16%	11%	10%	11%
Never	9%	10%	7%	11%	4%	7%	7%	8%	19%	8%	8%	7%
Don't Know	3%	2%	4%	1%	5%	3%	2%	6%	1%	3%	3%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 48: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	5%	4%	6%	7%	9%	6%	3%	3%	1%	5%	5%	5%
Daily	7%	6%	8%	9%	12%	7%	6%	3%	3%	7%	7%	7%
Multiple times a week	7%	8%	6%	9%	10%	8%	7%	4%	5%	7%	7%	7%
Weekly	11%	10%	11%	9%	12%	15%	12%	8%	4%	11%	11%	11%
Once a month	12%	13%	11%	14%	13%	13%	14%	14%	4%	12%	12%	12%
Once a year	21%	20%	23%	26%	21%	26%	23%	19%	7%	21%	22%	22%
Never	29%	34%	25%	17%	15%	19%	28%	45%	69%	29%	28%	28%
Don't Know	7%	5%	9%	9%	8%	6%	8%	4%	5%	7%	7%	7%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 49: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	6%	6%	6%	10%	9%	8%	4%	2%	2%	6%	7%	6%
Daily	10%	9%	11%	12%	12%	12%	8%	7%	9%	10%	10%	10%
Multiple times a week	13%	13%	14%	22%	13%	9%	15%	8%	14%	14%	14%	14%
Weekly	18%	19%	18%	21%	18%	15%	23%	17%	13%	18%	18%	18%
Once a month	21%	22%	21%	16%	23%	26%	22%	20%	19%	21%	21%	22%
Once a year	14%	13%	14%	9%	12%	15%	14%	19%	13%	14%	14%	14%
Never	11%	14%	9%	7%	5%	8%	10%	19%	27%	11%	11%	11%
Don't Know	6%	4%	7%	4%	8%	7%	4%	8%	3%	6%	5%	5%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 50: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	3%	4%	3%	6%	3%	5%	2%	2%	1%	3%	3%	3%
Daily	5%	5%	5%	4%	10%	8%	3%	1%	1%	5%	5%	5%
Multiple times a week	7%	6%	7%	9%	9%	6%	7%	4%	4%	7%	7%	7%
Weekly	7%	8%	6%	6%	7%	8%	10%	5%	5%	7%	7%	7%
Once a month	14%	15%	14%	13%	17%	14%	17%	13%	8%	14%	15%	15%
Once a year	19%	20%	19%	25%	24%	19%	20%	16%	9%	19%	20%	20%
Never	38%	37%	38%	28%	24%	35%	34%	52%	64%	37%	37%	36%
Don't Know	7%	5%	9%	9%	7%	6%	8%	8%	6%	7%	7%	7%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 51: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	5%	4%	6%	5%	10%	5%	4%	4%	2%	5%	5%	5%
Daily	8%	6%	11%	9%	12%	5%	9%	8%	6%	8%	9%	8%
Multiple times a week	17%	16%	18%	15%	14%	12%	23%	23%	18%	17%	17%	17%
Weekly	22%	22%	22%	16%	21%	21%	23%	25%	31%	22%	22%	22%
Once a month	29%	30%	28%	35%	26%	35%	25%	26%	26%	29%	29%	29%
Once a year	10%	11%	9%	12%	11%	13%	8%	8%	7%	10%	10%	10%
Never	5%	7%	4%	4%	4%	4%	6%	5%	9%	5%	5%	5%
Don't Know	3%	3%	2%	4%	3%	4%	1%	2%	0%	3%	2%	3%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 52: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	2%	2%	2%	4%	4%	2%	0%	1%	0%	2%	2%	2%
Daily	3%	4%	2%	5%	6%	3%	2%	1%	0%	3%	3%	3%
Multiple times a week	6%	7%	5%	10%	8%	7%	5%	1%	0%	6%	6%	6%
Weekly	8%	8%	9%	12%	10%	11%	7%	3%	5%	8%	8%	8%
Once a month	16%	16%	16%	26%	21%	11%	14%	13%	12%	16%	16%	16%
Once a year	16%	15%	16%	10%	17%	21%	16%	16%	13%	16%	16%	17%
Never	45%	46%	45%	30%	32%	40%	52%	61%	67%	45%	45%	44%
Don't Know	4%	3%	5%	3%	4%	5%	4%	5%	3%	4%	4%	4%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 53: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	4%	4%	4%	5%	8%	6%	0%	2%	2%	4%	4%	4%
Daily	6%	5%	7%	5%	8%	9%	5%	3%	3%	6%	6%	6%
Multiple times a week	8%	8%	7%	8%	12%	9%	6%	6%	2%	8%	8%	8%
Weekly	10%	9%	11%	6%	15%	13%	14%	4%	2%	10%	10%	10%
Once a month	11%	11%	11%	10%	10%	16%	10%	10%	9%	11%	11%	11%
Once a year	10%	11%	10%	7%	9%	10%	12%	14%	11%	10%	10%	11%
Never	46%	49%	43%	56%	33%	34%	44%	55%	66%	46%	46%	45%
Don't Know	5%	4%	6%	3%	4%	3%	8%	5%	4%	5%	4%	4%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 54: On average, how frequently do you use Google Search to do the following: Research your environmental impact

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	3%	4%	3%	3%	5%	4%	3%	3%	2%	4%	4%	3%
Daily	7%	6%	8%	9%	7%	9%	8%	4%	2%	7%	7%	7%
Multiple times a week	11%	11%	11%	12%	13%	8%	10%	11%	11%	11%	11%	11%
Weekly	16%	15%	17%	13%	17%	17%	20%	14%	9%	16%	16%	16%
Once a month	19%	18%	19%	18%	17%	18%	14%	21%	26%	18%	18%	19%
Once a year	16%	18%	14%	20%	16%	16%	15%	15%	13%	16%	16%	16%
Never	22%	22%	21%	17%	15%	21%	23%	24%	33%	21%	21%	21%
Don't Know	7%	5%	9%	7%	9%	7%	8%	8%	4%	7%	7%	7%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 55: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Always	22%	23%	20%	23%	27%	19%	19%	18%	23%	22%	21%	21%
The majority of the time	56%	56%	56%	54%	54%	55%	62%	59%	52%	57%	57%	58%
As often as not	17%	17%	17%	18%	14%	21%	15%	18%	19%	17%	17%	17%
Rarely	3%	2%	4%	3%	4%	4%	3%	3%	3%	3%	3%	3%
Never	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%
Don't Know	1%	1%	1%	1%	1%	0%	0%	2%	2%	1%	1%	1%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 56: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Always	26%	27%	26%	33%	31%	22%	24%	26%	20%	26%	26%	27%
The majority of the time	48%	49%	47%	43%	47%	52%	49%	51%	47%	49%	48%	49%
As often as not	19%	18%	19%	19%	15%	19%	20%	15%	24%	19%	19%	19%
Rarely	4%	4%	5%	2%	5%	5%	4%	4%	4%	4%	4%	4%
Never	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%
Don't Know	2%	2%	2%	2%	1%	1%	2%	3%	3%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 57: When you use Google Search to find a piece of information, do you tend to find the information it provides... : Helps solves a problem

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Always	26%	28%	25%	28%	31%	21%	26%	29%	24%	27%	27%	27%
The majority of the time	50%	52%	48%	49%	47%	53%	54%	44%	52%	50%	50%	51%
As often as not	19%	16%	22%	19%	19%	20%	17%	22%	19%	19%	19%	19%
Rarely	3%	2%	4%	3%	3%	6%	2%	3%	2%	3%	3%	3%
Never	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
Don't Know	1%	1%	1%	1%	0%	0%	1%	2%	2%	1%	1%	1%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 58: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Always	47%	48%	45%	51%	50%	44%	47%	43%	43%	47%	48%	48%
The majority of the time	40%	39%	40%	33%	36%	41%	42%	42%	42%	40%	39%	40%
As often as not	11%	11%	11%	13%	11%	11%	8%	11%	9%	10%	11%	10%
Rarely	2%	2%	2%	1%	3%	2%	1%	1%	2%	2%	2%	2%
Never	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't Know	1%	1%	1%	1%	0%	0%	0%	2%	2%	1%	1%	0%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 59: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Always	2%	3%	2%	2%	6%	2%	1%	1%	1%	2%	2%	2%
The majority of the time	3%	3%	2%	4%	2%	5%	2%	1%	1%	2%	2%	3%
As often as not	5%	4%	6%	6%	8%	5%	6%	3%	1%	5%	5%	5%
Rarely	48%	47%	49%	55%	53%	45%	47%	48%	39%	48%	48%	49%
Never	40%	41%	39%	33%	31%	40%	43%	44%	55%	40%	41%	40%
Don't Know	2%	2%	2%	1%	1%	2%	2%	3%	3%	2%	2%	1%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 60: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Always	2%	3%	2%	4%	4%	4%	0%	1%	0%	2%	2%	2%
The majority of the time	4%	5%	4%	7%	4%	6%	3%	3%	2%	4%	4%	4%
As often as not	14%	14%	13%	19%	18%	12%	12%	11%	9%	14%	14%	13%
Rarely	36%	33%	38%	33%	42%	39%	34%	36%	28%	36%	36%	37%
Never	36%	39%	33%	26%	27%	32%	44%	38%	54%	36%	36%	36%
Don't Know	8%	6%	9%	11%	5%	8%	7%	9%	6%	8%	8%	7%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 61: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree strongly	79%	76%	82%	83%	83%	75%	80%	77%	75%	80%	81%	81%
Somewhat agree	17%	20%	15%	12%	15%	19%	18%	18%	21%	17%	16%	17%
Neither agree nor disagree	3%	3%	3%	5%	2%	4%	2%	4%	3%	3%	2%	2%
Somewhat disagree	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%
Disagree strongly	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 62: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree strongly	67%	64%	70%	65%	71%	65%	67%	63%	69%	67%	68%	68%
Somewhat agree	26%	27%	25%	29%	24%	27%	28%	28%	21%	26%	26%	26%
Neither agree nor disagree	5%	7%	4%	4%	4%	5%	4%	8%	6%	5%	5%	4%
Somewhat disagree	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%
Disagree strongly	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Don't Know	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 63: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree strongly	59%	58%	60%	50%	61%	53%	61%	67%	66%	59%	60%	60%
Somewhat agree	29%	31%	27%	35%	24%	34%	29%	21%	29%	29%	29%	29%
Neither agree nor disagree	8%	7%	9%	9%	12%	9%	7%	10%	2%	8%	8%	8%
Somewhat disagree	2%	2%	1%	3%	3%	1%	2%	2%	0%	2%	2%	2%
Disagree strongly	1%	1%	1%	2%	0%	2%	0%	0%	0%	1%	1%	1%
Don't Know	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 64: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree strongly	84%	82%	85%	79%	85%	81%	86%	84%	86%	84%	84%	85%
Somewhat agree	13%	15%	12%	18%	12%	13%	11%	13%	13%	13%	13%	13%
Neither agree nor disagree	3%	2%	3%	3%	2%	4%	2%	3%	0%	2%	2%	2%
Somewhat disagree	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Disagree strongly	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 65: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree strongly	63%	63%	62%	59%	71%	63%	63%	58%	58%	63%	63%	65%
Somewhat agree	29%	29%	29%	30%	23%	28%	31%	31%	35%	29%	29%	29%
Neither agree nor disagree	6%	5%	7%	9%	5%	7%	5%	7%	4%	6%	6%	5%
Somewhat disagree	1%	1%	1%	1%	1%	0%	0%	3%	2%	1%	1%	1%
Disagree strongly	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%
Don't Know	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 66: Which of the following news sources do you read, watch or listen to regularly?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Information from friends and family	51%	48%	54%	61%	53%	41%	51%	50%	56%	51%	52%	51%
Printed newspapers	23%	22%	25%	13%	16%	27%	25%	24%	37%	23%	24%	23%
Online newspapers from my country	58%	61%	56%	42%	52%	60%	69%	66%	61%	59%	59%	60%
Online newspapers from another country	25%	27%	24%	28%	24%	25%	27%	28%	19%	25%	26%	26%
TV news	76%	77%	75%	64%	68%	74%	83%	82%	87%	76%	76%	76%
Twitter	11%	13%	9%	12%	12%	9%	10%	9%	15%	11%	12%	12%
Facebook	67%	64%	70%	73%	69%	60%	62%	67%	76%	67%	67%	67%
Podcasts	8%	11%	6%	18%	12%	7%	6%	3%	4%	9%	9%	9%
YouTube	57%	59%	55%	83%	65%	47%	51%	46%	54%	58%	59%	58%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 67: Think back to the time before you had access to the Internet. Compared to then, would you agree with the following: "I read or watch from a wider variety of news sources than I did"

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree	81%	82%	80%	78%	81%	79%	87%	80%	81%	82%	82%	83%
Neither agree nor disagree	15%	14%	15%	19%	10%	16%	11%	18%	16%	14%	14%	14%
Disagree	4%	3%	4%	3%	6%	4%	2%	2%	3%	4%	3%	3%
Don't Know / have always used the Internet	1%	0%	1%	1%	3%	0%	0%	0%	0%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 68: Think back to the time before you had access to the Internet. Compared to then, would you agree with the following: "I can select the news sources I find most accurate"

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree	86%	87%	84%	80%	85%	86%	88%	86%	89%	86%	86%	87%
Neither agree nor disagree	13%	11%	14%	18%	11%	13%	10%	13%	11%	12%	12%	12%
Disagree	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%
Don't Know / have always used the Internet	1%	0%	1%	1%	3%	0%	0%	0%	0%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 69: Think back to the time before you had access to the Internet. Compared to then, would you agree with the following: “It is easier to research the background behind a news story”

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree	75%	78%	73%	67%	74%	83%	78%	73%	72%	75%	75%	76%
Neither agree nor disagree	20%	17%	23%	27%	21%	14%	16%	23%	25%	20%	20%	20%
Disagree	4%	4%	3%	5%	3%	3%	5%	3%	3%	4%	4%	4%
Don't Know / have always used the Internet	1%	1%	1%	1%	2%	0%	1%	1%	0%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 70: Think back to the time before you had access to the Internet. Compared to then, would you agree with the following: "The quality of news reporting has gone down"

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree	42%	44%	40%	38%	45%	44%	40%	42%	42%	42%	42%	42%
Neither agree nor disagree	44%	42%	46%	47%	40%	44%	45%	45%	44%	44%	44%	44%
Disagree	13%	13%	13%	12%	13%	12%	15%	13%	13%	13%	13%	13%
Don't Know / have always used the Internet	1%	0%	1%	2%	1%	0%	0%	1%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 71: Think back to the time before you had access to the Internet. Compared to then, would you agree with the following: "I consume a narrower range of news stories"

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree	34%	32%	36%	41%	47%	38%	25%	24%	25%	34%	34%	33%
Neither agree nor disagree	41%	43%	39%	37%	30%	39%	47%	48%	48%	41%	41%	41%
Disagree	24%	24%	23%	21%	20%	22%	28%	28%	24%	24%	24%	24%
Don't Know / have always used the Internet	1%	1%	1%	1%	3%	1%	0%	0%	2%	1%	1%	1%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 72: Think back to the time before you had access to the Internet. Compared to then, would you agree with the following: “I more often read news from people with a different political view to my own”

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree	25%	28%	22%	30%	25%	31%	22%	17%	24%	25%	26%	25%
Neither agree nor disagree	51%	51%	52%	47%	52%	49%	57%	62%	41%	52%	51%	52%
Disagree	20%	19%	22%	16%	18%	17%	21%	20%	33%	20%	20%	20%
Don't Know / have always used the Internet	3%	2%	4%	7%	5%	3%	0%	1%	2%	3%	3%	3%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 73: Think back to the time before you had access to the Internet. Compared to then, would you agree with the following: “It is easier to find news stories more than a few days old”

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Agree	72%	72%	71%	75%	75%	73%	71%	69%	64%	72%	72%	72%
Neither agree nor disagree	22%	22%	22%	18%	17%	21%	23%	26%	31%	22%	21%	21%
Disagree	5%	5%	5%	6%	6%	4%	5%	4%	5%	5%	5%	5%
Don't Know / have always used the Internet	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 74: On average, how frequently do you use your smartphone to: Keep in touch with friends

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	57%	54%	59%	79%	64%	57%	50%	45%	41%	57%	57%	58%
Daily	26%	26%	25%	17%	23%	26%	31%	30%	26%	26%	26%	26%
Multiple times a week	10%	9%	10%	2%	10%	10%	12%	13%	11%	9%	9%	9%
Weekly	4%	5%	3%	2%	3%	6%	2%	4%	11%	4%	4%	4%
Once a month	1%	2%	0%	0%	0%	2%	2%	1%	1%	1%	1%	1%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	2%	3%	2%	0%	1%	0%	2%	4%	11%	2%	2%	2%
Don't Know	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 75: On average, how frequently do you use your smartphone to: Keep in touch with work colleagues or customers

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	33%	33%	33%	40%	42%	38%	35%	26%	8%	34%	34%	35%
Daily	27%	28%	26%	25%	30%	29%	32%	23%	20%	28%	28%	28%
Multiple times a week	17%	16%	18%	14%	16%	17%	16%	17%	20%	17%	17%	16%
Weekly	8%	6%	9%	9%	4%	9%	5%	11%	9%	8%	8%	7%
Once a month	4%	5%	3%	2%	3%	2%	3%	7%	12%	4%	4%	4%
Once a year	1%	1%	1%	1%	0%	1%	0%	3%	4%	1%	1%	1%
Never	7%	8%	6%	5%	3%	2%	5%	10%	25%	7%	7%	7%
Don't Know	3%	2%	3%	4%	1%	3%	3%	3%	1%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 76: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	34%	29%	38%	41%	44%	36%	32%	25%	17%	34%	34%	35%
Daily	32%	32%	33%	33%	28%	34%	34%	31%	36%	33%	32%	33%
Multiple times a week	19%	21%	17%	14%	17%	19%	20%	22%	22%	19%	19%	18%
Weekly	7%	9%	6%	8%	4%	6%	8%	13%	6%	7%	7%	7%
Once a month	2%	4%	1%	1%	3%	3%	2%	2%	5%	3%	3%	2%
Once a year	1%	1%	1%	2%	1%	0%	0%	0%	2%	1%	1%	1%
Never	3%	4%	3%	1%	1%	2%	3%	6%	11%	3%	3%	3%
Don't Know	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 77: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	25%	25%	24%	27%	30%	29%	22%	17%	19%	25%	25%	25%
Daily	22%	22%	22%	22%	20%	24%	21%	23%	22%	22%	23%	22%
Multiple times a week	24%	23%	25%	22%	26%	22%	26%	26%	23%	24%	24%	24%
Weekly	16%	16%	15%	14%	13%	13%	18%	20%	17%	16%	15%	15%
Once a month	8%	8%	8%	10%	8%	9%	7%	8%	6%	8%	8%	8%
Once a year	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Never	3%	4%	3%	1%	1%	1%	3%	4%	12%	3%	3%	3%
Don't Know	1%	1%	2%	3%	1%	0%	2%	2%	0%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 78: And how often do you talk to the same groups in person, without using any technology: Friends?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	22%	24%	20%	43%	26%	24%	14%	12%	11%	22%	23%	22%
Daily	27%	26%	27%	24%	29%	28%	27%	25%	25%	27%	26%	27%
Multiple times a week	23%	24%	22%	20%	22%	18%	26%	28%	25%	23%	23%	23%
Weekly	17%	16%	17%	9%	13%	17%	21%	19%	20%	16%	16%	17%
Once a month	9%	8%	10%	4%	7%	10%	9%	11%	13%	9%	8%	8%
Once a year	2%	1%	2%	0%	1%	2%	2%	3%	2%	2%	2%	2%
Never	1%	1%	1%	0%	0%	0%	1%	1%	3%	1%	0%	0%
Don't Know	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 79: And how often do you talk to the same groups in person, without using any technology: Work colleagues or customers?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	18%	19%	17%	18%	24%	24%	18%	14%	5%	18%	19%	19%
Daily	34%	33%	35%	38%	40%	36%	39%	28%	15%	34%	35%	35%
Multiple times a week	17%	19%	15%	16%	17%	19%	20%	14%	16%	17%	17%	17%
Weekly	11%	9%	12%	11%	8%	10%	11%	13%	14%	11%	11%	11%
Once a month	7%	5%	8%	5%	8%	5%	3%	11%	12%	7%	7%	7%
Once a year	2%	3%	2%	1%	0%	1%	2%	4%	8%	2%	3%	2%
Never	8%	8%	7%	7%	2%	3%	4%	11%	26%	7%	7%	7%
Don't Know	3%	2%	4%	4%	1%	3%	2%	5%	4%	3%	3%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 80: And how often do you talk to the same groups in person, without using any technology: Close family you live with?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	28%	26%	30%	35%	29%	28%	27%	26%	22%	28%	29%	29%
Daily	38%	36%	40%	36%	40%	39%	43%	38%	28%	38%	38%	38%
Multiple times a week	14%	18%	11%	14%	10%	14%	14%	16%	21%	14%	14%	14%
Weekly	10%	11%	10%	11%	13%	8%	10%	7%	13%	10%	10%	11%
Once a month	5%	5%	5%	2%	5%	6%	2%	7%	7%	5%	5%	5%
Once a year	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%
Never	3%	3%	2%	1%	1%	3%	3%	3%	6%	3%	2%	2%
Don't Know	1%	1%	1%	1%	1%	1%	0%	3%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 81: And how often do you talk to the same groups in person, without using any technology: Extended family?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	13%	16%	11%	12%	17%	14%	11%	11%	13%	13%	14%	13%
Daily	18%	17%	19%	16%	15%	22%	17%	18%	19%	18%	18%	18%
Multiple times a week	22%	24%	19%	20%	20%	17%	27%	19%	28%	21%	22%	21%
Weekly	21%	20%	21%	19%	19%	20%	24%	28%	15%	21%	20%	21%
Once a month	16%	14%	18%	18%	20%	19%	10%	13%	15%	16%	16%	16%
Once a year	7%	6%	8%	10%	8%	4%	8%	7%	4%	7%	7%	7%
Never	2%	2%	2%	1%	0%	2%	2%	1%	4%	2%	1%	1%
Don't Know	2%	2%	3%	4%	1%	2%	1%	3%	2%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 82: Are any of the following true for you: “I first met one or more of my current friends online”?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
True for me	39%	40%	39%	51%	39%	39%	36%	33%	37%	39%	40%	40%
Not in my experience	55%	54%	56%	40%	53%	56%	61%	64%	60%	55%	55%	55%
Don't Know	5%	6%	5%	9%	8%	5%	3%	3%	3%	5%	6%	5%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 83: Are any of the following true for you: “I first met a current or former romantic partner online”?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
True for me	30%	29%	31%	49%	41%	30%	22%	22%	12%	30%	31%	31%
Not in my experience	68%	68%	67%	50%	56%	66%	76%	77%	86%	67%	67%	67%
Don't Know	2%	3%	2%	1%	3%	4%	2%	1%	2%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 84: Are any of the following true for you: “Using the Internet or my smartphone has made it easier to speak more regularly to relatives”?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
True for me	85%	83%	86%	86%	83%	80%	86%	92%	83%	85%	85%	86%
Not in my experience	13%	13%	12%	9%	14%	18%	11%	8%	15%	12%	12%	12%
Don't Know	3%	3%	2%	5%	3%	2%	3%	0%	2%	3%	3%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 85: Are any of the following true for you: “Being online has made it easier to find people who share my interests”?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
True for me	67%	68%	67%	70%	67%	68%	69%	64%	63%	68%	68%	69%
Not in my experience	25%	25%	24%	21%	26%	26%	22%	25%	32%	24%	24%	23%
Don't Know	8%	7%	9%	9%	8%	6%	10%	11%	5%	8%	8%	8%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 86: Are any of the following true for you: “It is hard to find people who share some of my interests in the physical world”?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
True for me	30%	31%	29%	38%	35%	27%	25%	28%	29%	30%	30%	30%
Not in my experience	52%	53%	52%	47%	51%	56%	59%	45%	52%	52%	53%	52%
Don't Know	18%	16%	19%	15%	14%	17%	16%	26%	19%	17%	18%	17%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 87: Are any of the following true for you: “Talking to people online has helped me feel less lonely”?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
True for me	43%	39%	46%	57%	40%	37%	35%	46%	47%	43%	43%	43%
Not in my experience	48%	51%	46%	36%	49%	57%	52%	42%	46%	48%	48%	48%
Don't Know	9%	10%	8%	7%	10%	7%	12%	13%	6%	9%	9%	9%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 88: How often do you do one of the following: “Use my phone to reduce boredom while waiting for something else”?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Over 5 times a day	19%	18%	20%	41%	29%	20%	8%	5%	7%	19%	19%	19%
Multiple times a day	28%	25%	32%	38%	32%	30%	26%	23%	16%	29%	29%	29%
Daily	23%	22%	25%	15%	28%	27%	28%	21%	16%	23%	24%	24%
Weekly	9%	10%	9%	3%	7%	12%	16%	8%	6%	9%	9%	9%
True for me	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Monthly	2%	3%	1%	1%	0%	1%	3%	4%	6%	2%	2%	2%
Less often	12%	14%	10%	1%	2%	7%	14%	26%	31%	12%	11%	12%
Never	5%	8%	3%	0%	1%	3%	5%	11%	17%	5%	5%	5%
Don't Know	1%	0%	1%	1%	1%	0%	0%	2%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 89: How often do you do one of the following: “Use my phone to check in with work or look something up while waiting for something else”?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Over 5 times a day	16%	16%	16%	26%	29%	17%	9%	3%	7%	16%	16%	16%
Multiple times a day	27%	23%	32%	39%	29%	32%	25%	20%	13%	28%	27%	28%
Daily	27%	28%	25%	22%	28%	28%	31%	25%	24%	27%	27%	28%
Weekly	10%	11%	10%	5%	9%	11%	14%	12%	7%	10%	10%	10%
True for me	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Monthly	3%	3%	2%	0%	2%	3%	2%	6%	4%	3%	3%	2%
Less often	11%	12%	11%	6%	3%	8%	14%	21%	23%	11%	11%	11%
Never	5%	6%	4%	0%	1%	1%	3%	11%	20%	5%	4%	4%
Don't Know	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 90: How often do you do one of the following: “Get interrupted by notifications on my phone”?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Over 5 times a day	12%	10%	13%	20%	15%	12%	7%	11%	5%	12%	12%	12%
Multiple times a day	22%	22%	23%	22%	25%	22%	25%	20%	19%	23%	22%	23%
Daily	27%	28%	27%	36%	25%	32%	28%	15%	24%	27%	28%	29%
Weekly	8%	10%	6%	7%	6%	12%	7%	9%	5%	8%	8%	8%
True for me	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Monthly	2%	2%	1%	3%	1%	1%	1%	1%	3%	2%	2%	1%
Less often	18%	17%	18%	9%	19%	13%	20%	25%	24%	18%	17%	17%
Never	10%	10%	10%	3%	7%	8%	11%	16%	18%	10%	10%	9%
Don't Know	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 91: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	18%	18%	18%	36%	30%	13%	11%	10%	7%	18%	19%	19%
Daily	26%	27%	25%	26%	24%	25%	31%	26%	22%	26%	27%	27%
Weekly	27%	27%	27%	27%	21%	31%	27%	25%	31%	27%	27%	27%
Monthly	11%	12%	11%	3%	12%	14%	14%	13%	9%	11%	12%	12%
Less often	14%	13%	15%	7%	11%	13%	14%	23%	21%	14%	13%	13%
Never	4%	3%	4%	1%	2%	4%	3%	3%	9%	3%	3%	3%
Don't Know	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 92: How often, if at all, do you use YouTube to... : Watch a TV show

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	8%	8%	8%	17%	13%	7%	3%	4%	1%	8%	8%	7%
Daily	15%	13%	17%	22%	21%	13%	14%	7%	11%	15%	16%	16%
Weekly	18%	18%	18%	17%	17%	18%	21%	17%	15%	18%	18%	19%
Monthly	9%	10%	8%	6%	10%	9%	10%	11%	8%	9%	9%	9%
Less often	27%	27%	26%	17%	21%	28%	30%	32%	34%	27%	26%	27%
Never	23%	23%	22%	18%	17%	23%	21%	28%	32%	22%	21%	22%
Don't Know	1%	0%	1%	2%	1%	1%	0%	1%	0%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 93: How often, if at all, do you use YouTube to... : Help with DIY or instruction manuals (eg. putting together furniture or changing a plug)

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	7%	7%	7%	15%	12%	5%	3%	6%	1%	7%	7%	7%
Daily	9%	10%	9%	9%	8%	13%	10%	4%	7%	9%	9%	9%
Weekly	20%	22%	18%	17%	16%	18%	28%	19%	21%	20%	21%	21%
Monthly	23%	24%	22%	24%	20%	27%	22%	23%	20%	23%	23%	23%
Less often	30%	27%	32%	23%	32%	29%	30%	37%	31%	30%	29%	30%
Never	10%	10%	10%	10%	12%	7%	5%	9%	19%	9%	9%	8%
Don't Know	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 94: How often, if at all, do you use YouTube to... : Help with cooking (eg. Recipes or help with cooking or baking/decorating)

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	6%	6%	7%	15%	10%	5%	2%	5%	2%	7%	7%	7%
Daily	11%	8%	14%	14%	12%	12%	11%	8%	8%	11%	11%	12%
Weekly	30%	26%	34%	28%	31%	29%	35%	29%	28%	30%	31%	31%
Monthly	19%	18%	21%	20%	18%	24%	21%	15%	14%	19%	20%	19%
Less often	24%	27%	21%	18%	24%	22%	22%	31%	29%	24%	23%	24%
Never	9%	15%	3%	4%	4%	9%	9%	11%	18%	8%	8%	8%
Don't Know	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 95: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	5%	4%	6%	15%	8%	4%	1%	1%	0%	5%	5%	5%
Daily	7%	4%	9%	8%	11%	8%	5%	3%	2%	7%	7%	7%
Weekly	13%	8%	17%	22%	13%	11%	14%	7%	7%	13%	13%	13%
Monthly	11%	4%	17%	12%	10%	12%	12%	9%	6%	11%	11%	11%
Less often	24%	15%	32%	12%	28%	23%	25%	33%	23%	24%	24%	24%
Never	40%	63%	17%	30%	29%	41%	39%	46%	60%	39%	39%	39%
Don't Know	1%	2%	1%	1%	1%	0%	3%	2%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 96: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	23%	22%	24%	48%	35%	22%	14%	9%	4%	23%	24%	23%
Daily	30%	29%	31%	35%	38%	30%	31%	20%	21%	30%	30%	30%
Weekly	27%	28%	26%	11%	21%	30%	39%	30%	28%	27%	28%	28%
Monthly	7%	8%	7%	4%	3%	6%	8%	13%	14%	7%	7%	7%
Less often	10%	10%	10%	2%	3%	10%	8%	21%	22%	10%	10%	10%
Never	2%	3%	2%	1%	0%	0%	1%	6%	11%	2%	1%	1%
Don't Know	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 97: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	7%	9%	5%	17%	12%	5%	3%	3%	1%	7%	7%	7%
Daily	8%	8%	7%	17%	5%	7%	8%	4%	4%	8%	8%	8%
Weekly	11%	15%	8%	12%	14%	12%	11%	7%	11%	11%	12%	12%
Monthly	7%	7%	7%	4%	10%	10%	6%	6%	4%	7%	7%	7%
Less often	25%	25%	26%	19%	28%	26%	30%	23%	24%	26%	26%	26%
Never	40%	34%	46%	29%	31%	39%	40%	53%	55%	40%	39%	38%
Don't Know	2%	1%	2%	1%	1%	1%	2%	4%	1%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 98: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	7%	8%	6%	22%	10%	4%	2%	1%	1%	7%	7%	7%
Daily	8%	11%	6%	18%	11%	9%	6%	3%	2%	8%	9%	9%
Weekly	14%	13%	14%	19%	17%	14%	11%	11%	7%	13%	14%	14%
Monthly	10%	10%	10%	13%	13%	9%	9%	5%	8%	10%	10%	10%
Less often	28%	26%	30%	16%	24%	30%	32%	34%	33%	28%	28%	29%
Never	32%	30%	33%	11%	24%	33%	38%	43%	44%	32%	31%	30%
Don't Know	2%	2%	1%	1%	1%	0%	1%	3%	4%	2%	2%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 99: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Several times a day	8%	9%	7%	11%	13%	6%	5%	6%	4%	8%	8%	8%
Daily	14%	16%	13%	12%	13%	15%	15%	11%	18%	14%	15%	15%
Weekly	21%	25%	17%	20%	17%	22%	24%	16%	25%	21%	21%	22%
Monthly	10%	10%	11%	17%	10%	11%	8%	12%	6%	10%	11%	11%
Less frequently	27%	23%	30%	25%	29%	27%	27%	27%	24%	27%	27%	27%
Never	19%	17%	21%	14%	18%	17%	20%	26%	22%	19%	18%	18%
Don't Know	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 100: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Several times a day	21%	22%	21%	41%	31%	17%	17%	12%	6%	22%	22%	22%
Daily	34%	35%	33%	38%	31%	38%	33%	29%	31%	34%	35%	35%
Weekly	25%	24%	26%	15%	22%	26%	30%	28%	28%	25%	25%	26%
Monthly	9%	8%	10%	4%	5%	10%	12%	9%	13%	9%	9%	8%
Less frequently	8%	9%	8%	3%	8%	5%	7%	18%	16%	8%	8%	8%
Never	2%	2%	3%	0%	2%	2%	2%	3%	6%	2%	1%	1%
Don't Know	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 101: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Several times a day	6%	7%	5%	13%	12%	4%	2%	2%	2%	6%	6%	6%
Daily	13%	12%	14%	16%	13%	14%	15%	8%	9%	13%	13%	13%
Weekly	21%	20%	23%	25%	22%	22%	23%	16%	19%	21%	22%	22%
Monthly	17%	18%	16%	16%	19%	20%	17%	18%	13%	17%	18%	18%
Less frequently	28%	26%	30%	22%	26%	30%	30%	35%	24%	28%	28%	28%
Never	14%	16%	11%	7%	9%	9%	11%	22%	32%	13%	12%	12%
Don't Know	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 102: Do you find watching YouTube for these tasks?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Has saved you money	8%	9%	7%	9%	7%	11%	7%	7%	4%	8%	8%	8%
Has saved you time	22%	21%	23%	9%	16%	22%	31%	26%	24%	22%	22%	22%
Is easier than the alternatives	44%	46%	41%	61%	54%	43%	37%	33%	29%	44%	44%	44%
Entertaining	22%	20%	24%	18%	19%	20%	22%	26%	32%	22%	22%	22%
N/A	3%	2%	3%	1%	1%	2%	3%	3%	7%	2%	2%	2%
Don't Know	2%	2%	2%	2%	3%	2%	0%	4%	3%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 103: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	16%	13%	18%	17%	22%	17%	14%	13%	9%	16%	15%	15%
30 minutes - 1 hour	26%	22%	30%	25%	22%	31%	22%	25%	31%	26%	27%	26%
1 hour- 2 hours	18%	21%	16%	15%	18%	18%	19%	24%	17%	19%	19%	19%
2 hours - 4 hours	15%	17%	14%	15%	15%	16%	16%	16%	16%	16%	15%	16%
4 hours- 6 hours	8%	9%	8%	10%	10%	5%	11%	6%	5%	8%	8%	8%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	2%	3%	2%	2%	2%	1%	2%	2%	6%	2%	3%	3%
Don't Know	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 104: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	11%	10%	13%	19%	14%	11%	9%	9%	5%	11%	11%	11%
30 minutes - 1 hour	14%	15%	14%	14%	13%	14%	15%	15%	14%	14%	14%	15%
1 hour- 2 hours	17%	16%	17%	16%	15%	18%	17%	15%	18%	17%	17%	16%
2 hours - 4 hours	12%	14%	10%	10%	15%	13%	12%	11%	9%	12%	12%	13%
4 hours- 6 hours	8%	10%	6%	7%	7%	8%	9%	9%	7%	8%	8%	8%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	25%	20%	29%	23%	22%	19%	26%	28%	35%	24%	24%	24%
Don't Know	1%	1%	1%	1%	1%	0%	0%	2%	2%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 105: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	18%	14%	21%	29%	16%	17%	17%	15%	12%	18%	18%	18%
30 minutes - 1 hour	15%	14%	16%	17%	16%	20%	10%	14%	13%	15%	15%	15%
1 hour- 2 hours	9%	8%	10%	11%	12%	6%	9%	6%	11%	9%	9%	9%
2 hours - 4 hours	5%	5%	5%	6%	6%	4%	5%	6%	2%	5%	5%	5%
4 hours- 6 hours	3%	3%	3%	1%	4%	3%	3%	1%	2%	3%	3%	3%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	47%	52%	42%	31%	42%	46%	53%	55%	57%	47%	46%	46%
Don't Know	1%	2%	1%	1%	0%	2%	0%	1%	4%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 106: And how much time did you spend in total in the following forms of transport: Train?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	6%	7%	5%	10%	8%	6%	4%	5%	2%	6%	6%	6%
30 minutes - 1 hour	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%
1 hour- 2 hours	3%	3%	3%	4%	4%	2%	1%	3%	1%	3%	2%	3%
2 hours - 4 hours	3%	3%	3%	4%	2%	1%	4%	3%	4%	3%	3%	3%
4 hours- 6 hours	3%	2%	3%	4%	1%	4%	2%	1%	3%	2%	2%	3%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	80%	80%	80%	70%	81%	79%	85%	82%	81%	80%	80%	80%
Don't Know	2%	2%	2%	3%	1%	3%	0%	1%	5%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 107: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	8%	8%	8%	13%	9%	7%	7%	8%	3%	8%	8%	8%
30 minutes - 1 hour	6%	9%	4%	9%	6%	6%	7%	6%	4%	6%	6%	6%
1 hour- 2 hours	6%	8%	4%	4%	4%	7%	7%	5%	6%	6%	6%	6%
2 hours - 4 hours	4%	5%	2%	4%	3%	4%	3%	3%	4%	4%	4%	4%
4 hours- 6 hours	2%	3%	1%	4%	2%	3%	1%	1%	0%	2%	2%	2%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	72%	63%	80%	62%	74%	71%	73%	74%	77%	72%	71%	72%
Don't Know	2%	2%	1%	2%	0%	1%	1%	1%	5%	2%	2%	1%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 108: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	19%	18%	20%	28%	21%	22%	16%	12%	16%	19%	20%	20%
30 minutes - 1 hour	8%	8%	9%	10%	8%	8%	7%	9%	9%	8%	9%	8%
1 hour- 2 hours	3%	4%	3%	5%	6%	3%	2%	4%	0%	4%	4%	4%
2 hours - 4 hours	1%	1%	1%	0%	2%	2%	2%	0%	2%	1%	1%	1%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	65%	67%	64%	54%	62%	63%	72%	73%	69%	65%	65%	65%
Don't Know	2%	2%	2%	3%	1%	2%	0%	2%	3%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 109: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	8%	8%	7%	13%	9%	9%	5%	4%	3%	8%	8%	8%
30 minutes - 1 hour	2%	2%	3%	2%	4%	1%	2%	3%	2%	2%	3%	3%
1 hour- 2 hours	2%	2%	1%	4%	1%	1%	1%	1%	0%	2%	1%	2%
2 hours - 4 hours	1%	1%	1%	1%	1%	1%	0%	2%	0%	1%	1%	1%
4 hours- 6 hours	0%	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	79%	80%	78%	71%	78%	77%	84%	83%	82%	79%	78%	79%
Don't Know	8%	7%	8%	8%	6%	9%	6%	6%	12%	8%	8%	7%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 110: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	16%	15%	16%	28%	22%	17%	11%	8%	4%	16%	16%	16%
Daily	18%	19%	17%	20%	19%	16%	20%	14%	18%	18%	18%	19%
Several times a week	20%	20%	20%	17%	27%	17%	16%	24%	20%	20%	21%	21%
Weekly	14%	14%	13%	10%	10%	16%	15%	13%	18%	14%	13%	14%
Once a month	9%	9%	9%	9%	7%	12%	8%	10%	6%	9%	9%	9%
Once a year	4%	4%	4%	1%	3%	6%	3%	6%	3%	4%	3%	3%
Never	14%	15%	13%	8%	8%	8%	19%	18%	26%	14%	13%	12%
Don't Know	6%	6%	7%	5%	4%	9%	8%	8%	4%	6%	6%	6%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 111: 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?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	14%	14%	15%	25%	26%	17%	6%	5%	3%	14%	15%	15%
Daily	15%	18%	13%	20%	19%	15%	16%	11%	7%	15%	16%	16%
Several times a week	21%	22%	21%	26%	19%	21%	26%	18%	14%	21%	22%	22%
Weekly	17%	16%	18%	13%	15%	17%	19%	17%	21%	17%	16%	17%
Once a month	17%	15%	19%	12%	11%	20%	14%	25%	20%	17%	17%	17%
Once a year	4%	4%	4%	1%	3%	4%	3%	7%	8%	4%	4%	4%
Never	9%	10%	9%	1%	5%	4%	12%	14%	25%	9%	9%	8%
Don't Know	2%	2%	2%	1%	1%	2%	3%	3%	1%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 112: 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?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	21%	20%	21%	25%	29%	29%	17%	9%	6%	21%	22%	22%
Daily	24%	25%	24%	26%	28%	25%	26%	23%	16%	25%	25%	25%
Several times a week	15%	16%	14%	13%	21%	12%	19%	13%	14%	15%	15%	16%
Weekly	10%	10%	11%	12%	9%	14%	7%	13%	8%	10%	10%	11%
Once a month	7%	7%	7%	8%	4%	7%	7%	9%	8%	7%	7%	7%
Once a year	3%	2%	4%	2%	3%	2%	5%	2%	1%	3%	3%	2%
Never	15%	17%	14%	9%	6%	9%	14%	23%	44%	15%	15%	14%
Don't Know	4%	3%	4%	5%	1%	3%	4%	7%	2%	4%	3%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 113: 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?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	15%	15%	15%	27%	21%	19%	9%	5%	6%	15%	16%	16%
Daily	23%	22%	24%	29%	29%	23%	23%	18%	11%	23%	23%	23%
Several times a week	12%	12%	11%	15%	17%	11%	8%	11%	8%	12%	12%	12%
Weekly	10%	10%	10%	14%	6%	11%	11%	8%	7%	10%	10%	10%
Once a month	9%	9%	9%	5%	11%	7%	11%	10%	9%	9%	9%	9%
Once a year	6%	6%	6%	6%	3%	8%	5%	4%	7%	6%	6%	6%
Never	24%	25%	23%	4%	12%	20%	29%	40%	48%	24%	23%	22%
Don't Know	2%	2%	2%	0%	1%	1%	3%	5%	2%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 114: While travelling or running errands during day to day life, how often do you do the following: Communicated with a close friend or family you would not otherwise have talked to?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	16%	14%	18%	27%	21%	19%	10%	6%	8%	16%	17%	17%
Daily	20%	19%	22%	21%	28%	22%	19%	16%	11%	20%	20%	20%
Several times a week	18%	21%	16%	18%	16%	15%	21%	25%	16%	18%	18%	19%
Weekly	16%	16%	16%	15%	15%	18%	15%	16%	20%	16%	16%	16%
Once a month	13%	12%	14%	7%	10%	17%	14%	18%	14%	13%	13%	13%
Once a year	6%	6%	5%	5%	6%	4%	7%	6%	6%	6%	5%	5%
Never	7%	9%	6%	5%	1%	3%	10%	9%	20%	7%	7%	6%
Don't Know	4%	4%	3%	2%	3%	3%	4%	6%	5%	4%	3%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 115: While travelling or running errands during day to day life, how often do you do the following: Checked your calendar?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	8%	8%	8%	14%	12%	9%	5%	5%	3%	8%	9%	9%
Daily	26%	26%	26%	30%	33%	24%	28%	20%	19%	26%	27%	27%
Several times a week	22%	21%	22%	24%	22%	20%	20%	26%	20%	22%	22%	22%
Weekly	16%	14%	19%	14%	19%	22%	15%	13%	13%	16%	16%	17%
Once a month	10%	10%	9%	9%	8%	8%	8%	11%	15%	10%	9%	9%
Once a year	2%	3%	1%	1%	1%	3%	1%	3%	2%	2%	2%	2%
Never	12%	13%	11%	2%	3%	10%	18%	16%	26%	12%	11%	11%
Don't Know	4%	4%	3%	5%	1%	4%	4%	6%	2%	4%	4%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 116: While travelling or running errands during day to day life, how often do you do the following: Use Maps or a calendar reminder to avoid being late to a meeting?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	8%	9%	7%	16%	12%	9%	4%	4%	1%	8%	8%	8%
Daily	14%	14%	13%	25%	18%	9%	12%	9%	7%	14%	14%	14%
Several times a week	14%	14%	14%	12%	14%	14%	18%	12%	13%	14%	14%	15%
Weekly	14%	14%	15%	11%	24%	14%	13%	13%	11%	14%	14%	15%
Once a month	12%	12%	13%	7%	10%	19%	13%	12%	11%	12%	12%	13%
Once a year	6%	7%	5%	4%	4%	5%	3%	7%	14%	6%	6%	5%
Never	27%	25%	28%	19%	13%	25%	32%	36%	39%	26%	25%	24%
Don't Know	5%	5%	6%	6%	5%	5%	5%	7%	5%	6%	5%	5%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 117: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	11%	10%	11%	19%	10%	10%	7%	7%	11%	11%	11%	11%
Daily	17%	18%	16%	20%	20%	14%	20%	14%	13%	17%	18%	18%
Several times a week	19%	17%	21%	27%	15%	15%	17%	23%	20%	19%	19%	20%
Weekly	11%	12%	11%	14%	16%	11%	9%	12%	5%	11%	12%	12%
Once a month	15%	14%	16%	11%	19%	22%	11%	14%	13%	15%	15%	15%
Once a year	11%	12%	11%	5%	10%	15%	15%	10%	12%	12%	11%	11%
Never	13%	15%	11%	2%	10%	9%	18%	17%	27%	13%	12%	12%
Don't Know	2%	2%	3%	2%	1%	3%	3%	3%	0%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 118: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	8%	7%	10%	14%	13%	9%	6%	1%	6%	8%	9%	8%
Daily	10%	10%	9%	14%	13%	8%	10%	9%	4%	10%	10%	10%
Several times a week	9%	10%	9%	12%	10%	11%	8%	11%	5%	9%	10%	9%
Weekly	11%	11%	11%	17%	13%	12%	9%	7%	7%	11%	11%	12%
Once a month	24%	24%	24%	23%	23%	27%	27%	23%	17%	24%	24%	25%
Once a year	26%	26%	26%	13%	22%	27%	28%	35%	34%	26%	26%	26%
Never	9%	9%	9%	4%	6%	3%	10%	12%	24%	8%	8%	7%
Don't Know	3%	2%	3%	2%	1%	4%	3%	3%	2%	3%	3%	2%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 119: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	11%	11%	11%	16%	16%	10%	8%	8%	7%	11%	12%	11%
Daily	13%	13%	13%	25%	15%	13%	10%	10%	2%	13%	13%	14%
Several times a week	14%	15%	12%	17%	12%	12%	16%	13%	12%	14%	14%	14%
Weekly	16%	18%	15%	17%	19%	17%	14%	15%	15%	16%	16%	17%
Once a month	23%	25%	21%	12%	21%	27%	28%	25%	24%	24%	23%	24%
Once a year	13%	10%	16%	6%	10%	15%	13%	16%	21%	13%	13%	12%
Never	7%	6%	9%	4%	5%	5%	7%	10%	16%	7%	7%	5%
Don't Know	3%	2%	3%	4%	1%	1%	3%	4%	3%	3%	2%	2%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 120: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	4%	4%	4%	6%	8%	4%	2%	2%	2%	4%	4%	4%
Daily	9%	10%	9%	12%	15%	12%	7%	6%	3%	10%	10%	10%
Several times a week	13%	13%	12%	17%	10%	10%	13%	14%	14%	13%	13%	13%
Weekly	16%	17%	15%	13%	15%	14%	17%	20%	18%	16%	16%	17%
Once a month	26%	27%	26%	25%	26%	25%	34%	26%	18%	26%	27%	27%
Once a year	13%	11%	16%	11%	13%	16%	10%	9%	22%	13%	13%	13%
Never	13%	13%	13%	11%	7%	13%	13%	17%	20%	12%	12%	10%
Don't Know	5%	5%	6%	7%	6%	6%	5%	5%	3%	5%	5%	5%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 121: How often do you use Google Maps to do the following...: Find a nearby restaurant, bar or café

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	4%	4%	4%	9%	6%	3%	2%	2%	1%	4%	4%	4%
Daily	7%	7%	7%	8%	12%	7%	4%	4%	3%	7%	7%	7%
Several times a week	11%	11%	11%	20%	12%	10%	10%	6%	6%	11%	11%	11%
Weekly	15%	16%	14%	22%	19%	16%	10%	11%	7%	15%	15%	16%
Once a month	28%	26%	29%	22%	32%	26%	34%	29%	18%	28%	28%	28%
Once a year	14%	14%	14%	9%	8%	19%	14%	15%	19%	14%	14%	14%
Never	17%	19%	16%	8%	6%	13%	19%	27%	41%	17%	17%	15%
Don't Know	5%	4%	6%	2%	5%	5%	7%	6%	4%	5%	5%	5%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 122: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	6%	7%	6%	10%	9%	6%	4%	5%	1%	6%	7%	6%
Daily	11%	12%	10%	16%	11%	13%	10%	9%	5%	11%	11%	12%
Several times a week	17%	19%	14%	23%	20%	12%	15%	13%	18%	17%	17%	17%
Weekly	17%	17%	16%	20%	21%	17%	16%	12%	12%	17%	17%	17%
Once a month	24%	23%	24%	14%	21%	29%	27%	25%	24%	24%	24%	24%
Once a year	14%	13%	15%	7%	8%	14%	17%	18%	19%	14%	13%	14%
Never	9%	7%	11%	5%	6%	7%	8%	12%	18%	8%	8%	7%
Don't Know	3%	2%	5%	4%	4%	2%	3%	6%	3%	4%	3%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 123: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	6%	7%	6%	12%	10%	5%	4%	3%	3%	6%	7%	6%
Daily	10%	11%	9%	16%	12%	11%	9%	6%	4%	10%	10%	11%
Several times a week	13%	16%	11%	19%	14%	13%	12%	12%	8%	13%	13%	14%
Weekly	16%	14%	18%	22%	24%	15%	12%	10%	11%	16%	16%	16%
Once a month	21%	22%	20%	14%	19%	24%	23%	21%	21%	20%	20%	21%
Once a year	15%	14%	16%	7%	10%	17%	20%	19%	18%	15%	15%	16%
Never	14%	14%	15%	7%	8%	12%	15%	20%	31%	14%	14%	12%
Don't Know	5%	4%	6%	2%	4%	4%	5%	9%	4%	5%	4%	5%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 124: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	6%	6%	6%	13%	8%	6%	4%	3%	3%	6%	7%	6%
Daily	10%	11%	10%	15%	13%	10%	11%	8%	2%	10%	11%	11%
Several times a week	12%	11%	13%	15%	10%	12%	11%	13%	13%	12%	13%	12%
Weekly	14%	15%	13%	14%	22%	15%	12%	13%	8%	15%	14%	15%
Once a month	21%	21%	21%	20%	22%	23%	21%	19%	19%	21%	21%	21%
Once a year	13%	14%	12%	9%	10%	13%	16%	18%	12%	13%	13%	14%
Never	16%	16%	17%	9%	9%	14%	16%	19%	36%	16%	15%	14%
Don't Know	6%	6%	7%	4%	4%	6%	8%	8%	7%	6%	6%	6%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 125: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	4%	6%	3%	9%	7%	4%	3%	1%	3%	4%	5%	4%
Daily	8%	8%	7%	12%	12%	8%	7%	4%	1%	8%	8%	8%
Several times a week	10%	10%	10%	17%	6%	9%	9%	9%	7%	10%	10%	10%
Weekly	11%	12%	11%	11%	16%	12%	10%	7%	11%	12%	11%	12%
Once a month	21%	21%	20%	22%	22%	20%	19%	26%	16%	21%	21%	21%
Once a year	17%	17%	17%	10%	12%	21%	22%	19%	17%	17%	17%	17%
Never	23%	21%	25%	16%	19%	21%	22%	23%	40%	22%	22%	21%
Don't Know	6%	6%	7%	4%	6%	5%	8%	10%	5%	6%	6%	6%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 126: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	6%	7%	5%	13%	8%	7%	3%	3%	1%	6%	6%	6%
Daily	12%	12%	11%	20%	13%	11%	12%	7%	3%	12%	12%	12%
Several times a week	14%	14%	14%	19%	17%	13%	13%	10%	11%	14%	14%	15%
Weekly	13%	13%	13%	12%	15%	13%	13%	12%	13%	13%	13%	13%
Once a month	15%	15%	15%	12%	16%	18%	14%	13%	15%	15%	15%	15%
Once a year	10%	9%	10%	7%	9%	12%	10%	13%	7%	10%	9%	10%
Never	24%	23%	25%	13%	15%	23%	27%	31%	41%	24%	24%	22%
Don't Know	7%	6%	7%	4%	7%	4%	8%	10%	9%	7%	7%	6%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 127: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Multiple times a day	6%	6%	5%	7%	4%	7%	4%	5%	6%	6%	6%	6%
Daily	10%	11%	10%	12%	15%	9%	13%	6%	5%	10%	11%	11%
Several times a week	13%	15%	11%	19%	14%	13%	10%	9%	13%	13%	13%	13%
Weekly	14%	14%	14%	20%	15%	14%	12%	10%	11%	14%	14%	14%
Once a month	10%	10%	11%	7%	11%	10%	14%	9%	8%	10%	11%	11%
Once a year	5%	7%	4%	4%	6%	8%	4%	8%	1%	5%	6%	6%
Never	34%	32%	35%	25%	28%	33%	35%	43%	46%	34%	33%	33%
Don't Know	8%	6%	10%	7%	7%	7%	8%	10%	9%	8%	8%	8%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 128: How many apps have you downloaded onto your phone?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 10	38%	30%	45%	22%	36%	38%	41%	44%	51%	38%	37%	36%
10 - 20	41%	43%	38%	46%	41%	42%	39%	44%	31%	41%	42%	42%
20 - 50	17%	20%	13%	27%	17%	15%	15%	11%	15%	17%	17%	17%
More than 50	5%	6%	3%	5%	6%	5%	5%	1%	4%	5%	5%	5%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 129: And how many do you regularly use?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 10	75%	71%	79%	72%	72%	73%	72%	80%	88%	75%	75%	74%
10 - 20	22%	26%	19%	25%	25%	25%	24%	19%	11%	22%	23%	24%
20 - 50	2%	2%	2%	3%	3%	1%	3%	0%	1%	2%	2%	2%
More than 50	0%	1%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 130: On an average day at your job, or while studying, how long do you spend doing administrative tasks such as paperwork, sorting emails or organising meetings?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	29%	30%	29%	32%	31%	30%	29%	28%	25%	29%	29%	29%
30 minutes - 1 hour	23%	24%	22%	17%	19%	26%	29%	25%	22%	23%	24%	24%
1 hour - 2 hours	17%	17%	16%	20%	22%	20%	15%	11%	7%	17%	17%	17%
2 hours - 4 hours	7%	5%	8%	6%	12%	8%	6%	4%	3%	7%	7%	7%
4 hours- 6 hours	3%	2%	4%	4%	3%	3%	6%	3%	0%	3%	3%	3%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	19%	19%	18%	20%	8%	10%	14%	28%	42%	18%	18%	17%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 131: On average, how often would you say you used the following technologies as part of your job or study on a workday: Google Search?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	25%	25%	24%	36%	29%	26%	23%	14%	16%	25%	25%	25%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	21%	23%	18%	12%	22%	19%	22%	25%	24%	21%	20%	21%
Weekly	9%	8%	9%	4%	3%	11%	10%	9%	13%	8%	9%	9%
Monthly	2%	2%	2%	1%	3%	3%	3%	1%	1%	2%	2%	2%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	7%	8%	6%	4%	3%	3%	8%	9%	19%	7%	6%	6%
Don't Know	1%	1%	2%	1%	1%	1%	0%	4%	2%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 132: On average, how often would you say you used the following technologies as part of your job or study on a workday: Gmail?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	18%	18%	19%	20%	22%	24%	15%	13%	12%	18%	19%	19%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	24%	27%	22%	17%	21%	22%	30%	25%	34%	24%	24%	24%
Weekly	9%	8%	11%	9%	11%	10%	9%	8%	8%	9%	9%	10%
Monthly	3%	4%	3%	4%	2%	6%	4%	1%	3%	4%	4%	4%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	12%	10%	14%	9%	12%	7%	11%	21%	19%	12%	11%	11%
Don't Know	1%	1%	1%	1%	1%	0%	1%	2%	2%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 133: 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)?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	5%	4%	7%	7%	10%	9%	2%	3%	0%	5%	6%	6%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	13%	13%	13%	16%	12%	9%	16%	12%	14%	13%	13%	14%
Weekly	13%	14%	12%	20%	10%	17%	11%	11%	8%	13%	13%	13%
Monthly	5%	6%	5%	4%	6%	4%	8%	9%	2%	5%	6%	5%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	25%	23%	26%	19%	22%	18%	28%	31%	37%	25%	24%	23%
Don't Know	3%	3%	4%	2%	2%	2%	3%	7%	4%	3%	3%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 134: 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)?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	21%	18%	24%	14%	27%	33%	22%	14%	7%	21%	22%	22%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	21%	21%	21%	14%	24%	20%	25%	25%	17%	21%	21%	21%
Weekly	14%	15%	14%	22%	8%	14%	13%	15%	18%	14%	15%	15%
Monthly	6%	5%	6%	9%	3%	3%	4%	8%	9%	6%	6%	5%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	9%	9%	10%	6%	4%	6%	10%	14%	20%	9%	8%	8%
Don't Know	2%	2%	2%	4%	0%	1%	1%	3%	2%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 135: 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)?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	32%	33%	32%	52%	40%	38%	28%	13%	14%	33%	33%	33%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	22%	23%	22%	15%	26%	21%	26%	26%	18%	22%	22%	23%
Weekly	7%	7%	6%	3%	3%	7%	7%	12%	11%	7%	6%	7%
Monthly	2%	2%	2%	2%	0%	2%	2%	1%	3%	2%	2%	2%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	9%	9%	9%	3%	5%	3%	10%	18%	22%	9%	8%	8%
Don't Know	1%	1%	1%	1%	1%	0%	0%	3%	3%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 136: On average, how often would you say you used the following technologies as part of your job or study on a workday: Smartphone or other mobile phone (for voice calls)?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	38%	40%	37%	46%	46%	44%	40%	25%	21%	39%	40%	39%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	22%	23%	20%	15%	19%	21%	25%	21%	29%	22%	22%	22%
Weekly	5%	3%	6%	7%	6%	3%	4%	5%	4%	5%	4%	5%
Monthly	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	8%	7%	9%	6%	4%	3%	9%	13%	15%	7%	6%	7%
Don't Know	1%	1%	1%	1%	0%	0%	0%	2%	3%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 137: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	22%	21%	23%	28%	28%	28%	18%	12%	14%	22%	23%	23%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	23%	23%	23%	21%	23%	16%	27%	20%	32%	23%	23%	23%
Weekly	9%	8%	11%	7%	12%	13%	8%	8%	7%	9%	9%	9%
Monthly	2%	2%	2%	1%	1%	4%	3%	3%	1%	2%	2%	2%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	16%	17%	16%	12%	12%	13%	18%	21%	27%	16%	16%	15%
Don't Know	2%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%	2%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 138: On average, how often would you say you used the following technologies as part of your job or study on a workday: Desktop computer?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	24%	22%	26%	22%	31%	26%	26%	22%	13%	24%	25%	25%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	21%	22%	20%	14%	23%	20%	28%	16%	23%	21%	21%	21%
Weekly	6%	8%	5%	9%	4%	8%	6%	4%	5%	6%	6%	6%
Monthly	2%	2%	2%	1%	1%	4%	2%	4%	2%	2%	2%	2%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	24%	22%	25%	21%	20%	22%	17%	28%	41%	24%	23%	23%
Don't Know	2%	3%	1%	3%	2%	1%	1%	4%	2%	2%	2%	2%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 139: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	7%	7%	6%	9%	10%	8%	4%	4%	2%	7%	7%	7%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	16%	17%	15%	19%	18%	14%	17%	14%	13%	16%	16%	17%
Weekly	21%	22%	21%	26%	18%	20%	23%	23%	19%	21%	21%	22%
Monthly	13%	15%	10%	7%	13%	14%	12%	10%	20%	13%	13%	13%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	14%	13%	16%	13%	13%	11%	15%	16%	22%	14%	14%	12%
Don't Know	2%	2%	3%	2%	2%	2%	1%	3%	4%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 140: On average, how often would you say you used the following technologies as part of your job or study on a workday: Landline telephone?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	7%	6%	9%	4%	10%	10%	7%	9%	3%	7%	7%	7%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	12%	12%	13%	10%	14%	12%	17%	10%	9%	13%	13%	13%
Weekly	8%	9%	7%	7%	4%	6%	7%	10%	16%	8%	8%	8%
Monthly	5%	6%	3%	5%	6%	4%	5%	6%	1%	5%	5%	5%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	40%	40%	41%	52%	41%	36%	34%	42%	41%	40%	40%	39%
Don't Know	2%	1%	2%	3%	1%	3%	0%	3%	2%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 141: On average, how often would you say you used the following technologies as part of your job or study on a workday: YouTube?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	16%	16%	16%	31%	22%	17%	10%	6%	6%	16%	17%	16%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	23%	27%	20%	16%	18%	26%	29%	22%	28%	24%	24%	24%
Weekly	16%	17%	15%	10%	13%	17%	17%	17%	21%	16%	15%	16%
Monthly	5%	4%	6%	5%	3%	4%	6%	5%	7%	5%	5%	5%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	13%	12%	13%	10%	11%	12%	14%	16%	16%	13%	12%	12%
Don't Know	1%	1%	2%	1%	2%	1%	0%	3%	1%	1%	1%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 142: On average, how often would you say you used the following technologies as part of your job or study on a workday: Car?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	9%	13%	6%	11%	10%	11%	8%	9%	6%	9%	10%	9%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	25%	27%	24%	19%	28%	28%	29%	23%	22%	26%	25%	26%
Weekly	12%	13%	12%	12%	12%	9%	14%	13%	17%	12%	13%	13%
Monthly	3%	3%	3%	5%	3%	4%	1%	2%	1%	3%	3%	3%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	24%	19%	28%	20%	24%	19%	24%	25%	34%	23%	23%	22%
Don't Know	2%	2%	3%	3%	3%	2%	0%	4%	4%	2%	2%	2%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 143: On average, how often would you say you used the following technologies as part of your job or study on a workday: Internet browser?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	35%	36%	34%	43%	42%	41%	32%	25%	20%	35%	36%	36%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	27%	26%	28%	20%	32%	25%	31%	28%	23%	27%	27%	27%
Weekly	5%	5%	5%	4%	4%	5%	4%	7%	12%	5%	5%	5%
Monthly	1%	1%	2%	1%	0%	1%	2%	1%	3%	1%	1%	1%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	7%	6%	7%	4%	2%	5%	7%	11%	17%	7%	6%	6%
Don't Know	2%	1%	2%	1%	2%	0%	0%	5%	2%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 144: On average, how often would you say you used the following technologies as part of your job or study on a workday: WhatsApp?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
More than 5 times a day	23%	21%	25%	36%	26%	29%	22%	11%	11%	24%	24%	24%
3 - 5 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - 3 times a day	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Daily	23%	22%	24%	16%	29%	24%	26%	21%	16%	23%	23%	23%
Weekly	9%	11%	8%	6%	8%	9%	9%	13%	15%	9%	9%	10%
Monthly	3%	4%	3%	4%	1%	3%	3%	4%	5%	3%	3%	3%
Less frequently	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	14%	16%	13%	9%	8%	9%	17%	19%	31%	14%	13%	13%
Don't Know	1%	1%	1%	1%	1%	0%	0%	3%	3%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 145: For those technologies you use on a near daily basis how long do you use them at work on an average day: Google Search?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	24%	25%	23%	23%	29%	25%	30%	23%	11%	24%	25%	25%
30 minutes - 1 hour	22%	23%	22%	24%	24%	24%	24%	19%	16%	22%	22%	23%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	8%	7%	8%	10%	10%	9%	5%	4%	6%	8%	8%	8%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	3%	3%	3%	6%	2%	2%	2%	3%	4%	3%	3%	3%
N/A	20%	21%	20%	13%	10%	14%	14%	33%	54%	20%	20%	19%
Don't Know	2%	1%	2%	1%	2%	3%	1%	1%	1%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 146: For those technologies you use on a near daily basis how long do you use them at work on an average day: Google Apps (Docs, Sheets etc)?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	22%	25%	19%	28%	23%	25%	24%	14%	15%	22%	23%	23%
30 minutes - 1 hour	10%	12%	8%	13%	12%	13%	9%	8%	6%	10%	11%	11%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	5%	4%	6%	8%	8%	6%	3%	1%	0%	5%	5%	5%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%
N/A	46%	45%	46%	34%	37%	37%	51%	56%	68%	46%	45%	44%
Don't Know	7%	5%	9%	7%	4%	8%	6%	12%	7%	7%	7%	7%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 147: For those technologies you use on a near daily basis how long do you use them at work on an average day: Microsoft Office (Word, Excel etc)?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	14%	15%	14%	20%	17%	13%	14%	11%	12%	14%	15%	14%
30 minutes - 1 hour	15%	18%	12%	17%	13%	17%	19%	10%	12%	15%	16%	15%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	13%	10%	15%	12%	19%	16%	10%	10%	7%	13%	13%	13%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	6%	5%	7%	3%	6%	9%	7%	4%	4%	6%	6%	6%
N/A	25%	27%	24%	22%	15%	15%	21%	38%	56%	25%	24%	24%
Don't Know	3%	2%	4%	4%	4%	3%	1%	4%	1%	3%	3%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 148: For those technologies you use on a near daily basis how long do you use them at work on an average day: Smartphone (for data or apps)?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	18%	19%	16%	16%	21%	17%	26%	10%	11%	18%	18%	18%
30 minutes - 1 hour	20%	20%	20%	18%	23%	25%	20%	16%	12%	20%	20%	20%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	11%	10%	13%	15%	15%	13%	13%	9%	0%	11%	11%	12%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	4%	4%	4%	2%	4%	5%	4%	2%	5%	4%	4%	4%
N/A	22%	21%	22%	12%	8%	9%	20%	42%	57%	21%	20%	20%
Don't Know	2%	1%	2%	1%	3%	2%	1%	3%	2%	2%	2%	2%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 149: For those technologies you use on a near daily basis how long do you use them at work on an average day: Smartphone or other mobile phone (for voice calls)?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	21%	21%	20%	21%	28%	17%	25%	14%	14%	20%	21%	21%
30 minutes - 1 hour	24%	27%	21%	28%	21%	21%	26%	25%	21%	24%	24%	24%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	10%	8%	11%	7%	10%	17%	12%	6%	1%	10%	10%	10%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	3%	3%	3%	2%	6%	3%	2%	3%	3%	3%	3%	3%
N/A	19%	20%	18%	14%	8%	10%	13%	35%	51%	19%	17%	18%
Don't Know	2%	2%	2%	1%	2%	4%	1%	2%	1%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 150: For those technologies you use on a near daily basis how long do you use them at work on an average day: Laptop?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	11%	11%	10%	10%	19%	9%	11%	10%	3%	11%	11%	11%
30 minutes - 1 hour	10%	11%	10%	13%	10%	11%	11%	8%	7%	10%	10%	10%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	11%	11%	11%	11%	12%	11%	9%	10%	13%	11%	11%	11%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	10%	9%	11%	11%	13%	13%	10%	6%	3%	10%	10%	10%
N/A	38%	38%	37%	28%	26%	31%	41%	48%	59%	37%	37%	37%
Don't Know	2%	2%	2%	3%	2%	1%	1%	3%	2%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 151: For those technologies you use on a near daily basis how long do you use them at work on an average day: Desktop computer?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	10%	10%	10%	14%	11%	10%	12%	9%	2%	10%	10%	10%
30 minutes - 1 hour	9%	11%	6%	13%	11%	8%	7%	7%	4%	9%	9%	9%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	9%	11%	6%	7%	9%	10%	9%	8%	7%	9%	9%	9%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	16%	12%	19%	7%	19%	20%	20%	15%	8%	16%	16%	16%
N/A	36%	34%	37%	35%	27%	30%	29%	44%	61%	36%	35%	35%
Don't Know	2%	2%	2%	3%	4%	1%	1%	1%	2%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 152: For those technologies you use on a near daily basis how long do you use them at work on an average day: Google Maps?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	31%	34%	29%	37%	33%	35%	34%	23%	19%	31%	32%	33%
30 minutes - 1 hour	13%	13%	12%	11%	15%	12%	13%	14%	13%	13%	13%	13%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	3%	4%	2%	5%	0%	5%	3%	3%	2%	3%	3%	3%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	1%	1%	0%	1%	1%	1%	0%	2%	1%	1%	1%	1%
N/A	39%	36%	41%	32%	33%	34%	38%	45%	57%	38%	38%	36%
Don't Know	5%	3%	6%	4%	6%	5%	5%	4%	2%	5%	5%	4%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 153: For those technologies you use on a near daily basis how long do you use them at work on an average day: Landline telephone?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	24%	26%	23%	25%	23%	30%	22%	26%	17%	24%	25%	25%
30 minutes - 1 hour	7%	6%	8%	9%	6%	7%	10%	7%	1%	7%	7%	7%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	3%	3%	3%	4%	4%	4%	3%	1%	2%	3%	3%	4%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	1%	2%	1%	1%	3%	1%	1%	1%	2%	1%	1%	1%
N/A	53%	55%	52%	50%	53%	45%	51%	55%	76%	53%	53%	53%
Don't Know	4%	3%	5%	6%	4%	8%	3%	3%	1%	5%	5%	4%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 154: For those technologies you use on a near daily basis how long do you use them at work on an average day: YouTube?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	26%	26%	26%	22%	32%	33%	28%	21%	14%	26%	26%	27%
30 minutes - 1 hour	17%	19%	15%	22%	14%	17%	17%	15%	15%	17%	17%	17%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	7%	6%	8%	13%	11%	8%	5%	3%	1%	7%	7%	7%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	2%	2%	3%	5%	3%	2%	1%	1%	1%	2%	2%	2%
N/A	32%	32%	32%	20%	24%	23%	33%	44%	57%	32%	30%	31%
Don't Know	2%	1%	3%	0%	2%	2%	2%	4%	1%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 155: For those technologies you use on a near daily basis how long do you use them at work on an average day: Car?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	16%	15%	16%	16%	17%	19%	18%	11%	8%	16%	15%	16%
30 minutes - 1 hour	16%	18%	14%	20%	19%	16%	17%	12%	8%	16%	16%	16%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	5%	6%	4%	8%	4%	6%	4%	4%	1%	5%	5%	5%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	2%	3%	2%	1%	3%	2%	1%	3%	4%	2%	2%	2%
N/A	43%	38%	48%	39%	38%	34%	42%	50%	63%	43%	43%	42%
Don't Know	2%	2%	3%	3%	3%	4%	1%	4%	0%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 156: For those technologies you use on a near daily basis how long do you use them at work on an average day: Internet browser?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	17%	16%	18%	20%	24%	13%	20%	13%	11%	17%	17%	18%
30 minutes - 1 hour	18%	20%	15%	19%	16%	19%	24%	14%	9%	18%	18%	18%
1 hours - 2 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2 hours - 4 hours	14%	13%	14%	14%	19%	18%	12%	9%	5%	14%	14%	14%
4 hours- 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
More than 6 hours	7%	6%	8%	9%	7%	8%	7%	5%	5%	7%	7%	7%
N/A	19%	20%	19%	12%	7%	12%	16%	35%	51%	19%	18%	18%
Don't Know	2%	1%	3%	1%	3%	2%	1%	3%	1%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 157: While at work or study on a typical day, how long do you use the following technologies for personal uses such as leisure, keeping up with friends or family, procrastination or personal errands: Mobile phone?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	31%	32%	29%	22%	25%	35%	41%	33%	22%	31%	31%	31%
30 minutes - 1 hour	22%	23%	22%	23%	26%	20%	26%	22%	15%	23%	22%	23%
1 hour - 2 hours	18%	19%	17%	23%	24%	22%	12%	15%	13%	18%	18%	19%
2 hours - 4 hours	8%	7%	9%	15%	8%	11%	6%	5%	1%	8%	8%	8%
4 hours- 6 hours	4%	3%	5%	6%	5%	5%	2%	3%	3%	4%	4%	4%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	12%	12%	12%	4%	4%	4%	10%	19%	43%	12%	11%	11%
Don't Know	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 158: While at work or study on a typical day, how long do you use the following technologies for personal uses such as leisure, keeping up with friends or family, procrastination or personal errands: Internet browser?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	28%	27%	30%	27%	35%	29%	34%	25%	12%	28%	29%	29%
30 minutes - 1 hour	21%	22%	20%	24%	23%	22%	21%	16%	16%	21%	21%	21%
1 hour - 2 hours	16%	16%	16%	16%	17%	18%	15%	15%	13%	16%	16%	16%
2 hours - 4 hours	9%	10%	8%	12%	10%	12%	7%	5%	5%	9%	9%	9%
4 hours- 6 hours	3%	3%	3%	6%	1%	2%	2%	4%	3%	3%	3%	3%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	17%	18%	16%	9%	7%	12%	13%	27%	48%	17%	17%	16%
Don't Know	2%	1%	3%	4%	1%	1%	3%	4%	0%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 159: While at work or study on a typical day, how long do you use the following technologies for personal uses such as leisure, keeping up with friends or family, procrastination or personal errands: Messaging (SMS, WhatsApp, iMessage etc)?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	30%	32%	29%	27%	32%	33%	40%	28%	15%	30%	31%	32%
30 minutes - 1 hour	22%	21%	22%	25%	23%	23%	24%	16%	15%	22%	21%	22%
1 hour - 2 hours	13%	13%	14%	15%	20%	17%	8%	11%	6%	13%	13%	13%
2 hours - 4 hours	8%	6%	9%	17%	7%	7%	4%	4%	9%	8%	8%	8%
4 hours- 6 hours	2%	2%	2%	2%	5%	1%	2%	3%	1%	2%	2%	2%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	21%	23%	19%	8%	10%	16%	19%	36%	52%	21%	21%	20%
Don't Know	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 160: While at work or study on a typical day, how long do you use the following technologies for personal uses such as leisure, keeping up with friends or family, procrastination or personal errands: Social media (Twitter, Facebook etc.)?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Less than 30 minutes	40%	43%	38%	28%	38%	44%	54%	42%	28%	41%	41%	41%
30 minutes - 1 hour	22%	22%	23%	22%	29%	26%	21%	19%	15%	23%	23%	23%
1 hour - 2 hours	11%	10%	12%	16%	12%	14%	9%	9%	4%	11%	11%	11%
2 hours - 4 hours	6%	4%	8%	16%	6%	4%	3%	2%	4%	6%	6%	6%
4 hours- 6 hours	2%	2%	3%	4%	3%	2%	1%	3%	1%	2%	2%	2%
More than 6 hours	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
N/A	15%	16%	13%	9%	8%	6%	10%	23%	46%	14%	14%	14%
Don't Know	1%	1%	1%	0%	0%	1%	2%	3%	0%	1%	1%	1%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 161: Thinking back five years in the past, how often did you work from home on average ?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
I work from home most days	14%	13%	14%	10%	9%	10%	14%	23%	22%	14%	14%	14%
1-2 days a week on average	12%	11%	13%	10%	10%	14%	14%	14%	6%	12%	12%	12%
1-2 days a month on average	16%	15%	17%	18%	22%	23%	14%	7%	6%	16%	16%	17%
Never - I always work from an office or my workplace	30%	33%	27%	32%	38%	33%	34%	26%	12%	30%	30%	30%
N/A	26%	26%	26%	28%	17%	17%	23%	30%	54%	26%	26%	25%
Don't Know	2%	1%	3%	2%	3%	3%	2%	1%	0%	2%	2%	2%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 162: And how many days in a given month do you work from home on average now?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
I work from home most days	14%	13%	15%	9%	9%	11%	14%	23%	20%	14%	14%	14%
1-2 days a week on average	12%	11%	12%	12%	10%	17%	12%	11%	7%	12%	12%	12%
1-2 days a month on average	13%	13%	13%	17%	19%	16%	13%	5%	5%	13%	13%	14%
Never - I always work from an office or my workplace	30%	33%	28%	30%	41%	35%	34%	23%	7%	30%	30%	31%
N/A	29%	29%	29%	30%	20%	19%	23%	37%	60%	29%	29%	28%
Don't Know	2%	2%	2%	3%	2%	2%	3%	1%	0%	2%	2%	2%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 163: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Very hard or impossible to do	34%	33%	35%	28%	35%	34%	32%	38%	40%	34%	34%	34%
Difficult, and would take me much longer to do many of my core tasks	29%	27%	31%	39%	28%	29%	33%	21%	18%	29%	29%	30%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	15%	17%	13%	18%	21%	15%	15%	10%	8%	15%	15%	15%
It wouldn't make much difference at all	17%	18%	15%	11%	15%	20%	15%	20%	20%	16%	16%	16%
Don't Know	5%	5%	6%	4%	2%	2%	4%	11%	14%	5%	5%	5%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 164: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Very hard or impossible to do	33%	32%	34%	31%	32%	41%	28%	33%	29%	33%	33%	33%
Difficult, and would take me much longer to do many of my core tasks	27%	27%	27%	31%	31%	22%	30%	20%	25%	27%	27%	28%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	15%	15%	15%	14%	19%	19%	17%	9%	8%	15%	16%	16%
It wouldn't make much difference at all	20%	21%	18%	17%	15%	16%	22%	26%	23%	19%	19%	19%
Don't Know	5%	4%	6%	6%	3%	1%	3%	11%	14%	5%	5%	4%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 165: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Very hard or impossible to do	29%	25%	33%	17%	39%	32%	27%	27%	29%	29%	29%	29%
Difficult, and would take me much longer to do many of my core tasks	23%	25%	22%	26%	19%	26%	27%	20%	19%	23%	24%	24%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	16%	15%	17%	29%	17%	13%	13%	11%	13%	16%	17%	17%
It wouldn't make much difference at all	23%	28%	18%	17%	21%	24%	26%	25%	22%	22%	22%	22%
Don't Know	9%	7%	11%	11%	4%	5%	7%	17%	17%	9%	9%	8%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 166: Artificial Intelligence (AI) is a type of software able to reason and learn for itself. Many experts believe the capacity of AI has significantly improved in recent years. Do you agree or disagree with the following statements: "Computers have become noticeably smarter in recent years"?

	Gender			Age						User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Strongly Agree	72%	71%	74%	78%	77%	71%	69%	69%	69%	73%	74%	73%
Moderately Agree	20%	19%	20%	15%	18%	19%	24%	21%	21%	20%	19%	20%
Neither Agree nor Disagree	7%	9%	5%	5%	5%	8%	5%	10%	9%	7%	6%	6%
Moderately disagree	1%	1%	1%	2%	0%	1%	1%	1%	0%	1%	1%	1%
Strongly disagree	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 167: Artificial Intelligence (AI) is a type of software able to reason and learn for itself. Many experts believe the capacity of AI has significantly improved in recent years. Do you agree or disagree with the following statements: "A significant proportion of the tasks I do for my job could be automated using current software and hardware"?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Strongly Agree	43%	43%	43%	43%	49%	46%	44%	31%	41%	43%	44%	44%
Moderately Agree	28%	30%	25%	30%	28%	29%	21%	33%	27%	28%	28%	28%
Neither Agree nor Disagree	18%	16%	20%	14%	13%	16%	19%	26%	25%	18%	17%	17%
Moderately disagree	6%	6%	5%	8%	4%	4%	7%	5%	4%	5%	5%	5%
Strongly disagree	5%	5%	6%	5%	6%	4%	9%	4%	2%	6%	6%	6%

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions



Table 168: Artificial Intelligence (AI) is a type of software able to reason and learn for itself. Many experts believe the capacity of AI has significantly improved in recent years. Do you agree or disagree with the following statements: "A significant proportion of the tasks I do for my job will be able to be automated within the next twenty years"?

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Strongly Agree	44%	47%	42%	45%	42%	46%	42%	40%	54%	45%	45%	45%
Moderately Agree	26%	26%	27%	29%	33%	24%	24%	28%	20%	26%	26%	27%
Neither Agree nor Disagree	18%	17%	19%	15%	15%	16%	18%	22%	22%	18%	17%	17%
Moderately disagree	6%	6%	6%	6%	6%	6%	7%	8%	2%	6%	6%	6%
Strongly disagree	6%	4%	7%	5%	4%	8%	9%	3%	2%	6%	6%	6%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 169: Artificial Intelligence (AI) is a type of software able to reason and learn for itself. Many experts believe the capacity of AI has significantly improved in recent years. Do you agree or disagree with the following statements: "If computers took over part of my current job, there are other tasks I could spend more time on"?

	Gender		Age						User Type			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Strongly Agree	44%	45%	43%	44%	49%	44%	40%	38%	52%	44%	44%	44%
Moderately Agree	30%	31%	30%	32%	30%	33%	31%	32%	22%	30%	30%	31%
Neither Agree nor Disagree	18%	17%	19%	14%	16%	16%	20%	25%	21%	18%	18%	18%
Moderately disagree	4%	3%	6%	7%	4%	4%	5%	3%	2%	5%	5%	5%
Strongly disagree	3%	3%	3%	2%	1%	3%	4%	3%	3%	3%	3%	3%

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 170: Imagine you had to lose one of the following for a year. Which two or three would you most want to avoid giving up? Rank from the item you would most want to keep to that which you would least mind losing access to.

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
TV	9	9	8	8	9	8	8	8	13	9	9	9
A Search Engine	9	9	9	10	10	8	8	7	12	9	9	9
Indoor plumbing	10	10	10	11	11	9	10	8	14	10	10	10
Access to public transport	7	8	8	9	8	8	7	6	10	8	8	8
Your Smartphone	11	11	12	13	13	11	10	9	15	12	11	12
YouTube	7	8	7	10	9	7	7	5	9	8	8	8
250 leu a year	5	6	6	7	8	6	5	4	8	6	6	6
2500 leu a year	7	8	9	9	10	8	7	7	10	8	8	8
Online or printed newspapers	6	7	6	6	6	6	6	5	9	6	6	6
Access to a car	10	10	10	11	12	10	9	8	13	10	10	10
An hour's sleep	9	9	9	11	11	9	8	6	11	9	9	9
Access to cinemas	5	5	5	6	6	5	5	4	7	5	5	5
Access to restaurants	6	6	6	7	7	6	5	4	6	6	6	6
Dishwasher	5	6	6	6	7	6	5	5	8	6	6	6
An iron	6	6	7	7	7	6	6	5	9	6	6	6

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 171: When looking up information, who do you trust most? (Rank from most trusted to least trusted)

	Total	Gender		Age						User Type		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Google Search	8	8	8	8	9	8	7	6	10	8	8	8
Official Government publications	4	6	5	7	6	5	5	5	6	6	6	6
Friends and family	7	6	7	8	8	6	6	5	8	7	7	7
National newspapers	4	5	5	5	5	4	4	4	6	5	5	5
Foreign press	4	4	4	5	5	4	4	3	6	4	4	4
Word of mouth	4	4	5	5	5	4	4	4	6	4	4	4
Information shared on Twitter	2	3	3	3	3	3	3	2	4	3	3	3
Information shared on Facebook	4	4	4	4	5	4	4	3	6	4	4	4
Information shared in WhatsApp groups	3	4	4	4	4	4	3	3	5	4	4	4
TV news	5	5	5	6	6	5	5	4	7	5	5	5

*Note:*

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 172: 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	55-64	65+	Google User	YouTube User	Google Maps
Unweighted	1000	487	513	138	156	223	229	159	95	990	942	927
Weighted	1000	487	513	156	177	210	206	127	124	989	943	926
Walking	6	6	6	8	8	6	5	5	7	6	7	6
Personal Car	4	6	5	6	6	6	5	4	6	5	6	5
Bus	2	4	4	5	6	4	3	3	4	4	4	4
Train	0	2	2	3	2	3	2	1	2	2	2	2
Bicycle or tricycle	1	4	4	5	6	4	3	3	5	4	4	4
Taxi or Ride Sharing (Uber etc.)	1	2	3	3	3	3	2	2	3	2	2	2
Other	0	3	4	5	3	4	3	3	2	3	3	3

Note:

Fieldwork: Aug 15th - Aug 26th 2019

Data weighted by age and gender to internet representative proportions

Table 173: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X leu?

Price (leu)	Keep Access	Give Up Access	Don't Know
<b>Google Search</b>			
3	90%	5%	4%
6	91%	8%	2%
12	84%	9%	6%
25	85%	9%	6%
50	79%	20%	2%
125	65%	30%	5%
250	56%	38%	6%
500	38%	59%	4%
1250	30%	66%	4%
<b>YouTube</b>			
3	87%	9%	4%
6	88%	9%	3%
12	82%	15%	3%
25	77%	20%	3%
50	63%	32%	5%

Table 173: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X leu?  
(continued)

Price (leu)	Keep Access	Give Up Access	Don't Know
125	50%	45%	5%
250	39%	58%	3%
500	29%	69%	2%
1250	19%	78%	2%
<b>Google Maps</b>			
3	87%	8%	5%
6	82%	13%	4%
12	78%	18%	4%
25	74%	22%	4%
50	60%	35%	5%
125	51%	44%	5%
250	41%	55%	4%
500	26%	69%	5%
1250	19%	78%	4%

**Google Docs**

Table 173: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X leu?  
(continued)

Price (leu)	Keep Access	Give Up Access	Don't Know
3	69%	20%	11%
6	57%	33%	10%
12	55%	32%	13%
25	55%	36%	9%
50	36%	53%	11%
125	31%	61%	8%
250	23%	71%	6%
500	15%	76%	9%
1250	9%	87%	4%
<b>Smartphone</b>			
3	93%	3%	4%
6	95%	3%	2%
12	97%	1%	2%
25	92%	5%	3%
50	93%	5%	3%



Table 173: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X leu?  
(continued)

Price (leu)	Keep Access	Give Up Access	Don't Know
125	86%	11%	3%
250	82%	16%	2%
500	65%	33%	2%
1250	51%	46%	3%
<b>Gmail</b>			
3	88%	9%	3%
6	85%	13%	2%
12	81%	13%	5%
25	76%	19%	4%
50	71%	25%	4%
125	60%	37%	3%
250	43%	52%	4%
500	35%	63%	2%
1250	26%	71%	3%
<b>TV</b>			

Table 173: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X leu?  
(continued)

Price (leu)	Keep Access	Give Up Access	Don't Know
3	84%	14%	2%
6	86%	11%	3%
12	82%	17%	1%
25	78%	18%	4%
50	72%	26%	2%
125	62%	35%	3%
250	49%	49%	2%
500	33%	64%	3%
1250	24%	72%	4%
<b>Car</b>			
3	84%	11%	5%
6	85%	11%	4%
12	82%	15%	3%
25	83%	12%	6%
50	74%	20%	6%

Table 173: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X leu?  
(continued)

Price (leu)	Keep Access	Give Up Access	Don't Know
125	73%	23%	4%
250	60%	31%	9%
500	53%	43%	5%
1250	34%	62%	4%
<b>Dishwasher</b>			
3	61%	28%	11%
6	63%	29%	8%
12	55%	40%	5%
25	45%	49%	6%
50	37%	56%	7%
125	32%	62%	6%
250	23%	71%	6%
500	13%	83%	3%
1250	11%	86%	3%

**Limited Google Search**

Table 173: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X leu?  
(continued)

Price (leu)	Keep Access	Give Up Access	Don't Know
3	88%	10%	2%
6	83%	13%	4%
12	83%	15%	2%
25	83%	14%	2%
50	72%	27%	2%
125	60%	39%	1%
250	45%	52%	3%
500	38%	62%	1%
1250	30%	68%	2%
<b>Limited Car</b>			
3	84%	11%	5%
6	83%	12%	6%
12	81%	14%	5%
25	80%	17%	4%
50	68%	27%	5%

Table 173: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X leu?  
(continued)

Price (leu)	Keep Access	Give Up Access	Don't Know
125	58%	38%	4%
250	57%	39%	5%
500	36%	59%	5%
1250	26%	72%	2%
<b>Limited TV</b>			
3	78%	20%	2%
6	74%	23%	3%
12	72%	26%	2%
25	68%	31%	1%
50	61%	35%	3%
125	51%	48%	1%
250	44%	53%	3%
500	27%	72%	0%
1250	24%	75%	1%

**Search Engine**

Table 173: Would you prefer to keep access to [product] or go without access to [product] for one month and get paid X leu?  
(continued)

Price (leu)	Keep Access	Give Up Access	Don't Know
3	93%	6%	2%
6	92%	5%	3%
12	90%	6%	4%
25	89%	7%	3%
50	88%	9%	3%
125	80%	16%	4%
250	68%	30%	2%
500	56%	41%	3%
1250	38%	59%	3%

*Note:*

Fieldwork: Aug 15th - Aug 26th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
We are early adopters of new technology	40%	37%	37%	44%	43%	30%	35%	41%	46%	55%	21%
We adopt new technologies around the same time as our competitors	42%	45%	43%	31%	41%	28%	42%	47%	41%	38%	55%
We tend to be conservative with adopting new technology	15%	12%	19%	24%	15%	36%	22%	10%	12%	5%	12%
New technology isn't really useful for our business	2%	4%	2%	0%	1%	5%	0%	2%	1%	2%	4%
Don't know	1%	2%	0%	2%	1%	1%	1%	1%	0%	1%	7%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Done/used by most or all employees	71%	77%	74%	64%	67%	72%	76%	71%	74%	73%	52%
Done/used by about half of all employees	15%	12%	13%	24%	17%	13%	11%	21%	13%	15%	19%
Only done/used by a small number of all employees	11%	9%	11%	11%	12%	15%	12%	8%	9%	10%	16%
Not done/used in our business	2%	1%	0%	0%	2%	0%	0%	0%	3%	3%	5%
Don't Know	1%	1%	2%	2%	1%	0%	0%	0%	2%	0%	8%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Done/used by most or all employees	71%	72%	72%	69%	71%	66%	71%	75%	71%	75%	61%
Done/used by about half of all employees	15%	15%	13%	15%	15%	9%	16%	16%	15%	15%	16%
Only done/used by a small number of all employees	12%	11%	13%	9%	13%	22%	14%	7%	10%	9%	19%
Not done/used in our business	1%	1%	0%	5%	1%	1%	0%	2%	2%	1%	3%
Don't Know	1%	1%	2%	2%	0%	1%	0%	0%	2%	0%	1%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Done/used by most or all employees	69%	77%	76%	64%	63%	67%	73%	70%	60%	76%	68%
Done/used by about half of all employees	13%	11%	13%	22%	14%	6%	10%	17%	18%	12%	14%
Only done/used by a small number of all employees	12%	6%	6%	9%	19%	23%	13%	9%	13%	9%	13%
Not done/used in our business	3%	3%	4%	4%	3%	3%	4%	2%	6%	1%	3%
Don't Know	2%	3%	2%	2%	1%	1%	1%	1%	2%	2%	3%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Done/used by most or all employees	66%	72%	67%	71%	62%	66%	65%	74%	64%	68%	54%
Done/used by about half of all employees	16%	16%	17%	15%	17%	17%	18%	16%	17%	14%	17%
Only done/used by a small number of all employees	13%	8%	15%	13%	16%	14%	16%	8%	14%	12%	16%
Not done/used in our business	3%	3%	0%	2%	3%	0%	1%	2%	3%	3%	12%
Don't Know	1%	1%	2%	0%	2%	3%	0%	1%	2%	3%	0%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Done/used by most or all employees	51%	46%	46%	47%	56%	41%	44%	57%	57%	58%	38%
Done/used by about half of all employees	22%	24%	28%	35%	18%	19%	22%	24%	24%	18%	30%
Only done/used by a small number of all employees	18%	19%	20%	15%	17%	25%	23%	13%	13%	16%	21%
Not done/used in our business	5%	7%	2%	2%	4%	7%	8%	2%	4%	3%	4%
Don't Know	4%	4%	4%	2%	5%	8%	2%	4%	2%	5%	7%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Done/used by most or all employees	39%	34%	35%	40%	42%	35%	32%	42%	43%	49%	18%
Done/used by about half of all employees	22%	21%	31%	24%	20%	19%	22%	24%	31%	17%	12%
Only done/used by a small number of all employees	22%	23%	26%	18%	20%	20%	29%	18%	10%	19%	43%
Not done/used in our business	10%	14%	4%	9%	9%	14%	13%	10%	11%	6%	11%
Don't Know	8%	7%	4%	9%	8%	13%	5%	5%	4%	9%	16%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Done/used by most or all employees	33%	45%	33%	38%	23%	37%	42%	30%	27%	38%	16%
Done/used by about half of all employees	23%	18%	35%	13%	26%	14%	14%	30%	40%	15%	19%
Only done/used by a small number of all employees	24%	19%	20%	27%	28%	24%	26%	26%	20%	27%	21%
Not done/used in our business	13%	12%	9%	9%	15%	11%	15%	7%	9%	18%	25%
Don't Know	7%	6%	2%	13%	7%	14%	3%	7%	5%	3%	18%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Done/used by most or all employees	34%	46%	43%	29%	25%	47%	36%	29%	30%	40%	26%
Done/used by about half of all employees	16%	15%	19%	31%	14%	13%	14%	25%	17%	8%	18%
Only done/used by a small number of all employees	21%	21%	22%	24%	20%	22%	22%	25%	21%	17%	15%
Not done/used in our business	24%	15%	15%	11%	34%	10%	27%	19%	25%	30%	29%
Don't Know	5%	4%	2%	5%	7%	8%	1%	4%	7%	5%	12%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Done/used by most or all employees	25%	24%	28%	31%	25%	23%	20%	25%	29%	33%	18%
Done/used by about half of all employees	23%	28%	31%	27%	17%	18%	20%	35%	16%	19%	27%
Only done/used by a small number of all employees	25%	19%	22%	27%	29%	24%	31%	21%	33%	25%	10%
Not done/used in our business	18%	21%	9%	5%	19%	16%	26%	13%	13%	13%	30%
Don't Know	9%	9%	9%	9%	10%	18%	2%	6%	9%	11%	16%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Was done/used by most or all employees	57%	60%	54%	58%	54%	51%	58%	59%	60%	56%	51%
Was done/used by about half of all employees	20%	16%	20%	20%	22%	15%	19%	25%	23%	14%	19%
Was only done/used by a small number of all employees	18%	16%	24%	16%	19%	25%	21%	13%	12%	24%	14%
Was not done/used in our business	3%	3%	0%	2%	3%	5%	1%	2%	4%	2%	5%
Don't Know	3%	4%	2%	4%	2%	4%	1%	1%	1%	3%	11%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Was done/used by most or all employees	57%	56%	56%	64%	57%	46%	56%	63%	68%	53%	49%
Was done/used by about half of all employees	18%	16%	22%	13%	20%	16%	18%	17%	14%	21%	24%
Was only done/used by a small number of all employees	20%	20%	20%	20%	20%	30%	25%	16%	13%	21%	18%
Was not done/used in our business	3%	4%	0%	0%	2%	6%	1%	2%	4%	2%	3%
Don't Know	2%	3%	2%	4%	1%	2%	0%	1%	1%	3%	7%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Was done/used by most or all employees	42%	47%	50%	38%	37%	44%	35%	44%	37%	49%	42%
Was done/used by about half of all employees	24%	23%	22%	24%	26%	19%	27%	24%	37%	19%	18%
Was only done/used by a small number of all employees	24%	18%	22%	33%	27%	21%	29%	26%	15%	21%	32%
Was not done/used in our business	6%	8%	4%	2%	7%	13%	8%	4%	8%	5%	3%
Don't Know	3%	4%	2%	4%	3%	4%	1%	2%	3%	6%	6%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Was done/used by most or all employees	50%	57%	48%	49%	46%	56%	50%	49%	54%	53%	35%
Was done/used by about half of all employees	22%	18%	24%	24%	24%	9%	23%	27%	24%	20%	23%
Was only done/used by a small number of all employees	20%	16%	26%	22%	21%	20%	25%	18%	16%	20%	20%
Was not done/used in our business	6%	6%	0%	2%	7%	12%	2%	4%	5%	5%	14%
Don't Know	2%	3%	2%	4%	2%	2%	0%	1%	1%	3%	8%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Was done/used by most or all employees	38%	36%	31%	40%	41%	31%	34%	39%	42%	44%	34%
Was done/used by about half of all employees	26%	23%	30%	20%	28%	20%	24%	26%	34%	20%	29%
Was only done/used by a small number of all employees	21%	22%	31%	33%	17%	26%	23%	24%	15%	21%	19%
Was not done/used in our business	8%	12%	6%	4%	7%	14%	16%	5%	6%	7%	3%
Don't Know	7%	7%	2%	4%	8%	9%	4%	5%	3%	9%	15%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Was done/used by most or all employees	26%	22%	22%	27%	28%	21%	18%	23%	32%	36%	19%
Was done/used by about half of all employees	21%	18%	22%	22%	23%	15%	26%	21%	30%	14%	15%
Was only done/used by a small number of all employees	25%	27%	41%	31%	21%	24%	24%	37%	20%	22%	20%
Was not done/used in our business	18%	23%	11%	11%	16%	25%	26%	13%	14%	14%	19%
Don't Know	10%	10%	4%	9%	11%	14%	6%	6%	5%	13%	27%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Was done/used by most or all employees	20%	26%	20%	20%	15%	32%	20%	14%	15%	28%	12%
Was done/used by about half of all employees	21%	21%	33%	25%	19%	14%	16%	27%	36%	13%	16%
Was only done/used by a small number of all employees	29%	25%	30%	25%	33%	22%	33%	38%	27%	23%	26%
Was not done/used in our business	21%	21%	13%	18%	23%	20%	29%	16%	16%	26%	15%
Don't Know	9%	7%	4%	11%	11%	13%	1%	5%	6%	9%	31%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Was done/used by most or all employees	25%	35%	33%	31%	15%	41%	25%	17%	25%	29%	14%
Was done/used by about half of all employees	19%	18%	26%	20%	20%	13%	14%	26%	25%	14%	24%
Was only done/used by a small number of all employees	24%	22%	26%	27%	24%	20%	31%	32%	22%	17%	16%
Was not done/used in our business	25%	18%	13%	15%	34%	16%	29%	21%	20%	33%	29%
Don't Know	7%	7%	2%	7%	7%	10%	1%	4%	9%	7%	16%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Was done/used by most or all employees	23%	21%	30%	27%	23%	26%	17%	22%	29%	29%	11%
Was done/used by about half of all employees	20%	24%	26%	25%	16%	13%	15%	26%	21%	22%	23%
Was only done/used by a small number of all employees	27%	25%	26%	22%	29%	16%	37%	35%	23%	25%	14%
Was not done/used in our business	16%	19%	13%	15%	15%	29%	23%	11%	15%	12%	14%
Don't Know	13%	12%	6%	11%	16%	16%	9%	7%	12%	12%	39%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Likely to be done/used by most or all employees	81%	84%	78%	82%	80%	76%	83%	85%	83%	81%	75%
Likely to be done/used by about half of all employees	9%	7%	9%	16%	11%	15%	10%	7%	9%	9%	11%
Likely to be only done/used by a small number of all employees	6%	6%	9%	2%	6%	5%	7%	6%	3%	5%	11%
Likely to be not done/used in our business	2%	1%	0%	0%	3%	3%	0%	0%	4%	3%	4%
Don't Know	1%	2%	4%	0%	1%	1%	0%	3%	1%	2%	0%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Likely to be done/used by most or all employees	81%	82%	78%	85%	80%	70%	82%	85%	83%	86%	72%
Likely to be done/used by about half of all employees	11%	9%	11%	15%	12%	16%	16%	8%	12%	7%	10%
Likely to be only done/used by a small number of all employees	5%	6%	7%	0%	5%	9%	1%	4%	1%	4%	19%
Likely to be not done/used in our business	1%	1%	0%	0%	1%	3%	1%	0%	0%	1%	0%
Don't Know	2%	2%	4%	0%	2%	1%	0%	3%	4%	2%	0%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Likely to be done/used by most or all employees	78%	84%	78%	82%	73%	70%	82%	79%	74%	81%	80%
Likely to be done/used by about half of all employees	11%	7%	13%	15%	14%	13%	8%	14%	13%	8%	12%
Likely to be only done/used by a small number of all employees	6%	4%	6%	2%	8%	12%	6%	3%	7%	6%	4%
Likely to be not done/used in our business	2%	2%	0%	2%	3%	3%	4%	1%	5%	1%	3%
Don't Know	2%	3%	4%	0%	2%	1%	0%	4%	2%	4%	1%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Likely to be done/used by most or all employees	77%	82%	74%	82%	73%	71%	81%	80%	75%	83%	62%
Likely to be done/used by about half of all employees	11%	9%	15%	13%	11%	14%	10%	11%	13%	6%	14%
Likely to be only done/used by a small number of all employees	7%	4%	6%	5%	11%	10%	6%	5%	8%	4%	17%
Likely to be not done/used in our business	2%	2%	2%	0%	3%	3%	2%	1%	0%	5%	5%
Don't Know	2%	3%	4%	0%	2%	1%	0%	3%	4%	2%	1%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Likely to be done/used by most or all employees	68%	68%	65%	73%	68%	59%	65%	75%	68%	72%	61%
Likely to be done/used by about half of all employees	15%	16%	19%	18%	14%	20%	16%	13%	19%	12%	15%
Likely to be only done/used by a small number of all employees	8%	9%	13%	7%	7%	7%	15%	8%	5%	4%	12%
Likely to be not done/used in our business	4%	4%	0%	0%	5%	8%	2%	1%	4%	5%	5%
Don't Know	5%	4%	4%	2%	6%	7%	2%	3%	4%	6%	7%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Likely to be done/used by most or all employees	59%	60%	63%	58%	58%	51%	60%	61%	64%	69%	35%
Likely to be done/used by about half of all employees	17%	18%	19%	27%	15%	20%	21%	20%	21%	7%	16%
Likely to be only done/used by a small number of all employees	11%	9%	15%	9%	12%	8%	10%	9%	6%	9%	31%
Likely to be not done/used in our business	8%	7%	0%	0%	11%	9%	9%	7%	7%	5%	13%
Don't Know	5%	6%	4%	5%	5%	12%	1%	4%	2%	11%	4%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Likely to be done/used by most or all employees	53%	64%	59%	56%	42%	59%	57%	59%	51%	49%	34%
Likely to be done/used by about half of all employees	17%	14%	20%	15%	19%	15%	17%	18%	23%	12%	15%
Likely to be only done/used by a small number of all employees	15%	10%	17%	16%	19%	7%	17%	15%	10%	20%	21%
Likely to be not done/used in our business	9%	6%	0%	4%	13%	10%	9%	4%	13%	8%	12%
Don't Know	6%	5%	4%	9%	7%	9%	1%	4%	2%	10%	18%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Likely to be done/used by most or all employees	53%	63%	59%	62%	43%	64%	55%	59%	50%	49%	39%
Likely to be done/used by about half of all employees	12%	15%	17%	15%	9%	14%	12%	11%	16%	11%	8%
Likely to be only done/used by a small number of all employees	14%	8%	9%	11%	20%	7%	16%	12%	13%	16%	21%
Likely to be not done/used in our business	15%	10%	9%	7%	20%	11%	16%	11%	20%	14%	20%
Don't Know	6%	3%	6%	5%	7%	4%	1%	7%	1%	11%	11%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Likely to be done/used by most or all employees	55%	61%	57%	60%	50%	47%	52%	66%	54%	58%	43%
Likely to be done/used by about half of all employees	19%	14%	20%	24%	23%	24%	16%	16%	25%	21%	16%
Likely to be only done/used by a small number of all employees	11%	11%	17%	9%	11%	9%	19%	10%	7%	7%	15%
Likely to be not done/used in our business	6%	8%	2%	2%	7%	8%	8%	3%	11%	3%	7%
Don't Know	8%	6%	4%	5%	11%	12%	5%	5%	3%	11%	19%

Note:

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
It is so important that we could not run our business without it	69%	74%	69%	71%	65%	59%	66%	76%	73%	72%	57%
It is a useful tool/technology but not critical to the functioning of our business	28%	24%	28%	29%	32%	41%	34%	22%	22%	24%	38%
We don't do/use this in our business	2%	1%	2%	0%	3%	0%	0%	1%	3%	4%	5%
Don't Know	1%	1%	2%	0%	0%	0%	0%	1%	2%	0%	0%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
It is so important that we could not run our business without it	78%	71%	80%	76%	84%	70%	80%	85%	76%	84%	63%
It is a useful tool/technology but not critical to the functioning of our business	21%	27%	19%	24%	15%	29%	20%	14%	21%	16%	35%
We don't do/use this in our business	1%	0%	0%	0%	1%	1%	0%	0%	2%	0%	0%
Don't Know	1%	1%	2%	0%	0%	0%	0%	1%	1%	0%	1%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
It is so important that we could not run our business without it	57%	65%	61%	62%	49%	50%	61%	57%	49%	61%	59%
It is a useful tool/technology but not critical to the functioning of our business	40%	33%	35%	36%	46%	47%	36%	40%	45%	36%	38%
We don't do/use this in our business	2%	1%	2%	2%	3%	0%	3%	1%	5%	2%	1%
Don't Know	1%	1%	2%	0%	2%	3%	0%	1%	2%	2%	1%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
It is so important that we could not run our business without it	59%	64%	59%	69%	53%	50%	60%	57%	62%	62%	58%
It is a useful tool/technology but not critical to the functioning of our business	37%	31%	37%	31%	41%	50%	37%	39%	31%	34%	30%
We don't do/use this in our business	3%	3%	2%	0%	5%	0%	4%	2%	6%	4%	5%
Don't Know	1%	2%	2%	0%	1%	0%	0%	2%	1%	0%	7%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
It is so important that we could not run our business without it	55%	48%	56%	60%	60%	52%	53%	59%	57%	58%	46%
It is a useful tool/technology but not critical to the functioning of our business	37%	41%	43%	38%	33%	32%	39%	36%	37%	33%	47%
We don't do/use this in our business	5%	8%	0%	2%	4%	10%	7%	4%	2%	5%	3%
Don't Know	3%	3%	2%	0%	3%	6%	1%	1%	4%	4%	4%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
It is so important that we could not run our business without it	39%	31%	41%	44%	45%	26%	35%	42%	42%	52%	27%
It is a useful tool/technology but not critical to the functioning of our business	45%	49%	52%	44%	41%	50%	50%	47%	47%	35%	43%
We don't do/use this in our business	10%	13%	6%	9%	9%	12%	11%	8%	8%	9%	16%
Don't Know	5%	7%	2%	4%	5%	13%	3%	3%	2%	4%	14%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
It is so important that we could not run our business without it	31%	38%	37%	38%	24%	34%	26%	35%	36%	32%	20%
It is a useful tool/technology but not critical to the functioning of our business	46%	44%	48%	51%	46%	48%	49%	49%	47%	46%	32%
We don't do/use this in our business	18%	13%	13%	7%	24%	8%	21%	14%	16%	19%	35%
Don't Know	5%	5%	2%	4%	5%	10%	4%	2%	2%	4%	12%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
It is so important that we could not run our business without it	19%	27%	22%	22%	12%	19%	22%	16%	18%	24%	15%
It is a useful tool/technology but not critical to the functioning of our business	49%	53%	57%	55%	45%	62%	46%	63%	46%	40%	35%
We don't do/use this in our business	28%	17%	19%	20%	38%	12%	30%	20%	32%	35%	36%
Don't Know	4%	3%	2%	4%	5%	8%	1%	2%	4%	2%	14%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
It is so important that we could not run our business without it	41%	39%	41%	47%	41%	21%	32%	48%	43%	53%	37%
It is a useful tool/technology but not critical to the functioning of our business	41%	41%	48%	38%	40%	54%	44%	43%	46%	31%	27%
We don't do/use this in our business	10%	15%	6%	5%	8%	11%	17%	7%	8%	8%	12%
Don't Know	8%	5%	6%	9%	11%	14%	7%	2%	3%	8%	24%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	67%	70%	67%	67%	64%	54%	66%	69%	73%	73%	57%
Used by about half of all employees	17%	15%	24%	27%	17%	28%	20%	19%	17%	11%	11%
Used by a small number of all employees	12%	12%	7%	5%	15%	15%	13%	12%	5%	12%	21%
Not used in our business	3%	2%	0%	0%	4%	1%	1%	0%	3%	5%	9%
Don't Know	1%	1%	2%	0%	0%	2%	0%	1%	1%	0%	1%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	45%	55%	46%	38%	37%	34%	44%	44%	46%	50%	47%
Used by about half of all employees	25%	27%	28%	42%	21%	37%	27%	37%	24%	13%	11%
Used by a small number of all employees	18%	13%	19%	11%	24%	23%	24%	10%	15%	20%	24%
Not used in our business	10%	3%	6%	7%	17%	2%	4%	8%	14%	17%	16%
Don't Know	1%	1%	2%	2%	1%	3%	1%	1%	1%	0%	1%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	51%	59%	56%	51%	44%	52%	47%	48%	53%	53%	54%
Used by about half of all employees	28%	26%	31%	35%	27%	27%	33%	33%	22%	24%	24%
Used by a small number of all employees	14%	10%	9%	11%	19%	15%	16%	15%	15%	11%	14%
Not used in our business	6%	3%	2%	2%	9%	5%	4%	4%	5%	10%	7%
Don't Know	1%	1%	2%	2%	2%	1%	0%	1%	4%	2%	1%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	72%	84%	69%	75%	63%	67%	79%	80%	62%	72%	61%
Used by about half of all employees	17%	10%	20%	25%	20%	17%	13%	16%	23%	14%	24%
Used by a small number of all employees	7%	4%	9%	0%	11%	15%	6%	4%	9%	6%	9%
Not used in our business	3%	0%	0%	0%	6%	0%	2%	0%	5%	8%	0%
Don't Know	1%	1%	2%	0%	1%	1%	0%	1%	1%	0%	5%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	38%	47%	35%	42%	31%	34%	33%	42%	35%	45%	32%
Used by about half of all employees	28%	28%	31%	36%	26%	29%	33%	31%	30%	22%	19%
Used by a small number of all employees	18%	15%	24%	11%	21%	16%	23%	16%	14%	19%	20%
Not used in our business	12%	6%	6%	9%	17%	10%	10%	8%	17%	12%	15%
Don't Know	4%	4%	4%	2%	5%	10%	1%	3%	4%	1%	14%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	37%	47%	39%	33%	28%	44%	33%	39%	40%	39%	18%
Used by about half of all employees	23%	24%	28%	35%	20%	20%	26%	29%	25%	15%	20%
Used by a small number of all employees	21%	15%	26%	16%	26%	12%	27%	21%	13%	26%	24%
Not used in our business	14%	9%	6%	5%	21%	9%	13%	8%	20%	17%	23%
Don't Know	5%	4%	2%	11%	5%	15%	1%	2%	2%	3%	15%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	39%	51%	48%	38%	29%	50%	39%	37%	40%	40%	30%
Used by about half of all employees	17%	20%	19%	29%	13%	20%	17%	24%	21%	9%	11%
Used by a small number of all employees	19%	16%	20%	18%	22%	19%	20%	23%	12%	20%	21%
Not used in our business	20%	10%	11%	9%	31%	6%	23%	15%	21%	26%	28%
Don't Know	4%	3%	2%	5%	5%	6%	1%	1%	6%	5%	10%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	15%	15%	20%	18%	13%	13%	11%	16%	14%	20%	9%
Used by about half of all employees	22%	28%	24%	27%	16%	18%	26%	31%	28%	15%	3%
Used by a small number of all employees	25%	25%	24%	33%	24%	23%	27%	22%	28%	28%	19%
Not used in our business	26%	22%	22%	15%	33%	27%	30%	22%	24%	25%	36%
Don't Know	12%	12%	9%	7%	14%	20%	6%	9%	6%	12%	32%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	8%	10%	11%	7%	7%	10%	7%	7%	9%	11%	5%
Used by about half of all employees	15%	11%	24%	18%	15%	12%	8%	19%	21%	16%	5%
Used by a small number of all employees	23%	24%	24%	33%	21%	19%	25%	26%	27%	21%	16%
Not used in our business	34%	36%	24%	24%	35%	33%	43%	31%	31%	30%	35%
Don't Know	20%	19%	17%	18%	22%	27%	17%	16%	12%	21%	38%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	11%	13%	17%	16%	8%	4%	11%	12%	12%	16%	5%
Used by about half of all employees	13%	12%	19%	22%	11%	13%	10%	12%	22%	14%	0%
Used by a small number of all employees	28%	29%	26%	27%	28%	21%	25%	32%	32%	28%	25%
Not used in our business	31%	31%	28%	24%	33%	39%	39%	28%	24%	25%	40%
Don't Know	17%	16%	11%	11%	20%	23%	15%	15%	9%	17%	30%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	9%	10%	17%	13%	7%	6%	6%	5%	13%	15%	7%
Used by about half of all employees	11%	9%	11%	16%	11%	14%	9%	15%	13%	8%	0%
Used by a small number of all employees	27%	24%	24%	33%	28%	14%	25%	34%	33%	26%	19%
Not used in our business	37%	41%	39%	20%	37%	48%	43%	36%	28%	33%	44%
Don't Know	16%	16%	9%	18%	17%	19%	16%	10%	14%	17%	30%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Used by most or all employees	8%	9%	11%	9%	7%	4%	6%	7%	12%	13%	5%
Used by about half of all employees	11%	10%	13%	33%	8%	10%	9%	14%	12%	13%	3%
Used by a small number of all employees	22%	21%	30%	16%	23%	19%	17%	28%	32%	17%	15%
Not used in our business	38%	41%	35%	25%	38%	43%	53%	35%	27%	33%	39%
Don't Know	21%	19%	11%	16%	24%	24%	14%	16%	17%	23%	38%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 50: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very important	58%	64%	46%	51%	56%	59%	53%	52%	58%	66%	60%
Quite important	31%	28%	41%	40%	31%	33%	37%	35%	33%	23%	26%
Neither important nor unimportant	7%	6%	9%	7%	8%	7%	5%	11%	6%	9%	5%
Not very important	2%	1%	0%	0%	2%	0%	5%	1%	2%	1%	0%
Not important at all	1%	1%	0%	2%	2%	1%	0%	1%	0%	2%	5%
Don't Know	1%	0%	4%	0%	1%	0%	0%	1%	1%	0%	4%

*Note:*

Fieldwork: Aug 14th - Aug 27th 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....: Physical location

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very important	54%	59%	56%	45%	51%	54%	58%	51%	46%	66%	42%
Quite important	31%	26%	37%	35%	33%	32%	24%	40%	36%	24%	30%
Neither important nor unimportant	8%	11%	4%	16%	6%	6%	12%	7%	12%	5%	8%
Not very important	4%	2%	2%	0%	7%	5%	6%	1%	3%	2%	15%
Not important at all	2%	1%	0%	4%	2%	3%	0%	1%	2%	3%	1%
Don't Know	1%	0%	2%	0%	1%	0%	0%	1%	1%	0%	4%

Note:

Fieldwork: Aug 14th - Aug 27th 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... : Local advertising

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very important	52%	60%	56%	45%	46%	55%	59%	45%	39%	67%	43%
Quite important	33%	29%	35%	33%	36%	26%	31%	39%	50%	19%	34%
Neither important nor unimportant	11%	8%	7%	16%	12%	14%	6%	14%	7%	10%	16%
Not very important	3%	2%	0%	4%	3%	6%	4%	0%	3%	0%	7%
Not important at all	1%	0%	0%	2%	2%	0%	0%	2%	0%	5%	0%
Don't Know	0%	0%	2%	0%	0%	0%	1%	0%	1%	0%	0%

Note:

Fieldwork: Aug 14th - Aug 27th 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.... : Online search

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very important	71%	74%	61%	71%	72%	72%	71%	76%	70%	69%	69%
Quite important	21%	21%	31%	20%	20%	15%	19%	20%	20%	22%	30%
Neither important nor unimportant	5%	4%	6%	5%	5%	9%	7%	2%	5%	5%	0%
Not very important	2%	1%	0%	2%	3%	3%	3%	0%	4%	2%	0%
Not important at all	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	1%
Don't Know	1%	1%	2%	0%	1%	0%	0%	1%	1%	2%	0%

Note:

Fieldwork: Aug 14th - Aug 27th 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... : Social network advertising

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very important	59%	66%	59%	53%	54%	62%	62%	58%	54%	66%	45%
Quite important	27%	20%	30%	35%	30%	25%	18%	29%	37%	21%	33%
Neither important nor unimportant	10%	11%	7%	9%	11%	12%	16%	12%	2%	9%	9%
Not very important	3%	2%	0%	2%	5%	1%	2%	1%	6%	2%	12%
Not important at all	1%	0%	2%	2%	1%	0%	1%	0%	0%	2%	1%
Don't Know	0%	0%	2%	0%	0%	0%	0%	1%	1%	0%	0%

Note:

Fieldwork: Aug 14th - Aug 27th 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... : Other online advertising

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very important	48%	52%	50%	40%	46%	42%	48%	50%	44%	56%	44%
Quite important	33%	30%	37%	42%	33%	32%	34%	32%	39%	29%	29%
Neither important nor unimportant	11%	12%	11%	13%	11%	13%	14%	13%	9%	8%	11%
Not very important	3%	3%	0%	4%	3%	1%	4%	1%	4%	1%	11%
Not important at all	3%	1%	0%	2%	4%	8%	1%	1%	3%	2%	5%
Don't Know	2%	1%	2%	0%	3%	5%	0%	2%	1%	5%	0%

Note:

Fieldwork: Aug 14th - Aug 27th 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... : Print advertising

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very important	30%	28%	24%	27%	33%	31%	23%	30%	25%	44%	19%
Quite important	36%	34%	48%	35%	36%	29%	40%	30%	47%	25%	54%
Neither important nor unimportant	21%	24%	24%	20%	18%	22%	21%	29%	12%	20%	16%
Not very important	11%	11%	2%	16%	12%	11%	14%	10%	15%	9%	10%
Not important at all	2%	3%	0%	2%	2%	7%	1%	1%	0%	2%	1%
Don't Know	1%	1%	2%	0%	0%	0%	0%	1%	2%	1%	0%

Note:

Fieldwork: Aug 14th - Aug 27th 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... : Television advertising

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very important	42%	40%	24%	42%	46%	46%	38%	37%	42%	51%	34%
Quite important	30%	26%	48%	33%	31%	29%	31%	30%	35%	25%	35%
Neither important nor unimportant	14%	18%	17%	9%	12%	13%	18%	19%	11%	11%	12%
Not very important	9%	10%	9%	11%	7%	4%	11%	9%	9%	8%	12%
Not important at all	4%	5%	0%	5%	3%	7%	2%	5%	2%	3%	7%
Don't Know	1%	1%	2%	0%	1%	1%	0%	1%	1%	3%	0%

Note:

Fieldwork: Aug 14th - Aug 27th 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.... : Email advertising

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very important	35%	37%	31%	40%	33%	43%	28%	36%	34%	46%	14%
Quite important	33%	26%	37%	29%	37%	22%	34%	32%	50%	22%	36%
Neither important nor unimportant	18%	22%	26%	13%	14%	21%	23%	20%	5%	16%	22%
Not very important	10%	10%	2%	9%	11%	6%	11%	7%	7%	10%	23%
Not important at all	4%	3%	2%	9%	5%	7%	4%	5%	3%	3%	5%
Don't Know	1%	1%	2%	0%	1%	1%	0%	1%	1%	3%	0%

Note:

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count



Table 59: Where are your customers located: Local area?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very small number of our customers (0-10%)	9%	4%	7%	9%	12%	5%	7%	12%	10%	8%	7%
Minority of our customers (10-25%)	6%	6%	4%	5%	7%	2%	3%	9%	6%	8%	7%
Significant proportion of our customers (25-50%)	12%	13%	9%	15%	11%	13%	14%	14%	13%	10%	1%
Significant majority of our customers (50-75%)	24%	23%	22%	27%	24%	18%	26%	27%	27%	19%	23%
Vast majority of our customers (75% +)	45%	51%	56%	40%	41%	60%	47%	36%	40%	51%	43%
N/A	4%	2%	0%	0%	7%	1%	3%	1%	3%	4%	16%
Don't Know	1%	1%	2%	4%	0%	1%	0%	1%	1%	1%	3%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 60: Where are your customers located: Within country?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very small number of our customers (0-10%)	12%	10%	6%	11%	15%	15%	21%	8%	12%	8%	8%
Minority of our customers (10-25%)	12%	13%	11%	22%	11%	12%	12%	18%	9%	13%	6%
Significant proportion of our customers (25-50%)	14%	16%	15%	15%	13%	5%	19%	18%	13%	15%	7%
Significant majority of our customers (50-75%)	16%	19%	19%	15%	14%	15%	17%	16%	22%	14%	12%
Vast majority of our customers (75% +)	40%	34%	46%	33%	44%	41%	27%	35%	41%	48%	53%
N/A	5%	7%	2%	4%	4%	12%	4%	4%	2%	1%	14%
Don't Know	1%	1%	2%	2%	0%	1%	0%	1%	1%	1%	0%

Note:

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 61: Where are your customers located: Foreign / global?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Very small number of our customers (0-10%)	21%	27%	19%	18%	17%	21%	35%	19%	17%	12%	24%
Minority of our customers (10-25%)	14%	16%	19%	9%	13%	6%	13%	25%	13%	7%	16%
Significant proportion of our customers (25-50%)	14%	11%	19%	18%	14%	13%	14%	11%	23%	8%	13%
Significant majority of our customers (50-75%)	9%	6%	11%	13%	11%	8%	4%	6%	12%	20%	3%
Vast majority of our customers (75% +)	20%	11%	15%	20%	28%	17%	13%	19%	17%	34%	16%
N/A	18%	26%	17%	16%	12%	33%	22%	15%	16%	10%	19%
Don't Know	4%	3%	2%	5%	4%	2%	0%	5%	1%	7%	8%

Note:

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 62: What proportion of your advertising budget do you spend on: Local advertising?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Majority of our advertising budget	16%	17%	28%	15%	14%	15%	14%	16%	24%	15%	11%
Significant proportion of our advertising budget	27%	28%	31%	36%	24%	9%	36%	31%	25%	28%	21%
Small proportion of our advertising budget	33%	35%	31%	29%	32%	23%	34%	40%	31%	35%	22%
Nothing	11%	17%	6%	11%	8%	32%	8%	10%	9%	8%	7%
Don't know	13%	3%	4%	9%	23%	20%	8%	3%	10%	14%	39%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 63: What proportion of your advertising budget do you spend on: Online search?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Majority of our advertising budget	19%	21%	33%	22%	15%	16%	15%	21%	22%	24%	11%
Significant proportion of our advertising budget	33%	33%	26%	40%	33%	16%	35%	41%	32%	34%	30%
Small proportion of our advertising budget	24%	26%	30%	22%	21%	19%	27%	28%	27%	21%	14%
Nothing	12%	18%	7%	9%	8%	28%	14%	9%	9%	7%	8%
Don't know	12%	3%	4%	7%	22%	20%	8%	1%	10%	14%	37%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 64: What proportion of your advertising budget do you spend on: Social network advertising?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Majority of our advertising budget	19%	22%	28%	16%	15%	14%	15%	16%	26%	25%	14%
Significant proportion of our advertising budget	27%	28%	31%	38%	24%	21%	33%	33%	25%	25%	20%
Small proportion of our advertising budget	27%	26%	20%	31%	28%	13%	28%	38%	30%	23%	19%
Nothing	16%	21%	17%	7%	13%	33%	13%	12%	12%	13%	22%
Don't know	11%	3%	4%	7%	20%	19%	11%	1%	8%	14%	25%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 65: What proportion of your advertising budget do you spend on: Other online advertising?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Majority of our advertising budget	14%	13%	22%	9%	15%	8%	9%	11%	20%	20%	15%
Significant proportion of our advertising budget	22%	24%	33%	35%	17%	9%	25%	30%	26%	21%	8%
Small proportion of our advertising budget	35%	36%	28%	33%	37%	25%	40%	44%	33%	32%	30%
Nothing	16%	25%	11%	11%	11%	34%	17%	11%	13%	10%	21%
Don't know	13%	3%	6%	13%	21%	24%	9%	4%	8%	17%	27%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 66: What proportion of your advertising budget do you spend on: Print advertising?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Majority of our advertising budget	11%	8%	11%	15%	12%	9%	5%	7%	15%	17%	11%
Significant proportion of our advertising budget	19%	15%	33%	22%	20%	9%	19%	23%	28%	19%	5%
Small proportion of our advertising budget	36%	38%	37%	36%	34%	28%	45%	40%	25%	37%	34%
Nothing	22%	35%	13%	20%	13%	34%	22%	24%	24%	13%	17%
Don't know	12%	4%	6%	7%	21%	19%	8%	5%	9%	14%	33%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count



Table 67: What proportion of your advertising budget do you spend on: Television advertising?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Majority of our advertising budget	14%	12%	15%	16%	16%	9%	11%	9%	27%	18%	12%
Significant proportion of our advertising budget	17%	14%	20%	16%	20%	6%	16%	19%	25%	20%	11%
Small proportion of our advertising budget	22%	19%	22%	27%	24%	7%	28%	31%	10%	26%	23%
Nothing	34%	52%	37%	35%	19%	59%	37%	39%	27%	20%	25%
Don't know	12%	3%	6%	5%	21%	19%	8%	2%	11%	16%	29%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 68: What proportion of your advertising budget do you spend on: Email advertising?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Majority of our advertising budget	14%	13%	20%	16%	13%	10%	11%	11%	21%	16%	11%
Significant proportion of our advertising budget	20%	19%	19%	22%	21%	12%	19%	22%	31%	21%	7%
Small proportion of our advertising budget	27%	28%	35%	35%	24%	14%	30%	37%	24%	22%	29%
Nothing	25%	38%	22%	20%	17%	45%	32%	25%	14%	23%	17%
Don't know	14%	2%	4%	7%	25%	19%	8%	4%	10%	18%	37%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 69: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	62%	61%	56%	58%	63%	50%	67%	63%	63%	68%	46%
Somewhat agree	26%	27%	37%	18%	25%	29%	23%	33%	27%	16%	34%
Neither agree nor disagree	8%	6%	4%	18%	7%	12%	7%	2%	9%	10%	7%
Somewhat disagree	1%	2%	2%	2%	1%	5%	2%	0%	0%	3%	0%
Disagree strongly	1%	1%	0%	2%	2%	3%	1%	1%	0%	1%	5%
Don't Know	2%	1%	2%	2%	2%	1%	0%	1%	1%	2%	8%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 70: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	55%	51%	50%	51%	59%	50%	56%	55%	55%	65%	41%
Somewhat agree	26%	28%	31%	25%	24%	23%	26%	33%	36%	13%	27%
Neither agree nor disagree	11%	12%	9%	13%	10%	13%	14%	8%	8%	15%	7%
Somewhat disagree	3%	4%	6%	5%	2%	7%	3%	1%	0%	3%	12%
Disagree strongly	2%	1%	2%	2%	2%	5%	0%	2%	0%	3%	0%
Don't Know	3%	3%	2%	4%	2%	2%	1%	2%	1%	2%	14%

Note:

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 71: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	72%	72%	70%	69%	73%	69%	75%	76%	63%	79%	64%
Somewhat agree	19%	20%	22%	25%	17%	16%	20%	18%	28%	10%	26%
Neither agree nor disagree	7%	6%	4%	4%	8%	13%	4%	5%	8%	8%	4%
Somewhat disagree	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%
Disagree strongly	0%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%
Don't Know	2%	1%	2%	2%	2%	2%	0%	1%	1%	2%	7%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 72: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	31%	30%	35%	29%	32%	28%	30%	30%	28%	40%	27%
Somewhat agree	32%	34%	35%	38%	30%	18%	40%	41%	42%	25%	15%
Neither agree nor disagree	23%	23%	11%	25%	24%	29%	21%	22%	14%	21%	39%
Somewhat disagree	8%	9%	11%	4%	7%	8%	7%	6%	12%	8%	7%
Disagree strongly	3%	2%	6%	4%	3%	8%	1%	1%	3%	3%	5%
Don't Know	3%	2%	2%	0%	4%	9%	0%	1%	1%	4%	7%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 73: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	37%	38%	41%	35%	37%	20%	35%	43%	43%	45%	24%
Somewhat agree	26%	23%	26%	27%	28%	14%	30%	28%	33%	25%	20%
Neither agree nor disagree	19%	18%	17%	25%	20%	31%	21%	20%	12%	10%	34%
Somewhat disagree	7%	9%	4%	7%	7%	10%	8%	4%	5%	9%	10%
Disagree strongly	5%	6%	7%	4%	3%	14%	3%	3%	5%	3%	1%
Don't Know	5%	6%	6%	2%	6%	10%	4%	2%	2%	8%	11%

Note:

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 74: What proportion of your new customers would you estimate come through online search?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
91-100%	3%	3%	4%	0%	4%	1%	2%	5%	3%	6%	0%
81-90%	2%	3%	2%	2%	2%	0%	1%	2%	1%	5%	4%
71-80%	5%	5%	9%	5%	3%	4%	8%	5%	2%	4%	5%
61-70%	5%	6%	0%	7%	5%	8%	4%	7%	4%	6%	0%
51-60%	8%	8%	2%	13%	7%	7%	7%	5%	13%	10%	0%
41-50%	9%	9%	11%	7%	8%	5%	7%	8%	12%	13%	3%
31-40%	9%	10%	7%	18%	7%	8%	4%	11%	10%	7%	15%
21-30%	17%	17%	26%	16%	15%	9%	22%	22%	23%	8%	12%
11-20%	13%	11%	15%	11%	15%	13%	20%	11%	9%	11%	14%
6-10%	13%	13%	9%	7%	15%	13%	12%	15%	14%	13%	12%
1-5%	8%	9%	15%	9%	7%	19%	11%	5%	2%	7%	7%
None	3%	4%	0%	2%	3%	7%	0%	1%	5%	1%	10%
Don't know	5%	3%	0%	2%	9%	7%	3%	1%	0%	10%	19%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count



Table 75: How often do you personally use a search engine in your business to . . . : Learn a new skill

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
More than once a day	33%	34%	39%	31%	33%	34%	33%	26%	36%	44%	24%
Once a day	16%	14%	7%	24%	18%	13%	14%	14%	18%	23%	12%
Every 2 or 3 days	18%	19%	17%	9%	19%	9%	12%	29%	20%	14%	20%
Once a week	13%	13%	13%	22%	11%	16%	15%	17%	10%	6%	14%
Once a fortnight	3%	4%	7%	2%	2%	1%	4%	3%	4%	4%	0%
Once a month	5%	4%	9%	5%	4%	7%	9%	2%	2%	5%	3%
Once every 2-3 months	2%	4%	4%	0%	2%	5%	1%	3%	2%	0%	8%
Once every six months	2%	1%	0%	2%	2%	1%	1%	2%	2%	1%	4%
Once a year	1%	1%	0%	2%	1%	1%	1%	1%	2%	0%	0%
Less often	4%	3%	0%	4%	6%	9%	7%	1%	1%	3%	9%
Never	2%	1%	2%	0%	3%	1%	1%	2%	2%	2%	4%
Don't Know	1%	1%	2%	0%	1%	2%	2%	0%	1%	1%	1%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 76: How often do you personally use a search engine in your business to... : Keep up to date with industry trends

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
More than once a day	31%	37%	24%	44%	26%	32%	26%	28%	36%	42%	19%
Once a day	27%	25%	41%	15%	29%	12%	39%	31%	28%	25%	18%
Every 2 or 3 days	14%	13%	11%	20%	15%	15%	7%	16%	18%	16%	12%
Once a week	10%	9%	7%	16%	11%	10%	14%	9%	11%	4%	17%
Once a fortnight	5%	6%	6%	2%	5%	10%	5%	7%	1%	5%	1%
Once a month	3%	4%	7%	2%	2%	4%	4%	2%	1%	0%	11%
Once every 2-3 months	2%	1%	2%	2%	3%	6%	3%	0%	2%	1%	5%
Once every six months	1%	1%	0%	0%	1%	1%	0%	1%	0%	1%	4%
Once a year	1%	1%	0%	0%	1%	0%	0%	1%	2%	1%	1%
Less often	3%	1%	0%	0%	4%	7%	1%	4%	0%	2%	1%
Never	1%	0%	0%	0%	2%	0%	1%	0%	0%	4%	4%
Don't Know	1%	1%	2%	0%	2%	4%	0%	0%	1%	2%	5%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 77: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
More than once a day	27%	28%	19%	36%	26%	27%	24%	24%	29%	38%	15%
Once a day	19%	19%	24%	20%	19%	12%	22%	20%	25%	19%	14%
Every 2 or 3 days	17%	21%	24%	13%	13%	13%	17%	27%	14%	9%	16%
Once a week	13%	10%	15%	13%	15%	15%	18%	10%	14%	12%	8%
Once a fortnight	7%	7%	4%	7%	7%	10%	6%	9%	5%	6%	5%
Once a month	4%	4%	7%	4%	3%	5%	3%	4%	5%	3%	4%
Once every 2-3 months	2%	1%	0%	4%	2%	1%	1%	0%	2%	0%	9%
Once every six months	2%	3%	2%	0%	1%	1%	2%	2%	0%	1%	4%
Once a year	1%	0%	0%	2%	2%	1%	1%	0%	2%	0%	4%
Less often	3%	3%	0%	0%	5%	7%	4%	3%	0%	6%	1%
Never	3%	1%	2%	0%	4%	1%	1%	1%	2%	2%	12%
Don't Know	3%	3%	4%	2%	3%	7%	1%	0%	2%	5%	7%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 78: How often do you personally use a search engine in your business to... : Understand your tax or legal obligations

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
More than once a day	22%	22%	22%	31%	21%	21%	22%	18%	29%	24%	20%
Once a day	17%	19%	22%	18%	14%	13%	17%	21%	13%	23%	6%
Every 2 or 3 days	14%	13%	17%	7%	15%	10%	9%	23%	15%	9%	15%
Once a week	13%	14%	17%	13%	12%	8%	16%	15%	13%	16%	3%
Once a fortnight	8%	9%	9%	4%	9%	12%	12%	6%	12%	6%	1%
Once a month	8%	10%	7%	5%	7%	12%	5%	9%	9%	1%	16%
Once every 2-3 months	3%	3%	0%	7%	3%	7%	2%	4%	0%	3%	5%
Once every six months	3%	2%	0%	4%	3%	2%	0%	1%	3%	3%	11%
Once a year	2%	2%	0%	5%	2%	0%	4%	1%	4%	0%	4%
Less often	4%	3%	0%	2%	5%	8%	7%	3%	1%	3%	0%
Never	3%	2%	0%	2%	5%	2%	3%	0%	0%	8%	8%
Don't Know	3%	2%	6%	2%	4%	5%	3%	0%	1%	5%	11%

Note:

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 79: How often do you personally use a search engine in your business to... : Explore new marketing opportunities

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
More than once a day	27%	27%	24%	36%	26%	30%	20%	27%	30%	34%	18%
Once a day	18%	19%	15%	11%	19%	4%	26%	22%	17%	19%	10%
Every 2 or 3 days	11%	15%	20%	11%	7%	12%	10%	15%	11%	11%	5%
Once a week	14%	15%	15%	7%	14%	5%	18%	17%	10%	13%	18%
Once a fortnight	9%	6%	13%	7%	11%	15%	11%	7%	15%	3%	4%
Once a month	5%	6%	6%	5%	5%	13%	2%	5%	6%	5%	4%
Once every 2-3 months	2%	3%	2%	4%	2%	4%	0%	3%	2%	1%	7%
Once every six months	2%	2%	0%	2%	2%	1%	3%	1%	3%	1%	4%
Once a year	1%	1%	0%	2%	1%	0%	1%	0%	1%	2%	1%
Less often	4%	3%	2%	11%	5%	13%	6%	0%	2%	3%	8%
Never	3%	2%	0%	2%	4%	1%	2%	2%	0%	4%	11%
Don't Know	3%	2%	4%	2%	4%	4%	1%	0%	3%	5%	11%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 80: How often do you personally use a search engine in your business to... : Research ways to improve efficiency

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
More than once a day	31%	30%	30%	35%	32%	34%	24%	33%	31%	44%	12%
Once a day	20%	22%	20%	22%	19%	6%	23%	24%	23%	15%	29%
Every 2 or 3 days	15%	15%	13%	7%	16%	17%	12%	15%	13%	18%	15%
Once a week	10%	12%	17%	7%	8%	7%	18%	9%	13%	5%	11%
Once a fortnight	8%	6%	9%	11%	8%	5%	6%	11%	13%	2%	8%
Once a month	6%	6%	7%	4%	6%	9%	9%	4%	1%	3%	13%
Once every 2-3 months	2%	3%	0%	5%	2%	8%	1%	1%	3%	0%	1%
Once every six months	1%	1%	0%	0%	2%	1%	0%	0%	2%	3%	0%
Once a year	0%	0%	2%	2%	0%	1%	1%	0%	0%	0%	1%
Less often	2%	3%	0%	2%	2%	6%	5%	1%	0%	3%	0%
Never	2%	0%	0%	4%	4%	3%	1%	2%	0%	4%	7%
Don't Know	1%	1%	2%	2%	2%	2%	0%	0%	1%	4%	3%

Note:

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 81: Does your company use any of the following cloud providers: Google Cloud Platform?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	45%	46%	59%	65%	40%	28%	48%	52%	54%	49%	23%
No	38%	39%	35%	18%	40%	44%	41%	37%	36%	31%	43%
Don't Know	17%	15%	6%	16%	20%	28%	12%	11%	9%	21%	33%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 82: Does your company use any of the following cloud providers: Amazon Web Services?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	16%	16%	24%	22%	15%	4%	7%	16%	29%	29%	3%
No	63%	69%	57%	55%	61%	66%	78%	65%	61%	46%	68%
Don't Know	21%	16%	19%	24%	24%	30%	16%	20%	10%	25%	29%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count



Table 83: Does your company use any of the following cloud providers: Microsoft Azure?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	15%	12%	20%	16%	15%	4%	8%	14%	28%	23%	3%
No	62%	72%	67%	65%	53%	63%	74%	67%	58%	48%	61%
Don't Know	23%	16%	13%	18%	32%	33%	18%	19%	14%	29%	36%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 84: Does your company use any of the following cloud providers: Other?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	30%	35%	37%	33%	25%	27%	36%	25%	33%	33%	27%
No	37%	42%	41%	36%	33%	36%	40%	40%	43%	31%	30%
Don't Know	32%	23%	22%	31%	41%	37%	25%	35%	24%	36%	43%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 85: Does your company use any of the following office suites: Microsoft Office?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	91%	87%	98%	93%	93%	88%	92%	94%	91%	92%	88%
No	5%	8%	2%	5%	4%	8%	6%	4%	6%	4%	7%
Don't Know	3%	5%	0%	2%	2%	4%	2%	2%	3%	4%	6%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 86: Does your company use any of the following office suites: G Suite / Google Apps?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	42%	44%	54%	53%	37%	30%	45%	45%	48%	45%	26%
No	42%	43%	30%	36%	43%	49%	44%	43%	43%	32%	42%
Don't Know	16%	12%	17%	11%	20%	21%	10%	13%	9%	23%	32%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 87: Does your company use any of the following office suites: Apple iWork?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	17%	18%	17%	22%	16%	9%	14%	11%	23%	31%	10%
No	63%	68%	56%	56%	60%	62%	72%	70%	61%	49%	58%
Don't Know	20%	14%	28%	22%	24%	29%	14%	19%	17%	20%	32%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 88: Does your company use any of the following office suites: LibreOffice?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	19%	21%	22%	29%	15%	14%	14%	21%	26%	24%	8%
No	59%	65%	56%	53%	57%	62%	72%	66%	49%	53%	49%
Don't Know	22%	14%	22%	18%	28%	24%	14%	13%	25%	23%	43%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 89: Does your company use any of the following office suites: Other?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	30%	29%	39%	31%	28%	28%	24%	28%	25%	38%	41%
No	41%	47%	35%	36%	39%	43%	50%	47%	45%	31%	28%
Don't Know	29%	24%	26%	33%	33%	29%	27%	25%	30%	32%	31%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 90: Does your company use any of the following email providers: G Suite / Gmail ?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	69%	82%	93%	76%	54%	70%	78%	72%	72%	63%	53%
No	23%	15%	7%	16%	33%	16%	19%	21%	20%	31%	29%
Don't Know	8%	3%	0%	7%	13%	14%	4%	7%	8%	6%	18%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count



Table 91: Does your company use any of the following email providers: Microsoft Outlook?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	70%	52%	61%	84%	83%	51%	62%	70%	75%	85%	68%
No	24%	41%	31%	13%	11%	41%	35%	25%	15%	11%	22%
Don't Know	6%	6%	7%	4%	7%	8%	3%	5%	11%	4%	10%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 92: Does your company use any of the following email providers: Apple Mail?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	21%	24%	26%	22%	18%	7%	22%	18%	29%	29%	12%
No	62%	65%	63%	58%	60%	66%	70%	70%	56%	51%	58%
Don't Know	17%	11%	11%	20%	22%	26%	8%	11%	16%	21%	30%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 93: Does your company use any of the following email providers: Zoho Mail?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	7%	7%	9%	9%	6%	2%	4%	1%	11%	16%	1%
No	73%	80%	70%	71%	68%	71%	83%	85%	68%	60%	64%
Don't Know	20%	13%	20%	20%	26%	26%	13%	14%	20%	24%	35%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 94: Does your company use any of the following email providers: Yahoo! Mail?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	67%	81%	81%	65%	54%	87%	70%	66%	62%	66%	49%
No	27%	15%	15%	29%	37%	7%	26%	31%	26%	30%	35%
Don't Know	6%	4%	4%	5%	9%	6%	4%	2%	12%	5%	16%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 95: Does your company use any of the following email providers: Other?

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Yes	28%	29%	30%	35%	25%	23%	25%	32%	25%	27%	34%
No	47%	50%	50%	40%	46%	43%	50%	49%	55%	44%	32%
Don't Know	25%	21%	20%	25%	29%	34%	24%	19%	20%	29%	34%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 96: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	42%	43%	39%	44%	41%	35%	40%	38%	46%	52%	34%
Somewhat agree	33%	29%	41%	29%	36%	27%	36%	44%	35%	25%	25%
Neither agree nor disagree	17%	22%	11%	15%	15%	19%	20%	16%	15%	15%	22%
Somewhat disagree	3%	3%	6%	5%	2%	7%	2%	1%	2%	4%	1%
Disagree strongly	0%	1%	0%	2%	0%	1%	0%	1%	0%	1%	0%
Don't Know	5%	2%	4%	5%	7%	11%	1%	1%	2%	4%	19%

Note:

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 97: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	46%	50%	41%	47%	44%	41%	39%	46%	54%	59%	27%
Somewhat agree	36%	31%	43%	33%	39%	27%	49%	40%	37%	23%	38%
Neither agree nor disagree	12%	15%	13%	9%	11%	20%	9%	14%	6%	12%	18%
Somewhat disagree	2%	2%	0%	5%	1%	2%	3%	0%	2%	2%	1%
Disagree strongly	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	4%	2%	4%	5%	6%	10%	1%	1%	2%	4%	16%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 98: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	51%	55%	50%	51%	48%	38%	55%	47%	55%	62%	35%
Somewhat agree	32%	28%	39%	33%	34%	32%	32%	41%	32%	21%	35%
Neither agree nor disagree	12%	14%	7%	9%	11%	15%	11%	10%	12%	12%	14%
Somewhat disagree	1%	2%	0%	4%	1%	1%	1%	1%	0%	2%	4%
Disagree strongly	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	4%	2%	4%	4%	6%	14%	1%	1%	1%	4%	12%

Note:

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count



Table 99: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	68%	67%	63%	73%	68%	66%	74%	66%	65%	74%	53%
Somewhat agree	23%	23%	30%	15%	23%	15%	18%	27%	28%	18%	30%
Neither agree nor disagree	6%	7%	2%	11%	6%	12%	7%	4%	6%	3%	11%
Somewhat disagree	1%	1%	2%	0%	1%	0%	1%	2%	0%	2%	0%
Disagree strongly	0%	0%	0%	2%	0%	0%	0%	1%	0%	1%	0%
Don't Know	2%	1%	4%	0%	2%	7%	0%	0%	1%	2%	7%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 100: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	67%	65%	67%	64%	69%	64%	71%	70%	61%	75%	53%
Somewhat agree	19%	18%	22%	24%	19%	9%	21%	18%	27%	16%	26%
Neither agree nor disagree	8%	10%	6%	7%	7%	13%	5%	9%	7%	6%	11%
Somewhat disagree	3%	4%	0%	4%	2%	2%	3%	3%	3%	2%	1%
Disagree strongly	1%	1%	0%	2%	0%	0%	1%	1%	2%	0%	0%
Don't Know	3%	1%	6%	0%	4%	11%	0%	1%	1%	2%	9%

*Note:*

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count

Table 101: 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 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	13%	15%	24%	16%	11%	7%	13%	12%	20%	19%	3%
Somewhat agree	10%	11%	13%	15%	9%	5%	11%	13%	12%	7%	12%
Neither agree nor disagree	15%	14%	17%	15%	16%	12%	13%	7%	25%	16%	23%
Somewhat disagree	34%	35%	11%	33%	37%	26%	41%	42%	27%	25%	42%
Disagree strongly	24%	25%	31%	20%	23%	40%	21%	25%	15%	29%	14%
Don't Know	3%	1%	4%	2%	4%	10%	0%	1%	1%	4%	7%

Note:

Fieldwork: Aug 14th - Aug 27th 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... :  
Having access to the Internet makes the employees of my company significantly more productive

	Total	Employee Count				Yearly Growth					
		Under 50	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	500	268	54	55	123	68	107	124	79	80	42
Weighted	500	185	37	38	240	58	94	112	85	102	49
Agree strongly	51%	49%	56%	53%	50%	48%	53%	50%	52%	59%	32%
Somewhat agree	32%	31%	30%	31%	33%	26%	32%	34%	35%	26%	40%
Neither agree nor disagree	12%	15%	9%	15%	11%	14%	14%	12%	10%	9%	19%
Somewhat disagree	2%	3%	2%	2%	2%	5%	1%	3%	2%	0%	3%
Disagree strongly	1%	1%	0%	0%	1%	1%	0%	1%	1%	3%	0%
Don't Know	2%	1%	4%	0%	3%	7%	0%	0%	1%	4%	5%

Note:

Fieldwork: Aug 14th - Aug 27th 2019

Data weighted by Employee Count