Poll on Consumer and Business Opinions Towards Google and the Internet in UAE

Fieldwork:	*Consumer Survey:* Nov 4th- 26th Nov 2019 | *Business Survey:* Oct 30th – Nov 10th 2019
Interview method:	Online Survey
Population represented:	Internet-using adults and businesses in the UAE
Sample size:	*Consumer Survey:* 1000 | *Business Survey:* 497

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The consumer data is weighted according to estimates of internet user demographics in UAE 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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Google	98%	98%	99%	99%	98%	99%	99%	89%	100%	99%	99%
Bing	30%	32%	28%	36%	31%	30%	21%	0%	31%	31%	32%
Yahoo!	40%	39%	43%	37%	41%	42%	42%	32%	40%	40%	41%
Baidu	5%	5%	4%	2%	5%	8%	3%	0%	5%	5%	5%
Yandex	4%	4%	4%	2%	4%	6%	3%	0%	4%	4%	4%
DuckDuckGo	8%	8%	7%	10%	7%	8%	7%	0%	8%	8%	8%
Other	8%	7%	8%	7%	7%	10%	8%	0%	8%	8%	8%
Not Sure	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
None of the above	1%	1%	0%	1%	0%	0%	0%	11%	0%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Google Maps	97%	97%	97%	100%	97%	97%	93%	89%	98%	100%	99%
Bing Maps	9%	10%	8%	6%	10%	12%	7%	0%	9%	9%	9%
Apple Maps	25%	25%	26%	19%	32%	26%	11%	0%	25%	25%	26%
MapQuest	4%	3%	5%	1%	3%	7%	7%	0%	4%	4%	4%
Other	7%	8%	4%	9%	6%	9%	5%	0%	7%	7%	7%
Not Sure	1%	0%	1%	0%	0%	1%	4%	0%	1%	0%	0%
None of the above	1%	1%	1%	0%	1%	1%	2%	11%	1%	0%	1%

Note:

Fieldwork: Nov 4th - Nov 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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Gmail	92%	93%	89%	91%	93%	93%	87%	89%	92%	93%	93%
Outlook	56%	56%	56%	43%	59%	61%	58%	64%	57%	57%	57%
Yahoo Mail	50%	51%	46%	32%	55%	54%	65%	32%	50%	50%	51%
Zoho Mail	3%	3%	4%	1%	3%	4%	3%	0%	3%	3%	3%
Apple Mail	18%	18%	19%	21%	21%	16%	10%	0%	18%	18%	19%
Other	5%	6%	3%	6%	4%	6%	5%	11%	5%	5%	5%
Not Sure	0%	1%	0%	0%	0%	1%	2%	0%	0%	0%	0%
None of the above	1%	0%	1%	2%	0%	0%	0%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
YouTube	95%	95%	97%	98%	96%	98%	89%	68%	96%	97%	100%
Vimeo	9%	9%	10%	7%	9%	12%	7%	0%	9%	9%	9%
Facebook Video	65%	66%	65%	49%	71%	73%	62%	58%	66%	66%	68%
Netflix	61%	59%	67%	67%	66%	58%	34%	36%	61%	63%	62%
Amazon Prime Video	28%	27%	29%	23%	31%	32%	22%	0%	28%	29%	29%
See	21%	22%	18%	16%	22%	22%	12%	42%	20%	21%	21%
Other	7%	8%	5%	8%	7%	7%	6%	0%	7%	7%	7%
Not Sure	1%	1%	0%	0%	0%	0%	3%	11%	1%	0%	0%
None of the above	1%	1%	0%	0%	0%	0%	2%	21%	1%	1%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Microsoft Office (Word, Excel, PowerPoint etc.)	89%	89%	88%	82%	93%	93%	87%	53%	89%	90%	90%
G Suite / Google Apps (Docs, Sheets, Slides etc.)	39%	39%	38%	39%	42%	39%	29%	11%	40%	40%	41%
Libre Office (Writer, Calc, Impress etc.)	9%	9%	9%	8%	9%	11%	7%	0%	9%	9%	9%
Apple iWorks (Pages, Numbers, Keynote etc.)	16%	16%	17%	14%	20%	18%	6%	0%	16%	16%	16%
Other	4%	5%	3%	6%	4%	4%	2%	0%	4%	4%	5%
Not Sure	5%	5%	3%	8%	2%	4%	4%	21%	5%	4%	5%
None of the above	3%	3%	3%	4%	2%	2%	3%	26%	3%	3%	2%

Note:

Fieldwork: Nov 4th - Nov 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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Google Chrome	87%	88%	84%	86%	88%	87%	86%	68%	87%	87%	87%
Google Play	65%	67%	59%	64%	68%	65%	67%	21%	65%	66%	67%
Google Photos	51%	53%	49%	55%	53%	51%	47%	15%	52%	52%	53%
Google Calendar	28%	29%	27%	24%	31%	29%	31%	0%	28%	29%	29%
Chromebook	15%	16%	12%	13%	15%	20%	13%	0%	15%	15%	16%
Hangouts	20%	20%	18%	21%	20%	22%	11%	0%	19%	20%	20%
Google Home	19%	19%	19%	18%	21%	19%	14%	0%	19%	19%	19%
Google Pay	24%	25%	22%	23%	27%	25%	14%	0%	24%	25%	25%
Google Assistant	33%	35%	27%	33%	34%	39%	25%	0%	33%	34%	34%
Google Create	5%	6%	5%	4%	5%	8%	4%	0%	5%	6%	6%
Google Blue	4%	4%	3%	5%	4%	4%	5%	0%	4%	4%	4%
Google Walk	8%	8%	6%	8%	7%	8%	8%	0%	7%	8%	8%
None of the above	2%	2%	4%	2%	2%	2%	0%	11%	2%	2%	2%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
I use the technology significantly more	60%	62%	56%	55%	61%	65%	58%	58%	60%	61%	61%
I use the technology moderately more	20%	19%	22%	26%	20%	16%	21%	11%	20%	20%	20%
I use the technology around the same amount	12%	12%	12%	11%	12%	14%	13%	11%	12%	12%	12%
I use the tehcnology moderately less	4%	4%	5%	5%	4%	2%	4%	11%	4%	4%	4%
I use the technology significantly less	2%	2%	3%	3%	3%	2%	2%	0%	2%	2%	2%
I don't ever use this technology	1%	1%	2%	1%	1%	1%	3%	11%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
I use the technology significantly more	69%	69%	68%	66%	70%	71%	73%	47%	69%	69%	70%
I use the technology moderately more	20%	19%	20%	19%	20%	17%	16%	32%	19%	19%	19%
I use the technology around the same amount	8%	9%	8%	12%	6%	8%	8%	21%	8%	8%	8%
I use the tehcnology moderately less	2%	2%	2%	2%	2%	2%	2%	0%	2%	2%	2%
I use the technology significantly less	1%	1%	2%	1%	2%	1%	1%	0%	1%	1%	1%
I don't ever use this technology	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
I use the technology significantly more	76%	76%	76%	78%	74%	78%	76%	68%	76%	77%	77%
I use the technology moderately more	15%	15%	15%	16%	16%	13%	15%	21%	15%	15%	15%
I use the technology around the same amount	6%	6%	5%	4%	6%	6%	8%	11%	6%	5%	5%
I use the tehcnology moderately less	1%	1%	3%	1%	2%	2%	0%	0%	1%	1%	1%
I use the technology significantly less	1%	1%	2%	1%	2%	1%	1%	0%	1%	1%	1%
I don't ever use this technology	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
I use the technology significantly more	68%	68%	67%	57%	71%	73%	72%	47%	68%	68%	69%
I use the technology moderately more	18%	18%	18%	26%	16%	14%	9%	42%	18%	18%	18%
I use the technology around the same amount	11%	11%	10%	15%	9%	10%	12%	11%	10%	10%	10%
I use the tehcnology moderately less	2%	2%	3%	1%	3%	2%	3%	0%	2%	2%	2%
I use the technology significantly less	1%	1%	2%	1%	1%	2%	4%	0%	1%	1%	1%
I don't ever use this technology	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
I use the technology significantly more	70%	70%	71%	71%	68%	77%	74%	47%	71%	71%	72%
I use the technology moderately more	17%	18%	15%	15%	18%	15%	15%	42%	17%	17%	16%
I use the technology around the same amount	8%	8%	7%	9%	8%	5%	7%	11%	7%	7%	7%
I use the tehcnology moderately less	3%	2%	4%	3%	3%	2%	1%	0%	3%	3%	3%
I use the technology significantly less	2%	1%	3%	2%	2%	1%	2%	0%	2%	2%	2%
I don't ever use this technology	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
I use the technology significantly more	67%	68%	66%	59%	69%	71%	70%	58%	68%	68%	68%
I use the technology moderately more	17%	16%	18%	17%	17%	15%	15%	32%	16%	17%	17%
I use the technology around the same amount	12%	12%	11%	17%	10%	9%	10%	11%	11%	11%	11%
I use the tehcnology moderately less	3%	2%	4%	4%	2%	2%	4%	0%	3%	3%	3%
I use the technology significantly less	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%
I don't ever use this technology	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	16%	18%	12%	14%	18%	17%	10%	11%	16%	16%	16%
Daily	18%	18%	18%	23%	19%	13%	16%	11%	18%	18%	18%
Multiple times a week	19%	19%	20%	18%	19%	25%	17%	0%	19%	20%	20%
Weekly	17%	17%	16%	13%	18%	17%	23%	0%	17%	17%	17%
Once a month	18%	17%	21%	23%	16%	17%	15%	36%	19%	19%	19%
Once a year	6%	5%	9%	5%	6%	6%	8%	21%	7%	6%	6%
Never	4%	4%	4%	3%	3%	3%	7%	21%	3%	3%	3%
Don't Know	1%	1%	1%	0%	0%	3%	3%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	11%	11%	10%	12%	12%	10%	8%	11%	11%	11%	10%
Daily	11%	10%	13%	14%	11%	11%	9%	0%	11%	12%	12%
Multiple times a week	20%	20%	21%	19%	23%	18%	12%	11%	20%	20%	20%
Weekly	19%	19%	17%	17%	19%	24%	12%	0%	19%	19%	19%
Once a month	17%	15%	20%	15%	17%	17%	20%	11%	17%	16%	17%
Once a year	8%	9%	6%	7%	5%	10%	17%	32%	8%	8%	8%
Never	12%	12%	12%	16%	10%	8%	16%	26%	11%	11%	11%
Don't Know	3%	3%	2%	0%	3%	3%	8%	11%	3%	3%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	8%	8%	6%	11%	7%	8%	5%	0%	8%	8%	8%
Daily	9%	8%	11%	10%	10%	9%	3%	0%	9%	9%	9%
Multiple times a week	14%	15%	12%	12%	16%	14%	13%	11%	15%	15%	15%
Weekly	15%	15%	14%	10%	16%	19%	15%	0%	15%	15%	15%
Once a month	23%	24%	21%	18%	25%	22%	26%	21%	23%	23%	23%
Once a year	25%	24%	28%	31%	20%	22%	28%	58%	25%	25%	25%
Never	5%	4%	8%	8%	5%	3%	6%	11%	5%	5%	5%
Don't Know	1%	1%	1%	0%	1%	3%	3%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	15%	16%	12%	15%	15%	17%	13%	0%	15%	15%	15%
Daily	12%	12%	13%	13%	13%	12%	11%	0%	12%	12%	12%
Multiple times a week	19%	19%	19%	18%	22%	18%	14%	0%	19%	19%	19%
Weekly	16%	15%	17%	16%	16%	15%	19%	0%	16%	15%	16%
Once a month	20%	19%	21%	15%	21%	19%	24%	32%	20%	20%	20%
Once a year	8%	8%	9%	9%	7%	9%	10%	15%	8%	9%	8%
Never	8%	9%	6%	12%	5%	8%	8%	42%	8%	8%	7%
Don't Know	2%	2%	3%	2%	2%	2%	2%	11%	2%	2%	2%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	8%	9%	6%	8%	9%	9%	5%	0%	8%	8%	8%
Daily	11%	11%	12%	14%	12%	11%	6%	0%	11%	11%	11%
Multiple times a week	17%	18%	16%	14%	21%	16%	16%	0%	17%	17%	17%
Weekly	14%	13%	15%	5%	16%	18%	12%	0%	14%	14%	14%
Once a month	20%	19%	22%	25%	19%	20%	17%	11%	20%	20%	20%
Once a year	9%	9%	10%	11%	9%	6%	14%	21%	9%	9%	9%
Never	16%	17%	15%	21%	12%	15%	18%	58%	16%	16%	16%
Don't Know	4%	4%	4%	1%	3%	5%	11%	11%	4%	4%	4%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	7%	7%	7%	1%	11%	7%	7%	0%	7%	7%	7%
Daily	10%	10%	8%	15%	8%	10%	3%	0%	9%	9%	9%
Multiple times a week	17%	18%	16%	8%	21%	22%	9%	11%	17%	18%	18%
Weekly	14%	15%	12%	11%	18%	13%	16%	0%	15%	15%	15%
Once a month	13%	13%	13%	7%	13%	22%	14%	0%	13%	13%	13%
Once a year	8%	8%	8%	9%	7%	7%	18%	11%	8%	8%	8%
Never	27%	25%	32%	48%	19%	16%	29%	79%	27%	27%	27%
Don't Know	3%	3%	3%	2%	3%	3%	5%	0%	3%	3%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	8%	8%	7%	9%	8%	8%	4%	0%	8%	8%	8%
Daily	12%	13%	8%	17%	10%	13%	8%	0%	12%	12%	12%
Multiple times a week	24%	22%	27%	18%	29%	23%	16%	11%	24%	24%	24%
Weekly	29%	28%	29%	20%	30%	35%	26%	21%	28%	29%	29%
Once a month	18%	17%	22%	20%	16%	15%	34%	26%	19%	18%	18%
Once a year	5%	5%	5%	11%	2%	2%	0%	32%	5%	5%	5%
Never	4%	5%	3%	5%	3%	3%	8%	11%	4%	4%	4%
Don't Know	1%	1%	1%	1%	1%	2%	5%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	7%	7%	8%	10%	7%	7%	3%	0%	7%	7%	7%
Daily	12%	12%	13%	11%	13%	13%	10%	0%	12%	12%	12%
Multiple times a week	21%	20%	24%	22%	23%	17%	16%	21%	21%	22%	21%
Weekly	19%	19%	19%	19%	18%	20%	22%	21%	19%	19%	19%
Once a month	24%	24%	25%	28%	22%	24%	25%	26%	24%	24%	24%
Once a year	8%	9%	5%	6%	8%	8%	8%	0%	8%	8%	8%
Never	6%	6%	4%	1%	7%	4%	10%	21%	5%	5%	5%
Don't Know	3%	4%	2%	3%	2%	5%	7%	11%	3%	3%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	31%	35%	20%	22%	33%	32%	37%	47%	31%	31%	32%
Daily	32%	31%	33%	29%	32%	35%	34%	21%	32%	32%	32%
Multiple times a week	16%	15%	18%	19%	15%	18%	14%	0%	16%	16%	17%
Weekly	10%	9%	15%	12%	11%	8%	8%	11%	11%	10%	10%
Once a month	5%	4%	7%	7%	4%	4%	1%	0%	5%	5%	5%
Once a year	2%	2%	2%	4%	1%	1%	0%	0%	2%	1%	1%
Never	3%	3%	4%	5%	3%	1%	4%	11%	3%	3%	3%
Don't Know	1%	1%	1%	1%	0%	1%	2%	11%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	15%	14%	16%	16%	16%	15%	10%	0%	15%	15%	15%
Daily	11%	11%	11%	14%	11%	11%	4%	0%	10%	11%	11%
Multiple times a week	16%	17%	13%	19%	17%	15%	11%	0%	16%	17%	17%
Weekly	10%	11%	9%	9%	11%	10%	8%	11%	10%	10%	10%
Once a month	17%	18%	16%	13%	17%	21%	23%	0%	17%	17%	17%
Once a year	17%	16%	19%	16%	16%	16%	20%	32%	17%	17%	17%
Never	12%	12%	11%	10%	10%	9%	24%	58%	12%	12%	11%
Don't Know	2%	2%	4%	3%	1%	3%	2%	0%	2%	2%	2%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	24%	26%	21%	22%	25%	29%	21%	11%	24%	25%	25%
Daily	18%	17%	21%	23%	18%	16%	10%	11%	18%	18%	18%
Multiple times a week	17%	18%	16%	11%	18%	19%	21%	32%	18%	17%	17%
Weekly	12%	11%	13%	11%	13%	12%	10%	0%	12%	12%	12%
Once a month	11%	11%	9%	8%	11%	8%	16%	32%	11%	10%	10%
Once a year	5%	6%	4%	6%	5%	5%	7%	0%	5%	5%	5%
Never	8%	7%	10%	11%	8%	5%	8%	15%	8%	8%	8%
Don't Know	5%	4%	5%	7%	3%	5%	8%	0%	5%	4%	4%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	12%	13%	8%	11%	12%	14%	5%	11%	12%	12%	12%
Daily	12%	13%	10%	10%	12%	13%	10%	21%	12%	12%	12%
Multiple times a week	18%	20%	15%	23%	19%	16%	15%	0%	18%	18%	18%
Weekly	14%	14%	14%	9%	17%	16%	11%	0%	14%	14%	15%
Once a month	17%	16%	20%	11%	19%	19%	22%	0%	17%	17%	17%
Once a year	9%	8%	10%	13%	8%	8%	10%	0%	9%	9%	9%
Never	15%	14%	17%	22%	9%	11%	16%	68%	15%	14%	14%
Don't Know	3%	2%	5%	1%	3%	3%	11%	0%	3%	3%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	8%	9%	5%	4%	10%	8%	5%	11%	8%	8%	8%
Daily	11%	12%	10%	17%	12%	9%	3%	0%	11%	12%	11%
Multiple times a week	12%	13%	10%	10%	16%	11%	10%	0%	12%	12%	12%
Weekly	13%	14%	11%	13%	14%	13%	10%	0%	13%	13%	13%
Once a month	21%	22%	19%	19%	21%	22%	25%	21%	21%	21%	21%
Once a year	14%	11%	24%	16%	14%	15%	16%	0%	15%	14%	15%
Never	16%	16%	18%	17%	11%	17%	22%	68%	16%	16%	16%
Don't Know	4%	4%	3%	4%	2%	5%	8%	0%	3%	3%	4%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	25%	24%	26%	29%	26%	22%	20%	11%	25%	25%	25%
Daily	24%	24%	22%	27%	23%	23%	16%	21%	23%	24%	23%
Multiple times a week	20%	19%	21%	22%	19%	21%	25%	0%	20%	20%	20%
Weekly	15%	15%	14%	12%	16%	15%	12%	21%	15%	15%	15%
Once a month	10%	10%	10%	9%	10%	12%	14%	5%	10%	10%	11%
Once a year	4%	4%	3%	1%	4%	3%	5%	32%	4%	4%	4%
Never	1%	1%	1%	0%	1%	2%	3%	11%	1%	1%	1%
Don't Know	1%	1%	2%	1%	0%	2%	5%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	7%	7%	7%	7%	8%	8%	5%	0%	7%	8%	7%
Daily	10%	10%	7%	14%	9%	9%	3%	0%	9%	10%	10%
Multiple times a week	15%	14%	15%	14%	17%	16%	8%	0%	15%	15%	15%
Weekly	16%	16%	17%	8%	19%	19%	20%	11%	17%	17%	17%
Once a month	22%	21%	24%	16%	24%	24%	22%	21%	22%	23%	23%
Once a year	21%	22%	21%	28%	17%	19%	34%	26%	22%	21%	21%
Never	7%	7%	7%	11%	5%	4%	6%	42%	7%	7%	7%
Don't Know	1%	1%	1%	2%	1%	1%	2%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	5%	5%	3%	7%	4%	4%	3%	0%	5%	5%	5%
Daily	9%	9%	8%	8%	10%	9%	1%	5%	8%	9%	9%
Multiple times a week	12%	13%	10%	10%	14%	12%	6%	0%	12%	12%	12%
Weekly	14%	14%	13%	12%	16%	12%	9%	11%	14%	14%	14%
Once a month	20%	20%	18%	16%	22%	19%	23%	11%	20%	19%	20%
Once a year	14%	14%	14%	13%	13%	15%	18%	11%	14%	14%	14%
Never	25%	23%	32%	33%	18%	25%	33%	64%	25%	25%	24%
Don't Know	2%	2%	2%	0%	3%	3%	7%	0%	2%	2%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	14%	15%	12%	18%	13%	15%	10%	0%	14%	14%	14%
Daily	14%	15%	13%	19%	16%	11%	5%	0%	14%	15%	14%
Multiple times a week	24%	25%	20%	21%	26%	25%	19%	11%	24%	24%	24%
Weekly	16%	15%	18%	10%	17%	19%	19%	11%	16%	16%	16%
Once a month	18%	17%	23%	18%	18%	16%	31%	11%	18%	18%	19%
Once a year	6%	6%	7%	3%	6%	5%	10%	42%	6%	6%	6%
Never	5%	5%	5%	8%	2%	5%	3%	26%	4%	5%	4%
Don't Know	3%	3%	3%	2%	3%	4%	4%	0%	3%	3%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	9%	10%	7%	8%	9%	11%	6%	11%	9%	9%	9%
Daily	12%	12%	12%	15%	12%	10%	11%	0%	12%	12%	12%
Multiple times a week	16%	16%	16%	14%	17%	16%	13%	11%	16%	16%	16%
Weekly	15%	16%	12%	18%	16%	11%	13%	11%	15%	15%	15%
Once a month	17%	17%	19%	12%	19%	20%	18%	5%	18%	17%	18%
Once a year	10%	9%	11%	11%	8%	10%	17%	0%	10%	10%	10%
Never	18%	18%	17%	19%	16%	18%	13%	64%	18%	18%	17%
Don't Know	3%	2%	6%	3%	3%	3%	10%	0%	3%	3%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Always	37%	36%	39%	39%	35%	38%	31%	58%	37%	37%	37%
The majority of the time	49%	48%	51%	51%	50%	46%	52%	32%	49%	49%	50%
As often as not	10%	11%	8%	6%	12%	10%	12%	0%	10%	10%	10%
Rarely	2%	2%	2%	2%	2%	3%	2%	0%	2%	2%	2%
Never	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%
Don't Know	1%	1%	0%	0%	1%	1%	4%	11%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Always	47%	46%	48%	52%	45%	44%	40%	68%	47%	47%	48%
The majority of the time	38%	38%	39%	34%	39%	43%	44%	0%	38%	38%	38%
As often as not	11%	12%	9%	10%	13%	10%	6%	21%	11%	11%	11%
Rarely	2%	2%	2%	2%	2%	3%	7%	0%	2%	2%	2%
Never	1%	1%	1%	1%	1%	0%	0%	0%	0%	1%	0%
Don't Know	1%	1%	1%	0%	0%	0%	4%	11%	1%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Always	39%	39%	39%	42%	38%	38%	37%	58%	39%	39%	40%
The majority of the time	48%	47%	51%	45%	50%	51%	48%	21%	48%	49%	49%
As often as not	11%	12%	8%	13%	11%	7%	12%	11%	11%	10%	10%
Rarely	1%	1%	1%	0%	1%	3%	1%	0%	1%	1%	1%
Never	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	1%	1%	0%	0%	0%	0%	2%	11%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Always	52%	52%	54%	57%	53%	47%	45%	68%	52%	53%	53%
The majority of the time	39%	38%	40%	38%	38%	43%	42%	21%	39%	39%	38%
As often as not	7%	8%	5%	6%	7%	8%	8%	0%	7%	7%	7%
Rarely	1%	2%	1%	0%	2%	2%	3%	0%	1%	2%	2%
Never	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	1%	1%	0%	0%	0%	1%	2%	11%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Always	7%	8%	5%	6%	8%	8%	4%	11%	7%	7%	7%
The majority of the time	9%	10%	5%	9%	9%	9%	4%	0%	9%	8%	9%
As often as not	9%	8%	10%	13%	6%	10%	10%	0%	8%	9%	9%
Rarely	30%	29%	34%	33%	32%	24%	31%	21%	30%	30%	30%
Never	44%	43%	46%	38%	43%	48%	50%	53%	45%	44%	44%
Don't Know	2%	2%	1%	0%	1%	2%	2%	15%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Always	15%	16%	10%	13%	15%	15%	12%	21%	14%	15%	14%
The majority of the time	16%	16%	15%	15%	16%	16%	20%	0%	16%	16%	16%
As often as not	23%	23%	25%	32%	23%	21%	16%	0%	24%	23%	24%
Rarely	21%	20%	23%	20%	22%	19%	23%	21%	21%	21%	21%
Never	21%	21%	21%	15%	20%	23%	22%	47%	21%	21%	21%
Don't Know	4%	4%	5%	4%	4%	5%	7%	11%	4%	4%	4%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Strongly Agree	43%	42%	46%	43%	41%	45%	39%	79%	43%	43%	44%
Somewhat Agree	35%	36%	33%	30%	37%	37%	36%	11%	35%	35%	35%
Neither Agree Nor Disagree	15%	16%	14%	20%	15%	12%	16%	0%	15%	15%	15%
Somewhat Disagree	4%	4%	4%	3%	5%	4%	3%	0%	4%	4%	4%
Strongly Disagree	1%	2%	1%	1%	1%	2%	4%	0%	1%	1%	1%
Don't Know	1%	1%	2%	1%	1%	0%	3%	11%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Strongly Agree	52%	50%	56%	49%	55%	47%	48%	58%	52%	52%	52%
Somewhat Agree	33%	34%	30%	32%	33%	37%	35%	11%	33%	33%	33%
Neither Agree Nor Disagree	12%	12%	10%	16%	9%	11%	10%	21%	12%	12%	11%
Somewhat Disagree	2%	2%	2%	2%	1%	3%	3%	0%	2%	2%	2%
Strongly Disagree	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%
Don't Know	1%	1%	1%	1%	0%	0%	2%	11%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Strongly Agree	51%	47%	60%	56%	48%	50%	48%	58%	51%	51%	52%
Somewhat Agree	33%	33%	31%	27%	34%	35%	37%	21%	33%	33%	33%
Neither Agree Nor Disagree	11%	13%	6%	11%	13%	10%	10%	0%	11%	11%	11%
Somewhat Disagree	3%	3%	2%	2%	3%	4%	2%	0%	3%	3%	3%
Strongly Disagree	2%	2%	1%	4%	1%	2%	1%	11%	2%	2%	2%
Don't Know	1%	1%	0%	0%	1%	0%	3%	11%	1%	1%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Strongly Agree	66%	64%	70%	74%	61%	66%	61%	79%	66%	66%	66%
Somewhat Agree	25%	26%	24%	17%	30%	26%	24%	11%	25%	25%	25%
Neither Agree Nor Disagree	7%	7%	5%	7%	7%	6%	7%	0%	7%	7%	6%
Somewhat Disagree	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%
Strongly Disagree	1%	1%	1%	1%	1%	0%	4%	0%	1%	1%	1%
Don't Know	1%	1%	0%	0%	0%	0%	3%	11%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Strongly Agree	60%	59%	65%	60%	60%	64%	51%	68%	61%	61%	62%
Somewhat Agree	26%	26%	28%	26%	28%	24%	32%	11%	27%	26%	27%
Neither Agree Nor Disagree	9%	10%	6%	12%	8%	8%	12%	0%	9%	9%	9%
Somewhat Disagree	3%	3%	1%	1%	3%	3%	0%	11%	3%	3%	2%
Strongly Disagree	1%	1%	1%	1%	0%	1%	2%	0%	1%	1%	0%
Don't Know	1%	1%	0%	0%	0%	0%	3%	11%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	61%	62%	58%	67%	57%	60%	65%	68%	61%	61%	61%
Daily	23%	22%	25%	24%	23%	23%	19%	11%	23%	23%	23%
Multiple times a week	11%	11%	10%	7%	13%	11%	7%	11%	11%	11%	11%
Weekly	4%	4%	4%	1%	5%	4%	7%	11%	4%	4%	4%
Once a month	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%
Once a year	0%	0%	0%	0%	0%	1%	2%	0%	0%	0%	0%
Never	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	45%	49%	33%	23%	48%	52%	50%	85%	45%	45%	44%
Daily	30%	29%	33%	40%	28%	26%	31%	11%	30%	30%	30%
Multiple times a week	14%	14%	14%	18%	14%	14%	8%	0%	14%	14%	14%
Weekly	6%	5%	8%	10%	6%	4%	7%	5%	6%	6%	6%
Once a month	2%	0%	4%	2%	2%	1%	1%	0%	1%	2%	2%
Once a year	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	3%	2%	6%	5%	3%	1%	1%	0%	3%	2%	3%
Don't Know	1%	0%	2%	1%	0%	1%	2%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	56%	57%	54%	48%	57%	57%	64%	89%	56%	56%	56%
Daily	28%	28%	29%	31%	28%	30%	24%	11%	29%	29%	28%
Multiple times a week	10%	10%	10%	11%	11%	9%	8%	0%	10%	10%	10%
Weekly	3%	3%	3%	6%	3%	3%	2%	0%	3%	3%	3%
Once a month	1%	1%	2%	3%	1%	0%	0%	0%	1%	1%	1%
Once a year	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%
Never	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%
Don't Know	0%	0%	1%	1%	0%	0%	2%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	34%	34%	33%	27%	35%	36%	46%	36%	34%	34%	34%
Daily	23%	23%	22%	17%	23%	27%	23%	32%	23%	23%	23%
Multiple times a week	22%	22%	22%	21%	23%	24%	16%	11%	22%	22%	22%
Weekly	10%	10%	7%	7%	12%	7%	6%	21%	9%	9%	10%
Once a month	8%	7%	11%	19%	6%	4%	5%	0%	8%	8%	8%
Once a year	1%	1%	3%	3%	1%	2%	1%	0%	1%	1%	1%
Never	1%	1%	2%	4%	0%	0%	2%	0%	1%	1%	1%
Don't Know	1%	1%	1%	2%	0%	0%	2%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	30%	30%	30%	33%	30%	31%	27%	15%	30%	30%	30%
Daily	30%	31%	29%	37%	31%	27%	25%	21%	30%	31%	31%
Weekly	23%	23%	22%	19%	23%	29%	26%	0%	23%	23%	24%
Monthly	10%	10%	9%	7%	10%	6%	10%	42%	10%	9%	9%
Less often	5%	4%	8%	5%	5%	6%	5%	11%	5%	5%	5%
Never	1%	2%	0%	0%	1%	0%	4%	11%	1%	1%	1%
Don't Know	0%	0%	1%	0%	0%	1%	4%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	26%	26%	25%	28%	27%	25%	21%	11%	26%	26%	26%
Daily	38%	38%	39%	38%	40%	38%	32%	26%	38%	38%	39%
Weekly	22%	23%	18%	20%	20%	26%	26%	11%	22%	22%	21%
Monthly	5%	5%	6%	5%	4%	5%	6%	11%	5%	5%	5%
Less often	6%	5%	8%	3%	7%	5%	11%	11%	6%	6%	6%
Never	4%	4%	4%	5%	3%	1%	1%	32%	3%	3%	3%
Don't Know	0%	0%	1%	0%	0%	0%	3%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	13%	13%	16%	17%	13%	14%	6%	11%	13%	14%	13%
Daily	22%	23%	19%	25%	24%	18%	20%	11%	22%	22%	22%
Weekly	26%	26%	25%	23%	27%	29%	24%	0%	26%	26%	26%
Monthly	15%	16%	13%	12%	15%	19%	16%	0%	15%	15%	15%
Less often	18%	17%	22%	17%	16%	15%	25%	68%	18%	18%	18%
Never	5%	5%	4%	6%	4%	4%	6%	11%	4%	4%	4%
Don't Know	1%	1%	0%	0%	1%	2%	3%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	15%	13%	19%	15%	16%	15%	13%	0%	15%	15%	15%
Daily	23%	20%	29%	22%	27%	19%	18%	5%	23%	23%	23%
Weekly	27%	27%	28%	18%	27%	33%	27%	32%	27%	27%	27%
Monthly	14%	16%	12%	19%	14%	13%	16%	0%	15%	15%	15%
Less often	13%	13%	11%	16%	10%	11%	13%	42%	13%	13%	13%
Never	8%	10%	1%	10%	6%	7%	10%	21%	7%	7%	7%
Don't Know	1%	1%	1%	0%	0%	1%	3%	0%	1%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	10%	9%	14%	13%	10%	11%	7%	0%	10%	10%	10%
Daily	15%	14%	17%	17%	17%	10%	9%	11%	14%	15%	14%
Weekly	18%	15%	25%	13%	20%	20%	19%	11%	18%	18%	18%
Monthly	9%	7%	16%	7%	11%	10%	14%	0%	10%	10%	10%
Less often	14%	12%	18%	11%	16%	14%	13%	15%	14%	14%	14%
Never	32%	41%	9%	37%	26%	35%	32%	64%	32%	32%	32%
Don't Know	2%	2%	1%	3%	0%	1%	7%	0%	2%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	27%	27%	29%	38%	28%	23%	14%	0%	28%	28%	28%
Daily	33%	33%	33%	29%	36%	33%	26%	36%	33%	34%	34%
Weekly	20%	21%	17%	19%	17%	20%	30%	32%	20%	20%	20%
Monthly	8%	7%	9%	8%	9%	6%	12%	0%	8%	7%	8%
Less often	8%	8%	7%	4%	6%	13%	11%	21%	8%	8%	7%
Never	4%	4%	4%	3%	3%	4%	4%	11%	3%	3%	3%
Don't Know	0%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	14%	16%	10%	19%	15%	12%	6%	0%	14%	14%	14%
Daily	20%	22%	12%	24%	21%	16%	13%	11%	19%	20%	20%
Weekly	17%	18%	14%	13%	19%	19%	12%	11%	17%	17%	17%
Monthly	10%	10%	8%	9%	10%	12%	7%	0%	10%	10%	10%
Less often	18%	15%	26%	15%	18%	19%	30%	11%	18%	18%	18%
Never	20%	17%	29%	19%	16%	22%	25%	68%	20%	20%	20%
Don't Know	1%	1%	0%	1%	0%	0%	7%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	15%	14%	15%	18%	15%	12%	12%	11%	15%	15%	15%
Daily	24%	26%	20%	31%	25%	21%	14%	15%	24%	25%	25%
Weekly	20%	20%	20%	18%	21%	23%	14%	21%	21%	20%	21%
Monthly	11%	12%	10%	6%	13%	11%	21%	0%	11%	11%	11%
Less often	16%	14%	22%	16%	14%	19%	26%	0%	16%	16%	16%
Never	11%	11%	12%	11%	10%	12%	8%	42%	11%	11%	11%
Don't Know	2%	2%	1%	0%	1%	3%	5%	11%	2%	2%	2%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	21%	25%	10%	14%	23%	22%	19%	42%	21%	21%	21%
Daily	28%	31%	22%	20%	29%	33%	36%	26%	28%	28%	29%
Weekly	19%	20%	18%	19%	20%	21%	16%	0%	19%	19%	19%
Monthly	8%	7%	12%	9%	9%	7%	10%	0%	8%	8%	8%
Less often	15%	11%	23%	25%	12%	12%	15%	11%	15%	15%	15%
Never	8%	5%	14%	14%	6%	5%	2%	21%	7%	7%	7%
Don't Know	0%	0%	1%	0%	0%	0%	3%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	29%	29%	28%	32%	31%	27%	20%	11%	29%	29%	29%
Daily	35%	36%	33%	36%	36%	36%	31%	11%	35%	35%	36%
Weekly	19%	19%	20%	16%	21%	19%	28%	5%	20%	20%	20%
Monthly	8%	7%	11%	9%	6%	9%	9%	21%	8%	8%	8%
Less often	6%	6%	7%	5%	5%	6%	6%	42%	7%	6%	6%
Never	2%	1%	2%	1%	1%	1%	2%	11%	1%	1%	1%
Don't Know	1%	1%	1%	0%	0%	1%	5%	0%	1%	1%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	14%	14%	13%	18%	14%	11%	13%	11%	14%	14%	14%
Daily	25%	26%	21%	19%	25%	29%	17%	47%	24%	25%	24%
Weekly	28%	29%	25%	26%	32%	26%	26%	0%	29%	29%	29%
Monthly	13%	13%	14%	15%	12%	11%	16%	21%	13%	13%	13%
Less often	13%	11%	18%	11%	13%	16%	16%	0%	13%	13%	13%
Never	6%	6%	8%	10%	4%	5%	9%	21%	6%	6%	6%
Don't Know	1%	1%	1%	0%	0%	2%	5%	0%	1%	1%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 6 hours	4%	4%	3%	6%	3%	4%	3%	0%	4%	4%	4%
4 - 6 hours	4%	3%	5%	6%	3%	3%	2%	11%	4%	4%	4%
2 - 4 hours	6%	6%	6%	7%	6%	6%	5%	0%	6%	6%	6%
1 - 2 hours	13%	14%	10%	10%	14%	13%	10%	15%	13%	13%	13%
30 minutes - 1 hour	33%	36%	27%	28%	32%	34%	43%	74%	33%	33%	33%
Less than 30 minutes	34%	31%	40%	35%	35%	35%	30%	0%	34%	34%	33%
N/A	6%	4%	9%	5%	6%	5%	8%	0%	6%	6%	5%
Don't Know	1%	1%	1%	2%	1%	1%	0%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 6 hours	13%	15%	7%	13%	10%	17%	18%	11%	13%	13%	13%
4 - 6 hours	9%	10%	7%	8%	10%	8%	3%	32%	9%	9%	9%
2 - 4 hours	15%	16%	12%	13%	16%	14%	10%	21%	15%	15%	15%
1 - 2 hours	20%	20%	20%	19%	21%	18%	25%	26%	20%	20%	20%
30 minutes - 1 hour	21%	19%	25%	22%	22%	18%	26%	11%	21%	20%	20%
Less than 30 minutes	10%	9%	12%	11%	9%	13%	12%	0%	10%	10%	10%
N/A	11%	9%	16%	12%	12%	11%	5%	0%	11%	11%	11%
Don't Know	1%	1%	2%	2%	1%	2%	1%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 6 hours	3%	3%	1%	6%	2%	1%	0%	0%	3%	3%	3%
4 - 6 hours	2%	2%	2%	2%	2%	3%	0%	0%	2%	2%	2%
2 - 4 hours	6%	6%	5%	6%	7%	5%	2%	0%	6%	6%	6%
1 - 2 hours	12%	13%	10%	16%	13%	9%	7%	0%	12%	12%	12%
30 minutes - 1 hour	14%	13%	15%	9%	14%	17%	22%	5%	14%	14%	14%
Less than 30 minutes	11%	12%	9%	9%	10%	15%	12%	11%	11%	11%	11%
N/A	52%	49%	57%	51%	51%	48%	56%	85%	51%	51%	51%
Don't Know	1%	2%	1%	1%	2%	2%	2%	0%	2%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 6 hours	1%	2%	0%	4%	1%	1%	0%	0%	1%	1%	1%
4 - 6 hours	1%	2%	0%	1%	1%	2%	0%	0%	1%	1%	1%
2 - 4 hours	3%	3%	3%	3%	4%	3%	2%	0%	3%	3%	3%
1 - 2 hours	8%	8%	6%	12%	6%	7%	5%	0%	8%	8%	7%
30 minutes - 1 hour	12%	12%	11%	5%	13%	17%	17%	0%	12%	12%	12%
Less than 30 minutes	11%	11%	9%	13%	11%	8%	9%	11%	10%	11%	11%
N/A	62%	60%	68%	58%	61%	61%	67%	89%	62%	62%	61%
Don't Know	2%	2%	3%	3%	2%	1%	1%	0%	2%	2%	2%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 6 hours	1%	1%	0%	3%	0%	0%	0%	0%	1%	1%	1%
4 - 6 hours	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%
2 - 4 hours	2%	3%	1%	1%	3%	2%	3%	0%	2%	2%	2%
1 - 2 hours	5%	5%	3%	7%	3%	7%	3%	0%	4%	5%	5%
30 minutes - 1 hour	6%	7%	1%	3%	6%	7%	8%	0%	6%	6%	6%
Less than 30 minutes	9%	11%	5%	8%	10%	11%	7%	11%	9%	10%	9%
N/A	74%	70%	87%	77%	75%	69%	77%	89%	75%	74%	74%
Don't Know	2%	2%	2%	1%	2%	2%	2%	0%	2%	2%	2%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 6 hours	1%	2%	0%	3%	1%	1%	0%	0%	1%	1%	1%
4 - 6 hours	1%	2%	0%	1%	1%	2%	0%	0%	1%	1%	1%
2 - 4 hours	3%	3%	1%	3%	4%	2%	3%	0%	3%	3%	3%
1 - 2 hours	7%	7%	9%	5%	9%	8%	5%	0%	8%	7%	7%
30 minutes - 1 hour	17%	18%	15%	18%	17%	22%	10%	0%	17%	18%	18%
Less than 30 minutes	19%	18%	22%	17%	20%	20%	19%	21%	19%	20%	19%
N/A	49%	49%	49%	51%	47%	43%	63%	79%	49%	48%	49%
Don't Know	1%	1%	2%	1%	1%	2%	0%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 6 hours	1%	1%	1%	1%	2%	1%	0%	0%	1%	1%	1%
4 - 6 hours	1%	1%	0%	0%	1%	1%	3%	0%	1%	1%	1%
2 - 4 hours	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%
1 - 2 hours	2%	1%	4%	3%	1%	2%	5%	0%	2%	2%	2%
30 minutes - 1 hour	4%	5%	1%	4%	3%	5%	5%	0%	4%	4%	4%
Less than 30 minutes	7%	8%	5%	7%	6%	10%	7%	11%	7%	8%	8%
N/A	77%	76%	82%	75%	80%	73%	78%	79%	78%	77%	77%
Don't Know	7%	7%	7%	10%	6%	8%	2%	11%	7%	7%	7%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	43%	42%	46%	46%	44%	40%	41%	26%	43%	43%	44%
Daily	28%	29%	27%	36%	28%	22%	28%	21%	28%	28%	28%
Multiple times a week	17%	17%	14%	9%	17%	22%	16%	21%	17%	16%	16%
Weekly	5%	4%	7%	4%	4%	7%	3%	21%	5%	5%	5%
Once a month	3%	4%	1%	3%	2%	4%	6%	11%	3%	3%	3%
Once a year	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%
Never	2%	2%	3%	2%	2%	3%	4%	0%	2%	3%	2%
Don't Know	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	27%	26%	28%	23%	29%	29%	29%	0%	27%	27%	27%
Daily	22%	22%	23%	23%	24%	23%	19%	0%	22%	23%	23%
Multiple times a week	23%	23%	23%	25%	22%	21%	23%	21%	23%	23%	23%
Weekly	12%	12%	10%	10%	13%	11%	7%	21%	12%	12%	12%
Once a month	7%	7%	8%	10%	5%	7%	9%	26%	7%	7%	8%
Once a year	3%	3%	2%	3%	2%	3%	2%	11%	3%	3%	2%
Never	6%	5%	6%	6%	4%	5%	10%	21%	5%	5%	5%
Don't Know	1%	1%	1%	0%	1%	2%	2%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	43%	46%	35%	25%	46%	52%	43%	53%	43%	42%	43%
Daily	31%	31%	31%	44%	30%	22%	36%	15%	31%	32%	31%
Multiple times a week	12%	13%	12%	13%	12%	12%	9%	21%	13%	12%	12%
Weekly	6%	5%	8%	8%	6%	5%	3%	11%	6%	6%	6%
Once a month	2%	2%	3%	3%	2%	2%	1%	0%	2%	2%	2%
Once a year	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%
Never	4%	3%	7%	5%	3%	4%	7%	0%	4%	4%	4%
Don't Know	1%	1%	3%	2%	1%	1%	2%	0%	1%	2%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	30%	30%	29%	37%	32%	27%	17%	0%	30%	30%	31%
Daily	25%	25%	24%	23%	26%	24%	24%	21%	25%	25%	24%
Multiple times a week	15%	16%	15%	14%	15%	18%	19%	11%	16%	16%	16%
Weekly	8%	8%	9%	5%	9%	10%	9%	0%	8%	8%	8%
Once a month	7%	8%	5%	9%	6%	8%	13%	0%	7%	7%	7%
Once a year	2%	1%	3%	1%	1%	1%	3%	11%	2%	2%	1%
Never	12%	12%	13%	11%	10%	11%	14%	58%	12%	12%	12%
Don't Know	1%	0%	2%	1%	1%	1%	1%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	29%	29%	28%	38%	29%	26%	13%	21%	29%	29%	29%
Daily	20%	21%	17%	20%	22%	16%	19%	11%	20%	20%	19%
Multiple times a week	18%	17%	20%	15%	18%	20%	24%	11%	18%	18%	18%
Weekly	8%	8%	9%	5%	9%	10%	10%	0%	8%	8%	8%
Once a month	12%	11%	13%	9%	11%	16%	14%	0%	12%	12%	12%
Once a year	9%	8%	10%	8%	8%	8%	11%	26%	9%	8%	9%
Never	4%	4%	2%	4%	2%	2%	7%	32%	4%	3%	3%
Don't Know	1%	1%	2%	1%	2%	2%	2%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	34%	36%	32%	39%	35%	35%	21%	21%	34%	35%	35%
Daily	22%	22%	21%	21%	25%	20%	15%	11%	22%	22%	21%
Multiple times a week	23%	22%	25%	24%	22%	23%	25%	15%	23%	23%	24%
Weekly	10%	10%	10%	5%	9%	12%	18%	11%	10%	10%	10%
Once a month	7%	7%	8%	10%	4%	6%	10%	21%	7%	7%	7%
Once a year	2%	2%	3%	0%	2%	2%	3%	21%	2%	2%	2%
Never	1%	1%	2%	0%	1%	2%	3%	0%	1%	1%	1%
Don't Know	1%	1%	1%	1%	0%	1%	5%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	34%	36%	29%	27%	35%	36%	30%	58%	34%	34%	34%
Daily	23%	23%	25%	28%	25%	22%	13%	0%	24%	24%	23%
Multiple times a week	20%	22%	16%	20%	20%	21%	24%	11%	20%	20%	21%
Weekly	8%	7%	10%	8%	9%	6%	9%	11%	8%	8%	7%
Once a month	5%	4%	6%	4%	4%	6%	5%	11%	5%	5%	5%
Once a year	3%	2%	4%	2%	2%	3%	11%	11%	3%	3%	3%
Never	6%	5%	7%	10%	4%	5%	7%	0%	6%	6%	5%
Don't Know	1%	1%	1%	1%	1%	2%	2%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	13%	14%	11%	12%	14%	9%	14%	21%	13%	13%	13%
Daily	15%	15%	15%	8%	18%	19%	11%	0%	15%	15%	15%
Multiple times a week	21%	24%	15%	24%	21%	26%	14%	0%	21%	22%	22%
Weekly	14%	14%	14%	14%	15%	13%	12%	15%	14%	14%	15%
Once a month	14%	14%	15%	13%	16%	13%	14%	11%	14%	14%	14%
Once a year	4%	3%	6%	4%	3%	5%	4%	0%	4%	4%	4%
Never	15%	13%	19%	21%	10%	13%	25%	42%	15%	14%	15%
Don't Know	3%	3%	3%	3%	3%	3%	6%	11%	3%	3%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	23%	24%	22%	30%	24%	20%	16%	11%	23%	24%	24%
Daily	20%	20%	18%	18%	20%	21%	19%	15%	20%	20%	19%
Multiple times a week	21%	22%	20%	23%	20%	25%	20%	11%	21%	21%	21%
Weekly	12%	13%	10%	5%	15%	9%	14%	32%	12%	12%	12%
Once a month	13%	12%	13%	13%	13%	13%	12%	0%	13%	13%	13%
Once a year	6%	5%	8%	7%	5%	6%	5%	21%	6%	6%	6%
Never	3%	2%	6%	4%	1%	4%	7%	11%	3%	2%	3%
Don't Know	1%	1%	2%	1%	1%	2%	6%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	19%	20%	18%	23%	20%	18%	17%	0%	19%	19%	19%
Daily	18%	17%	20%	17%	19%	16%	14%	11%	18%	18%	18%
Multiple times a week	21%	23%	18%	20%	23%	23%	13%	11%	22%	22%	22%
Weekly	13%	12%	16%	10%	15%	12%	11%	15%	13%	13%	13%
Once a month	13%	13%	15%	17%	11%	13%	15%	21%	13%	13%	13%
Once a year	4%	5%	3%	3%	4%	4%	8%	21%	5%	4%	4%
Never	8%	8%	7%	7%	5%	10%	13%	11%	7%	7%	7%
Don't Know	4%	4%	3%	1%	3%	4%	8%	11%	4%	4%	4%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	16%	16%	16%	19%	18%	12%	13%	0%	16%	16%	16%
Daily	18%	17%	21%	15%	21%	17%	17%	15%	18%	19%	19%
Multiple times a week	21%	22%	17%	20%	20%	24%	14%	21%	21%	21%	21%
Weekly	18%	19%	16%	18%	17%	19%	21%	11%	18%	18%	18%
Once a month	16%	15%	18%	17%	15%	14%	18%	11%	16%	16%	16%
Once a year	4%	4%	3%	3%	2%	4%	9%	21%	4%	4%	3%
Never	7%	7%	8%	8%	5%	9%	9%	21%	7%	6%	7%
Don't Know	1%	1%	2%	0%	1%	2%	0%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	14%	15%	13%	14%	16%	12%	11%	11%	14%	14%	15%
Daily	17%	16%	17%	16%	17%	20%	10%	11%	17%	17%	17%
Multiple times a week	24%	26%	18%	27%	24%	22%	21%	11%	24%	24%	24%
Weekly	14%	15%	12%	11%	15%	18%	9%	11%	14%	14%	14%
Once a month	14%	12%	19%	13%	13%	12%	21%	26%	14%	13%	14%
Once a year	5%	4%	6%	4%	4%	3%	8%	21%	5%	5%	5%
Never	10%	9%	10%	12%	7%	11%	13%	11%	10%	9%	9%
Don't Know	3%	3%	4%	4%	3%	2%	8%	0%	3%	3%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	21%	23%	17%	21%	23%	19%	20%	21%	21%	21%	22%
Daily	23%	23%	23%	18%	24%	25%	26%	15%	23%	23%	23%
Multiple times a week	22%	24%	20%	25%	22%	25%	15%	11%	23%	23%	23%
Weekly	11%	11%	13%	10%	13%	13%	10%	0%	12%	11%	12%
Once a month	8%	8%	9%	9%	8%	7%	9%	11%	9%	8%	8%
Once a year	3%	2%	3%	3%	2%	2%	3%	21%	2%	3%	2%
Never	9%	7%	13%	13%	6%	8%	15%	21%	9%	8%	8%
Don't Know	2%	1%	4%	1%	2%	2%	2%	0%	2%	2%	2%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Multiple times a day	10%	11%	9%	10%	11%	10%	9%	0%	10%	10%	10%
Daily	19%	21%	16%	16%	20%	22%	14%	21%	19%	20%	19%
Multiple times a week	18%	20%	15%	16%	19%	19%	17%	21%	18%	18%	18%
Weekly	12%	13%	9%	8%	13%	14%	10%	5%	12%	12%	12%
Once a month	11%	10%	12%	11%	12%	10%	12%	0%	11%	11%	11%
Once a year	4%	3%	5%	3%	4%	3%	8%	0%	4%	4%	4%
Never	23%	20%	28%	34%	16%	20%	25%	53%	23%	22%	22%
Don't Know	3%	2%	6%	1%	4%	4%	5%	0%	3%	3%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Under 10	17%	15%	19%	13%	16%	20%	13%	32%	16%	16%	16%
10 - 20	42%	42%	42%	40%	42%	41%	41%	53%	42%	42%	42%
20 - 50	35%	36%	31%	40%	34%	32%	40%	15%	35%	35%	35%
Over 50	7%	7%	8%	6%	8%	7%	6%	0%	7%	7%	7%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	47%	48%	44%	45%	50%	48%	37%	32%	47%	48%	47%
3 - 5 times a day	18%	18%	19%	24%	16%	16%	18%	32%	19%	18%	19%
1 - 3 times a day	16%	16%	13%	15%	18%	14%	13%	0%	16%	16%	16%
Daily	15%	13%	19%	10%	14%	17%	24%	26%	15%	15%	14%
Weekly	3%	3%	3%	5%	2%	3%	3%	0%	3%	3%	2%
Monthly	1%	1%	1%	0%	0%	1%	2%	11%	1%	1%	1%
Less often	1%	0%	1%	1%	0%	1%	2%	0%	1%	0%	1%
Never	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	40%	42%	34%	31%	43%	50%	28%	11%	40%	40%	40%
3 - 5 times a day	17%	19%	14%	13%	20%	13%	12%	42%	17%	17%	18%
1 - 3 times a day	17%	17%	15%	23%	16%	12%	23%	11%	17%	17%	17%
Daily	15%	13%	18%	16%	13%	14%	21%	26%	14%	15%	14%
Weekly	6%	5%	8%	10%	4%	5%	7%	0%	6%	6%	6%
Monthly	2%	1%	4%	3%	1%	2%	6%	0%	2%	2%	2%
Less often	2%	2%	2%	1%	2%	3%	3%	11%	2%	2%	2%
Never	2%	0%	5%	3%	1%	1%	0%	0%	2%	2%	2%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	21%	23%	15%	19%	23%	23%	13%	11%	21%	21%	21%
3 - 5 times a day	13%	14%	12%	9%	18%	10%	11%	0%	13%	13%	13%
1 - 3 times a day	17%	17%	16%	17%	16%	17%	13%	32%	17%	17%	18%
Daily	17%	16%	20%	17%	18%	18%	17%	5%	17%	18%	17%
Weekly	10%	9%	11%	15%	8%	9%	11%	0%	10%	10%	10%
Monthly	7%	6%	8%	8%	5%	4%	9%	21%	7%	6%	6%
Less often	8%	7%	10%	10%	6%	10%	6%	11%	8%	8%	8%
Never	7%	6%	8%	5%	5%	6%	14%	21%	6%	6%	6%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	34%	36%	31%	22%	36%	42%	34%	32%	34%	34%	34%
3 - 5 times a day	15%	15%	13%	14%	16%	14%	10%	11%	14%	14%	14%
1 - 3 times a day	17%	19%	11%	20%	17%	14%	15%	21%	17%	17%	17%
Daily	16%	14%	21%	14%	18%	18%	17%	0%	17%	16%	17%
Weekly	9%	7%	11%	14%	8%	5%	12%	0%	9%	9%	8%
Monthly	4%	3%	6%	8%	2%	1%	4%	15%	4%	4%	4%
Less often	3%	2%	4%	4%	2%	2%	2%	21%	3%	3%	3%
Never	2%	2%	2%	4%	1%	3%	2%	0%	2%	2%	2%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	59%	60%	56%	58%	60%	63%	44%	64%	59%	59%	60%
3 - 5 times a day	15%	16%	15%	22%	13%	13%	23%	0%	15%	16%	16%
1 - 3 times a day	9%	9%	10%	5%	11%	7%	15%	11%	9%	9%	9%
Daily	12%	11%	15%	11%	12%	13%	14%	15%	12%	12%	12%
Weekly	2%	3%	1%	3%	2%	2%	3%	0%	2%	2%	2%
Monthly	1%	1%	1%	1%	1%	0%	0%	11%	0%	1%	0%
Less often	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%
Never	0%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	35%	37%	32%	33%	35%	35%	37%	53%	35%	36%	36%
3 - 5 times a day	14%	15%	11%	18%	12%	13%	15%	21%	14%	14%	14%
1 - 3 times a day	15%	16%	15%	19%	14%	14%	22%	0%	16%	15%	15%
Daily	18%	17%	21%	10%	23%	17%	20%	5%	18%	18%	18%
Weekly	7%	6%	10%	6%	6%	10%	2%	21%	7%	7%	7%
Monthly	3%	3%	3%	3%	3%	2%	2%	0%	3%	3%	3%
Less often	3%	3%	4%	5%	3%	4%	0%	0%	3%	3%	3%
Never	4%	4%	3%	5%	3%	4%	2%	0%	4%	3%	4%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	36%	38%	31%	23%	39%	44%	27%	42%	35%	36%	36%
3 - 5 times a day	13%	14%	11%	16%	14%	12%	4%	11%	13%	13%	13%
1 - 3 times a day	12%	12%	11%	13%	10%	11%	14%	21%	12%	12%	11%
Daily	15%	14%	16%	13%	14%	15%	23%	15%	15%	14%	15%
Weekly	6%	6%	7%	8%	7%	4%	9%	0%	7%	7%	6%
Monthly	3%	3%	5%	3%	4%	2%	7%	0%	3%	3%	3%
Less often	5%	4%	8%	8%	5%	4%	7%	0%	5%	5%	5%
Never	9%	8%	11%	14%	7%	7%	8%	11%	9%	8%	9%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	15%	17%	10%	10%	17%	18%	8%	11%	15%	15%	15%
3 - 5 times a day	9%	11%	6%	9%	10%	11%	4%	0%	9%	9%	9%
1 - 3 times a day	17%	17%	16%	17%	17%	17%	16%	11%	17%	17%	17%
Daily	21%	21%	22%	18%	23%	19%	27%	11%	21%	21%	21%
Weekly	23%	22%	24%	22%	22%	25%	25%	15%	23%	23%	22%
Monthly	8%	7%	9%	11%	5%	5%	11%	32%	8%	8%	8%
Less often	4%	3%	6%	4%	4%	3%	2%	21%	4%	3%	3%
Never	3%	2%	7%	9%	2%	2%	1%	0%	3%	3%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	18%	18%	17%	7%	21%	21%	26%	0%	18%	18%	18%
3 - 5 times a day	10%	10%	8%	8%	11%	12%	6%	0%	9%	10%	10%
1 - 3 times a day	14%	16%	11%	12%	15%	13%	14%	32%	14%	15%	15%
Daily	18%	17%	21%	12%	18%	20%	17%	36%	18%	18%	18%
Weekly	9%	10%	7%	11%	11%	6%	7%	11%	10%	10%	10%
Monthly	5%	5%	6%	6%	4%	6%	11%	0%	5%	5%	5%
Less often	9%	9%	10%	17%	6%	9%	6%	11%	9%	9%	9%
Never	16%	16%	18%	27%	14%	13%	13%	11%	16%	16%	16%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	41%	43%	34%	39%	43%	45%	26%	21%	41%	41%	41%
3 - 5 times a day	16%	16%	17%	18%	16%	15%	19%	11%	16%	16%	16%
1 - 3 times a day	15%	16%	14%	18%	14%	14%	13%	32%	15%	16%	15%
Daily	16%	15%	18%	11%	18%	18%	17%	15%	16%	16%	17%
Weekly	6%	5%	7%	9%	3%	6%	12%	0%	6%	5%	5%
Monthly	2%	1%	3%	1%	1%	0%	5%	11%	1%	1%	1%
Less often	2%	2%	2%	0%	2%	2%	0%	11%	2%	2%	2%
Never	2%	2%	3%	3%	2%	1%	5%	0%	2%	2%	2%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	18%	20%	10%	9%	15%	25%	23%	53%	17%	17%	17%
3 - 5 times a day	15%	16%	10%	20%	14%	12%	10%	21%	15%	15%	15%
1 - 3 times a day	25%	27%	22%	22%	28%	25%	29%	11%	25%	25%	25%
Daily	21%	20%	25%	20%	21%	21%	25%	15%	21%	22%	21%
Weekly	8%	6%	13%	14%	8%	4%	3%	0%	8%	8%	8%
Monthly	2%	3%	2%	2%	2%	3%	5%	0%	2%	2%	2%
Less often	4%	3%	5%	4%	4%	4%	2%	0%	4%	4%	4%
Never	7%	5%	12%	10%	7%	5%	4%	0%	7%	7%	7%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	49%	50%	47%	43%	51%	54%	42%	53%	49%	49%	50%
3 - 5 times a day	17%	17%	17%	17%	18%	15%	20%	11%	17%	17%	17%
1 - 3 times a day	14%	14%	13%	18%	13%	11%	17%	11%	14%	14%	15%
Daily	14%	13%	18%	13%	14%	15%	19%	15%	15%	14%	14%
Weekly	2%	3%	2%	4%	2%	2%	1%	0%	2%	2%	3%
Monthly	1%	1%	1%	1%	0%	2%	2%	11%	1%	1%	1%
Less often	1%	0%	2%	2%	0%	1%	0%	0%	1%	1%	1%
Never	1%	1%	1%	2%	1%	0%	1%	0%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
More than 5 times a day	64%	66%	59%	55%	68%	67%	49%	95%	64%	64%	63%
3 - 5 times a day	12%	12%	11%	13%	11%	12%	18%	0%	12%	12%	12%
1 - 3 times a day	8%	8%	9%	14%	8%	5%	9%	0%	8%	8%	8%
Daily	12%	10%	17%	14%	11%	12%	21%	5%	12%	12%	12%
Weekly	2%	1%	2%	4%	1%	2%	2%	0%	2%	2%	2%
Monthly	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Less often	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%	1%
Never	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Very hard or impossible to do	28%	26%	33%	34%	28%	28%	20%	0%	28%	28%	28%
Difficult, and would take me much longer to do many of my core tasks	36%	36%	35%	38%	37%	34%	32%	15%	36%	36%	36%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	22%	24%	18%	16%	21%	26%	25%	42%	22%	22%	22%
It wouldn't make much difference at all	13%	14%	12%	11%	13%	11%	18%	42%	13%	12%	13%
Don't Know	2%	2%	2%	1%	1%	2%	5%	0%	2%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Very hard or impossible to do	33%	32%	34%	36%	33%	34%	31%	0%	33%	33%	33%
Difficult, and would take me much longer to do many of my core tasks	30%	30%	30%	28%	30%	32%	22%	36%	30%	30%	30%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	23%	24%	21%	24%	23%	21%	28%	32%	24%	24%	23%
It wouldn't make much difference at all	14%	14%	15%	12%	14%	12%	18%	32%	14%	14%	14%
Don't Know	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Very hard or impossible to do	27%	26%	30%	22%	30%	31%	22%	11%	28%	27%	28%
Difficult, and would take me much longer to do many of my core tasks	33%	34%	32%	35%	32%	34%	31%	26%	33%	33%	33%
It would cause a few issues and a few tasks would take longer, but it would not be too much of a problem	21%	22%	17%	14%	23%	22%	28%	11%	21%	21%	20%
It wouldn't make much difference at all	16%	15%	18%	24%	13%	10%	14%	53%	16%	16%	16%
Don't Know	3%	2%	4%	4%	2%	3%	6%	0%	3%	2%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Very worried	45%	46%	42%	44%	46%	53%	32%	0%	45%	45%	46%
Quite worried	36%	34%	41%	38%	36%	34%	30%	42%	36%	36%	36%
Neither worried or unworried	10%	10%	9%	11%	10%	7%	10%	15%	10%	10%	9%
Not that worried	6%	6%	6%	5%	6%	5%	20%	0%	6%	6%	6%
Not at all worried	2%	3%	2%	1%	2%	1%	6%	32%	2%	2%	2%
Don't know	1%	1%	1%	1%	0%	0%	2%	11%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Very worried	48%	49%	47%	45%	50%	55%	41%	11%	48%	49%	50%
Quite worried	31%	30%	34%	30%	33%	29%	27%	32%	31%	31%	31%
Neither worried or unworried	11%	12%	9%	14%	9%	11%	8%	26%	11%	11%	11%
Not that worried	7%	6%	7%	10%	5%	3%	13%	11%	7%	7%	7%
Not at all worried	2%	2%	2%	1%	2%	1%	8%	11%	2%	2%	1%
Don't know	1%	1%	1%	0%	0%	0%	2%	11%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Very worried	47%	47%	47%	47%	49%	55%	32%	11%	47%	47%	48%
Quite worried	30%	29%	35%	29%	33%	28%	30%	21%	31%	31%	31%
Neither worried or unworried	12%	13%	8%	14%	10%	9%	13%	36%	12%	12%	11%
Not that worried	8%	8%	7%	8%	7%	6%	19%	11%	8%	8%	8%
Not at all worried	2%	2%	2%	2%	2%	1%	5%	11%	2%	2%	1%
Don't know	1%	1%	1%	0%	0%	1%	1%	11%	0%	0%	0%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Very worried	32%	31%	37%	19%	36%	43%	31%	0%	32%	32%	33%
Quite worried	40%	39%	41%	44%	37%	42%	39%	42%	40%	40%	40%
Neither worried or unworried	14%	15%	11%	20%	14%	9%	8%	15%	14%	14%	13%
Not that worried	10%	11%	8%	12%	10%	6%	17%	11%	10%	10%	10%
Not at all worried	3%	3%	2%	4%	2%	0%	5%	21%	3%	3%	3%
Don't know	1%	1%	1%	1%	1%	0%	1%	11%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Yes	68%	70%	62%	68%	70%	67%	49%	89%	68%	68%	68%
No	26%	24%	33%	25%	26%	26%	43%	0%	27%	27%	27%
Don't know	6%	6%	5%	6%	4%	6%	8%	11%	5%	5%	5%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Yes	59%	58%	62%	51%	64%	59%	54%	58%	59%	59%	60%
No	38%	39%	34%	46%	34%	37%	40%	32%	38%	38%	38%
Don't know	3%	3%	4%	3%	2%	4%	6%	11%	3%	3%	3%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Yes	66%	68%	62%	52%	70%	71%	68%	79%	67%	67%	67%
No	32%	30%	37%	48%	29%	27%	27%	11%	32%	32%	32%
Don't know	2%	2%	1%	0%	1%	2%	4%	11%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Yes	60%	61%	59%	62%	63%	62%	54%	15%	61%	61%	61%
No	28%	28%	29%	26%	29%	25%	33%	42%	29%	28%	28%
Don't know	11%	11%	12%	12%	8%	13%	13%	42%	11%	11%	11%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Yes	48%	46%	53%	40%	52%	54%	37%	36%	49%	49%	49%
No	45%	47%	42%	52%	44%	40%	52%	42%	46%	46%	45%
Don't know	6%	7%	5%	8%	4%	6%	12%	21%	6%	6%	5%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Yes	71%	72%	69%	70%	72%	71%	75%	58%	71%	71%	72%
No	24%	24%	26%	25%	25%	23%	22%	32%	24%	24%	23%
Don't know	5%	5%	5%	5%	4%	6%	4%	11%	4%	4%	4%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Very helpful	57%	57%	56%	56%	57%	58%	58%	42%	57%	57%	58%
Quite helpful	35%	34%	36%	35%	35%	34%	31%	36%	35%	35%	34%
Neither helpful or unhelpful	6%	6%	7%	8%	6%	5%	5%	11%	6%	6%	5%
Not that helpful	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%
Not at all helpful	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
Don't know	1%	1%	0%	0%	0%	2%	3%	11%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Very helpful	55%	57%	50%	49%	54%	62%	67%	53%	56%	56%	57%
Quite helpful	32%	30%	36%	32%	36%	27%	24%	15%	32%	32%	31%
Neither helpful or unhelpful	10%	10%	11%	17%	8%	7%	4%	21%	10%	10%	9%
Not that helpful	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%
Not at all helpful	0%	0%	1%	1%	0%	0%	2%	0%	0%	0%	0%
Don't know	2%	2%	1%	1%	1%	2%	3%	11%	1%	1%	1%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Very helpful	52%	55%	46%	46%	54%	53%	53%	64%	52%	53%	53%
Quite helpful	32%	30%	40%	34%	34%	30%	28%	26%	33%	32%	32%
Neither helpful or unhelpful	9%	8%	10%	13%	6%	11%	10%	0%	9%	9%	9%
Not that helpful	3%	3%	1%	1%	3%	2%	5%	0%	3%	3%	3%
Not at all helpful	2%	2%	2%	3%	2%	1%	4%	0%	2%	2%	2%
Don't know	2%	2%	1%	2%	1%	4%	2%	11%	2%	1%	2%

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
Walking	4	4	3	4	4	4	3	4	4	4	4
Personal Car	5	6	4	5	5	6	6	6	5	5	5
Bus	1	1	1	2	1	1	1	1	1	1	1
Train	1	1	1	1	1	1	0	1	1	1	1
Bicycle or tricycle	0	1	0	1	0	1	0	0	0	0	0
Taxi or Ride Sharing (Uber etc.)	1	1	1	2	1	1	0	0	1	1	1
Other	0	0	0	0	0	0	0	0	0	0	0

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

		Gender		Age					User Type		
	Total	Male	Female	18-24	25-34	35-44	45-54	55+	Google	Google Maps	YouTube
Unweighted	1000	547	453	102	524	288	76	10	986	968	959
Weighted	1000	719	281	215	458	224	73	30	983	972	953
TV	8	9	8	7	8	9	9	11	8	8	8
A Search Engine	10	10	10	10	10	10	10	11	10	10	10
Indoor plumbing	7	7	7	7	7	7	7	8	7	7	7
Access to public transport	8	8	8	8	8	8	7	8	8	8	8
Your Smartphone	12	12	12	12	12	12	12	12	12	12	12
YouTube	10	10	9	9	10	10	10	8	10	10	10
AED 225 a year	6	6	7	7	6	6	6	6	6	6	6
AED 2250 a year	7	7	8	8	7	7	8	6	7	7	7
Online or printed newspapers	7	8	6	7	7	7	7	10	7	7	7
Access to a car	8	8	8	8	8	8	8	7	8	8	8
An hour's sleep	9	9	10	10	9	9	9	10	9	9	9
Access to cinemas	6	6	6	6	7	7	6	3	6	6	6
Access to restaurants	8	8	8	7	8	8	7	7	8	8	8
Dishwasher	6	6	6	6	6	6	6	5	6	6	6
An iron	7	7	7	8	7	7	6	8	7	7	7

Note:

Fieldwork: Nov 4th - Nov 26th 2019

Data weighted by age and gender to internet representative proportions

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

Price	Keep Access	Give Up Access	Don't Know
Google Search			
4	75%	23%	2%
8	82%	15%	3%
15	80%	19%	2%
30	74%	20%	6%
60	79%	18%	3%
150	59%	38%	2%
300	56%	40%	4%
600	42%	55%	2%
1500	29%	69%	2%
YouTube			
4	86%	14%	1%
8	81%	16%	3%
15	83%	15%	2%
30	75%	23%	3%
60	65%	31%	3%

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

Price	Keep Access	Give Up Access	Don't Know
150	60%	37%	3%
300	55%	43%	2%
600	31%	67%	2%
1500	28%	71%	1%
Google Maps			
4	86%	13%	1%
8	76%	21%	2%
15	73%	22%	5%
30	70%	29%	2%
60	62%	36%	1%
150	60%	38%	2%
300	44%	55%	1%
600	32%	63%	5%
1500	30%	64%	5%
Google Docs			

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

Price	Keep Access	Give Up Access	Don't Know
4	71%	26%	3%
8	65%	31%	4%
15	65%	30%	5%
30	59%	38%	3%
60	51%	45%	4%
150	45%	52%	3%
300	40%	57%	2%
600	33%	64%	3%
1500	23%	75%	2%
Smartphone			
4	88%	10%	1%
8	92%	8%	0%
15	89%	11%	1%
30	86%	12%	2%
60	91%	6%	2%

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

Price	Keep Access	Give Up Access	Don't Know
150	82%	16%	3%
300	83%	15%	2%
600	75%	22%	2%
1500	64%	35%	1%
Gmail			
4	85%	13%	2%
8	79%	18%	3%
15	77%	22%	1%
30	81%	14%	5%
60	78%	20%	2%
150	65%	33%	2%
300	60%	39%	2%
600	59%	41%	0%
1500	36%	60%	3%

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

Price	Keep Access	Give Up Access	Don't Know

Note:

Fieldwork: Nov 4th - Nov 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
We are early adopters of new technology	46%	39%	32%	47%	54%	36%	33%	40%	54%	78%	33%
We adopt new technologies around the same time as our competitors	45%	44%	56%	49%	41%	47%	57%	53%	42%	19%	39%
We tend to be conservative with adopting new technology	6%	12%	12%	1%	3%	11%	8%	6%	4%	2%	11%
New technology isn't really useful for our business	1%	3%	0%	3%	1%	6%	2%	1%	0%	1%	0%
Don't know	1%	2%	0%	0%	1%	0%	0%	1%	1%	0%	17%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Done/used by most or all employees	75%	69%	67%	70%	82%	72%	71%	77%	81%	74%	67%
Done/used by about half of all employees	16%	20%	24%	14%	13%	14%	22%	16%	15%	9%	17%
Only done/used by a small number of all employees	5%	9%	8%	4%	4%	8%	5%	7%	3%	5%	6%
Not done/used in our business	1%	2%	0%	0%	2%	6%	1%	0%	1%	1%	6%
Don't Know	2%	0%	1%	13%	0%	0%	1%	0%	0%	11%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Done/used by most or all employees	79%	78%	84%	71%	81%	78%	71%	81%	87%	81%	78%
Done/used by about half of all employees	13%	12%	11%	14%	14%	8%	22%	16%	10%	4%	6%
Only done/used by a small number of all employees	5%	7%	5%	3%	4%	14%	5%	4%	2%	2%	17%
Not done/used in our business	1%	3%	0%	0%	0%	0%	2%	0%	1%	1%	0%
Don't Know	2%	0%	0%	13%	0%	0%	1%	0%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Done/used by most or all employees	81%	85%	84%	70%	82%	83%	73%	84%	90%	78%	83%
Done/used by about half of all employees	13%	11%	13%	11%	14%	14%	20%	14%	8%	8%	11%
Only done/used by a small number of all employees	3%	2%	1%	5%	2%	0%	6%	2%	0%	4%	0%
Not done/used in our business	2%	2%	1%	6%	1%	3%	1%	1%	3%	5%	0%
Don't Know	1%	0%	0%	8%	0%	0%	1%	0%	0%	6%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Done/used by most or all employees	73%	77%	72%	65%	75%	78%	73%	73%	75%	72%	56%
Done/used by about half of all employees	18%	16%	15%	18%	21%	14%	18%	19%	22%	12%	28%
Only done/used by a small number of all employees	4%	4%	11%	3%	3%	3%	6%	5%	2%	2%	11%
Not done/used in our business	3%	3%	1%	9%	1%	6%	2%	2%	0%	8%	0%
Don't Know	2%	0%	1%	6%	1%	0%	1%	1%	1%	5%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Done/used by most or all employees	61%	64%	55%	59%	63%	61%	57%	60%	65%	65%	61%
Done/used by about half of all employees	25%	19%	25%	19%	29%	19%	30%	26%	26%	15%	22%
Only done/used by a small number of all employees	8%	6%	16%	8%	7%	8%	8%	12%	6%	5%	17%
Not done/used in our business	4%	11%	4%	1%	1%	11%	4%	2%	3%	4%	0%
Don't Know	2%	0%	0%	13%	0%	0%	1%	0%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Done/used by most or all employees	51%	47%	43%	44%	58%	36%	49%	51%	60%	51%	39%
Done/used by about half of all employees	26%	19%	29%	25%	27%	8%	29%	29%	22%	25%	39%
Only done/used by a small number of all employees	14%	15%	21%	11%	12%	22%	13%	14%	14%	9%	17%
Not done/used in our business	6%	17%	3%	6%	2%	25%	7%	4%	3%	4%	0%
Don't Know	4%	2%	4%	13%	2%	8%	2%	2%	1%	11%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Done/used by most or all employees	48%	53%	49%	35%	50%	44%	51%	47%	50%	49%	33%
Done/used by about half of all employees	28%	24%	20%	33%	31%	28%	27%	31%	29%	25%	28%
Only done/used by a small number of all employees	13%	12%	19%	15%	11%	14%	16%	12%	11%	11%	6%
Not done/used in our business	5%	9%	3%	4%	4%	11%	3%	5%	8%	1%	0%
Don't Know	6%	2%	9%	13%	4%	3%	3%	4%	1%	14%	33%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Done/used by most or all employees	47%	45%	48%	43%	49%	50%	47%	45%	46%	54%	33%
Done/used by about half of all employees	22%	21%	28%	22%	21%	19%	20%	29%	21%	21%	11%
Only done/used by a small number of all employees	17%	10%	16%	19%	19%	11%	18%	16%	25%	6%	22%
Not done/used in our business	10%	23%	7%	3%	8%	17%	15%	8%	8%	6%	11%
Don't Know	4%	1%	1%	14%	3%	3%	1%	2%	1%	12%	22%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Done/used by most or all employees	32%	30%	28%	25%	35%	25%	31%	30%	30%	41%	22%
Done/used by about half of all employees	29%	17%	35%	25%	34%	17%	28%	36%	27%	30%	22%
Only done/used by a small number of all employees	24%	22%	24%	25%	23%	17%	27%	21%	35%	11%	22%
Not done/used in our business	10%	26%	8%	9%	4%	33%	12%	9%	5%	5%	6%
Don't Know	6%	5%	5%	15%	3%	8%	2%	4%	3%	12%	28%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Was done/used by most or all employees	69%	73%	60%	57%	74%	75%	67%	73%	68%	65%	72%
Was done/used by about half of all employees	18%	12%	29%	20%	17%	6%	20%	16%	25%	18%	17%
Was only done/used by a small number of all employees	8%	10%	9%	10%	7%	14%	11%	8%	6%	5%	11%
Was not done/used in our business	2%	4%	0%	1%	2%	3%	2%	3%	1%	1%	0%
Don't Know	2%	1%	1%	11%	0%	3%	0%	1%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Was done/used by most or all employees	70%	77%	76%	57%	70%	81%	63%	71%	72%	70%	83%
Was done/used by about half of all employees	20%	13%	16%	23%	23%	11%	27%	20%	23%	14%	6%
Was only done/used by a small number of all employees	6%	6%	8%	8%	5%	8%	8%	5%	6%	4%	11%
Was not done/used in our business	1%	3%	0%	1%	1%	0%	2%	2%	0%	1%	0%
Don't Know	2%	1%	0%	11%	0%	0%	0%	1%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Was done/used by most or all employees	68%	75%	68%	52%	70%	75%	60%	72%	72%	62%	83%
Was done/used by about half of all employees	21%	15%	17%	25%	23%	11%	27%	21%	21%	18%	11%
Was only done/used by a small number of all employees	8%	6%	13%	10%	6%	11%	11%	4%	8%	8%	6%
Was not done/used in our business	2%	4%	0%	6%	1%	3%	2%	3%	0%	6%	0%
Don't Know	1%	0%	1%	6%	0%	0%	1%	0%	0%	6%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Was done/used by most or all employees	63%	66%	59%	48%	67%	69%	55%	64%	66%	64%	61%
Was done/used by about half of all employees	22%	15%	20%	28%	24%	8%	27%	25%	22%	18%	22%
Was only done/used by a small number of all employees	11%	16%	17%	10%	7%	17%	12%	9%	11%	6%	17%
Was not done/used in our business	3%	2%	1%	8%	2%	6%	4%	1%	1%	6%	0%
Don't Know	2%	1%	3%	6%	0%	0%	2%	1%	0%	6%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Was done/used by most or all employees	55%	63%	44%	41%	60%	58%	52%	53%	56%	61%	61%
Was done/used by about half of all employees	25%	16%	29%	25%	27%	17%	29%	29%	24%	18%	22%
Was only done/used by a small number of all employees	13%	11%	20%	20%	10%	11%	14%	14%	19%	5%	17%
Was not done/used in our business	4%	10%	4%	3%	2%	14%	5%	2%	2%	5%	0%
Don't Know	2%	0%	3%	11%	0%	0%	0%	2%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Was done/used by most or all employees	42%	44%	31%	35%	47%	28%	40%	44%	49%	40%	44%
Was done/used by about half of all employees	24%	13%	29%	22%	27%	11%	24%	29%	24%	21%	22%
Was only done/used by a small number of all employees	20%	17%	28%	16%	19%	22%	22%	12%	25%	18%	28%
Was not done/used in our business	11%	23%	11%	16%	5%	36%	13%	11%	2%	10%	6%
Don't Know	3%	3%	1%	10%	2%	3%	1%	4%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Was done/used by most or all employees	37%	42%	35%	27%	39%	36%	31%	36%	44%	40%	33%
Was done/used by about half of all employees	29%	21%	25%	30%	34%	14%	30%	36%	29%	28%	17%
Was only done/used by a small number of all employees	22%	26%	29%	22%	18%	44%	28%	17%	18%	16%	11%
Was not done/used in our business	8%	9%	8%	11%	6%	6%	9%	9%	8%	5%	6%
Don't Know	4%	2%	3%	10%	4%	0%	2%	2%	0%	11%	33%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Was done/used by most or all employees	42%	43%	39%	37%	44%	47%	34%	40%	46%	51%	33%
Was done/used by about half of all employees	22%	16%	23%	22%	24%	11%	23%	28%	20%	24%	0%
Was only done/used by a small number of all employees	21%	20%	27%	23%	19%	28%	25%	18%	25%	10%	33%
Was not done/used in our business	10%	19%	8%	6%	8%	14%	15%	9%	9%	2%	11%
Don't Know	5%	2%	4%	13%	4%	0%	3%	5%	0%	12%	22%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Was done/used by most or all employees	29%	29%	27%	22%	31%	22%	23%	29%	30%	38%	28%
Was done/used by about half of all employees	24%	12%	19%	20%	31%	14%	24%	29%	25%	20%	11%
Was only done/used by a small number of all employees	24%	17%	28%	25%	26%	17%	25%	19%	34%	22%	17%
Was not done/used in our business	17%	34%	15%	18%	10%	39%	25%	17%	8%	8%	6%
Don't Know	7%	8%	12%	15%	2%	8%	3%	5%	4%	12%	39%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Likely to be done/used by most or all employees	87%	92%	85%	77%	88%	92%	88%	87%	91%	80%	83%
Likely to be done/used by about half of all employees	7%	2%	11%	8%	8%	3%	5%	9%	8%	6%	17%
Likely to be done/used by a small number of all employees	3%	5%	3%	1%	2%	3%	5%	2%	1%	1%	0%
Likely not to be done/used in our business	1%	1%	1%	3%	1%	3%	2%	2%	1%	1%	0%
Don't Know	2%	0%	0%	11%	0%	0%	0%	0%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Likely to be done/used by most or all employees	85%	90%	89%	71%	86%	92%	81%	89%	89%	75%	94%
Likely to be done/used by about half of all employees	10%	5%	9%	15%	11%	6%	14%	9%	10%	10%	6%
Likely to be done/used by a small number of all employees	2%	3%	0%	0%	2%	3%	2%	1%	1%	2%	0%
Likely not to be done/used in our business	2%	2%	1%	5%	0%	0%	2%	2%	0%	4%	0%
Don't Know	1%	0%	0%	9%	0%	0%	0%	0%	0%	9%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Likely to be done/used by most or all employees	86%	88%	91%	75%	87%	86%	85%	86%	95%	70%	100%
Likely to be done/used by about half of all employees	11%	8%	8%	13%	12%	8%	12%	12%	5%	19%	0%
Likely to be done/used by a small number of all employees	1%	4%	0%	0%	1%	6%	2%	2%	0%	0%	0%
Likely not to be done/used in our business	1%	0%	1%	8%	0%	0%	1%	1%	0%	6%	0%
Don't Know	1%	0%	0%	5%	0%	0%	0%	0%	0%	5%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Likely to be done/used by most or all employees	81%	87%	80%	68%	83%	81%	80%	82%	89%	69%	89%
Likely to be done/used by about half of all employees	12%	9%	11%	16%	12%	6%	15%	13%	8%	14%	11%
Likely to be done/used by a small number of all employees	3%	2%	7%	3%	3%	8%	2%	3%	3%	5%	0%
Likely not to be done/used in our business	2%	2%	3%	1%	2%	6%	3%	2%	1%	1%	0%
Don't Know	2%	0%	0%	11%	0%	0%	0%	0%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Likely to be done/used by most or all employees	71%	78%	59%	66%	74%	72%	65%	73%	77%	70%	67%
Likely to be done/used by about half of all employees	16%	8%	24%	14%	18%	8%	23%	16%	16%	6%	28%
Likely to be done/used by a small number of all employees	6%	4%	8%	6%	7%	6%	7%	6%	5%	8%	6%
Likely not to be done/used in our business	4%	9%	8%	4%	1%	11%	5%	2%	2%	6%	0%
Don't Know	3%	1%	1%	10%	1%	3%	1%	2%	0%	10%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Likely to be done/used by most or all employees	65%	66%	56%	59%	68%	61%	63%	66%	73%	57%	56%
Likely to be done/used by about half of all employees	22%	16%	31%	22%	21%	6%	25%	22%	20%	21%	39%
Likely to be done/used by a small number of all employees	7%	7%	8%	6%	7%	14%	8%	6%	6%	6%	6%
Likely not to be done/used in our business	4%	10%	3%	0%	2%	17%	3%	4%	1%	2%	0%
Don't Know	3%	1%	3%	13%	1%	3%	1%	2%	1%	12%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Likely to be done/used by most or all employees	67%	75%	64%	62%	67%	69%	69%	67%	72%	64%	50%
Likely to be done/used by about half of all employees	17%	12%	19%	14%	20%	3%	20%	17%	19%	16%	17%
Likely to be done/used by a small number of all employees	8%	8%	13%	6%	7%	22%	6%	11%	4%	6%	0%
Likely not to be done/used in our business	3%	5%	1%	5%	2%	6%	4%	3%	4%	1%	0%
Don't Know	4%	0%	3%	13%	4%	0%	1%	2%	2%	12%	33%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Likely to be done/used by most or all employees	67%	65%	72%	65%	68%	69%	66%	67%	73%	68%	50%
Likely to be done/used by about half of all employees	14%	14%	12%	15%	14%	6%	13%	18%	13%	16%	6%
Likely to be done/used by a small number of all employees	9%	10%	8%	6%	9%	17%	12%	9%	8%	2%	11%
Likely not to be done/used in our business	6%	9%	7%	3%	5%	8%	8%	6%	6%	0%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Likely to be done/used by most or all employees	56%	58%	52%	51%	58%	47%	50%	61%	61%	60%	33%
Likely to be done/used by about half of all employees	25%	17%	29%	23%	28%	14%	30%	22%	31%	18%	28%
Likely to be done/used by a small number of all employees	10%	7%	9%	13%	10%	14%	10%	13%	6%	6%	11%
Likely not to be done/used in our business	5%	16%	4%	3%	2%	22%	8%	2%	2%	2%	0%
Don't Know	4%	2%	5%	11%	2%	3%	2%	1%	0%	14%	28%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
It is so important that we could not run our business without it	75%	76%	77%	70%	76%	67%	73%	74%	85%	76%	61%
It is a useful tool/technology but not critical to the functioning of our business	22%	22%	23%	18%	23%	28%	26%	26%	15%	11%	39%
We don't do/use this in our business	1%	2%	0%	1%	0%	3%	2%	1%	0%	0%	0%
Don't Know	2%	0%	0%	11%	1%	3%	0%	0%	0%	12%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
It is so important that we could not run our business without it	85%	83%	95%	77%	86%	81%	81%	88%	96%	72%	94%
It is a useful tool/technology but not critical to the functioning of our business	12%	14%	5%	10%	13%	19%	16%	12%	4%	12%	6%
We don't do/use this in our business	1%	3%	0%	1%	0%	0%	2%	0%	0%	2%	0%
Don't Know	2%	0%	0%	11%	0%	0%	0%	0%	0%	12%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
It is so important that we could not run our business without it	73%	82%	81%	61%	70%	81%	62%	75%	81%	71%	72%
It is a useful tool/technology but not critical to the functioning of our business	23%	15%	17%	27%	28%	19%	35%	22%	18%	15%	28%
We don't do/use this in our business	3%	3%	1%	9%	2%	0%	3%	3%	1%	9%	0%
Don't Know	1%	0%	0%	4%	0%	0%	0%	0%	0%	5%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
It is so important that we could not run our business without it	70%	73%	72%	63%	71%	61%	69%	69%	83%	61%	72%
It is a useful tool/technology but not critical to the functioning of our business	25%	24%	27%	20%	27%	33%	26%	29%	17%	25%	28%
We don't do/use this in our business	3%	2%	1%	6%	2%	6%	5%	1%	0%	4%	0%
Don't Know	2%	1%	0%	10%	0%	0%	0%	1%	0%	10%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
It is so important that we could not run our business without it	70%	68%	69%	53%	77%	72%	68%	69%	76%	64%	78%
It is a useful tool/technology but not critical to the functioning of our business	24%	23%	27%	33%	21%	19%	27%	27%	22%	20%	22%
We don't do/use this in our business	4%	9%	3%	4%	2%	8%	4%	2%	2%	6%	0%
Don't Know	2%	0%	1%	10%	1%	0%	1%	2%	0%	10%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
It is so important that we could not run our business without it	58%	47%	52%	49%	68%	44%	54%	62%	65%	56%	61%
It is a useful tool/technology but not critical to the functioning of our business	34%	42%	44%	33%	28%	42%	39%	34%	28%	29%	39%
We don't do/use this in our business	5%	11%	3%	5%	3%	14%	6%	2%	6%	4%	0%
Don't Know	3%	0%	1%	13%	1%	0%	1%	2%	1%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
It is so important that we could not run our business without it	48%	48%	41%	43%	51%	50%	41%	50%	53%	51%	33%
It is a useful tool/technology but not critical to the functioning of our business	41%	40%	47%	38%	40%	36%	50%	41%	39%	32%	33%
We don't do/use this in our business	7%	12%	7%	8%	6%	14%	8%	7%	8%	5%	6%
Don't Know	4%	0%	5%	11%	2%	0%	2%	2%	1%	11%	28%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
It is so important that we could not run our business without it	36%	31%	31%	33%	40%	25%	31%	33%	44%	45%	11%
It is a useful tool/technology but not critical to the functioning of our business	46%	48%	53%	47%	43%	58%	44%	53%	42%	39%	44%
We don't do/use this in our business	14%	19%	16%	8%	14%	17%	23%	12%	12%	4%	22%
Don't Know	4%	2%	0%	13%	3%	0%	2%	2%	1%	12%	22%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
It is so important that we could not run our business without it	51%	44%	39%	44%	59%	39%	45%	50%	59%	59%	33%
It is a useful tool/technology but not critical to the functioning of our business	36%	29%	49%	38%	34%	28%	38%	43%	38%	22%	39%
We don't do/use this in our business	9%	24%	11%	4%	5%	25%	16%	6%	3%	6%	6%
Don't Know	4%	3%	1%	14%	2%	8%	2%	1%	0%	12%	22%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	68%	75%	75%	56%	67%	67%	63%	69%	75%	66%	61%
Used by about half of all employees	18%	11%	13%	18%	21%	6%	21%	22%	15%	14%	17%
Used by a small number of all employees	9%	8%	9%	13%	8%	19%	9%	7%	7%	6%	22%
Not used in our business	3%	3%	3%	1%	3%	8%	3%	1%	3%	2%	0%
Don't Know	3%	3%	0%	13%	1%	0%	3%	2%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	66%	73%	68%	56%	66%	56%	64%	65%	78%	69%	28%
Used by about half of all employees	19%	13%	19%	22%	20%	19%	21%	23%	12%	15%	17%
Used by a small number of all employees	9%	10%	9%	8%	8%	17%	9%	8%	6%	5%	33%
Not used in our business	5%	2%	4%	6%	5%	8%	5%	3%	3%	2%	22%
Don't Know	2%	2%	0%	9%	0%	0%	1%	1%	1%	9%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	54%	56%	61%	48%	52%	53%	46%	56%	61%	54%	50%
Used by about half of all employees	26%	22%	24%	22%	30%	19%	29%	29%	25%	25%	11%
Used by a small number of all employees	11%	13%	7%	11%	12%	14%	15%	9%	11%	10%	6%
Not used in our business	6%	8%	7%	6%	4%	14%	9%	4%	3%	0%	17%
Don't Know	3%	1%	1%	13%	2%	0%	1%	2%	0%	11%	17%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	72%	79%	76%	67%	69%	75%	70%	73%	76%	68%	61%
Used by about half of all employees	19%	15%	19%	14%	22%	8%	22%	19%	18%	19%	22%
Used by a small number of all employees	4%	5%	3%	4%	4%	8%	3%	5%	4%	1%	6%
Not used in our business	3%	1%	1%	4%	3%	8%	4%	2%	1%	0%	11%
Don't Know	3%	0%	1%	11%	1%	0%	1%	1%	1%	12%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	32%	33%	25%	30%	34%	17%	26%	35%	36%	44%	6%
Used by about half of all employees	24%	13%	20%	22%	30%	28%	25%	28%	26%	14%	11%
Used by a small number of all employees	19%	17%	23%	18%	18%	8%	19%	19%	23%	18%	17%
Not used in our business	17%	31%	20%	16%	10%	39%	22%	12%	11%	11%	22%
Don't Know	9%	6%	12%	14%	8%	8%	9%	6%	4%	14%	44%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	57%	60%	57%	49%	58%	64%	48%	56%	64%	66%	33%
Used by about half of all employees	22%	18%	19%	20%	26%	3%	32%	23%	20%	16%	22%
Used by a small number of all employees	11%	13%	13%	13%	9%	19%	12%	12%	11%	5%	0%
Not used in our business	6%	8%	5%	8%	5%	14%	6%	6%	5%	1%	17%
Don't Know	4%	1%	5%	10%	3%	0%	2%	2%	0%	11%	28%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	49%	48%	51%	43%	51%	47%	40%	47%	58%	60%	28%
Used by about half of all employees	22%	18%	20%	30%	21%	19%	27%	22%	19%	19%	11%
Used by a small number of all employees	15%	16%	20%	8%	16%	22%	12%	21%	12%	9%	22%
Not used in our business	10%	17%	8%	8%	9%	11%	19%	9%	8%	0%	17%
Don't Know	4%	1%	1%	11%	4%	0%	2%	1%	3%	12%	22%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	27%	28%	16%	25%	30%	28%	23%	24%	30%	38%	6%
Used by about half of all employees	22%	16%	19%	18%	27%	6%	17%	29%	29%	20%	6%
Used by a small number of all employees	23%	19%	27%	22%	23%	19%	26%	22%	22%	20%	33%
Not used in our business	21%	36%	25%	23%	14%	42%	29%	22%	13%	10%	17%
Don't Know	7%	1%	13%	13%	6%	6%	5%	3%	6%	12%	39%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	18%	17%	9%	16%	22%	14%	13%	18%	20%	30%	0%
Used by about half of all employees	17%	10%	9%	16%	23%	8%	20%	19%	16%	18%	11%
Used by a small number of all employees	22%	15%	33%	20%	22%	11%	20%	26%	28%	19%	11%
Not used in our business	32%	51%	37%	30%	23%	58%	39%	29%	30%	18%	22%
Don't Know	10%	7%	11%	16%	10%	8%	8%	8%	6%	16%	56%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	25%	22%	12%	24%	31%	14%	25%	26%	26%	34%	0%
Used by about half of all employees	22%	19%	20%	16%	26%	19%	19%	23%	26%	26%	6%
Used by a small number of all employees	23%	14%	23%	27%	25%	11%	25%	25%	26%	16%	22%
Not used in our business	22%	40%	33%	18%	12%	44%	26%	19%	18%	10%	33%
Don't Know	8%	5%	12%	15%	6%	11%	5%	7%	3%	14%	39%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	20%	16%	13%	16%	24%	3%	12%	20%	27%	30%	6%
Used by about half of all employees	21%	10%	17%	22%	26%	19%	21%	23%	19%	24%	0%
Used by a small number of all employees	20%	17%	19%	22%	21%	11%	20%	23%	25%	12%	22%
Not used in our business	29%	50%	35%	24%	19%	53%	34%	26%	24%	18%	33%
Don't Know	11%	7%	16%	16%	9%	14%	12%	7%	6%	16%	39%

Note:

Fieldwork: Oct 30th - Nov 10th 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?

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	26%	22%	23%	24%	29%	14%	23%	25%	30%	36%	6%
Used by about half of all employees	20%	14%	9%	19%	26%	14%	17%	22%	25%	21%	6%
Used by a small number of all employees	22%	17%	28%	22%	23%	11%	25%	24%	25%	15%	22%
Not used in our business	24%	43%	33%	20%	14%	56%	28%	26%	16%	12%	17%
Don't Know	8%	4%	7%	15%	7%	6%	6%	3%	4%	15%	50%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Used by most or all employees	17%	16%	7%	11%	22%	6%	15%	17%	20%	22%	6%
Used by about half of all employees	17%	11%	11%	15%	22%	0%	14%	22%	17%	24%	6%
Used by a small number of all employees	18%	9%	24%	18%	19%	8%	13%	20%	26%	15%	6%
Not used in our business	32%	53%	35%	37%	21%	72%	41%	28%	23%	21%	17%
Don't Know	17%	11%	24%	19%	16%	14%	16%	12%	14%	18%	67%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	54%	63%	56%	48%	51%	64%	45%	51%	67%	54%	33%
Quite important	30%	23%	27%	30%	34%	19%	36%	36%	25%	25%	22%
Neither important nor unimportant	10%	10%	12%	8%	10%	14%	9%	11%	7%	9%	22%
Not very important	2%	1%	3%	0%	4%	0%	6%	2%	2%	0%	0%
Not important at all	2%	2%	1%	1%	2%	3%	2%	1%	0%	1%	17%
Don't Know	2%	1%	1%	13%	0%	0%	2%	0%	0%	11%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	52%	55%	47%	47%	53%	56%	46%	49%	58%	56%	39%
Quite important	33%	25%	37%	33%	35%	14%	36%	40%	33%	25%	28%
Neither important nor unimportant	9%	13%	12%	5%	8%	19%	9%	7%	8%	5%	22%
Not very important	2%	2%	3%	3%	2%	0%	6%	3%	0%	0%	0%
Not important at all	2%	5%	0%	3%	1%	11%	2%	0%	0%	2%	6%
Don't Know	2%	0%	1%	10%	1%	0%	0%	1%	0%	11%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	51%	54%	49%	44%	53%	39%	47%	56%	55%	54%	39%
Quite important	31%	26%	27%	32%	35%	28%	35%	29%	33%	24%	44%
Neither important nor unimportant	9%	9%	13%	6%	8%	8%	11%	11%	8%	4%	6%
Not very important	3%	6%	3%	5%	2%	11%	3%	3%	3%	2%	0%
Not important at all	3%	5%	7%	1%	2%	14%	4%	1%	1%	5%	6%
Don't Know	2%	0%	1%	11%	0%	0%	0%	0%	0%	11%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	70%	73%	72%	59%	71%	64%	70%	72%	74%	64%	67%
Quite important	22%	19%	24%	20%	23%	19%	24%	21%	22%	21%	28%
Neither important nor unimportant	5%	7%	3%	6%	4%	8%	5%	5%	3%	4%	0%
Not very important	1%	1%	1%	0%	1%	6%	0%	0%	2%	0%	0%
Not important at all	1%	0%	0%	4%	1%	3%	1%	1%	0%	1%	6%
Don't Know	2%	0%	0%	10%	0%	0%	0%	1%	0%	10%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	63%	67%	60%	59%	63%	53%	68%	66%	66%	55%	44%
Quite important	24%	20%	31%	15%	26%	28%	19%	23%	27%	22%	39%
Neither important nor unimportant	7%	9%	4%	10%	7%	11%	9%	8%	4%	8%	6%
Not very important	2%	2%	3%	3%	2%	3%	2%	2%	3%	2%	6%
Not important at all	1%	1%	3%	3%	1%	6%	2%	0%	0%	2%	6%
Don't Know	2%	1%	0%	10%	0%	0%	0%	2%	0%	10%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	54%	56%	51%	48%	55%	53%	46%	63%	57%	54%	22%
Quite important	29%	27%	28%	27%	32%	19%	37%	24%	29%	26%	50%
Neither important nor unimportant	10%	10%	12%	9%	9%	14%	10%	10%	9%	6%	11%
Not very important	4%	7%	4%	3%	2%	11%	5%	2%	4%	1%	6%
Not important at all	2%	0%	3%	4%	1%	3%	1%	0%	1%	4%	11%
Don't Know	2%	0%	3%	10%	0%	0%	2%	2%	0%	9%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	40%	35%	32%	28%	48%	19%	36%	44%	44%	42%	33%
Quite important	34%	32%	36%	30%	35%	28%	34%	35%	38%	30%	28%
Neither important nor unimportant	15%	15%	20%	18%	12%	17%	17%	17%	12%	8%	22%
Not very important	5%	10%	5%	8%	3%	17%	9%	3%	4%	2%	0%
Not important at all	4%	8%	4%	6%	1%	19%	3%	0%	2%	6%	6%
Don't Know	3%	0%	3%	10%	1%	0%	1%	1%	0%	11%	11%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	36%	24%	25%	29%	47%	14%	30%	40%	44%	44%	22%
Quite important	31%	22%	33%	32%	34%	28%	34%	33%	34%	19%	44%
Neither important nor unimportant	16%	22%	19%	14%	13%	11%	15%	18%	14%	18%	17%
Not very important	8%	13%	12%	11%	4%	17%	15%	6%	7%	0%	0%
Not important at all	7%	17%	8%	6%	2%	31%	6%	2%	1%	11%	6%
Don't Know	2%	2%	3%	8%	0%	0%	1%	1%	0%	9%	11%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	52%	58%	39%	43%	56%	36%	46%	53%	63%	51%	39%
Quite important	28%	20%	44%	28%	26%	19%	35%	30%	22%	24%	33%
Neither important nor unimportant	10%	10%	7%	11%	12%	14%	13%	12%	6%	8%	17%
Not very important	5%	9%	3%	3%	4%	19%	3%	2%	8%	1%	0%
Not important at all	3%	3%	5%	4%	2%	11%	2%	2%	1%	2%	11%
Don't Know	3%	0%	3%	11%	1%	0%	0%	2%	0%	14%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very small number of our customers (0-10%)	3%	7%	0%	4%	2%	8%	2%	2%	4%	4%	0%
Minority of our customers (10-25%)	7%	5%	11%	4%	7%	3%	7%	7%	8%	4%	11%
Significant proportion of our customers (25-50%)	15%	11%	16%	10%	18%	17%	15%	16%	16%	14%	11%
Significant majority of our customers (50-75%)	25%	17%	23%	22%	29%	17%	23%	17%	34%	26%	44%
Vast majority of our customers (75%+)	47%	58%	48%	48%	42%	53%	52%	57%	37%	41%	22%
N/A	1%	2%	3%	3%	0%	3%	2%	0%	1%	1%	0%
Don't Know	2%	0%	0%	10%	1%	0%	0%	1%	0%	10%	11%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very small number of our customers (0-10%)	3%	2%	1%	5%	2%	3%	3%	2%	5%	1%	0%
Minority of our customers (10-25%)	8%	10%	4%	1%	10%	3%	9%	9%	6%	10%	0%
Significant proportion of our customers (25-50%)	18%	15%	15%	19%	19%	25%	20%	13%	24%	12%	11%
Significant majority of our customers (50-75%)	28%	21%	35%	24%	30%	19%	23%	31%	25%	35%	44%
Vast majority of our customers (75%+)	41%	51%	44%	38%	37%	47%	45%	43%	40%	31%	33%
N/A	2%	1%	1%	10%	0%	3%	2%	0%	1%	8%	6%
Don't Know	1%	0%	0%	3%	1%	0%	0%	2%	0%	2%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very small number of our customers (0-10%)	12%	22%	11%	10%	10%	17%	18%	12%	10%	6%	11%
Minority of our customers (10-25%)	25%	18%	25%	16%	30%	11%	28%	26%	26%	21%	28%
Significant proportion of our customers (25-50%)	19%	13%	24%	20%	19%	25%	7%	18%	21%	34%	17%
Significant majority of our customers (50-75%)	17%	11%	16%	18%	19%	11%	22%	17%	18%	11%	6%
Vast majority of our customers (75%+)	16%	17%	11%	15%	17%	11%	15%	16%	19%	15%	17%
N/A	9%	17%	12%	9%	4%	25%	9%	10%	5%	1%	17%
Don't Know	3%	2%	1%	11%	1%	0%	1%	2%	1%	11%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Vast majority of our customers (75% +)	12%	10%	8%	15%	12%	11%	13%	11%	10%	11%	17%
Significant majority of our customers (50-75%)	13%	7%	13%	6%	18%	6%	14%	11%	18%	14%	11%
Significant proportion of our customers (25-50%)	14%	6%	13%	16%	17%	8%	16%	13%	15%	16%	6%
Minority of our customers (10-25%)	18%	17%	16%	20%	19%	19%	12%	22%	20%	18%	17%
Very small number of our customers (0-10%)	20%	17%	25%	15%	21%	14%	18%	19%	21%	25%	17%
N/A	23%	43%	24%	27%	14%	42%	27%	23%	16%	16%	33%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Vast majority of our customers (75% +)	4%	5%	3%	6%	4%	6%	5%	5%	1%	6%	6%
Significant majority of our customers (50-75%)	10%	5%	4%	13%	12%	3%	9%	9%	15%	8%	11%
Significant proportion of our customers (25-50%)	12%	5%	9%	6%	18%	6%	12%	8%	18%	15%	6%
Minority of our customers (10-25%)	18%	8%	19%	18%	23%	8%	18%	19%	20%	22%	6%
Very small number of our customers (0-10%)	21%	25%	24%	23%	18%	19%	17%	24%	20%	26%	11%
N/A	35%	52%	41%	34%	26%	58%	38%	35%	26%	22%	61%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Vast majority of our customers (75% +)	5%	3%	3%	8%	6%	3%	5%	5%	5%	8%	6%
Significant majority of our customers (50-75%)	6%	2%	4%	6%	8%	0%	5%	7%	8%	4%	11%
Significant proportion of our customers (25-50%)	9%	5%	11%	9%	11%	6%	9%	3%	15%	16%	6%
Minority of our customers (10-25%)	16%	11%	17%	10%	20%	11%	20%	17%	15%	12%	11%
Very small number of our customers (0-10%)	25%	29%	13%	29%	25%	14%	23%	30%	24%	30%	6%
N/A	39%	50%	52%	38%	30%	67%	38%	37%	34%	30%	61%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Vast majority of our customers (75% +)	4%	4%	0%	8%	4%	3%	3%	5%	4%	2%	6%
Significant majority of our customers (50-75%)	6%	1%	7%	6%	9%	0%	5%	5%	8%	9%	11%
Significant proportion of our customers (25-50%)	8%	6%	8%	8%	9%	0%	9%	5%	16%	6%	0%
Minority of our customers (10-25%)	14%	9%	13%	9%	18%	11%	13%	14%	13%	20%	6%
Very small number of our customers (0-10%)	29%	23%	27%	33%	31%	19%	30%	34%	23%	34%	17%
N/A	39%	57%	45%	37%	30%	67%	39%	36%	36%	29%	61%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Vast majority of our customers (75% +)	29%	30%	35%	22%	29%	39%	24%	32%	34%	20%	28%
Significant majority of our customers (50-75%)	19%	7%	24%	18%	22%	11%	16%	22%	22%	16%	22%
Significant proportion of our customers (25-50%)	15%	9%	12%	19%	16%	8%	16%	15%	15%	15%	11%
Minority of our customers (10-25%)	12%	7%	11%	10%	15%	11%	15%	12%	9%	12%	6%
Very small number of our customers (0-10%)	13%	22%	9%	10%	11%	17%	12%	10%	9%	21%	17%
N/A	13%	25%	9%	22%	7%	14%	16%	10%	10%	15%	17%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Vast majority of our customers (75% +)	18%	15%	13%	19%	20%	11%	14%	21%	24%	14%	22%
Significant majority of our customers (50-75%)	18%	13%	21%	15%	19%	3%	18%	16%	27%	12%	22%
Significant proportion of our customers (25-50%)	14%	7%	23%	16%	14%	17%	9%	18%	16%	15%	6%
Minority of our customers (10-25%)	18%	11%	13%	14%	23%	14%	23%	18%	16%	15%	6%
Very small number of our customers (0-10%)	16%	24%	9%	13%	15%	19%	16%	12%	9%	25%	28%
N/A	17%	30%	20%	23%	9%	36%	20%	16%	8%	19%	17%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Vast majority of our customers (75% +)	4%	5%	3%	5%	5%	3%	3%	5%	5%	6%	6%
Significant majority of our customers (50-75%)	8%	3%	4%	11%	9%	3%	7%	4%	11%	10%	17%
Significant proportion of our customers (25-50%)	9%	7%	11%	5%	11%	8%	8%	8%	13%	10%	6%
Minority of our customers (10-25%)	11%	6%	8%	9%	16%	0%	11%	15%	16%	9%	0%
Very small number of our customers (0-10%)	24%	19%	29%	23%	24%	11%	23%	28%	20%	31%	11%
N/A	43%	60%	45%	47%	35%	75%	48%	41%	35%	34%	61%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Majority of our advertising budget	29%	25%	29%	27%	31%	28%	16%	34%	38%	31%	17%
Significant proportion of our advertising budget	34%	30%	29%	28%	39%	14%	38%	39%	35%	29%	22%
Small proportion of our advertising budget	23%	21%	27%	24%	23%	19%	31%	22%	19%	19%	28%
Nothing	9%	19%	12%	11%	4%	36%	10%	4%	7%	9%	11%
Don't know	5%	5%	3%	10%	3%	3%	4%	1%	2%	12%	22%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Majority of our advertising budget	30%	25%	35%	28%	31%	19%	23%	35%	41%	31%	0%
Significant proportion of our advertising budget	32%	36%	28%	28%	34%	19%	34%	30%	34%	35%	39%
Small proportion of our advertising budget	26%	25%	27%	27%	26%	28%	33%	29%	20%	18%	33%
Nothing	6%	10%	8%	6%	5%	28%	5%	4%	5%	5%	6%
Don't know	5%	4%	3%	11%	4%	6%	5%	2%	1%	11%	22%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Majority of our advertising budget	31%	28%	31%	28%	33%	19%	29%	36%	37%	30%	0%
Significant proportion of our advertising budget	36%	34%	31%	38%	39%	31%	35%	36%	42%	34%	44%
Small proportion of our advertising budget	20%	20%	24%	13%	20%	19%	22%	22%	13%	16%	33%
Nothing	9%	14%	12%	13%	5%	25%	11%	5%	7%	10%	6%
Don't know	4%	4%	3%	9%	2%	6%	3%	0%	2%	10%	17%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Majority of our advertising budget	25%	25%	23%	16%	29%	19%	21%	26%	38%	22%	6%
Significant proportion of our advertising budget	32%	24%	28%	34%	35%	19%	29%	35%	30%	38%	39%
Small proportion of our advertising budget	28%	34%	31%	27%	26%	28%	34%	31%	25%	20%	22%
Nothing	9%	13%	13%	11%	5%	28%	11%	6%	5%	8%	6%
Don't know	6%	4%	5%	11%	5%	6%	5%	2%	3%	12%	28%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Majority of our advertising budget	23%	18%	24%	23%	25%	14%	20%	30%	27%	18%	11%
Significant proportion of our advertising budget	28%	21%	29%	14%	34%	14%	28%	28%	33%	26%	22%
Small proportion of our advertising budget	34%	36%	31%	37%	33%	25%	38%	35%	29%	35%	39%
Nothing	11%	21%	11%	15%	5%	44%	11%	6%	8%	9%	0%
Don't know	5%	4%	5%	11%	3%	3%	4%	1%	2%	12%	28%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Majority of our advertising budget	17%	11%	9%	16%	22%	11%	14%	19%	21%	19%	11%
Significant proportion of our advertising budget	24%	15%	19%	16%	31%	6%	23%	26%	30%	24%	11%
Small proportion of our advertising budget	26%	16%	24%	33%	28%	19%	26%	25%	31%	21%	39%
Nothing	26%	51%	36%	23%	14%	58%	30%	27%	15%	20%	17%
Don't know	7%	7%	12%	11%	4%	6%	6%	4%	3%	16%	22%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Majority of our advertising budget	27%	35%	25%	24%	25%	17%	23%	29%	30%	34%	6%
Significant proportion of our advertising budget	28%	19%	32%	25%	31%	14%	24%	33%	31%	29%	28%
Small proportion of our advertising budget	28%	22%	24%	29%	31%	28%	35%	28%	25%	20%	33%
Nothing	12%	20%	13%	11%	8%	39%	13%	7%	12%	6%	6%
Don't know	5%	4%	5%	10%	5%	3%	5%	3%	2%	11%	28%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	61%	62%	61%	53%	63%	44%	59%	65%	65%	65%	44%
Somewhat agree	28%	30%	29%	29%	26%	36%	30%	27%	29%	18%	39%
Neither agree nor disagree	6%	7%	8%	5%	6%	11%	7%	6%	3%	6%	11%
Somewhat disagree	2%	0%	0%	0%	3%	0%	2%	1%	3%	0%	6%
Disagree strongly	0%	1%	1%	0%	0%	3%	0%	1%	0%	0%	0%
Don't Know	3%	0%	0%	13%	1%	6%	2%	0%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	60%	60%	61%	47%	63%	56%	58%	57%	67%	60%	50%
Somewhat agree	26%	21%	31%	32%	26%	22%	28%	29%	25%	21%	33%
Neither agree nor disagree	8%	11%	5%	8%	7%	8%	7%	11%	7%	5%	11%
Somewhat disagree	2%	5%	1%	1%	1%	6%	3%	2%	1%	1%	0%
Disagree strongly	2%	1%	1%	5%	1%	3%	1%	2%	0%	5%	0%
Don't Know	3%	2%	0%	8%	2%	6%	3%	0%	0%	8%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	66%	70%	72%	52%	67%	78%	59%	70%	73%	61%	50%
Somewhat agree	23%	20%	23%	30%	22%	14%	28%	24%	20%	20%	28%
Neither agree nor disagree	7%	8%	4%	5%	7%	6%	9%	5%	5%	6%	17%
Somewhat disagree	2%	1%	1%	0%	2%	0%	2%	1%	3%	1%	0%
Disagree strongly	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't Know	3%	1%	0%	13%	1%	3%	2%	0%	0%	11%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	38%	37%	36%	30%	42%	28%	34%	43%	40%	45%	11%
Somewhat agree	25%	24%	27%	24%	24%	19%	23%	23%	34%	19%	28%
Neither agree nor disagree	21%	25%	24%	23%	18%	17%	28%	19%	16%	16%	39%
Somewhat disagree	9%	8%	8%	9%	10%	14%	9%	12%	7%	5%	11%
Disagree strongly	5%	5%	4%	4%	5%	14%	4%	2%	4%	6%	11%
Don't Know	2%	1%	1%	10%	1%	8%	2%	0%	0%	9%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	45%	48%	44%	32%	49%	33%	38%	50%	53%	52%	11%
Somewhat agree	33%	26%	40%	42%	30%	22%	40%	32%	32%	25%	50%
Neither agree nor disagree	13%	18%	11%	10%	12%	28%	14%	13%	8%	9%	17%
Somewhat disagree	4%	3%	5%	4%	4%	6%	5%	2%	6%	1%	6%
Disagree strongly	2%	3%	0%	4%	2%	3%	1%	2%	2%	5%	11%
Don't Know	3%	2%	0%	9%	2%	8%	2%	1%	0%	8%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
91-100%	2%	4%	3%	3%	2%	3%	2%	4%	0%	4%	6%
81-90%	6%	5%	4%	18%	4%	6%	3%	5%	6%	16%	0%
71-80%	4%	4%	4%	8%	4%	6%	2%	2%	9%	5%	0%
61-70%	7%	6%	11%	9%	6%	8%	5%	6%	8%	10%	6%
51-60%	5%	4%	4%	4%	7%	6%	2%	8%	5%	9%	0%
41-50%	9%	10%	12%	5%	10%	6%	6%	10%	12%	10%	17%
31-40%	10%	6%	12%	10%	11%	11%	5%	11%	15%	12%	0%
21-30%	14%	13%	13%	10%	16%	0%	17%	18%	13%	12%	6%
11-20%	19%	25%	20%	15%	18%	8%	27%	20%	19%	10%	22%
6-10%	12%	12%	12%	9%	14%	22%	21%	9%	8%	4%	22%
1-5%	4%	6%	4%	5%	3%	8%	5%	4%	3%	2%	0%
None	4%	4%	0%	5%	5%	11%	5%	3%	2%	2%	6%
Don't Know	2%	1%	1%	0%	3%	6%	0%	1%	1%	2%	17%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
91-100%	1%	4%	1%	0%	0%	3%	1%	2%	1%	1%	0%
81-90%	4%	2%	0%	13%	4%	0%	2%	2%	3%	15%	6%
71-80%	1%	1%	0%	0%	2%	0%	1%	1%	2%	4%	0%
61-70%	2%	0%	1%	4%	2%	3%	1%	2%	5%	1%	0%
51-60%	6%	3%	9%	3%	7%	3%	5%	6%	6%	9%	0%
41-50%	6%	6%	7%	5%	6%	3%	3%	7%	9%	6%	6%
31-40%	9%	10%	4%	9%	11%	8%	5%	10%	10%	14%	11%
21-30%	16%	11%	16%	18%	17%	8%	13%	19%	18%	15%	11%
11-20%	14%	10%	20%	16%	14%	11%	16%	18%	15%	11%	0%
6-10%	16%	17%	16%	15%	16%	6%	23%	18%	17%	10%	6%
1-5%	10%	13%	11%	9%	9%	19%	16%	6%	7%	6%	6%
None	9%	17%	12%	6%	5%	28%	11%	6%	7%	4%	11%
Don't Know	5%	6%	3%	3%	6%	8%	3%	4%	1%	4%	44%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	41%	27%	33%	41%	49%	22%	37%	38%	54%	49%	22%
Somewhat agree	24%	16%	32%	23%	25%	14%	23%	31%	22%	22%	22%
Neither agree nor disagree	8%	11%	5%	5%	8%	17%	7%	6%	4%	9%	22%
Somewhat disagree	2%	2%	3%	1%	2%	3%	4%	0%	3%	0%	0%
Disagree strongly	1%	3%	3%	0%	1%	3%	2%	1%	2%	1%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	45%	34%	43%	37%	53%	36%	40%	44%	46%	61%	33%
Somewhat agree	22%	18%	25%	23%	23%	14%	23%	26%	28%	11%	28%
Neither agree nor disagree	7%	6%	8%	9%	7%	8%	8%	6%	8%	8%	6%
Somewhat disagree	1%	1%	0%	1%	0%	0%	2%	0%	0%	1%	0%
Disagree strongly	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	45%	40%	40%	39%	50%	42%	39%	41%	54%	54%	22%
Somewhat agree	22%	9%	25%	24%	25%	11%	17%	29%	24%	15%	44%
Neither agree nor disagree	7%	6%	9%	5%	7%	6%	10%	5%	5%	8%	0%
Somewhat disagree	3%	3%	1%	1%	3%	0%	5%	1%	2%	5%	0%
Disagree strongly	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	41%	36%	47%	33%	44%	31%	37%	46%	46%	44%	17%
Quite important	33%	24%	31%	39%	36%	22%	39%	34%	35%	26%	28%
Neither important nor unimportant	15%	23%	15%	13%	12%	31%	12%	12%	13%	15%	28%
Not very important	4%	7%	1%	1%	4%	3%	6%	4%	4%	1%	0%
Not important at all	7%	10%	7%	14%	4%	14%	5%	4%	2%	14%	28%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	31%	18%	31%	30%	36%	11%	28%	34%	40%	32%	6%
Quite important	35%	29%	40%	30%	38%	31%	41%	40%	34%	28%	17%
Neither important nor unimportant	20%	35%	20%	20%	14%	33%	19%	18%	16%	24%	33%
Not very important	6%	9%	3%	8%	6%	6%	6%	5%	8%	4%	22%
Not important at all	7%	9%	7%	11%	6%	19%	6%	4%	3%	12%	22%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	41%	30%	41%	30%	50%	28%	39%	43%	56%	36%	11%
Quite important	33%	33%	44%	34%	30%	25%	34%	40%	28%	32%	28%
Neither important nor unimportant	16%	22%	8%	18%	15%	28%	16%	12%	13%	15%	44%
Not very important	5%	7%	1%	10%	3%	3%	7%	2%	3%	9%	0%
Not important at all	5%	8%	5%	8%	2%	17%	5%	2%	0%	8%	17%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	36%	31%	36%	38%	37%	28%	28%	42%	37%	44%	22%
Quite important	31%	31%	33%	28%	32%	17%	41%	31%	34%	20%	33%
Neither important nor unimportant	19%	25%	20%	14%	18%	28%	20%	19%	19%	15%	17%
Not very important	9%	9%	7%	8%	9%	11%	9%	6%	8%	11%	11%
Not important at all	5%	4%	4%	13%	4%	17%	3%	2%	2%	10%	17%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	29%	21%	29%	29%	31%	28%	23%	33%	29%	34%	11%
Quite important	35%	28%	40%	37%	37%	28%	39%	40%	38%	25%	28%
Neither important nor unimportant	23%	35%	19%	13%	23%	28%	26%	20%	24%	16%	44%
Not very important	6%	9%	5%	5%	5%	8%	6%	4%	8%	6%	6%
Not important at all	7%	7%	7%	16%	4%	8%	6%	3%	2%	19%	11%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	27%	21%	16%	27%	33%	22%	21%	29%	33%	31%	17%
Quite important	35%	36%	35%	32%	36%	22%	41%	37%	37%	25%	44%
Neither important nor unimportant	23%	25%	33%	19%	19%	36%	24%	22%	20%	20%	11%
Not very important	9%	10%	7%	8%	9%	8%	10%	9%	8%	6%	11%
Not important at all	6%	8%	9%	15%	2%	11%	4%	3%	2%	18%	17%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Very important	25%	17%	20%	23%	30%	17%	20%	24%	30%	31%	11%
Quite important	35%	38%	41%	34%	32%	28%	41%	40%	33%	26%	22%
Neither important nor unimportant	23%	29%	24%	22%	21%	39%	23%	20%	20%	19%	44%
Not very important	11%	10%	9%	6%	13%	3%	11%	12%	16%	8%	6%
Not important at all	7%	6%	5%	15%	5%	14%	5%	5%	1%	16%	17%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
More than once a day	38%	44%	48%	29%	36%	39%	26%	40%	47%	40%	50%
Once a day	17%	22%	15%	18%	16%	8%	20%	17%	22%	12%	6%
Every 2 or 3 days	15%	9%	17%	18%	16%	17%	18%	19%	12%	12%	0%
Once a week	10%	9%	8%	5%	12%	8%	9%	9%	7%	14%	28%
Once a fortnight	5%	3%	0%	5%	7%	3%	9%	5%	1%	2%	0%
Once a month	6%	7%	8%	6%	4%	8%	9%	6%	3%	1%	6%
Once every 2 - 3 months	3%	3%	3%	4%	3%	6%	2%	2%	5%	4%	0%
Once every six months	3%	1%	1%	8%	2%	3%	3%	1%	1%	8%	6%
Once a year	1%	0%	0%	5%	0%	0%	0%	0%	1%	4%	0%
Less often	1%	0%	0%	1%	2%	3%	1%	1%	2%	1%	6%
Never	1%	0%	0%	1%	1%	3%	1%	1%	0%	1%	0%
Don't Know	0%	2%	0%	0%	0%	3%	1%	0%	0%	0%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
More than once a day	38%	40%	45%	30%	37%	36%	29%	42%	42%	41%	44%
Once a day	17%	17%	17%	18%	17%	19%	19%	17%	21%	14%	0%
Every 2 or 3 days	8%	7%	9%	8%	9%	8%	10%	6%	10%	9%	0%
Once a week	12%	13%	7%	14%	13%	11%	9%	13%	12%	14%	17%
Once a fortnight	6%	7%	1%	3%	8%	6%	10%	5%	3%	5%	11%
Once a month	7%	9%	5%	9%	7%	3%	16%	7%	3%	2%	11%
Once every 2 - 3 months	2%	0%	3%	4%	3%	3%	3%	2%	1%	2%	6%
Once every six months	3%	2%	7%	6%	2%	8%	1%	4%	2%	8%	0%
Once a year	1%	1%	1%	4%	0%	3%	0%	1%	1%	2%	0%
Less often	2%	2%	1%	1%	2%	0%	0%	3%	3%	0%	6%
Never	1%	1%	1%	3%	1%	3%	2%	0%	2%	1%	6%
Don't Know	1%	1%	1%	1%	0%	0%	2%	0%	1%	1%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
More than once a day	42%	50%	48%	39%	37%	47%	32%	41%	50%	46%	39%
Once a day	19%	21%	16%	15%	19%	6%	20%	23%	20%	14%	11%
Every 2 or 3 days	12%	5%	11%	18%	14%	17%	12%	16%	11%	8%	17%
Once a week	11%	11%	16%	4%	12%	11%	13%	10%	7%	15%	17%
Once a fortnight	5%	3%	3%	5%	7%	3%	11%	4%	5%	1%	6%
Once a month	4%	3%	4%	4%	5%	3%	5%	4%	5%	4%	6%
Once every 2 - 3 months	2%	2%	1%	1%	2%	3%	3%	2%	1%	2%	0%
Once every six months	1%	2%	1%	4%	0%	3%	2%	1%	1%	2%	0%
Once a year	1%	0%	0%	5%	0%	0%	0%	0%	0%	5%	0%
Less often	1%	1%	0%	1%	1%	6%	0%	0%	1%	0%	6%
Never	1%	1%	0%	3%	0%	0%	2%	0%	0%	1%	0%
Don't Know	0%	1%	0%	1%	0%	3%	0%	0%	0%	1%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Yes	66%	50%	53%	68%	75%	39%	62%	67%	74%	78%	33%
No	25%	41%	39%	18%	17%	53%	28%	29%	16%	15%	22%
Don't Know	9%	9%	8%	14%	8%	8%	9%	4%	10%	8%	44%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Yes	45%	37%	35%	49%	51%	22%	42%	45%	53%	59%	11%
No	46%	56%	53%	39%	42%	64%	50%	49%	40%	35%	44%
Don't Know	9%	7%	12%	11%	8%	14%	8%	6%	8%	6%	44%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Yes	37%	27%	25%	42%	43%	19%	27%	33%	45%	61%	11%
No	53%	64%	64%	44%	47%	67%	61%	61%	47%	31%	28%
Don't Know	11%	9%	11%	14%	10%	14%	12%	6%	8%	8%	61%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Yes	29%	37%	28%	27%	26%	19%	30%	22%	32%	40%	11%
No	44%	45%	35%	38%	48%	56%	47%	49%	45%	28%	22%
Don't Know	27%	18%	37%	34%	26%	25%	23%	28%	22%	32%	67%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Tracking inventory	45%	34%	45%	49%	49%	19%	35%	47%	57%	62%	17%
Developing new products	44%	39%	35%	61%	44%	28%	41%	45%	50%	56%	11%
Advertising to customers	63%	59%	63%	67%	64%	36%	59%	67%	68%	75%	39%
Customer support	57%	50%	45%	67%	60%	44%	45%	59%	61%	74%	56%
Time tracking	36%	30%	24%	46%	39%	17%	35%	32%	35%	59%	11%
Managing expenses	45%	37%	41%	53%	47%	28%	35%	48%	52%	61%	22%
Other	8%	10%	8%	18%	3%	11%	5%	5%	4%	16%	22%
None of the above	6%	10%	8%	5%	4%	25%	6%	4%	5%	1%	6%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	43%	45%	43%	43%	42%	39%	41%	39%	51%	49%	17%
Somewhat agree	34%	24%	29%	34%	39%	33%	34%	40%	35%	24%	33%
Neither agree nor disagree	14%	16%	21%	6%	14%	14%	15%	13%	9%	14%	50%
Somewhat disagree	5%	11%	4%	3%	3%	6%	7%	5%	4%	2%	0%
Disagree strongly	2%	3%	1%	4%	1%	6%	2%	2%	0%	2%	0%
Don't Know	2%	1%	1%	10%	0%	3%	1%	1%	1%	9%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	57%	51%	65%	48%	60%	44%	53%	61%	65%	56%	33%
Somewhat agree	30%	31%	24%	33%	30%	22%	36%	27%	29%	25%	44%
Neither agree nor disagree	8%	13%	8%	5%	7%	25%	6%	9%	4%	6%	17%
Somewhat disagree	2%	2%	1%	1%	2%	3%	3%	2%	1%	1%	0%
Disagree strongly	1%	2%	1%	1%	0%	3%	1%	1%	0%	1%	6%
Don't Know	2%	1%	0%	11%	0%	3%	1%	0%	1%	10%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	62%	57%	69%	59%	63%	53%	55%	64%	74%	64%	39%
Somewhat agree	26%	26%	25%	22%	27%	25%	30%	25%	23%	19%	44%
Neither agree nor disagree	9%	13%	5%	6%	9%	17%	11%	9%	4%	5%	17%
Somewhat disagree	1%	1%	0%	0%	1%	0%	0%	2%	0%	1%	0%
Disagree strongly	1%	2%	0%	3%	1%	0%	2%	1%	0%	2%	0%
Don't Know	2%	1%	0%	10%	0%	6%	1%	0%	0%	9%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	59%	59%	72%	54%	57%	61%	59%	63%	64%	57%	17%
Somewhat agree	27%	29%	16%	25%	29%	28%	23%	28%	24%	24%	67%
Neither agree nor disagree	10%	10%	11%	5%	11%	8%	12%	9%	9%	6%	17%
Somewhat disagree	2%	1%	1%	3%	3%	0%	5%	1%	3%	1%	0%
Disagree strongly	1%	0%	0%	4%	0%	0%	0%	0%	0%	4%	0%
Don't Know	2%	1%	0%	9%	0%	3%	1%	0%	0%	8%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	56%	57%	59%	48%	58%	56%	55%	54%	67%	55%	22%
Somewhat agree	30%	31%	32%	30%	29%	25%	32%	31%	26%	25%	61%
Neither agree nor disagree	8%	7%	5%	6%	9%	14%	9%	10%	3%	5%	17%
Somewhat disagree	3%	3%	4%	3%	2%	3%	2%	4%	1%	4%	0%
Disagree strongly	1%	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%
Don't Know	3%	1%	0%	13%	1%	3%	1%	0%	2%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	21%	21%	24%	20%	20%	14%	23%	19%	24%	24%	6%
Somewhat agree	19%	16%	21%	16%	20%	8%	20%	23%	21%	12%	22%
Neither agree nor disagree	19%	19%	21%	15%	20%	22%	20%	22%	16%	12%	33%
Somewhat disagree	15%	19%	17%	10%	14%	25%	16%	14%	9%	15%	22%
Disagree strongly	24%	24%	16%	24%	26%	28%	21%	22%	30%	22%	17%
Don't Know	3%	1%	0%	14%	1%	3%	2%	0%	0%	14%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	60%	63%	60%	49%	63%	58%	55%	63%	66%	66%	28%
Somewhat agree	25%	22%	32%	30%	23%	19%	31%	22%	28%	15%	44%
Neither agree nor disagree	9%	11%	5%	6%	11%	14%	9%	13%	4%	6%	22%
Somewhat disagree	3%	2%	3%	1%	3%	6%	4%	2%	2%	1%	6%
Disagree strongly	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Don't Know	2%	1%	0%	13%	0%	3%	1%	0%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count

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

		Employee Count				Yearly Growth					
	Total	Under 25	25-99	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	497	100	75	79	243	36	128	129	106	80	18
Weighted	497	100	75	79	243	36	128	129	106	80	18
Agree strongly	60%	63%	60%	49%	63%	58%	55%	63%	66%	66%	28%
Somewhat agree	25%	22%	32%	30%	23%	19%	31%	22%	28%	15%	44%
Neither agree nor disagree	9%	11%	5%	6%	11%	14%	9%	13%	4%	6%	22%
Somewhat disagree	3%	2%	3%	1%	3%	6%	4%	2%	2%	1%	6%
Disagree strongly	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Don't Know	2%	1%	0%	13%	0%	3%	1%	0%	0%	11%	0%

Note:

Fieldwork: Oct 30th - Nov 10th 2019

Data weighted by Employee Count