

Google UK - Business Poll

Fieldwork: 30th Nov - 6th Dec 2020
Interview method: Online Survey
Population represented: UK Senior Decision Makers
Sample size: 1011

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by number of businesses by employee count and subnational region

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

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63 For each of the following statements, do you tend to agree or disagree: Online tools have made it far easier for my business to keep operating through lockdown 191

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65 For each of the following statements, do you tend to agree or disagree: Our business is likely to continue to make use of hybrid and flexible working, even after the pandemic ends 197

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(1.A) As far as you are aware, does your business use any of the following technologies? Please select ALL that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Have your own website	45%	51%	47%	40%	46%	51%	38%	49%	21%	52%	50%	32%	1%
Cloud computing platforms (eg. Google Cloud Platform, Amazon Web Services)	19%	22%	12%	25%	20%	11%	19%	27%	10%	25%	12%	19%	18%
Video chat (eg Zoom, Google Meet)	43%	60%	52%	24%	41%	47%	29%	37%	38%	39%	41%	48%	2%
Instant messaging (eg Slack, Microsoft Teams)	23%	31%	31%	14%	24%	17%	11%	23%	3%	23%	22%	26%	1%
Cloud storage (eg Dropbox, Google Drive)	40%	47%	54%	21%	31%	46%	26%	38%	5%	50%	34%	52%	34%
Online office suite (eg Google Docs, Microsoft Office 365)	47%	50%	58%	36%	43%	58%	31%	38%	23%	51%	54%	47%	53%
Online project management tools	11%	20%	15%	9%	2%	13%	2%	14%	0%	8%	15%	3%	2%
Online accounting tools	29%	35%	35%	18%	37%	32%	25%	31%	14%	31%	24%	17%	2%
Enterprise Resource Planning software	3%	6%	2%	0%	1%	6%	3%	6%	1%	6%	3%	1%	1%
Customer Relationship Management software	9%	18%	11%	4%	10%	15%	3%	7%	0%	5%	3%	9%	1%
Artificial intelligence and/or machine learning	2%	2%	2%	2%	4%	2%	1%	3%	0%	4%	3%	0%	1%
None of the above	18%	17%	9%	27%	11%	16%	24%	22%	18%	10%	15%	29%	47%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

(1.B) As far as you are aware, does your business use any of the following technologies? Please select ALL that apply

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Have your own website	45%	45%	50%	30%	49%	35%	47%	61%	68%	77%	73%	62%	62%	76%
Cloud computing platforms (eg. Google Cloud Platform, Amazon Web Services)	19%	18%	21%	44%	21%	13%	15%	31%	35%	51%	53%	49%	60%	68%
Video chat (eg Zoom, Google Meet)	43%	42%	67%	74%	44%	36%	40%	55%	66%	76%	75%	64%	69%	77%
Instant messaging (eg Slack, Microsoft Teams)	23%	22%	19%	27%	80%	14%	22%	32%	48%	55%	59%	56%	52%	67%
Cloud storage (eg Dropbox, Google Drive)	40%	41%	36%	19%	16%	36%	38%	46%	51%	68%	58%	59%	68%	70%
Online office suite (eg Google Docs, Microsoft Office 365)	47%	47%	52%	36%	29%	42%	46%	51%	67%	84%	75%	71%	72%	79%
Online project management tools	11%	11%	24%	4%	3%	6%	8%	21%	22%	48%	33%	49%	46%	51%
Online accounting tools	29%	28%	40%	42%	41%	20%	30%	44%	58%	57%	53%	53%	49%	51%
Enterprise Resource Planning software	3%	4%	0%	1%	1%	1%	4%	2%	14%	15%	22%	33%	28%	45%
Customer Relationship Management software	9%	8%	40%	7%	1%	2%	7%	19%	33%	42%	39%	45%	51%	65%
Artificial intelligence and/or machine learning	2%	2%	4%	3%	1%	1%	1%	3%	3%	16%	12%	17%	21%	38%
None of the above	18%	18%	15%	18%	0%	23%	14%	13%	6%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(1.C) As far as you are aware, does your business use any of the following technologies? Please select ALL that apply

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Have your own website	45%	15%	100%	62%	72%	0%	24%	49%	45%	70%	72%	54%	34%	38%	22%	11%	40%	33%	62%	46%
Cloud computing platforms (eg. Google Cloud Platform, Amazon Web Services)	19%	22%	100%	14%	30%	0%	19%	20%	32%	5%	42%	40%	3%	21%	10%	3%	11%	20%	17%	14%
Video chat (eg Zoom, Google Meet)	43%	14%	100%	34%	56%	0%	23%	35%	50%	19%	73%	70%	26%	52%	55%	95%	55%	34%	42%	37%
Instant messaging (eg Slack, Microsoft Teams)	23%	14%	100%	43%	44%	0%	19%	10%	30%	18%	40%	37%	11%	27%	21%	5%	26%	26%	23%	13%
Cloud storage (eg Dropbox, Google Drive)	40%	12%	70%	44%	67%	0%	29%	26%	48%	33%	68%	58%	29%	50%	69%	2%	40%	17%	52%	21%
Online office suite (eg Google Docs, Microsoft Office 365)	47%	32%	100%	42%	49%	100%	35%	51%	50%	41%	62%	63%	26%	59%	46%	70%	40%	27%	48%	44%
Online project management tools	11%	10%	70%	12%	42%	0%	3%	6%	6%	17%	23%	20%	0%	15%	4%	8%	5%	7%	9%	17%
Online accounting tools	29%	32%	100%	22%	43%	0%	34%	28%	22%	36%	38%	31%	4%	35%	28%	67%	21%	29%	30%	24%
Enterprise Resource Planning software	3%	2%	70%	13%	16%	0%	2%	1%	4%	14%	8%	15%	0%	2%	0%	1%	2%	2%	2%	1%
Customer Relationship Management software	9%	0%	70%	19%	6%	0%	8%	4%	9%	9%	13%	39%	0%	8%	7%	2%	9%	8%	4%	13%
Artificial intelligence and/or machine learning	2%	0%	0%	2%	37%	0%	1%	1%	1%	0%	2%	9%	0%	4%	0%	1%	5%	0%	1%	3%
None of the above	18%	27%	0%	7%	0%	0%	34%	22%	30%	9%	4%	14%	29%	9%	13%	0%	13%	34%	15%	24%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(2.A) And as far as you are aware, does your business use any of the following Google products?: Chrome web browser

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	49%	48%	48%	41%	39%	65%	52%	47%	49%	57%	49%	39%	68%
Used by about half of all employees	11%	15%	11%	9%	5%	18%	4%	12%	12%	8%	10%	15%	2%
Used by a small number of all employees	9%	4%	8%	9%	15%	0%	7%	10%	11%	11%	9%	15%	13%
Not used in our business	27%	24%	30%	37%	41%	16%	31%	27%	18%	20%	22%	31%	17%
Don't Know	4%	8%	3%	4%	0%	0%	6%	3%	10%	4%	9%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(2.B) And as far as you are aware, does your business use any of the following Google products?: Chrome web browser

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	49%	50%	38%	54%	18%	53%	45%	36%	50%	63%	56%	43%	51%	46%
Used by about half of all employees	11%	10%	23%	6%	63%	3%	14%	25%	17%	26%	19%	26%	29%	25%
Used by a small number of all employees	9%	9%	7%	2%	1%	6%	10%	15%	14%	7%	15%	13%	5%	12%
Not used in our business	27%	28%	27%	37%	1%	34%	25%	17%	16%	4%	6%	14%	10%	14%
Don't Know	4%	4%	5%	0%	17%	4%	5%	7%	3%	0%	3%	4%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(2.C) And as far as you are aware, does your business use any of the following Google products?: Chrome web browser

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	49%	27%	0%	33%	31%	44%	30%	46%	28%	20%	72%	53%	26%	62%	30%	7%	64%	52%	63%	45%
Used by about half of all employees	11%	12%	70%	24%	41%	0%	12%	7%	17%	4%	19%	14%	5%	10%	16%	68%	7%	14%	7%	8%
Used by a small number of all employees	9%	30%	0%	3%	4%	0%	5%	19%	10%	34%	9%	13%	4%	3%	6%	0%	5%	0%	9%	5%
Not used in our business	27%	30%	30%	40%	0%	56%	50%	20%	33%	29%	0%	17%	53%	22%	42%	25%	21%	33%	16%	42%
Don't Know	4%	0%	0%	0%	24%	0%	3%	8%	12%	13%	0%	3%	12%	5%	6%	0%	3%	0%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(3.A) And as far as you are aware, does your business use any of the following Google products?: Gmail

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	45%	41%	47%	35%	39%	60%	63%	36%	39%	46%	43%	59%	51%
Used by about half of all employees	7%	17%	4%	10%	3%	5%	1%	8%	0%	5%	3%	7%	0%
Used by a small number of all employees	10%	11%	10%	4%	14%	10%	7%	10%	2%	14%	10%	9%	14%
Not used in our business	35%	24%	38%	51%	44%	25%	24%	43%	58%	34%	41%	26%	35%
Don't Know	2%	6%	2%	0%	0%	0%	6%	3%	0%	0%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(3.B) And as far as you are aware, does your business use any of the following Google products?: Gmail

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	45%	46%	37%	33%	7%	52%	39%	38%	32%	44%	47%	26%	41%	29%
Used by about half of all employees	7%	6%	4%	39%	66%	1%	9%	22%	18%	13%	11%	31%	26%	13%
Used by a small number of all employees	10%	9%	29%	6%	1%	6%	13%	14%	15%	16%	19%	14%	10%	13%
Not used in our business	35%	36%	24%	22%	25%	38%	37%	24%	33%	27%	20%	27%	21%	41%
Don't Know	2%	2%	5%	0%	0%	3%	1%	2%	3%	0%	3%	2%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(3.C) And as far as you are aware, does your business use any of the following Google products?: Gmail

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	45%	49%	0%	38%	21%	44%	38%	52%	42%	31%	40%	44%	17%	44%	41%	90%	48%	41%	54%	58%
Used by about half of all employees	7%	0%	70%	16%	14%	0%	5%	0%	1%	20%	2%	11%	0%	7%	0%	5%	5%	30%	7%	8%
Used by a small number of all employees	10%	21%	0%	9%	41%	0%	11%	12%	15%	24%	26%	7%	13%	2%	20%	0%	4%	1%	10%	12%
Not used in our business	35%	30%	30%	37%	0%	56%	45%	36%	42%	25%	28%	35%	58%	43%	39%	4%	36%	28%	29%	23%
Don't Know	2%	0%	0%	0%	24%	0%	0%	0%	0%	0%	4%	3%	12%	4%	0%	0%	7%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(4.A) And as far as you are aware, does your business use any of the following Google products?: Android

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	35%	21%	42%	37%	36%	38%	32%	50%	37%	40%	38%	15%	34%
Used by about half of all employees	10%	23%	7%	3%	5%	10%	1%	1%	12%	8%	4%	22%	18%
Used by a small number of all employees	9%	10%	9%	12%	8%	3%	4%	8%	9%	11%	2%	14%	14%
Not used in our business	42%	35%	41%	46%	47%	46%	56%	38%	42%	41%	46%	41%	18%
Don't Know	5%	10%	0%	2%	4%	4%	6%	3%	0%	1%	10%	7%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(4.B) And as far as you are aware, does your business use any of the following Google products?: Android

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	35%	35%	21%	41%	2%	44%	28%	19%	21%	22%	23%	23%	21%	25%
Used by about half of all employees	10%	10%	13%	13%	1%	3%	16%	16%	16%	17%	26%	25%	42%	27%
Used by a small number of all employees	9%	8%	23%	2%	62%	5%	8%	19%	14%	25%	25%	22%	19%	21%
Not used in our business	42%	43%	36%	44%	18%	43%	44%	41%	38%	34%	17%	26%	14%	20%
Don't Know	5%	5%	7%	0%	17%	5%	5%	5%	10%	1%	9%	4%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(4.C) And as far as you are aware, does your business use any of the following Google products?: Android

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	35%	47%	0%	34%	6%	44%	33%	29%	13%	9%	47%	16%	17%	49%	30%	1%	45%	32%	30%	39%
Used by about half of all employees	10%	11%	70%	2%	39%	0%	6%	3%	10%	15%	3%	18%	16%	8%	2%	6%	8%	27%	15%	8%
Used by a small number of all employees	9%	11%	0%	21%	34%	0%	4%	17%	17%	23%	14%	5%	3%	5%	11%	65%	3%	4%	11%	0%
Not used in our business	42%	30%	30%	33%	9%	56%	55%	51%	60%	50%	35%	46%	46%	32%	45%	27%	34%	32%	45%	50%
Don't Know	5%	0%	0%	10%	12%	0%	3%	1%	0%	3%	0%	15%	18%	6%	12%	0%	10%	6%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(5.A) And as far as you are aware, does your business use any of the following Google products?: Google Search

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	67%	71%	80%	57%	57%	67%	64%	69%	60%	67%	67%	54%	53%
Used by about half of all employees	7%	11%	2%	10%	1%	17%	7%	6%	9%	8%	10%	0%	0%
Used by a small number of all employees	9%	1%	5%	11%	25%	8%	9%	8%	12%	11%	3%	9%	30%
Not used in our business	14%	9%	12%	22%	17%	9%	19%	15%	18%	10%	14%	29%	17%
Don't Know	3%	8%	2%	0%	0%	0%	0%	3%	0%	4%	6%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(5.B) And as far as you are aware, does your business use any of the following Google products?: Google Search

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	67%	66%	77%	98%	50%	70%	61%	61%	64%	89%	71%	67%	69%	65%
Used by about half of all employees	7%	7%	12%	2%	2%	3%	10%	15%	13%	6%	14%	21%	20%	18%
Used by a small number of all employees	9%	9%	1%	0%	1%	5%	14%	14%	14%	5%	9%	7%	6%	7%
Not used in our business	14%	14%	9%	0%	48%	19%	13%	7%	7%	0%	5%	3%	4%	7%
Don't Know	3%	3%	0%	0%	0%	4%	2%	4%	3%	0%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(5.C) And as far as you are aware, does your business use any of the following Google products?: Google Search

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manuf-acturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommo-dation & food service activities	Information & commu-nication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public adminis-tration & defence; social security	Education	Human health & social work activities	Arts, entertain-ment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	67%	40%	100%	64%	49%	56%	61%	58%	58%	53%	78%	70%	28%	77%	64%	94%	74%	64%	78%	65%
Used by about half of all employees	7%	2%	0%	5%	0%	0%	7%	2%	11%	0%	11%	10%	5%	4%	7%	6%	10%	21%	6%	11%
Used by a small number of all employees	9%	19%	0%	17%	0%	0%	4%	17%	9%	39%	7%	14%	14%	1%	10%	0%	4%	9%	6%	7%
Not used in our business	14%	27%	0%	14%	27%	44%	25%	19%	21%	7%	0%	3%	41%	15%	13%	0%	4%	6%	10%	17%
Don't Know	3%	11%	0%	0%	24%	0%	3%	5%	0%	0%	4%	3%	12%	4%	6%	0%	7%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(6.A) And as far as you are aware, does your business use any of the following Google products?: Google Docs / Google Workplace / G Suite

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	22%	29%	21%	13%	16%	18%	27%	24%	19%	27%	9%	15%	34%
Used by about half of all employees	5%	9%	3%	0%	3%	10%	3%	6%	0%	5%	3%	6%	1%
Used by a small number of all employees	9%	6%	10%	11%	20%	9%	7%	2%	2%	7%	14%	7%	0%
Not used in our business	59%	48%	58%	70%	57%	58%	63%	66%	78%	55%	68%	64%	65%
Don't Know	5%	8%	6%	6%	4%	4%	0%	3%	0%	6%	6%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(6.B) And as far as you are aware, does your business use any of the following Google products?: Google Docs / Google Workplace / G Suite

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	22%	22%	30%	30%	1%	24%	15%	24%	28%	27%	35%	28%	29%	23%
Used by about half of all employees	5%	4%	11%	6%	56%	1%	3%	15%	12%	12%	13%	30%	36%	25%
Used by a small number of all employees	9%	9%	2%	19%	13%	5%	10%	14%	12%	24%	24%	11%	16%	13%
Not used in our business	59%	60%	51%	45%	12%	64%	67%	39%	44%	38%	26%	27%	15%	33%
Don't Know	5%	5%	7%	1%	18%	5%	5%	8%	4%	0%	2%	4%	5%	7%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(6.C) And as far as you are aware, does your business use any of the following Google products?: Google Docs / Google Workplace / G Suite

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	22%	39%	0%	18%	0%	0%	20%	16%	27%	2%	29%	38%	0%	22%	14%	6%	22%	17%	33%	22%
Used by about half of all employees	5%	0%	70%	21%	52%	0%	0%	4%	8%	9%	7%	2%	3%	1%	2%	1%	9%	7%	6%	2%
Used by a small number of all employees	9%	12%	0%	6%	4%	0%	15%	9%	1%	19%	7%	11%	6%	5%	18%	1%	11%	7%	11%	5%
Not used in our business	59%	49%	30%	55%	19%	100%	64%	59%	64%	53%	50%	46%	79%	64%	66%	92%	54%	68%	48%	67%
Don't Know	5%	0%	0%	0%	24%	0%	0%	11%	0%	17%	8%	3%	12%	8%	0%	0%	4%	0%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(7.A) And as far as you are aware, does your business use any of the following Google products?: Google Maps

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	45%	51%	57%	35%	35%	46%	43%	49%	19%	46%	51%	22%	53%
Used by about half of all employees	11%	13%	3%	11%	6%	28%	11%	7%	11%	11%	13%	21%	0%
Used by a small number of all employees	13%	10%	12%	16%	28%	11%	7%	9%	21%	12%	5%	17%	17%
Not used in our business	27%	16%	25%	38%	31%	14%	37%	31%	39%	27%	28%	33%	30%
Don't Know	4%	10%	3%	0%	0%	0%	3%	4%	10%	4%	3%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(7.B) And as far as you are aware, does your business use any of the following Google products?: Google Maps

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	45%	45%	55%	49%	21%	53%	38%	33%	41%	43%	43%	30%	36%	33%
Used by about half of all employees	11%	10%	11%	7%	56%	2%	16%	28%	17%	29%	16%	29%	20%	27%
Used by a small number of all employees	13%	13%	15%	12%	8%	11%	15%	15%	12%	15%	25%	21%	28%	22%
Not used in our business	27%	28%	10%	32%	10%	30%	29%	17%	22%	13%	10%	17%	11%	14%
Don't Know	4%	4%	9%	1%	6%	4%	2%	7%	8%	1%	6%	3%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(7.C) And as far as you are aware, does your business use any of the following Google products?: Google Maps

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	45%	41%	0%	39%	32%	100%	44%	40%	74%	36%	41%	48%	15%	47%	61%	3%	49%	51%	50%	49%
Used by about half of all employees	11%	12%	0%	23%	38%	0%	9%	11%	11%	9%	28%	11%	8%	9%	6%	6%	10%	1%	8%	15%
Used by a small number of all employees	13%	18%	70%	21%	14%	0%	20%	10%	10%	35%	6%	17%	29%	4%	1%	66%	7%	22%	13%	9%
Not used in our business	27%	29%	30%	17%	4%	0%	27%	28%	5%	21%	24%	18%	36%	34%	26%	24%	26%	26%	27%	27%
Don't Know	4%	0%	0%	0%	12%	0%	0%	11%	0%	0%	0%	5%	12%	6%	6%	1%	8%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(8.A) And as far as you are aware, does your business use any of the following Google products?: YouTube

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	31%	45%	29%	26%	18%	35%	26%	33%	19%	32%	25%	22%	35%
Used by about half of all employees	7%	16%	3%	1%	4%	13%	10%	2%	11%	7%	3%	6%	0%
Used by a small number of all employees	9%	6%	10%	7%	17%	9%	2%	9%	19%	11%	11%	15%	0%
Not used in our business	49%	26%	53%	63%	62%	42%	62%	53%	41%	45%	53%	49%	65%
Don't Know	4%	7%	5%	3%	0%	0%	0%	3%	10%	4%	7%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(8.B) And as far as you are aware, does your business use any of the following Google products?: YouTube

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	31%	31%	27%	31%	67%	35%	25%	29%	23%	28%	29%	30%	30%	24%
Used by about half of all employees	7%	6%	40%	19%	7%	3%	6%	24%	7%	24%	15%	19%	24%	18%
Used by a small number of all employees	9%	9%	2%	7%	14%	8%	7%	8%	22%	21%	27%	18%	15%	23%
Not used in our business	49%	50%	29%	43%	12%	49%	58%	39%	39%	26%	23%	32%	27%	30%
Don't Know	4%	4%	1%	0%	0%	5%	4%	0%	9%	1%	5%	1%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(8.C) And as far as you are aware, does your business use any of the following Google products?: YouTube

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	31%	49%	0%	33%	33%	0%	26%	31%	34%	21%	43%	41%	0%	25%	31%	0%	24%	20%	47%	38%
Used by about half of all employees	7%	2%	0%	3%	20%	0%	9%	3%	8%	6%	18%	1%	4%	2%	1%	65%	12%	21%	11%	1%
Used by a small number of all employees	9%	2%	70%	20%	0%	0%	12%	16%	16%	5%	10%	10%	6%	5%	2%	6%	14%	5%	11%	6%
Not used in our business	49%	46%	30%	44%	23%	100%	46%	49%	40%	66%	21%	46%	73%	64%	58%	29%	43%	53%	28%	54%
Don't Know	4%	0%	0%	0%	24%	0%	7%	0%	2%	3%	8%	3%	16%	5%	7%	0%	7%	0%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(9.A) And as far as you are aware, does your business use any of the following Google products?: Google Ads

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	7%	6%	6%	2%	4%	14%	7%	11%	18%	8%	6%	0%	18%
Used by about half of all employees	2%	5%	1%	3%	1%	2%	0%	1%	0%	5%	2%	8%	0%
Used by a small number of all employees	9%	7%	13%	13%	14%	4%	9%	4%	0%	8%	6%	8%	0%
Not used in our business	75%	65%	76%	77%	81%	80%	76%	81%	71%	74%	78%	77%	82%
Don't Know	7%	17%	4%	5%	0%	0%	7%	3%	10%	5%	9%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(9.B) And as far as you are aware, does your business use any of the following Google products?: Google Ads

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	7%	7%	0%	3%	6%	6%	7%	5%	12%	8%	14%	16%	13%	11%
Used by about half of all employees	2%	2%	5%	8%	48%	0%	1%	7%	8%	15%	14%	19%	20%	17%
Used by a small number of all employees	9%	9%	7%	1%	1%	2%	12%	16%	18%	25%	35%	23%	28%	26%
Not used in our business	75%	76%	57%	82%	28%	85%	74%	61%	55%	47%	27%	36%	35%	37%
Don't Know	7%	6%	32%	7%	17%	6%	6%	11%	8%	5%	11%	7%	4%	10%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(9.C) And as far as you are aware, does your business use any of the following Google products?: Google Ads

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	7%	18%	0%	0%	0%	0%	11%	5%	8%	16%	7%	7%	0%	13%	11%	0%	0%	7%	0%	9%
Used by about half of all employees	2%	2%	0%	18%	55%	0%	2%	2%	1%	1%	2%	8%	3%	2%	1%	5%	1%	4%	3%	0%
Used by a small number of all employees	9%	10%	0%	11%	6%	0%	14%	15%	11%	20%	20%	6%	1%	2%	0%	1%	19%	3%	8%	3%
Not used in our business	75%	59%	100%	70%	10%	100%	70%	70%	78%	63%	62%	57%	79%	76%	87%	29%	72%	86%	86%	86%
Don't Know	7%	11%	0%	1%	29%	0%	4%	9%	2%	0%	8%	22%	16%	7%	1%	65%	7%	0%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(10.A) And as far as you are aware, does your business use any of the following Google products?: AdSense

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	4%	2%	4%	4%	4%	9%	7%	1%	19%	4%	6%	0%	1%
Used by about half of all employees	2%	4%	0%	2%	0%	5%	5%	0%	0%	3%	0%	0%	0%
Used by a small number of all employees	3%	1%	4%	5%	7%	2%	0%	2%	0%	2%	5%	13%	0%
Not used in our business	82%	71%	83%	79%	89%	84%	85%	90%	72%	90%	82%	86%	82%
Don't Know	8%	21%	9%	9%	0%	0%	3%	6%	10%	1%	6%	1%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(10.B) And as far as you are aware, does your business use any of the following Google products?: AdSense

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	4%	4%	1%	1%	48%	5%	2%	7%	2%	3%	8%	12%	7%	4%
Used by about half of all employees	2%	2%	3%	7%	17%	2%	2%	1%	0%	10%	11%	14%	12%	13%
Used by a small number of all employees	3%	3%	2%	1%	6%	2%	2%	6%	8%	12%	12%	14%	27%	19%
Not used in our business	82%	84%	45%	90%	17%	85%	87%	71%	81%	63%	54%	52%	45%	49%
Don't Know	8%	7%	47%	1%	12%	7%	8%	14%	9%	12%	15%	8%	8%	15%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(10.C) And as far as you are aware, does your business use any of the following Google products?: AdSense

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	4%	18%	0%	14%	0%	0%	1%	1%	19%	0%	1%	1%	0%	9%	0%	0%	3%	6%	2%	5%
Used by about half of all employees	2%	0%	0%	4%	14%	0%	0%	2%	0%	0%	9%	5%	0%	1%	1%	1%	0%	6%	4%	0%
Used by a small number of all employees	3%	14%	0%	3%	33%	0%	11%	3%	3%	6%	10%	3%	0%	1%	6%	5%	2%	3%	0%	0%
Not used in our business	82%	69%	100%	76%	24%	100%	87%	82%	77%	81%	80%	62%	85%	79%	93%	29%	87%	84%	87%	92%
Don't Know	8%	0%	0%	3%	29%	0%	1%	11%	1%	13%	0%	29%	14%	10%	0%	65%	8%	1%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(11.A) And as far as you are aware, does your business use any of the following Google products?: Google Analytics

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	9%	3%	13%	13%	4%	9%	7%	11%	9%	15%	16%	7%	1%
Used by about half of all employees	3%	6%	1%	1%	2%	0%	4%	5%	0%	1%	4%	8%	0%
Used by a small number of all employees	14%	23%	17%	19%	13%	15%	3%	2%	0%	11%	5%	13%	14%
Not used in our business	67%	53%	64%	63%	81%	71%	82%	73%	80%	67%	66%	63%	68%
Don't Know	7%	15%	4%	4%	1%	4%	4%	9%	10%	5%	9%	7%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(11.B) And as far as you are aware, does your business use any of the following Google products?: Google Analytics

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	9%	9%	4%	8%	6%	10%	8%	8%	12%	12%	25%	12%	20%	16%
Used by about half of all employees	3%	3%	3%	9%	1%	2%	1%	3%	7%	18%	18%	24%	27%	18%
Used by a small number of all employees	14%	12%	48%	1%	68%	6%	11%	43%	20%	33%	26%	28%	23%	25%
Not used in our business	67%	69%	40%	60%	20%	76%	73%	38%	51%	33%	22%	32%	23%	31%
Don't Know	7%	7%	6%	22%	6%	7%	8%	9%	10%	4%	9%	4%	6%	10%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(11.C) And as far as you are aware, does your business use any of the following Google products?: Google Analytics

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	9%	18%	0%	17%	14%	0%	6%	7%	1%	6%	17%	5%	0%	15%	10%	0%	3%	11%	5%	13%
Used by about half of all employees	3%	14%	0%	3%	27%	0%	4%	1%	11%	0%	7%	8%	0%	0%	1%	6%	1%	1%	4%	2%
Used by a small number of all employees	14%	0%	70%	30%	25%	0%	15%	12%	5%	32%	24%	6%	4%	5%	9%	68%	16%	12%	18%	12%
Not used in our business	67%	69%	30%	47%	5%	100%	69%	70%	82%	48%	52%	55%	84%	72%	72%	26%	69%	74%	68%	69%
Don't Know	7%	0%	0%	3%	29%	0%	5%	11%	0%	13%	0%	26%	12%	8%	7%	0%	12%	1%	5%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(12.A) And as far as you are aware, does your business use any of the following Google products?: Google Meet (Google’s video chat service)

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	8%	11%	8%	1%	8%	9%	10%	6%	19%	8%	5%	0%	17%
Used by about half of all employees	3%	4%	3%	0%	0%	5%	1%	3%	0%	4%	4%	0%	2%
Used by a small number of all employees	5%	6%	4%	7%	13%	9%	2%	2%	0%	6%	5%	0%	0%
Not used in our business	77%	65%	78%	85%	75%	73%	83%	86%	81%	80%	80%	92%	81%
Don't Know	7%	15%	7%	7%	4%	3%	4%	3%	0%	2%	6%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(12.B) And as far as you are aware, does your business use any of the following Google products?: Google Meet (Google’s video chat service)

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	8%	8%	6%	29%	0%	7%	8%	9%	9%	10%	25%	14%	21%	14%
Used by about half of all employees	3%	2%	5%	1%	49%	0%	1%	11%	9%	13%	13%	19%	28%	25%
Used by a small number of all employees	5%	5%	5%	7%	7%	3%	4%	12%	10%	23%	15%	18%	18%	15%
Not used in our business	77%	78%	77%	63%	27%	85%	80%	60%	66%	49%	38%	44%	29%	39%
Don't Know	7%	7%	7%	0%	17%	5%	8%	9%	7%	5%	9%	5%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(12.C) And as far as you are aware, does your business use any of the following Google products?: Google Meet (Google’s video chat service)

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	8%	18%	0%	0%	27%	0%	9%	5%	12%	0%	6%	13%	0%	10%	31%	5%	14%	11%	5%	2%
Used by about half of all employees	3%	2%	0%	15%	35%	0%	3%	1%	8%	1%	9%	5%	0%	1%	1%	1%	1%	1%	1%	3%
Used by a small number of all employees	5%	10%	0%	4%	5%	0%	4%	10%	5%	2%	12%	19%	1%	1%	0%	1%	4%	8%	5%	7%
Not used in our business	77%	59%	100%	70%	5%	100%	81%	78%	73%	80%	64%	48%	87%	78%	67%	93%	74%	80%	86%	88%
Don't Know	7%	11%	0%	10%	29%	0%	4%	6%	2%	17%	9%	16%	12%	10%	0%	0%	7%	0%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(13.A) And as far as you are aware, does your business use any of the following Google products?: Google Market Finder

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Used by most or all employees	4%	1%	4%	1%	4%	5%	4%	0%	19%	2%	5%	13%	18%
Used by about half of all employees	3%	5%	2%	2%	1%	10%	6%	3%	0%	2%	3%	0%	0%
Used by a small number of all employees	5%	5%	6%	5%	7%	13%	1%	2%	0%	6%	2%	0%	1%
Not used in our business	80%	68%	79%	84%	86%	64%	87%	92%	80%	85%	84%	79%	81%
Don't Know	9%	21%	8%	9%	3%	8%	1%	3%	1%	5%	6%	8%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(13.B) And as far as you are aware, does your business use any of the following Google products?: Google Market Finder

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Used by most or all employees	4%	4%	2%	9%	0%	3%	5%	2%	6%	4%	17%	10%	10%	11%
Used by about half of all employees	3%	3%	9%	1%	48%	1%	0%	14%	8%	22%	10%	15%	19%	15%
Used by a small number of all employees	5%	5%	7%	2%	6%	4%	3%	9%	10%	9%	16%	22%	26%	13%
Not used in our business	80%	81%	45%	86%	28%	87%	81%	62%	68%	57%	41%	45%	37%	48%
Don't Know	9%	7%	36%	1%	17%	5%	12%	13%	8%	9%	16%	8%	8%	13%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(13.C) And as far as you are aware, does your business use any of the following Google products?: Google Market Finder

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Used by most or all employees	4%	29%	0%	9%	31%	0%	2%	0%	0%	7%	1%	2%	0%	9%	11%	5%	1%	6%	0%	1%
Used by about half of all employees	3%	2%	0%	17%	14%	0%	5%	4%	8%	0%	6%	10%	0%	1%	0%	0%	1%	1%	3%	2%
Used by a small number of all employees	5%	0%	0%	3%	14%	0%	18%	3%	2%	2%	15%	4%	1%	1%	2%	0%	4%	1%	7%	3%
Not used in our business	80%	69%	100%	62%	17%	100%	71%	83%	90%	78%	72%	67%	86%	81%	73%	29%	83%	85%	84%	92%
Don't Know	9%	0%	0%	10%	24%	0%	4%	10%	0%	14%	7%	17%	12%	9%	14%	65%	12%	6%	6%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(14.A) Does your company use any of the following cloud providers?: Google Cloud Platform

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes	22%	23%	18%	21%	19%	28%	25%	29%	12%	27%	13%	16%	19%
No	73%	62%	79%	73%	81%	67%	72%	65%	88%	67%	87%	77%	81%
Don't Know	6%	15%	4%	6%	0%	4%	3%	6%	0%	5%	1%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(14.B) Does your company use any of the following cloud providers?: Google Cloud Platform

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes	22%	22%	20%	21%	20%	20%	14%	25%	40%	48%	55%	52%	69%	47%
No	73%	74%	64%	58%	12%	75%	79%	68%	53%	48%	37%	43%	27%	43%
Don't Know	6%	5%	16%	21%	68%	5%	7%	7%	7%	4%	8%	5%	4%	9%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(14.C) Does your company use any of the following cloud providers?: Google Cloud Platform

	Total	Sector																		
		Agriculture, Mining & forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes	22%	31%	0%	26%	60%	0%	24%	13%	16%	23%	40%	35%	3%	21%	34%	2%	14%	31%	24%	13%
No	73%	69%	100%	60%	15%	100%	69%	77%	84%	61%	59%	59%	85%	74%	59%	34%	83%	69%	72%	86%
Don't Know	6%	0%	0%	14%	26%	0%	7%	10%	0%	16%	1%	6%	12%	5%	7%	65%	3%	0%	4%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(15.A) Does your company use any of the following cloud providers?: Amazon Web Services

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes	11%	9%	10%	10%	15%	15%	13%	7%	1%	13%	7%	17%	1%
No	85%	80%	85%	90%	85%	76%	83%	87%	99%	80%	93%	83%	99%
Don't Know	5%	11%	5%	0%	0%	9%	4%	6%	0%	7%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(15.B) Does your company use any of the following cloud providers?: Amazon Web Services

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes	11%	10%	5%	29%	67%	7%	10%	18%	9%	30%	30%	38%	42%	39%
No	85%	85%	80%	70%	30%	89%	83%	79%	81%	66%	61%	58%	52%	54%
Don't Know	5%	5%	15%	1%	3%	4%	7%	3%	9%	5%	9%	4%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(15.C) Does your company use any of the following cloud providers?: Amazon Web Services

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes	11%	19%	70%	17%	47%	0%	18%	7%	22%	1%	32%	14%	0%	10%	18%	3%	6%	12%	7%	5%
No	85%	81%	30%	80%	41%	100%	75%	92%	78%	85%	63%	77%	85%	82%	73%	32%	93%	87%	93%	95%
Don't Know	5%	0%	0%	2%	12%	0%	7%	1%	0%	13%	5%	9%	15%	8%	9%	65%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(16.A) Does your company use any of the following cloud providers?: Microsoft Azure

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes	8%	7%	3%	7%	8%	11%	12%	4%	3%	8%	6%	14%	18%
No	88%	82%	93%	92%	92%	85%	83%	92%	97%	85%	94%	79%	82%
Don't Know	4%	11%	4%	0%	0%	5%	4%	3%	0%	7%	0%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(16.B) Does your company use any of the following cloud providers?: Microsoft Azure

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes	8%	7%	7%	10%	19%	3%	7%	14%	13%	34%	34%	46%	64%	56%
No	88%	88%	78%	87%	79%	94%	87%	84%	77%	61%	56%	49%	29%	36%
Don't Know	4%	4%	15%	3%	2%	4%	6%	2%	10%	5%	9%	5%	8%	9%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(16.C) Does your company use any of the following cloud providers?: Microsoft Azure

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes	8%	0%	100%	7%	32%	0%	10%	4%	28%	9%	5%	17%	10%	11%	5%	7%	3%	13%	4%	4%
No	88%	89%	0%	91%	30%	100%	84%	92%	72%	78%	94%	79%	75%	83%	87%	28%	96%	87%	96%	96%
Don't Know	4%	11%	0%	2%	38%	0%	7%	4%	0%	14%	1%	4%	14%	6%	7%	65%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(17.A) Does your company use any of the following cloud providers?: Another cloud provider

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes	22%	29%	20%	12%	17%	19%	15%	26%	0%	21%	26%	39%	34%
No	73%	63%	76%	81%	82%	76%	82%	68%	81%	72%	73%	61%	66%
Don't Know	5%	8%	4%	7%	0%	5%	3%	6%	19%	7%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(17.B) Does your company use any of the following cloud providers?: Another cloud provider

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes	22%	21%	48%	9%	56%	23%	18%	27%	19%	27%	22%	34%	29%	30%
No	73%	74%	51%	86%	23%	74%	75%	69%	72%	67%	63%	56%	62%	59%
Don't Know	5%	5%	1%	4%	20%	3%	7%	5%	10%	5%	15%	11%	10%	11%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(17.C) Does your company use any of the following cloud providers?: Another cloud provider

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes	22%	0%	0%	19%	36%	0%	23%	19%	29%	3%	33%	8%	27%	23%	34%	65%	24%	17%	25%	20%
No	73%	90%	100%	77%	26%	100%	68%	77%	71%	84%	63%	83%	59%	69%	58%	30%	75%	82%	75%	80%
Don't Know	5%	10%	0%	5%	38%	0%	9%	4%	0%	13%	4%	10%	15%	7%	8%	5%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(18.A) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Word of mouth

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	66%	62%	69%	54%	80%	69%	60%	75%	58%	70%	61%	68%	65%
Somewhat important	17%	20%	13%	18%	10%	17%	19%	5%	32%	17%	30%	15%	34%
Neither important nor unimportant	7%	4%	5%	17%	10%	10%	6%	13%	0%	6%	0%	7%	0%
Somewhat unimportant	1%	0%	2%	0%	0%	0%	2%	3%	0%	3%	3%	0%	0%
Very unimportant	7%	9%	10%	11%	0%	4%	13%	3%	9%	4%	3%	9%	1%
Don't Know	2%	6%	2%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(18.B) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Word of mouth

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	66%	66%	80%	53%	79%	68%	62%	72%	67%	68%	53%	41%	46%	40%
Somewhat important	17%	17%	17%	10%	10%	14%	18%	19%	28%	25%	35%	37%	44%	39%
Neither important nor unimportant	7%	7%	0%	1%	6%	8%	7%	3%	1%	6%	7%	12%	6%	11%
Somewhat unimportant	1%	1%	0%	19%	0%	1%	1%	2%	0%	1%	1%	4%	2%	5%
Very unimportant	7%	7%	3%	18%	5%	7%	10%	4%	4%	0%	4%	5%	1%	4%
Don't Know	2%	2%	0%	0%	0%	2%	2%	0%	0%	0%	0%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(18.C) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Word of mouth

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	66%	62%	0%	60%	32%	56%	73%	57%	75%	46%	61%	59%	23%	72%	66%	67%	73%	76%	66%	85%
Somewhat important	17%	19%	70%	28%	37%	44%	9%	12%	15%	49%	26%	16%	37%	12%	14%	6%	16%	12%	20%	7%
Neither important nor unimportant	7%	19%	0%	1%	31%	0%	11%	8%	1%	5%	12%	0%	4%	10%	20%	1%	4%	1%	8%	2%
Somewhat unimportant	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	5%	0%	1%	0%	24%	0%	0%	0%	2%
Very unimportant	7%	0%	30%	11%	0%	0%	0%	23%	9%	0%	0%	8%	24%	4%	0%	3%	7%	10%	6%	4%
Don't Know	2%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	12%	12%	1%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(19.A) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Physical location

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	22%	30%	12%	17%	22%	28%	18%	16%	30%	18%	26%	28%	18%
Somewhat important	22%	20%	15%	28%	14%	14%	29%	28%	30%	33%	17%	25%	32%
Neither important nor unimportant	15%	14%	17%	20%	11%	16%	10%	22%	10%	12%	13%	22%	34%
Somewhat unimportant	10%	14%	11%	11%	8%	5%	6%	9%	2%	11%	6%	22%	0%
Very unimportant	29%	18%	42%	25%	41%	38%	36%	25%	19%	26%	34%	2%	17%
Don't Know	2%	3%	3%	0%	3%	0%	0%	0%	9%	0%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(19.B) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Physical location

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	22%	21%	16%	34%	73%	20%	19%	31%	31%	29%	28%	35%	31%	28%
Somewhat important	22%	22%	30%	23%	23%	21%	24%	17%	25%	32%	33%	36%	38%	34%
Neither important nor unimportant	15%	16%	22%	2%	1%	15%	16%	18%	15%	12%	17%	19%	22%	18%
Somewhat unimportant	10%	9%	19%	24%	0%	9%	8%	14%	16%	14%	15%	6%	4%	8%
Very unimportant	29%	30%	14%	18%	2%	34%	30%	20%	13%	10%	7%	5%	4%	11%
Don't Know	2%	2%	0%	0%	0%	2%	3%	0%	0%	3%	0%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(19.C) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Physical location

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	22%	11%	0%	27%	18%	56%	30%	37%	36%	52%	11%	8%	51%	6%	16%	71%	33%	16%	7%	25%
Somewhat important	22%	56%	70%	26%	11%	0%	16%	14%	30%	40%	18%	29%	17%	18%	12%	3%	31%	31%	17%	26%
Neither important nor unimportant	15%	20%	0%	13%	67%	44%	26%	14%	8%	8%	18%	16%	17%	15%	23%	1%	4%	6%	19%	16%
Somewhat unimportant	10%	0%	0%	7%	0%	0%	9%	7%	6%	0%	13%	18%	4%	9%	9%	24%	9%	18%	20%	3%
Very unimportant	29%	12%	30%	28%	5%	0%	15%	28%	21%	0%	39%	17%	3%	49%	41%	0%	24%	29%	35%	30%
Don't Know	2%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	12%	7%	3%	0%	0%	0%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(20.A) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Local advertising

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	15%	20%	8%	16%	15%	18%	15%	5%	19%	13%	13%	8%	48%
Somewhat important	18%	8%	17%	12%	17%	18%	24%	28%	23%	29%	21%	33%	17%
Neither important nor unimportant	20%	25%	15%	22%	16%	21%	23%	20%	19%	24%	5%	22%	17%
Somewhat unimportant	9%	5%	13%	16%	14%	0%	2%	4%	0%	9%	18%	13%	0%
Very unimportant	35%	31%	45%	36%	38%	42%	33%	42%	39%	25%	40%	24%	18%
Don't Know	3%	12%	2%	0%	0%	0%	4%	0%	0%	0%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(20.B) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Local advertising

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	15%	13%	36%	34%	71%	14%	10%	22%	23%	23%	24%	30%	20%	22%
Somewhat important	18%	18%	18%	39%	16%	16%	19%	22%	23%	30%	31%	29%	46%	31%
Neither important nor unimportant	20%	19%	37%	2%	7%	19%	21%	18%	25%	19%	18%	15%	19%	16%
Somewhat unimportant	9%	9%	3%	0%	1%	7%	12%	9%	5%	11%	13%	12%	7%	15%
Very unimportant	35%	37%	6%	25%	5%	41%	37%	25%	21%	15%	13%	15%	7%	15%
Don't Know	3%	3%	0%	0%	0%	4%	2%	4%	4%	3%	1%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(20.C) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Local advertising

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manuf-acturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommo-dation & food service activities	Information & commu-nication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public adminis-tration & defence; social security	Education	Human health & social work activities	Arts, entertain-ment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	15%	10%	0%	33%	26%	56%	31%	9%	3%	23%	2%	18%	12%	10%	6%	70%	30%	19%	9%	10%
Somewhat important	18%	39%	0%	11%	19%	0%	21%	30%	40%	22%	16%	11%	11%	9%	9%	26%	13%	6%	23%	25%
Neither important nor unimportant	20%	20%	0%	21%	45%	0%	20%	24%	16%	9%	23%	13%	35%	12%	24%	1%	13%	26%	25%	26%
Somewhat unimportant	9%	0%	0%	4%	4%	0%	6%	2%	8%	12%	10%	17%	4%	8%	30%	1%	7%	11%	9%	10%
Very unimportant	35%	31%	100%	31%	5%	44%	17%	31%	32%	35%	49%	26%	25%	59%	31%	3%	37%	39%	28%	28%
Don't Know	3%	0%	0%	0%	0%	0%	4%	5%	0%	0%	0%	15%	12%	2%	0%	0%	0%	0%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(21.A) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Online search

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	28%	26%	34%	30%	33%	18%	37%	24%	25%	35%	22%	16%	1%
Somewhat important	28%	34%	18%	26%	27%	32%	24%	31%	19%	20%	33%	46%	47%
Neither important nor unimportant	16%	15%	12%	20%	15%	12%	17%	19%	10%	21%	13%	16%	18%
Somewhat unimportant	6%	6%	9%	4%	4%	5%	2%	3%	9%	7%	4%	7%	0%
Very unimportant	20%	11%	25%	20%	20%	34%	16%	22%	28%	16%	25%	15%	34%
Don't Know	3%	8%	2%	0%	0%	0%	3%	0%	9%	0%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(21.B) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Online search

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	28%	28%	28%	42%	26%	25%	25%	29%	47%	54%	47%	53%	51%	52%
Somewhat important	28%	27%	43%	20%	69%	25%	26%	45%	28%	30%	39%	27%	36%	27%
Neither important nor unimportant	16%	16%	26%	1%	1%	16%	19%	7%	17%	12%	9%	9%	10%	11%
Somewhat unimportant	6%	6%	4%	19%	0%	4%	7%	7%	5%	4%	3%	6%	1%	5%
Very unimportant	20%	21%	0%	18%	5%	25%	20%	13%	2%	0%	2%	5%	2%	4%
Don't Know	3%	3%	0%	0%	0%	4%	3%	0%	0%	0%	0%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(21.C) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Online search

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	28%	27%	0%	26%	33%	0%	12%	32%	42%	59%	42%	37%	45%	17%	7%	72%	28%	26%	35%	19%
Somewhat important	28%	10%	70%	54%	24%	100%	23%	27%	23%	36%	28%	11%	7%	24%	37%	1%	36%	18%	33%	36%
Neither important nor unimportant	16%	40%	0%	12%	38%	0%	35%	15%	25%	5%	6%	18%	6%	15%	24%	1%	11%	6%	14%	21%
Somewhat unimportant	6%	0%	30%	1%	0%	0%	6%	7%	0%	0%	4%	9%	0%	4%	7%	24%	4%	22%	5%	6%
Very unimportant	20%	22%	0%	7%	5%	0%	21%	16%	9%	0%	20%	13%	30%	39%	25%	2%	21%	28%	7%	18%
Don't Know	3%	0%	0%	0%	0%	0%	3%	3%	0%	0%	0%	12%	12%	1%	0%	0%	0%	0%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(22.A) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Social network advertising

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	18%	18%	11%	20%	15%	16%	26%	8%	28%	29%	20%	15%	31%
Somewhat important	19%	14%	25%	13%	31%	15%	20%	19%	23%	20%	17%	16%	18%
Neither important nor unimportant	18%	18%	10%	22%	15%	16%	25%	19%	10%	21%	16%	29%	17%
Somewhat unimportant	10%	19%	13%	2%	10%	3%	6%	12%	0%	8%	9%	9%	0%
Very unimportant	32%	22%	39%	41%	29%	50%	22%	43%	39%	22%	35%	31%	34%
Don't Know	2%	8%	2%	2%	0%	0%	1%	0%	0%	0%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(22.B) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Social network advertising

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or-organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	18%	17%	32%	26%	65%	22%	10%	18%	21%	21%	31%	33%	36%	31%
Somewhat important	19%	19%	22%	24%	10%	16%	19%	20%	26%	42%	36%	36%	34%	29%
Neither important nor unimportant	18%	18%	22%	1%	1%	16%	20%	21%	17%	16%	19%	13%	15%	21%
Somewhat unimportant	10%	10%	18%	19%	20%	10%	11%	9%	13%	11%	5%	8%	5%	6%
Very unimportant	32%	34%	5%	30%	5%	33%	39%	28%	21%	10%	8%	10%	10%	10%
Don't Know	2%	2%	0%	0%	0%	2%	2%	4%	2%	0%	1%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(22.C) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Social network advertising

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manuf-acturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommo-dation & food service activities	Information & commu-nication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public adminis-tration & defence; social security	Education	Human health & social work activities	Arts, entertain-ment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	18%	31%	0%	26%	59%	0%	13%	13%	15%	31%	11%	29%	8%	15%	4%	65%	15%	21%	31%	12%
Somewhat important	19%	22%	70%	21%	19%	100%	18%	25%	22%	31%	21%	19%	15%	10%	16%	7%	19%	3%	29%	18%
Neither important nor unimportant	18%	18%	0%	21%	0%	0%	26%	23%	40%	11%	10%	9%	13%	15%	18%	1%	13%	11%	20%	24%
Somewhat unimportant	10%	0%	0%	13%	21%	0%	0%	4%	13%	7%	9%	8%	1%	7%	30%	24%	22%	27%	5%	19%
Very unimportant	32%	28%	30%	17%	0%	0%	39%	28%	10%	19%	49%	22%	51%	52%	31%	3%	30%	38%	15%	27%
Don't Know	2%	0%	0%	2%	0%	0%	4%	7%	0%	0%	0%	12%	12%	1%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(23.A) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Other online advertising

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	16%	18%	15%	13%	19%	20%	21%	2%	28%	15%	15%	22%	1%
Somewhat important	16%	9%	17%	19%	16%	17%	14%	27%	4%	21%	18%	17%	31%
Neither important nor unimportant	22%	29%	15%	22%	26%	18%	26%	20%	10%	24%	16%	22%	17%
Somewhat unimportant	8%	8%	10%	7%	7%	3%	6%	11%	9%	6%	10%	7%	0%
Very unimportant	35%	27%	41%	37%	32%	41%	33%	37%	39%	32%	37%	31%	51%
Don't Know	3%	9%	2%	2%	0%	0%	1%	3%	9%	2%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(23.B) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Other online advertising

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or-organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	16%	16%	16%	5%	48%	14%	15%	19%	31%	22%	29%	33%	38%	27%
Somewhat important	16%	17%	8%	21%	33%	14%	15%	25%	17%	27%	36%	32%	30%	35%
Neither important nor unimportant	22%	21%	56%	7%	8%	22%	22%	20%	23%	20%	26%	21%	16%	17%
Somewhat unimportant	8%	7%	7%	20%	6%	6%	10%	7%	9%	13%	4%	5%	7%	9%
Very unimportant	35%	36%	12%	30%	6%	42%	35%	25%	20%	11%	3%	8%	7%	10%
Don't Know	3%	3%	0%	17%	0%	3%	3%	4%	0%	8%	3%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(23.C) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Other online advertising

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manuf-acturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommo-dation & food service activities	Information & commu-nication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public adminis-tration & defence; social security	Education	Human health & social work activities	Arts, entertain-ment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	16%	39%	0%	27%	26%	0%	16%	23%	2%	46%	13%	13%	22%	6%	4%	65%	14%	25%	15%	8%
Somewhat important	16%	2%	70%	21%	6%	56%	10%	22%	40%	47%	20%	11%	11%	9%	8%	7%	27%	7%	15%	18%
Neither important nor unimportant	22%	30%	0%	16%	36%	0%	25%	12%	34%	1%	17%	18%	4%	18%	26%	1%	24%	1%	36%	40%
Somewhat unimportant	8%	0%	0%	2%	31%	0%	9%	7%	3%	0%	1%	14%	9%	5%	30%	24%	5%	29%	5%	7%
Very unimportant	35%	28%	30%	34%	0%	44%	37%	31%	21%	1%	46%	25%	42%	59%	32%	3%	28%	39%	28%	28%
Don't Know	3%	0%	0%	0%	0%	0%	3%	5%	0%	5%	4%	19%	12%	3%	0%	0%	2%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(24.A) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Print advertising

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	7%	9%	4%	2%	11%	14%	14%	1%	0%	6%	4%	7%	18%
Somewhat important	17%	18%	11%	24%	17%	13%	8%	23%	30%	18%	22%	16%	31%
Neither important nor unimportant	19%	14%	16%	21%	17%	18%	29%	30%	12%	28%	8%	21%	17%
Somewhat unimportant	10%	12%	16%	13%	9%	2%	7%	3%	0%	12%	11%	9%	17%
Very unimportant	42%	35%	50%	39%	39%	53%	41%	44%	58%	36%	49%	47%	18%
Don't Know	4%	11%	2%	0%	7%	0%	1%	0%	0%	0%	6%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(24.B) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Print advertising

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	7%	7%	19%	8%	1%	5%	9%	12%	6%	13%	17%	20%	23%	18%
Somewhat important	17%	17%	12%	64%	25%	13%	17%	22%	30%	30%	33%	43%	37%	35%
Neither important nor unimportant	19%	18%	38%	3%	55%	20%	14%	24%	15%	32%	25%	19%	20%	19%
Somewhat unimportant	10%	10%	15%	0%	8%	9%	12%	10%	20%	10%	13%	11%	13%	14%
Very unimportant	42%	44%	16%	25%	11%	48%	46%	28%	27%	11%	10%	6%	5%	11%
Don't Know	4%	4%	0%	0%	0%	5%	2%	4%	2%	4%	2%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(24.C) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Print advertising

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manuf-acturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommo-dation & food service activities	Information & commu-nication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public adminis-tration & defence; social security	Education	Human health & social work activities	Arts, entertain-ment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	7%	22%	0%	4%	26%	56%	23%	4%	7%	21%	1%	6%	0%	2%	0%	65%	9%	12%	6%	3%
Somewhat important	17%	10%	70%	22%	41%	0%	18%	25%	14%	30%	3%	15%	6%	10%	11%	30%	29%	15%	17%	28%
Neither important nor unimportant	19%	30%	0%	27%	28%	0%	17%	20%	46%	22%	27%	9%	5%	14%	24%	1%	9%	9%	30%	20%
Somewhat unimportant	10%	0%	0%	1%	0%	0%	11%	8%	4%	2%	8%	20%	11%	9%	20%	1%	15%	19%	12%	12%
Very unimportant	42%	38%	30%	45%	4%	44%	27%	38%	29%	26%	60%	37%	58%	62%	45%	3%	38%	46%	32%	34%
Don't Know	4%	0%	0%	1%	0%	0%	4%	5%	0%	0%	0%	12%	19%	3%	0%	0%	0%	0%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(25.A) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Television advertising

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	3%	7%	0%	0%	4%	0%	4%	1%	9%	3%	1%	8%	0%
Somewhat important	4%	5%	1%	9%	0%	9%	3%	1%	0%	1%	3%	7%	18%
Neither important nor unimportant	12%	11%	11%	10%	11%	9%	19%	22%	12%	14%	4%	0%	14%
Somewhat unimportant	7%	10%	10%	5%	8%	5%	6%	1%	0%	8%	6%	2%	0%
Very unimportant	70%	54%	76%	74%	76%	72%	67%	75%	76%	69%	80%	75%	68%
Don't Know	5%	13%	2%	3%	1%	4%	1%	1%	2%	5%	6%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(25.B) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Television advertising

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	3%	2%	20%	3%	48%	2%	2%	5%	8%	10%	12%	17%	19%	22%
Somewhat important	4%	4%	3%	6%	19%	2%	3%	8%	5%	11%	11%	21%	24%	23%
Neither important nor unimportant	12%	11%	15%	33%	7%	12%	9%	12%	8%	27%	21%	14%	21%	15%
Somewhat unimportant	7%	6%	19%	20%	7%	4%	8%	9%	14%	5%	17%	7%	12%	12%
Very unimportant	70%	72%	43%	26%	19%	76%	71%	61%	59%	36%	38%	38%	23%	25%
Don't Know	5%	5%	0%	11%	0%	3%	7%	4%	6%	10%	1%	2%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(25.C) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Television advertising

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manuf-acturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommo-dation & food service activities	Information & commu-nication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public adminis-tration & defence; social security	Education	Human health & social work activities	Arts, entertain-ment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	3%	11%	0%	15%	53%	0%	2%	3%	0%	4%	2%	8%	0%	1%	0%	70%	1%	6%	0%	4%
Somewhat important	4%	0%	0%	0%	14%	0%	7%	5%	8%	5%	8%	2%	0%	4%	0%	0%	9%	0%	1%	4%
Neither important nor unimportant	12%	30%	0%	11%	33%	56%	23%	10%	18%	11%	10%	10%	3%	6%	24%	2%	7%	6%	14%	12%
Somewhat unimportant	7%	0%	0%	5%	0%	0%	4%	3%	1%	3%	12%	8%	0%	3%	8%	24%	6%	25%	3%	17%
Very unimportant	70%	51%	100%	68%	0%	44%	56%	75%	70%	58%	62%	57%	85%	83%	67%	4%	76%	62%	78%	63%
Don't Know	5%	8%	0%	0%	0%	0%	9%	6%	2%	19%	5%	15%	12%	2%	0%	0%	2%	0%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(26.A) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Email advertising

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	11%	21%	7%	3%	10%	1%	12%	5%	19%	16%	12%	0%	0%
Somewhat important	19%	19%	17%	26%	20%	24%	24%	16%	12%	20%	15%	10%	2%
Neither important nor unimportant	22%	24%	19%	22%	34%	20%	21%	23%	19%	26%	8%	28%	17%
Somewhat unimportant	9%	4%	19%	16%	4%	0%	11%	13%	0%	6%	12%	2%	30%
Very unimportant	34%	18%	36%	34%	28%	54%	32%	40%	50%	30%	49%	46%	51%
Don't Know	4%	13%	2%	0%	4%	0%	0%	3%	0%	3%	3%	15%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(26.B) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Email advertising

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or-organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	11%	10%	23%	4%	48%	7%	11%	15%	24%	17%	27%	27%	30%	28%
Somewhat important	19%	18%	48%	14%	31%	15%	16%	29%	22%	47%	43%	38%	49%	30%
Neither important nor unimportant	22%	23%	11%	32%	1%	25%	19%	21%	30%	18%	16%	15%	12%	15%
Somewhat unimportant	9%	9%	12%	27%	13%	9%	10%	11%	7%	13%	5%	11%	4%	11%
Very unimportant	34%	36%	5%	23%	8%	39%	40%	19%	16%	5%	7%	7%	4%	12%
Don't Know	4%	5%	0%	0%	0%	5%	4%	4%	3%	0%	2%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(26.C) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Email advertising

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	11%	8%	0%	18%	59%	0%	11%	13%	2%	9%	15%	10%	12%	8%	10%	0%	16%	7%	18%	2%
Somewhat important	19%	43%	70%	28%	14%	56%	13%	20%	50%	40%	18%	32%	9%	11%	3%	71%	14%	22%	13%	18%
Neither important nor unimportant	22%	20%	0%	19%	17%	0%	20%	23%	16%	15%	27%	16%	9%	19%	25%	1%	29%	9%	31%	34%
Somewhat unimportant	9%	0%	0%	5%	9%	0%	4%	6%	1%	15%	2%	4%	4%	11%	30%	24%	5%	12%	12%	16%
Very unimportant	34%	28%	30%	31%	0%	44%	49%	29%	31%	22%	28%	25%	47%	49%	32%	4%	36%	51%	18%	27%
Don't Know	4%	0%	0%	0%	0%	0%	3%	9%	0%	0%	9%	12%	19%	1%	0%	0%	0%	0%	8%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(27.A) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Online reviews

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	21%	9%	26%	25%	33%	11%	27%	5%	28%	36%	26%	14%	31%
Somewhat important	22%	26%	19%	29%	16%	22%	25%	30%	23%	15%	24%	33%	1%
Neither important nor unimportant	18%	24%	7%	20%	19%	21%	13%	26%	3%	24%	6%	8%	50%
Somewhat unimportant	7%	14%	12%	1%	3%	4%	8%	4%	0%	4%	3%	0%	0%
Very unimportant	29%	24%	32%	26%	28%	42%	23%	35%	37%	22%	37%	31%	18%
Don't Know	3%	5%	3%	0%	0%	0%	3%	0%	9%	0%	4%	15%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(27.B) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Online reviews

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or-organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	21%	22%	12%	16%	55%	19%	21%	21%	30%	35%	36%	38%	48%	35%
Somewhat important	22%	22%	32%	34%	28%	20%	21%	29%	32%	30%	37%	42%	30%	28%
Neither important nor unimportant	18%	17%	42%	13%	12%	18%	20%	15%	18%	21%	16%	9%	12%	18%
Somewhat unimportant	7%	6%	9%	19%	0%	5%	8%	11%	3%	8%	5%	4%	6%	8%
Very unimportant	29%	30%	5%	19%	5%	34%	30%	20%	16%	6%	5%	7%	4%	8%
Don't Know	3%	3%	0%	0%	0%	4%	1%	4%	1%	0%	1%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(27.C) How important or unimportant would you say each of the following are as ways customers/clients find your business?: Online reviews

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	21%	18%	0%	35%	59%	56%	14%	37%	21%	67%	23%	19%	21%	7%	1%	1%	23%	25%	28%	15%
Somewhat important	22%	34%	70%	18%	14%	44%	25%	26%	21%	32%	33%	38%	3%	15%	31%	71%	19%	16%	26%	13%
Neither important nor unimportant	18%	18%	0%	13%	17%	0%	27%	13%	26%	0%	8%	19%	21%	21%	15%	1%	17%	13%	12%	35%
Somewhat unimportant	7%	0%	0%	2%	5%	0%	7%	0%	4%	0%	6%	2%	1%	4%	13%	24%	7%	13%	9%	15%
Very unimportant	29%	31%	30%	32%	4%	0%	23%	15%	29%	1%	30%	15%	42%	50%	40%	3%	34%	33%	21%	22%
Don't Know	3%	0%	0%	0%	0%	0%	3%	9%	0%	0%	0%	5%	12%	3%	0%	0%	0%	0%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(28.A) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google Search

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	31%	41%	30%	25%	33%	29%	29%	26%	21%	26%	22%	30%	35%
Somewhat important	26%	25%	23%	21%	19%	25%	35%	27%	11%	28%	28%	40%	32%
Neither important nor unimportant	14%	12%	11%	18%	23%	9%	7%	13%	19%	18%	10%	15%	17%
Somewhat unimportant	4%	1%	8%	2%	7%	4%	0%	6%	11%	5%	9%	0%	0%
Very unimportant	22%	11%	26%	31%	18%	29%	26%	22%	28%	22%	28%	15%	17%
Don't Know	4%	11%	2%	2%	0%	4%	3%	6%	9%	0%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(28.B) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google Search

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or-organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	31%	30%	37%	42%	84%	28%	28%	36%	41%	51%	51%	55%	53%	48%
Somewhat important	26%	26%	25%	26%	14%	23%	26%	32%	36%	26%	30%	33%	31%	31%
Neither important nor unimportant	14%	14%	19%	13%	1%	13%	16%	11%	9%	19%	10%	8%	7%	9%
Somewhat unimportant	4%	4%	0%	1%	0%	3%	6%	5%	6%	1%	5%	1%	3%	2%
Very unimportant	22%	22%	18%	18%	1%	28%	20%	12%	8%	3%	1%	3%	4%	8%
Don't Know	4%	4%	0%	0%	0%	5%	3%	4%	0%	0%	3%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(28.C) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google Search

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	31%	21%	0%	40%	51%	0%	36%	28%	42%	47%	29%	24%	34%	23%	30%	66%	24%	27%	40%	29%
Somewhat important	26%	20%	70%	28%	49%	56%	19%	30%	33%	47%	35%	22%	29%	19%	18%	33%	11%	27%	35%	21%
Neither important nor unimportant	14%	18%	0%	14%	0%	44%	12%	6%	1%	6%	15%	18%	0%	13%	14%	1%	27%	12%	12%	22%
Somewhat unimportant	4%	10%	30%	0%	0%	0%	6%	4%	4%	0%	0%	1%	4%	7%	13%	0%	0%	13%	0%	7%
Very unimportant	22%	31%	0%	18%	0%	0%	24%	19%	20%	0%	20%	17%	21%	37%	25%	0%	28%	20%	13%	19%
Don't Know	4%	0%	0%	0%	0%	0%	3%	13%	0%	0%	0%	18%	12%	1%	0%	0%	10%	0%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(29.A) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google Ads

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	8%	10%	7%	0%	10%	4%	5%	1%	9%	11%	7%	8%	35%
Somewhat important	11%	9%	12%	14%	8%	17%	18%	15%	0%	8%	4%	16%	1%
Neither important nor unimportant	21%	19%	21%	26%	27%	18%	16%	17%	21%	32%	16%	21%	13%
Somewhat unimportant	10%	13%	10%	10%	11%	3%	6%	9%	11%	6%	15%	9%	0%
Very unimportant	45%	38%	46%	42%	40%	49%	52%	48%	48%	41%	56%	45%	51%
Don't Know	6%	11%	3%	7%	4%	9%	3%	10%	9%	2%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(29.B) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google Ads

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	8%	7%	19%	8%	48%	7%	3%	9%	26%	14%	33%	35%	33%	23%
Somewhat important	11%	11%	5%	22%	19%	9%	9%	15%	11%	28%	28%	28%	32%	28%
Neither important nor unimportant	21%	21%	25%	52%	8%	18%	23%	27%	23%	31%	18%	18%	16%	17%
Somewhat unimportant	10%	9%	24%	0%	13%	7%	12%	15%	14%	7%	7%	7%	7%	10%
Very unimportant	45%	46%	27%	18%	12%	52%	46%	31%	23%	18%	9%	12%	11%	16%
Don't Know	6%	6%	0%	1%	0%	7%	7%	4%	3%	1%	5%	1%	1%	6%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(29.C) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google Ads

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manuf-acturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommo-dation & food service activities	Information & commu-nication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public adminis-tration & defence; social security	Education	Human health & social work activities	Arts, entertain-ment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	8%	19%	0%	18%	13%	0%	5%	5%	3%	13%	8%	14%	3%	8%	5%	64%	10%	9%	4%	3%
Somewhat important	11%	2%	0%	7%	6%	0%	18%	14%	3%	24%	17%	7%	1%	8%	10%	30%	1%	11%	15%	13%
Neither important nor unimportant	21%	18%	0%	26%	76%	44%	21%	23%	13%	26%	23%	18%	9%	12%	48%	2%	17%	29%	24%	29%
Somewhat unimportant	10%	10%	0%	4%	5%	0%	1%	12%	24%	1%	0%	8%	14%	7%	6%	0%	12%	15%	17%	11%
Very unimportant	45%	51%	100%	44%	0%	0%	47%	34%	57%	25%	52%	33%	54%	65%	32%	3%	50%	37%	40%	37%
Don't Know	6%	0%	0%	1%	0%	56%	8%	13%	0%	11%	0%	21%	19%	1%	0%	0%	10%	0%	0%	7%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(30.A) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google Maps

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	17%	26%	11%	8%	21%	11%	23%	11%	19%	16%	15%	15%	35%
Somewhat important	20%	18%	17%	28%	21%	22%	24%	24%	21%	12%	21%	21%	13%
Neither important nor unimportant	17%	12%	20%	23%	23%	17%	17%	11%	12%	25%	17%	18%	0%
Somewhat unimportant	9%	14%	15%	2%	7%	4%	0%	9%	11%	9%	6%	16%	1%
Very unimportant	32%	19%	34%	37%	28%	42%	30%	41%	37%	37%	38%	30%	34%
Don't Know	5%	11%	2%	2%	0%	4%	6%	4%	0%	2%	4%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(30.B) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google Maps

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or-organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	17%	17%	20%	5%	70%	18%	14%	15%	22%	27%	26%	32%	32%	21%
Somewhat important	20%	19%	31%	58%	11%	14%	20%	37%	32%	34%	33%	31%	32%	32%
Neither important nor unimportant	17%	17%	23%	14%	13%	18%	19%	11%	23%	18%	15%	22%	18%	21%
Somewhat unimportant	9%	9%	15%	5%	3%	7%	11%	15%	11%	2%	12%	5%	7%	7%
Very unimportant	32%	33%	7%	18%	3%	39%	32%	19%	10%	14%	11%	11%	10%	14%
Don't Know	5%	5%	4%	0%	0%	5%	5%	4%	2%	4%	3%	0%	1%	4%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(30.C) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google Maps

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manuf-acturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommo-dation & food service activities	Information & commu-nication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public adminis-tration & defence; social security	Education	Human health & social work activities	Arts, entertain-ment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	17%	31%	0%	28%	39%	0%	30%	18%	48%	29%	7%	20%	12%	13%	39%	70%	13%	16%	7%	11%
Somewhat important	20%	30%	0%	22%	31%	44%	13%	22%	28%	50%	22%	31%	16%	12%	1%	27%	18%	18%	13%	30%
Neither important nor unimportant	17%	8%	70%	22%	30%	56%	20%	17%	1%	8%	22%	8%	21%	17%	20%	1%	3%	31%	16%	29%
Somewhat unimportant	9%	10%	0%	3%	0%	0%	0%	6%	3%	6%	5%	6%	9%	10%	6%	3%	10%	13%	24%	4%
Very unimportant	32%	21%	30%	25%	0%	0%	33%	27%	20%	6%	44%	22%	21%	47%	34%	0%	46%	21%	38%	20%
Don't Know	5%	0%	0%	1%	0%	0%	4%	10%	0%	1%	0%	12%	22%	1%	0%	0%	10%	0%	2%	6%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(31.A) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google My Business

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very important	8%	3%	6%	7%	13%	4%	8%	6%	9%	15%	10%	8%	35%
Somewhat important	11%	14%	6%	10%	7%	5%	21%	5%	5%	18%	11%	13%	14%
Neither important nor unimportant	21%	19%	25%	26%	29%	9%	19%	31%	21%	16%	20%	20%	0%
Somewhat unimportant	10%	16%	10%	10%	11%	16%	6%	6%	9%	10%	6%	8%	0%
Very unimportant	41%	33%	45%	40%	33%	55%	43%	38%	56%	37%	50%	44%	51%
Don't Know	8%	15%	8%	7%	7%	12%	3%	13%	0%	5%	3%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(31.B) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google My Business

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very important	8%	8%	5%	1%	5%	6%	8%	9%	17%	22%	23%	26%	30%	20%
Somewhat important	11%	10%	11%	17%	74%	6%	9%	28%	25%	22%	30%	30%	28%	26%
Neither important nor unimportant	21%	20%	30%	40%	9%	21%	20%	18%	27%	23%	14%	19%	19%	18%
Somewhat unimportant	10%	10%	17%	20%	0%	9%	11%	16%	9%	6%	15%	10%	9%	8%
Very unimportant	41%	42%	28%	18%	12%	48%	45%	23%	17%	18%	12%	14%	8%	20%
Don't Know	8%	9%	10%	3%	0%	10%	8%	6%	5%	9%	5%	2%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(31.C) And how important or unimportant are the following specific products as ways customers/clients find your business?: Google My Business

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very important	8%	19%	0%	5%	0%	0%	8%	5%	8%	17%	12%	6%	5%	10%	4%	0%	6%	19%	8%	5%
Somewhat important	11%	2%	70%	25%	60%	0%	12%	12%	11%	38%	11%	12%	3%	5%	13%	7%	13%	12%	10%	8%
Neither important nor unimportant	21%	18%	0%	21%	35%	44%	16%	28%	2%	21%	13%	27%	7%	13%	20%	65%	13%	25%	29%	32%
Somewhat unimportant	10%	19%	0%	17%	5%	0%	0%	8%	22%	0%	11%	10%	9%	5%	30%	25%	7%	14%	16%	14%
Very unimportant	41%	41%	30%	30%	0%	0%	50%	27%	47%	18%	42%	30%	54%	66%	34%	3%	51%	25%	35%	32%
Don't Know	8%	0%	0%	2%	0%	56%	14%	21%	10%	6%	11%	15%	22%	3%	0%	0%	10%	6%	2%	10%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(32.A) Where are your customers located? : Local area

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Vast majority of our customers (75% +)	40%	38%	33%	50%	37%	43%	54%	46%	49%	36%	28%	42%	31%
Significant majority of our customers (51-75%)	12%	17%	10%	9%	12%	12%	9%	3%	9%	17%	18%	1%	35%
Significant proportion of our customers (26-50%)	9%	13%	3%	5%	5%	10%	6%	15%	14%	19%	7%	15%	0%
Minority of our customers (10-25%)	6%	5%	10%	5%	9%	0%	4%	3%	0%	6%	9%	8%	0%
Very small number of our customers (Less than 10%)	14%	9%	16%	24%	20%	5%	11%	13%	0%	11%	19%	28%	17%
None of our customers (0%)	10%	11%	14%	0%	11%	13%	13%	9%	9%	7%	15%	7%	0%
Not Applicable	6%	6%	10%	4%	7%	13%	0%	6%	18%	4%	0%	0%	17%
Don't Know	2%	0%	3%	2%	0%	4%	3%	3%	0%	0%	4%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(32.B) Where are your customers located? : Local area

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Vast majority of our customers (75% +)	40%	39%	48%	59%	25%	44%	34%	45%	40%	25%	19%	23%	17%	17%
Significant majority of our customers (51-75%)	12%	11%	25%	36%	72%	9%	14%	15%	15%	32%	18%	23%	26%	19%
Significant proportion of our customers (26-50%)	9%	10%	7%	3%	0%	6%	8%	16%	21%	17%	24%	19%	18%	16%
Minority of our customers (10-25%)	6%	6%	15%	1%	1%	7%	3%	7%	5%	8%	10%	22%	20%	20%
Very small number of our customers (Less than 10%)	14%	15%	4%	0%	1%	14%	15%	14%	16%	17%	20%	11%	14%	18%
None of our customers (0%)	10%	11%	0%	0%	0%	10%	16%	2%	1%	1%	8%	0%	3%	3%
Not Applicable	6%	7%	0%	0%	0%	6%	10%	2%	1%	0%	0%	2%	2%	5%
Don't Know	2%	2%	1%	0%	0%	3%	0%	0%	1%	0%	3%	1%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(32.C) Where are your customers located? : Local area

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Vast majority of our customers (75% +)	40%	44%	0%	39%	0%	100%	75%	35%	33%	45%	13%	15%	40%	18%	53%	3%	60%	75%	37%	50%
Significant majority of our customers (51-75%)	12%	26%	0%	27%	0%	0%	10%	11%	13%	1%	3%	19%	4%	14%	23%	26%	10%	2%	11%	20%
Significant proportion of our customers (26-50%)	9%	0%	0%	14%	11%	0%	1%	11%	11%	2%	18%	21%	16%	7%	1%	5%	8%	1%	16%	6%
Minority of our customers (10-25%)	6%	0%	0%	2%	14%	0%	1%	8%	13%	14%	8%	7%	0%	8%	1%	65%	1%	0%	7%	5%
Very small number of our customers (Less than 10%)	14%	12%	0%	9%	52%	0%	9%	20%	20%	28%	24%	8%	20%	23%	6%	1%	5%	10%	9%	10%
None of our customers (0%)	10%	10%	100%	1%	5%	0%	0%	6%	10%	10%	33%	12%	0%	22%	10%	0%	3%	11%	10%	3%
Not Applicable	6%	9%	0%	8%	5%	0%	0%	5%	0%	0%	0%	18%	19%	4%	6%	0%	14%	0%	9%	5%
Don't Know	2%	0%	0%	0%	13%	0%	4%	3%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(33.A) Where are your customers located? : Within country

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Vast majority of our customers (75% +)	51%	39%	58%	61%	66%	42%	64%	44%	51%	47%	50%	46%	51%
Significant majority of our customers (51-75%)	8%	7%	8%	7%	5%	1%	6%	8%	9%	8%	13%	15%	17%
Significant proportion of our customers (26-50%)	14%	25%	10%	4%	11%	24%	5%	9%	2%	18%	4%	22%	15%
Minority of our customers (10-25%)	7%	6%	4%	6%	3%	10%	12%	7%	19%	12%	14%	9%	0%
Very small number of our customers (Less than 10%)	7%	6%	7%	11%	8%	9%	10%	6%	9%	4%	6%	0%	0%
None of our customers (0%)	4%	8%	7%	2%	0%	1%	0%	6%	0%	2%	3%	7%	0%
Not Applicable	8%	9%	4%	6%	7%	9%	3%	16%	9%	9%	6%	0%	17%
Don't Know	1%	0%	3%	2%	0%	4%	0%	3%	0%	0%	4%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(33.B) Where are your customers located? : Within country

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Vast majority of our customers (75% +)	51%	52%	51%	27%	17%	54%	52%	40%	51%	48%	48%	40%	44%	43%
Significant majority of our customers (51-75%)	8%	7%	7%	25%	6%	7%	5%	12%	5%	14%	12%	31%	21%	21%
Significant proportion of our customers (26-50%)	14%	14%	0%	6%	51%	10%	15%	24%	15%	17%	20%	16%	21%	19%
Minority of our customers (10-25%)	7%	7%	19%	16%	17%	6%	8%	6%	14%	15%	6%	8%	10%	12%
Very small number of our customers (Less than 10%)	7%	6%	17%	1%	1%	7%	5%	10%	6%	3%	9%	3%	3%	4%
None of our customers (0%)	4%	4%	0%	1%	1%	4%	6%	2%	4%	0%	1%	1%	0%	0%
Not Applicable	8%	7%	5%	25%	6%	9%	8%	5%	3%	3%	1%	0%	0%	1%
Don't Know	1%	1%	1%	0%	0%	2%	1%	0%	1%	0%	3%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(33.C) Where are your customers located? : Within country

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Vast majority of our customers (75% +)	51%	20%	0%	44%	19%	0%	66%	61%	69%	55%	42%	49%	33%	49%	41%	67%	69%	53%	47%	55%
Significant majority of our customers (51-75%)	8%	19%	0%	10%	14%	0%	1%	12%	6%	18%	1%	9%	0%	8%	6%	29%	0%	12%	10%	6%
Significant proportion of our customers (26-50%)	14%	8%	70%	22%	45%	0%	4%	17%	1%	11%	44%	15%	20%	16%	0%	3%	8%	1%	14%	14%
Minority of our customers (10-25%)	7%	12%	30%	9%	17%	0%	7%	5%	2%	9%	4%	7%	4%	12%	7%	0%	3%	13%	9%	4%
Very small number of our customers (Less than 10%)	7%	12%	0%	15%	0%	44%	7%	0%	3%	0%	8%	2%	0%	5%	27%	1%	5%	10%	9%	7%
None of our customers (0%)	4%	10%	0%	0%	5%	0%	6%	0%	19%	0%	0%	12%	24%	3%	2%	0%	4%	6%	0%	2%
Not Applicable	8%	19%	0%	0%	0%	56%	6%	5%	0%	7%	1%	5%	19%	2%	17%	0%	12%	4%	9%	11%
Don't Know	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(34.A) Where are your customers located? : Foreign / global

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Vast majority of our customers (75% +)	6%	5%	5%	2%	7%	9%	7%	3%	19%	5%	13%	7%	0%
Significant majority of our customers (51-75%)	4%	6%	6%	3%	1%	8%	0%	3%	0%	4%	4%	8%	1%
Significant proportion of our customers (26-50%)	9%	21%	7%	7%	7%	1%	4%	13%	5%	10%	3%	15%	0%
Minority of our customers (10-25%)	9%	9%	14%	9%	11%	9%	6%	3%	0%	7%	11%	13%	0%
Very small number of our customers (Less than 10%)	16%	20%	18%	15%	15%	6%	14%	12%	10%	18%	25%	17%	18%
None of our customers (0%)	27%	18%	27%	20%	37%	33%	42%	41%	11%	21%	19%	10%	48%
Not Applicable	26%	22%	21%	38%	21%	30%	27%	20%	55%	33%	22%	31%	34%
Don't Know	2%	0%	2%	7%	0%	4%	0%	3%	0%	2%	4%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(34.B) Where are your customers located? : Foreign / global

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Vast majority of our customers (75% +)	6%	6%	3%	0%	0%	5%	9%	2%	6%	8%	7%	4%	6%	12%
Significant majority of our customers (51-75%)	4%	4%	1%	6%	48%	2%	6%	6%	8%	7%	8%	10%	18%	16%
Significant proportion of our customers (26-50%)	9%	10%	0%	1%	6%	7%	10%	15%	8%	13%	15%	23%	20%	22%
Minority of our customers (10-25%)	9%	9%	8%	3%	1%	7%	8%	15%	14%	13%	20%	21%	20%	17%
Very small number of our customers (Less than 10%)	16%	16%	31%	7%	5%	17%	17%	9%	12%	27%	22%	23%	17%	16%
None of our customers (0%)	27%	26%	30%	47%	25%	29%	22%	30%	33%	22%	18%	14%	10%	13%
Not Applicable	26%	26%	26%	36%	15%	30%	25%	24%	18%	11%	7%	5%	9%	4%
Don't Know	2%	2%	1%	0%	0%	3%	2%	0%	1%	0%	3%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(34.C) Where are your customers located? : Foreign / global

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Vast majority of our customers (75% +)	6%	19%	30%	7%	5%	0%	0%	0%	11%	8%	0%	15%	0%	12%	10%	0%	6%	6%	4%	4%
Significant majority of our customers (51-75%)	4%	19%	0%	15%	27%	0%	0%	1%	0%	1%	5%	9%	0%	7%	0%	5%	0%	6%	1%	5%
Significant proportion of our customers (26-50%)	9%	0%	70%	4%	30%	0%	2%	16%	2%	21%	28%	5%	6%	11%	0%	0%	8%	1%	12%	7%
Minority of our customers (10-25%)	9%	0%	0%	3%	14%	0%	3%	9%	11%	21%	17%	7%	3%	13%	6%	0%	4%	3%	12%	8%
Very small number of our customers (Less than 10%)	16%	0%	0%	11%	11%	0%	5%	23%	18%	21%	23%	21%	9%	13%	2%	4%	21%	32%	27%	8%
None of our customers (0%)	27%	22%	0%	53%	13%	0%	27%	33%	26%	19%	16%	16%	40%	23%	56%	89%	36%	31%	11%	29%
Not Applicable	26%	39%	0%	7%	0%	100%	62%	19%	32%	10%	10%	26%	43%	15%	19%	0%	26%	22%	27%	40%
Don't Know	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	6%	0%	0%	0%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(35.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Started selling online for the first time

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	9%	5%	6%	10%	4%	20%	19%	12%	10%	13%	8%	8%	0%
No, have not experienced this	46%	41%	54%	37%	46%	40%	40%	58%	51%	46%	33%	63%	49%
N/A - This does not make sense for my business	43%	51%	40%	53%	50%	31%	42%	24%	39%	39%	56%	29%	34%
Don't know	2%	3%	0%	0%	0%	9%	0%	6%	0%	2%	3%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(35.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Started selling online for the first time

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	9%	9%	24%	10%	1%	8%	6%	17%	10%	13%	17%	24%	25%	20%
No, have not experienced this	46%	45%	37%	81%	42%	39%	47%	54%	57%	70%	64%	62%	61%	57%
N/A - This does not make sense for my business	43%	43%	40%	10%	57%	50%	43%	29%	33%	16%	16%	14%	12%	21%
Don't know	2%	3%	0%	0%	0%	3%	3%	0%	0%	0%	4%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(35.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Started selling online for the first time

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	9%	0%	0%	11%	55%	0%	3%	19%	12%	7%	16%	4%	0%	3%	7%	1%	12%	18%	12%	9%
No, have not experienced this	46%	70%	70%	40%	5%	0%	40%	58%	57%	42%	40%	56%	33%	47%	22%	33%	47%	42%	52%	40%
N/A - This does not make sense for my business	43%	30%	30%	43%	22%	100%	51%	24%	31%	51%	39%	40%	67%	46%	71%	65%	41%	28%	34%	50%
Don't know	2%	0%	0%	6%	18%	0%	6%	0%	0%	0%	5%	0%	0%	4%	0%	0%	0%	12%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(36.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Started advertising online for the first time

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	7%	9%	4%	5%	4%	10%	11%	11%	10%	8%	6%	6%	1%
No, have not experienced this	51%	41%	53%	40%	54%	59%	48%	53%	42%	60%	43%	86%	49%
N/A - This does not make sense for my business	39%	46%	42%	51%	42%	26%	41%	26%	48%	32%	48%	8%	34%
Don't know	3%	4%	0%	4%	0%	4%	0%	9%	0%	0%	3%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(36.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Started advertising online for the first time

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	7%	6%	25%	13%	48%	4%	6%	16%	11%	18%	16%	21%	26%	16%
No, have not experienced this	51%	51%	33%	65%	44%	47%	48%	60%	65%	73%	72%	67%	60%	65%
N/A - This does not make sense for my business	39%	40%	38%	2%	8%	47%	41%	24%	21%	9%	7%	12%	13%	16%
Don't know	3%	3%	3%	20%	0%	2%	5%	0%	4%	0%	4%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(36.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Started advertising online for the first time

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	7%	0%	0%	17%	27%	0%	5%	13%	12%	9%	18%	9%	0%	2%	7%	64%	5%	6%	5%	7%
No, have not experienced this	51%	60%	100%	55%	44%	0%	49%	68%	45%	45%	43%	50%	43%	50%	18%	35%	63%	50%	57%	46%
N/A - This does not make sense for my business	39%	40%	0%	26%	30%	100%	37%	18%	43%	47%	39%	38%	57%	45%	75%	1%	29%	32%	35%	47%
Don't know	3%	0%	0%	3%	0%	0%	9%	0%	0%	0%	0%	3%	0%	4%	0%	0%	3%	12%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(37.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Started taking online payments for the first time

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	13%	16%	5%	15%	11%	15%	20%	12%	40%	14%	10%	15%	1%
No, have not experienced this	49%	40%	61%	37%	51%	64%	43%	57%	12%	56%	43%	62%	49%
N/A - This does not make sense for my business	35%	39%	33%	46%	39%	17%	38%	25%	48%	28%	44%	24%	34%
Don't know	3%	5%	0%	2%	0%	4%	0%	6%	0%	2%	3%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(37.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Started taking online payments for the first time

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	13%	12%	28%	31%	48%	12%	12%	15%	11%	29%	23%	22%	31%	22%
No, have not experienced this	49%	49%	39%	68%	44%	43%	49%	61%	67%	63%	61%	66%	58%	53%
N/A - This does not make sense for my business	35%	36%	22%	1%	8%	42%	36%	19%	22%	7%	12%	12%	10%	23%
Don't know	3%	3%	12%	0%	0%	2%	3%	5%	1%	1%	4%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(37.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Started taking online payments for the first time

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	13%	18%	0%	27%	41%	0%	13%	11%	14%	9%	15%	4%	15%	7%	17%	70%	23%	13%	16%	6%
No, have not experienced this	49%	52%	100%	53%	30%	0%	44%	69%	43%	57%	49%	48%	33%	48%	15%	30%	63%	38%	48%	55%
N/A - This does not make sense for my business	35%	30%	0%	12%	30%	100%	35%	20%	42%	34%	36%	48%	53%	41%	68%	1%	15%	37%	30%	40%
Don't know	3%	0%	0%	8%	0%	0%	9%	0%	0%	0%	1%	0%	0%	4%	0%	0%	0%	12%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(38.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Restructuring workspace/outlets for social distancing

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	25%	33%	16%	23%	16%	33%	22%	27%	19%	33%	20%	14%	36%
No, have not experienced this	33%	25%	39%	26%	29%	36%	27%	38%	21%	36%	37%	54%	47%
N/A - This does not make sense for my business	40%	39%	43%	46%	55%	26%	51%	28%	60%	31%	43%	24%	17%
Don't know	2%	3%	2%	4%	0%	4%	0%	6%	0%	0%	0%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(38.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Restructuring workspace/outlets for social distancing

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	25%	24%	34%	51%	69%	14%	20%	50%	49%	68%	74%	74%	59%	77%
No, have not experienced this	33%	33%	35%	44%	25%	33%	35%	33%	30%	26%	18%	24%	33%	15%
N/A - This does not make sense for my business	40%	41%	31%	5%	6%	51%	40%	17%	22%	6%	5%	2%	7%	7%
Don't know	2%	2%	0%	0%	0%	2%	4%	0%	0%	0%	2%	0%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(38.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Restructuring workspace/outlets for social distancing

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	25%	14%	100%	49%	62%	0%	23%	42%	21%	46%	16%	33%	10%	16%	6%	75%	33%	26%	28%	14%
No, have not experienced this	33%	36%	0%	26%	27%	0%	32%	42%	22%	17%	47%	21%	31%	39%	17%	24%	41%	32%	24%	37%
N/A - This does not make sense for my business	40%	38%	0%	25%	12%	100%	39%	16%	57%	37%	38%	45%	60%	42%	77%	0%	25%	30%	45%	49%
Don't know	2%	11%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	12%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(39.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Furloughing staff

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	19%	21%	17%	14%	6%	24%	21%	17%	32%	29%	20%	17%	15%
No, have not experienced this	39%	33%	43%	37%	43%	43%	42%	43%	10%	44%	31%	40%	51%
N/A - This does not make sense for my business	40%	43%	39%	47%	51%	29%	38%	34%	58%	27%	46%	35%	17%
Don't know	3%	3%	2%	2%	0%	5%	0%	6%	0%	0%	3%	7%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(39.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Furloughing staff

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	19%	18%	25%	36%	54%	5%	24%	36%	52%	50%	66%	46%	44%	45%
No, have not experienced this	39%	39%	34%	62%	34%	34%	43%	53%	35%	45%	27%	48%	50%	47%
N/A - This does not make sense for my business	40%	40%	41%	3%	12%	58%	29%	11%	13%	5%	5%	6%	5%	6%
Don't know	3%	3%	0%	0%	0%	3%	4%	0%	0%	0%	2%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(39.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Furloughing staff

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	19%	12%	30%	60%	19%	0%	21%	30%	22%	43%	17%	22%	9%	15%	16%	33%	10%	7%	14%	18%
No, have not experienced this	39%	49%	70%	15%	64%	0%	36%	45%	45%	31%	55%	53%	31%	42%	17%	2%	50%	48%	29%	38%
N/A - This does not make sense for my business	40%	28%	0%	25%	17%	100%	35%	26%	33%	26%	28%	26%	60%	38%	68%	65%	40%	33%	55%	45%
Don't know	3%	11%	0%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	12%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(40.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Making staff redundant

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	7%	9%	6%	5%	4%	2%	9%	9%	11%	7%	9%	10%	1%
No, have not experienced this	49%	47%	53%	41%	48%	64%	41%	48%	21%	58%	35%	55%	65%
N/A - This does not make sense for my business	43%	44%	41%	53%	49%	30%	50%	37%	58%	35%	53%	35%	17%
Don't know	2%	0%	0%	2%	0%	4%	0%	6%	10%	0%	3%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(40.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Making staff redundant

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	7%	6%	15%	29%	53%	2%	4%	10%	32%	34%	43%	34%	28%	34%
No, have not experienced this	49%	49%	37%	65%	46%	38%	55%	72%	57%	64%	51%	60%	63%	59%
N/A - This does not make sense for my business	43%	43%	48%	6%	0%	57%	39%	18%	11%	2%	5%	6%	8%	6%
Don't know	2%	2%	0%	0%	0%	3%	1%	0%	0%	0%	1%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(40.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Making staff redundant

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	7%	21%	0%	30%	47%	0%	6%	4%	9%	12%	3%	13%	5%	5%	8%	5%	4%	1%	3%	10%
No, have not experienced this	49%	41%	100%	32%	29%	0%	65%	72%	47%	45%	62%	42%	43%	48%	25%	30%	57%	50%	42%	40%
N/A - This does not make sense for my business	43%	38%	0%	38%	12%	100%	21%	24%	44%	44%	34%	40%	53%	44%	68%	65%	39%	48%	54%	49%
Don't know	2%	0%	0%	0%	13%	0%	9%	0%	0%	0%	0%	5%	0%	4%	0%	0%	0%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(41.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Moving to remote working

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	35%	43%	33%	28%	35%	51%	25%	36%	10%	27%	28%	48%	36%
No, have not experienced this	28%	23%	29%	31%	30%	24%	24%	35%	30%	38%	19%	24%	47%
N/A - This does not make sense for my business	34%	28%	38%	37%	35%	21%	51%	23%	50%	35%	49%	28%	17%
Don't know	3%	6%	0%	4%	0%	4%	0%	6%	10%	0%	3%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(41.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Moving to remote working

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	35%	34%	44%	35%	23%	26%	33%	49%	56%	70%	76%	65%	77%	84%
No, have not experienced this	28%	28%	25%	59%	18%	28%	31%	25%	29%	23%	14%	30%	18%	12%
N/A - This does not make sense for my business	34%	35%	31%	6%	58%	43%	31%	27%	15%	7%	5%	6%	4%	4%
Don't know	3%	3%	0%	0%	0%	2%	5%	0%	0%	0%	4%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(41.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Moving to remote working

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	35%	16%	100%	29%	62%	0%	20%	26%	45%	19%	41%	78%	14%	36%	37%	35%	46%	34%	44%	24%
No, have not experienced this	28%	37%	0%	24%	27%	0%	28%	51%	30%	21%	33%	20%	26%	33%	11%	0%	36%	15%	19%	29%
N/A - This does not make sense for my business	34%	47%	0%	46%	12%	100%	43%	23%	26%	56%	26%	1%	48%	29%	53%	64%	18%	34%	35%	48%
Don't know	3%	0%	0%	1%	0%	0%	9%	0%	0%	5%	0%	0%	12%	1%	0%	0%	0%	18%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(42.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Loss of profit

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	60%	64%	70%	47%	63%	61%	55%	42%	44%	62%	59%	60%	65%
No, have not experienced this	26%	23%	22%	26%	29%	34%	23%	35%	37%	28%	25%	33%	18%
N/A - This does not make sense for my business	12%	13%	9%	22%	8%	0%	22%	16%	9%	10%	15%	0%	0%
Don't know	2%	0%	0%	4%	0%	5%	0%	7%	10%	0%	0%	7%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(42.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Loss of profit

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	60%	61%	43%	21%	62%	59%	59%	62%	64%	67%	68%	55%	59%	53%
No, have not experienced this	26%	26%	30%	66%	31%	26%	25%	28%	29%	29%	24%	42%	32%	36%
N/A - This does not make sense for my business	12%	11%	27%	13%	1%	12%	14%	11%	7%	2%	4%	3%	7%	10%
Don't know	2%	2%	0%	0%	5%	3%	1%	0%	0%	1%	4%	0%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(42.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Loss of profit

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	60%	8%	30%	87%	83%	0%	68%	67%	44%	89%	62%	43%	48%	46%	64%	7%	66%	73%	63%	70%
No, have not experienced this	26%	50%	70%	11%	5%	56%	17%	25%	33%	11%	21%	36%	28%	37%	16%	92%	30%	19%	21%	22%
N/A - This does not make sense for my business	12%	30%	0%	2%	12%	44%	10%	8%	23%	0%	18%	16%	24%	14%	20%	1%	4%	7%	12%	8%
Don't know	2%	11%	0%	0%	0%	0%	6%	0%	0%	0%	0%	5%	0%	4%	0%	0%	0%	1%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(43.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Shutting down some or part of your operations

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	30%	30%	34%	35%	15%	28%	28%	26%	28%	30%	35%	36%	31%
No, have not experienced this	39%	33%	39%	35%	51%	37%	43%	49%	30%	44%	18%	49%	35%
N/A - This does not make sense for my business	29%	32%	25%	28%	34%	30%	29%	19%	41%	26%	46%	7%	17%
Don't know	3%	6%	2%	2%	0%	5%	0%	6%	0%	0%	1%	7%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(43.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Shutting down some or part of your operations

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	30%	29%	36%	31%	57%	25%	29%	38%	37%	44%	51%	44%	41%	46%
No, have not experienced this	39%	39%	33%	62%	42%	37%	33%	48%	53%	47%	40%	49%	50%	43%
N/A - This does not make sense for my business	29%	30%	16%	6%	1%	34%	33%	14%	9%	7%	6%	6%	8%	8%
Don't know	3%	3%	15%	0%	0%	4%	4%	0%	1%	2%	3%	1%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(43.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Shutting down some or part of your operations

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	30%	18%	30%	34%	50%	0%	39%	25%	21%	54%	10%	31%	5%	15%	17%	2%	44%	46%	47%	33%
No, have not experienced this	39%	32%	70%	45%	26%	0%	27%	58%	56%	18%	56%	50%	36%	46%	23%	33%	38%	25%	28%	36%
N/A - This does not make sense for my business	29%	39%	0%	20%	12%	100%	28%	16%	23%	28%	34%	19%	59%	33%	60%	0%	19%	17%	23%	32%
Don't know	3%	11%	0%	1%	13%	0%	6%	1%	0%	0%	0%	0%	0%	6%	0%	64%	0%	12%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(44.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Shutting down entirely for the duration of lockdown

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	24%	28%	25%	15%	15%	26%	21%	24%	28%	22%	36%	22%	18%
No, have not experienced this	48%	39%	52%	38%	66%	47%	48%	48%	32%	54%	20%	64%	82%
N/A - This does not make sense for my business	27%	30%	23%	43%	19%	22%	31%	19%	39%	24%	44%	13%	0%
Don't know	2%	3%	0%	4%	0%	5%	0%	9%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(44.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Shutting down entirely for the duration of lockdown

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	24%	23%	34%	13%	1%	23%	26%	18%	31%	18%	29%	36%	26%	28%
No, have not experienced this	48%	48%	25%	86%	93%	45%	40%	64%	59%	72%	61%	57%	61%	56%
N/A - This does not make sense for my business	27%	27%	40%	1%	6%	31%	31%	16%	10%	10%	7%	7%	11%	16%
Don't know	2%	2%	0%	0%	0%	1%	3%	2%	0%	0%	3%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(44.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Shutting down entirely for the duration of lockdown

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	24%	10%	0%	19%	13%	0%	30%	26%	13%	76%	4%	23%	7%	10%	33%	0%	28%	30%	26%	32%
No, have not experienced this	48%	52%	100%	70%	49%	0%	47%	62%	62%	16%	63%	50%	39%	55%	23%	30%	57%	45%	35%	42%
N/A - This does not make sense for my business	27%	38%	0%	11%	38%	100%	16%	11%	24%	8%	33%	27%	55%	32%	44%	70%	14%	13%	35%	26%
Don't know	2%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	12%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(45.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Increased use of temporary workers

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	4%	9%	1%	3%	1%	1%	6%	5%	10%	1%	5%	0%	1%
No, have not experienced this	45%	40%	54%	43%	49%	46%	30%	47%	21%	57%	35%	56%	65%
N/A - This does not make sense for my business	49%	52%	45%	54%	51%	49%	60%	41%	69%	42%	59%	44%	17%
Don't know	2%	0%	0%	0%	0%	4%	3%	6%	0%	0%	1%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(45.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Increased use of temporary workers

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	4%	3%	10%	4%	61%	2%	2%	7%	10%	17%	20%	27%	32%	27%
No, have not experienced this	45%	45%	37%	91%	33%	36%	49%	63%	61%	68%	66%	68%	56%	61%
N/A - This does not make sense for my business	49%	50%	51%	5%	6%	61%	47%	30%	28%	16%	9%	6%	11%	9%
Don't know	2%	2%	1%	0%	0%	2%	2%	0%	1%	0%	4%	0%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(45.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Increased use of temporary workers

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	4%	12%	0%	15%	27%	0%	6%	3%	3%	3%	5%	8%	12%	0%	1%	6%	2%	1%	1%	2%
No, have not experienced this	45%	41%	100%	49%	62%	0%	47%	64%	38%	47%	58%	47%	34%	45%	24%	29%	61%	49%	35%	39%
N/A - This does not make sense for my business	49%	47%	0%	34%	12%	100%	43%	33%	59%	50%	37%	45%	54%	51%	75%	65%	36%	43%	62%	58%
Don't know	2%	0%	0%	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	6%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(46.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Putting on hold recruitment plans

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	22%	31%	28%	13%	14%	31%	10%	28%	14%	22%	13%	17%	19%
No, have not experienced this	35%	31%	38%	30%	34%	42%	30%	31%	28%	43%	32%	48%	47%
N/A - This does not make sense for my business	40%	38%	31%	55%	52%	22%	58%	35%	58%	35%	52%	35%	17%
Don't know	2%	0%	3%	2%	0%	4%	2%	6%	0%	0%	3%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(46.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Putting on hold recruitment plans

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	22%	21%	29%	47%	59%	9%	19%	57%	52%	62%	59%	62%	63%	62%
No, have not experienced this	35%	34%	50%	52%	35%	35%	36%	33%	35%	34%	33%	36%	29%	29%
N/A - This does not make sense for my business	40%	42%	16%	1%	6%	54%	42%	8%	13%	4%	7%	1%	6%	7%
Don't know	2%	2%	5%	0%	0%	2%	3%	2%	0%	0%	1%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(46.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Putting on hold recruitment plans

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	22%	21%	70%	35%	70%	0%	37%	28%	25%	32%	32%	31%	7%	12%	10%	4%	24%	23%	27%	13%
No, have not experienced this	35%	41%	30%	28%	5%	0%	33%	54%	20%	19%	29%	30%	28%	39%	22%	95%	40%	51%	24%	38%
N/A - This does not make sense for my business	40%	38%	0%	36%	12%	100%	21%	18%	54%	49%	39%	39%	65%	43%	68%	1%	36%	26%	47%	49%
Don't know	2%	0%	0%	0%	13%	0%	9%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(47.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Cancelling job offers

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	15%	26%	8%	10%	7%	23%	16%	9%	28%	21%	15%	7%	2%
No, have not experienced this	43%	28%	61%	40%	54%	47%	38%	47%	23%	46%	25%	48%	65%
N/A - This does not make sense for my business	39%	43%	29%	48%	39%	26%	45%	38%	48%	33%	56%	37%	17%
Don't know	3%	4%	2%	2%	0%	5%	0%	6%	0%	0%	3%	8%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(47.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Cancelling job offers

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	15%	15%	23%	9%	51%	13%	12%	23%	20%	29%	31%	36%	36%	39%
No, have not experienced this	43%	42%	52%	90%	43%	36%	44%	57%	56%	63%	59%	58%	50%	46%
N/A - This does not make sense for my business	39%	40%	25%	1%	6%	47%	40%	20%	21%	7%	3%	6%	13%	9%
Don't know	3%	3%	0%	0%	0%	3%	4%	0%	3%	1%	7%	0%	2%	7%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(47.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Cancelling job offers

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	15%	10%	0%	34%	65%	0%	27%	15%	5%	19%	6%	17%	3%	8%	2%	8%	28%	16%	23%	13%
No, have not experienced this	43%	30%	100%	47%	10%	56%	43%	55%	39%	47%	50%	42%	37%	51%	30%	91%	44%	47%	25%	42%
N/A - This does not make sense for my business	39%	49%	0%	18%	12%	44%	22%	30%	56%	35%	43%	41%	57%	36%	68%	1%	28%	25%	50%	45%
Don't know	3%	11%	0%	1%	13%	0%	9%	0%	0%	0%	1%	1%	3%	5%	0%	0%	0%	12%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(48.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Moving to online banking

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	30%	33%	21%	28%	24%	44%	21%	27%	39%	27%	33%	42%	51%
No, have not experienced this	45%	40%	54%	32%	55%	43%	48%	54%	30%	52%	38%	41%	32%
N/A - This does not make sense for my business	22%	21%	26%	32%	21%	9%	29%	13%	30%	19%	25%	9%	17%
Don't know	4%	6%	0%	8%	0%	5%	2%	6%	0%	2%	3%	7%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(48.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Moving to online banking

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	30%	29%	42%	31%	71%	26%	29%	42%	40%	30%	39%	40%	35%	33%
No, have not experienced this	45%	46%	36%	68%	21%	43%	44%	50%	45%	65%	50%	50%	47%	51%
N/A - This does not make sense for my business	22%	22%	22%	0%	8%	28%	21%	3%	15%	5%	2%	8%	13%	13%
Don't know	4%	4%	0%	1%	0%	3%	5%	5%	0%	1%	9%	2%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(48.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Moving to online banking

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	30%	12%	0%	31%	27%	0%	38%	39%	56%	14%	30%	41%	25%	23%	37%	65%	23%	37%	27%	27%
No, have not experienced this	45%	58%	100%	53%	52%	56%	36%	49%	33%	51%	51%	34%	32%	51%	17%	34%	61%	33%	46%	46%
N/A - This does not make sense for my business	22%	30%	0%	15%	17%	44%	15%	11%	11%	21%	18%	25%	31%	25%	47%	1%	13%	18%	24%	25%
Don't know	4%	0%	0%	1%	4%	0%	11%	0%	0%	14%	1%	0%	12%	1%	0%	0%	4%	12%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(49.A) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Using online service providers for things like HR, accountancy etc.

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes have experienced this	9%	15%	13%	2%	2%	6%	12%	10%	1%	6%	17%	7%	1%
No, have not experienced this	47%	43%	51%	41%	48%	52%	44%	54%	39%	55%	29%	63%	65%
N/A - This does not make sense for my business	42%	42%	36%	54%	50%	38%	44%	29%	50%	39%	50%	29%	34%
Don't know	2%	1%	0%	4%	0%	4%	0%	6%	10%	0%	4%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(49.B) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Using online service providers for things like HR, accountancy etc.

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes have experienced this	9%	8%	35%	14%	9%	6%	3%	19%	27%	29%	36%	35%	44%	40%
No, have not experienced this	47%	47%	43%	83%	84%	40%	49%	71%	52%	59%	55%	58%	46%	43%
N/A - This does not make sense for my business	42%	43%	21%	2%	7%	52%	47%	9%	18%	12%	5%	7%	7%	14%
Don't know	2%	2%	1%	2%	0%	2%	1%	1%	3%	0%	4%	0%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(49.C) Has your business experienced any of the following as a result of the Coronavirus pandemic?: Using online service providers for things like HR, accountancy etc.

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes have experienced this	9%	14%	0%	10%	28%	0%	10%	8%	20%	5%	10%	15%	3%	9%	12%	66%	5%	12%	8%	5%
No, have not experienced this	47%	48%	100%	52%	38%	0%	46%	65%	47%	35%	46%	40%	28%	49%	20%	34%	67%	49%	49%	42%
N/A - This does not make sense for my business	42%	38%	0%	38%	17%	100%	35%	27%	33%	52%	43%	39%	69%	41%	68%	0%	28%	39%	41%	53%
Don't know	2%	0%	0%	0%	17%	0%	8%	0%	0%	8%	0%	6%	0%	1%	0%	0%	0%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(50.A) Compared to the same time period in 2019, how has the revenue of your company changed since the arrival of the Coronavirus pandemic? If you are unsure, please just give an estimate.

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Declined by over 50%	26%	22%	37%	9%	20%	31%	32%	22%	28%	30%	23%	30%	30%
Declined by 26-50%	12%	14%	9%	15%	8%	8%	12%	17%	9%	8%	22%	7%	1%
Declined by 11-25%	11%	12%	11%	13%	14%	13%	5%	1%	2%	14%	10%	13%	17%
Declined by 6-10%	8%	14%	6%	9%	11%	4%	3%	1%	21%	11%	7%	0%	0%
Declined by 2-5%	7%	5%	4%	2%	11%	13%	13%	5%	0%	12%	3%	8%	0%
Stayed about the same size	25%	18%	16%	35%	22%	29%	32%	41%	40%	21%	21%	20%	34%
Grown by 2-5% a year	2%	0%	5%	6%	4%	0%	0%	3%	0%	1%	0%	7%	0%
Grown by 6-10%	3%	4%	3%	5%	0%	0%	0%	1%	0%	0%	9%	0%	17%
Grown by 11-25%	1%	1%	2%	2%	6%	0%	0%	0%	0%	1%	0%	0%	1%
Grown by 26-50%	1%	1%	1%	2%	3%	0%	0%	0%	0%	0%	0%	7%	0%
Grown by over 50%	1%	0%	2%	0%	0%	0%	0%	3%	0%	2%	0%	7%	0%
Don't Know	3%	8%	3%	0%	0%	0%	3%	6%	0%	0%	4%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(50.B) Compared to the same time period in 2019, how has the revenue of your company changed since the arrival of the Coronavirus pandemic? If you are unsure, please just give an estimate.

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Declined by over 50%	26%	26%	21%	0%	47%	24%	38%	18%	23%	9%	13%	7%	4%	3%
Declined by 26-50%	12%	12%	4%	6%	0%	10%	14%	12%	17%	13%	16%	12%	5%	9%
Declined by 11-25%	11%	11%	1%	1%	2%	11%	4%	22%	15%	17%	13%	20%	16%	13%
Declined by 6-10%	8%	8%	15%	14%	7%	9%	4%	8%	9%	18%	10%	17%	23%	16%
Declined by 2-5%	7%	7%	0%	6%	2%	5%	8%	7%	12%	9%	10%	8%	12%	18%
Stayed about the same size	25%	24%	24%	70%	18%	28%	25%	19%	16%	13%	20%	18%	19%	17%
Grown by 2-5% a year	2%	2%	0%	1%	17%	1%	2%	6%	3%	4%	7%	5%	8%	9%
Grown by 6-10%	3%	2%	24%	0%	5%	4%	1%	0%	1%	9%	4%	8%	4%	5%
Grown by 11-25%	1%	1%	3%	0%	0%	1%	2%	2%	0%	4%	6%	2%	3%	6%
Grown by 26-50%	1%	1%	5%	0%	0%	1%	1%	2%	0%	3%	0%	3%	2%	1%
Grown by over 50%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	2%	1%
Don't Know	3%	3%	1%	0%	0%	5%	0%	4%	3%	0%	0%	0%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(50.C) Compared to the same time period in 2019, how has the revenue of your company changed since the arrival of the Coronavirus pandemic? If you are unsure, please just give an estimate.

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Declined by over 50%	26%	29%	0%	50%	0%	0%	36%	31%	28%	65%	12%	28%	0%	18%	30%	0%	22%	30%	27%	23%
Declined by 26-50%	12%	0%	0%	15%	32%	0%	8%	15%	1%	6%	17%	11%	4%	13%	8%	0%	14%	34%	9%	10%
Declined by 11-25%	11%	0%	30%	9%	14%	0%	8%	13%	12%	11%	10%	8%	21%	11%	4%	0%	10%	6%	13%	14%
Declined by 6-10%	8%	0%	0%	9%	17%	56%	4%	4%	0%	10%	4%	16%	19%	7%	19%	2%	10%	4%	8%	10%
Declined by 2-5%	7%	17%	70%	2%	14%	0%	4%	8%	24%	0%	17%	3%	6%	4%	0%	1%	16%	0%	6%	8%
Stayed about the same size	25%	54%	0%	11%	17%	44%	27%	17%	32%	1%	36%	22%	45%	28%	39%	27%	18%	20%	26%	17%
Grown by 2-5% a year	2%	0%	0%	2%	0%	0%	9%	6%	1%	0%	1%	0%	0%	3%	0%	0%	1%	0%	0%	6%
Grown by 6-10%	3%	0%	0%	1%	6%	0%	0%	0%	2%	0%	0%	1%	4%	6%	0%	70%	1%	0%	3%	5%
Grown by 11-25%	1%	0%	0%	0%	0%	0%	0%	2%	1%	7%	1%	3%	0%	2%	0%	0%	0%	0%	2%	0%
Grown by 26-50%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	1%	0%
Grown by over 50%	1%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	2%	0%	0%	0%	6%	0%	0%
Don't Know	3%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	8%	0%	4%	0%	0%	7%	0%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(51.A) Is your company currently operating remotely, i.e. with staff working from home full-time?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Yes - all staff from working from home	48%	55%	48%	34%	52%	39%	52%	46%	48%	53%	44%	51%	17%
Yes - some staff working from home	16%	23%	23%	11%	8%	21%	14%	11%	1%	13%	13%	9%	19%
No	36%	22%	28%	54%	40%	40%	32%	40%	50%	34%	43%	40%	64%
Don't Know	0%	0%	0%	0%	0%	0%	2%	3%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(51.B) Is your company currently operating remotely, i.e. with staff working from home full-time?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Yes - all staff from working from home	48%	48%	54%	8%	3%	55%	48%	36%	24%	32%	20%	22%	35%	28%
Yes - some staff working from home	16%	15%	19%	31%	84%	4%	23%	19%	49%	48%	66%	61%	59%	66%
No	36%	36%	21%	61%	13%	41%	30%	42%	27%	20%	13%	17%	6%	4%
Don't Know	0%	0%	5%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(51.C) Is your company currently operating remotely, i.e. with staff working from home full-time?

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Yes - all staff from working from home	48%	57%	0%	35%	25%	56%	14%	34%	28%	19%	78%	51%	20%	63%	74%	70%	52%	32%	68%	35%
Yes - some staff working from home	16%	5%	100%	30%	59%	0%	14%	17%	24%	10%	8%	43%	50%	12%	11%	29%	5%	17%	15%	10%
No	36%	38%	0%	35%	16%	44%	72%	49%	48%	71%	13%	6%	30%	24%	15%	0%	43%	51%	16%	55%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(52.A) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google Ads

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	790	172	109	46	51	39	81	64	23	106	58	27	14
Weighted	643	152	110	40	60	41	54	40	13	65	37	23	10
Essential - we would not have been able to keep operating without it	5%	1%	3%	0%	12%	2%	6%	7%	19%	5%	3%	13%	1%
Important - has made working remotely much easier	8%	11%	11%	20%	3%	1%	7%	4%	5%	6%	8%	1%	2%
Useful, but not essential or important	16%	18%	15%	29%	18%	18%	19%	7%	0%	7%	14%	13%	0%
Not useful	13%	17%	15%	18%	7%	15%	10%	10%	19%	10%	6%	10%	0%
N/A - have not used this tool or service	59%	53%	55%	33%	60%	65%	58%	72%	57%	72%	70%	64%	96%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(52.B) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google Ads

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	790	681	26	42	41	106	77	26	50	47	63	82	105	234
Weighted	643	604	27	4	8	297	201	62	35	31	9	5	2	2
Essential - we would not have been able to keep operating without it	5%	5%	0%	15%	1%	4%	2%	4%	11%	5%	18%	20%	20%	15%
Important - has made working remotely much easier	8%	7%	24%	7%	62%	5%	4%	14%	21%	23%	21%	27%	32%	23%
Useful, but not essential or important	16%	15%	30%	6%	28%	13%	12%	28%	16%	32%	18%	28%	19%	18%
Not useful	13%	13%	8%	51%	1%	10%	13%	24%	13%	16%	12%	7%	8%	16%
N/A - have not used this tool or service	59%	61%	39%	21%	9%	67%	68%	29%	39%	24%	30%	18%	21%	28%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(52.C) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google Ads

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	790	9	2	94	7	2	38	61	26	13	85	102	17	112	21	31	40	38	47	43
Weighted	643	16	0	20	0	2	20	43	11	12	49	42	32	130	28	8	43	22	114	47
Essential - we would not have been able to keep operating without it	5%	47%	0%	4%	0%	0%	22%	3%	0%	2%	7%	8%	1%	1%	1%	0%	4%	12%	0%	5%
Important - has made working remotely much easier	8%	0%	0%	30%	64%	0%	4%	10%	27%	8%	11%	12%	0%	5%	21%	70%	2%	19%	2%	1%
Useful, but not essential or important	16%	20%	70%	5%	0%	1%	20%	20%	29%	0%	26%	11%	4%	11%	4%	1%	14%	3%	24%	22%
Not useful	13%	0%	0%	4%	36%	0%	5%	6%	11%	39%	4%	5%	22%	20%	12%	25%	15%	3%	10%	25%
N/A - have not used this tool or service	59%	33%	30%	58%	0%	99%	49%	61%	33%	50%	52%	65%	74%	63%	62%	5%	66%	63%	65%	47%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(53.A) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google My Business

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	790	172	109	46	51	39	81	64	23	106	58	27	14
Weighted	643	152	110	40	60	41	54	40	13	65	37	23	10
Essential - we would not have been able to keep operating without it	4%	5%	0%	9%	2%	0%	5%	7%	19%	8%	3%	0%	2%
Important - has made working remotely much easier	6%	5%	8%	3%	13%	4%	1%	3%	1%	2%	18%	1%	1%
Useful, but not essential or important	16%	19%	14%	26%	18%	22%	24%	7%	23%	9%	4%	22%	0%
Not useful	14%	15%	17%	23%	7%	14%	20%	10%	0%	14%	6%	12%	0%
N/A - have not used this tool or service	60%	56%	61%	38%	60%	59%	50%	73%	57%	67%	70%	64%	96%

Note:

BASE: Only people who responded;" Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(53.B) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google My Business

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	790	681	26	42	41	106	77	26	50	47	63	82	105	234
Weighted	643	604	27	4	8	297	201	62	35	31	9	5	2	2
Essential - we would not have been able to keep operating without it	4%	3%	0%	2%	55%	3%	2%	9%	8%	4%	12%	20%	18%	13%
Important - has made working remotely much easier	6%	6%	3%	7%	1%	5%	1%	10%	11%	15%	31%	30%	24%	23%
Useful, but not essential or important	16%	16%	9%	33%	22%	13%	14%	28%	23%	29%	19%	22%	24%	18%
Not useful	14%	14%	23%	51%	0%	12%	16%	24%	10%	14%	7%	6%	8%	16%
N/A - have not used this tool or service	60%	60%	64%	7%	21%	67%	67%	29%	47%	38%	31%	22%	25%	31%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(53.C) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google My Business

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	790	9	2	94	7	2	38	61	26	13	85	102	17	112	21	31	40	38	47	43
Weighted	643	16	0	20	0	2	20	43	11	12	49	42	32	130	28	8	43	22	114	47
Essential - we would not have been able to keep operating without it	4%	28%	0%	22%	22%	0%	0%	2%	4%	1%	1%	4%	1%	2%	5%	0%	3%	14%	2%	5%
Important - has made working remotely much easier	6%	0%	0%	6%	17%	0%	3%	5%	26%	5%	16%	13%	0%	3%	1%	5%	1%	10%	5%	8%
Useful, but not essential or important	16%	38%	70%	13%	17%	1%	29%	20%	25%	23%	8%	18%	17%	15%	7%	1%	11%	13%	17%	19%
Not useful	14%	4%	0%	7%	44%	0%	4%	6%	9%	21%	12%	2%	22%	17%	22%	25%	27%	5%	13%	20%
N/A - have not used this tool or service	60%	30%	30%	52%	0%	99%	64%	67%	36%	51%	62%	62%	60%	62%	64%	68%	58%	59%	64%	47%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(54.A) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Gmail

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	790	172	109	46	51	39	81	64	23	106	58	27	14
Weighted	643	152	110	40	60	41	54	40	13	65	37	23	10
Essential - we would not have been able to keep operating without it	29%	30%	28%	19%	28%	36%	28%	32%	38%	25%	19%	37%	47%
Important - has made working remotely much easier	17%	24%	18%	7%	20%	9%	18%	1%	24%	23%	12%	10%	2%
Useful, but not essential or important	20%	18%	17%	36%	14%	18%	25%	23%	0%	15%	34%	25%	1%
Not useful	5%	2%	9%	14%	0%	7%	6%	1%	0%	6%	1%	0%	0%
N/A - have not used this tool or service	30%	26%	28%	25%	38%	29%	22%	43%	38%	31%	34%	28%	49%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(54.B) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Gmail

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	790	681	26	42	41	106	77	26	50	47	63	82	105	234
Weighted	643	604	27	4	8	297	201	62	35	31	9	5	2	2
Essential - we would not have been able to keep operating without it	29%	28%	30%	85%	9%	33%	24%	24%	13%	33%	43%	34%	40%	27%
Important - has made working remotely much easier	17%	17%	2%	5%	56%	16%	15%	26%	23%	19%	24%	26%	23%	18%
Useful, but not essential or important	20%	20%	25%	4%	20%	12%	26%	32%	27%	21%	14%	16%	19%	17%
Not useful	5%	4%	7%	1%	7%	3%	5%	5%	9%	11%	2%	6%	3%	13%
N/A - have not used this tool or service	30%	30%	36%	5%	7%	36%	30%	13%	28%	17%	17%	18%	16%	26%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(54.C) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Gmail

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	790	9	2	94	7	2	38	61	26	13	85	102	17	112	21	31	40	38	47	43
Weighted	643	16	0	20	0	2	20	43	11	12	49	42	32	130	28	8	43	22	114	47
Essential - we would not have been able to keep operating without it	29%	63%	0%	7%	39%	1%	37%	25%	16%	52%	13%	16%	35%	30%	20%	89%	4%	28%	35%	46%
Important - has made working remotely much easier	17%	0%	70%	48%	0%	0%	26%	28%	27%	20%	22%	25%	6%	6%	16%	7%	21%	21%	24%	2%
Useful, but not essential or important	20%	20%	0%	15%	48%	0%	17%	27%	29%	0%	25%	26%	17%	20%	33%	1%	21%	14%	15%	16%
Not useful	5%	0%	0%	6%	12%	0%	0%	9%	9%	0%	2%	1%	9%	2%	9%	1%	8%	5%	4%	9%
N/A - have not used this tool or service	30%	17%	30%	24%	0%	99%	20%	11%	20%	29%	36%	32%	33%	43%	22%	3%	45%	32%	22%	27%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(55.A) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google Docs / Google Workplace / G Suite

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	790	172	109	46	51	39	81	64	23	106	58	27	14
Weighted	643	152	110	40	60	41	54	40	13	65	37	23	10
Essential - we would not have been able to keep operating without it	10%	10%	14%	8%	15%	9%	12%	8%	0%	8%	3%	13%	2%
Important - has made working remotely much easier	16%	23%	18%	10%	16%	18%	4%	8%	20%	13%	13%	22%	1%
Useful, but not essential or important	18%	26%	9%	41%	17%	15%	29%	7%	23%	16%	9%	0%	0%
Not useful	8%	10%	10%	9%	0%	7%	10%	10%	19%	9%	5%	12%	0%
N/A - have not used this tool or service	47%	31%	49%	32%	52%	50%	46%	67%	38%	54%	70%	52%	97%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(55.B) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google Docs / Google Workplace / G Suite

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	790	681	26	42	41	106	77	26	50	47	63	82	105	234
Weighted	643	604	27	4	8	297	201	62	35	31	9	5	2	2
Essential - we would not have been able to keep operating without it	10%	9%	25%	71%	3%	8%	4%	23%	14%	20%	39%	33%	40%	24%
Important - has made working remotely much easier	16%	16%	8%	21%	56%	14%	10%	37%	25%	20%	12%	30%	29%	26%
Useful, but not essential or important	18%	18%	13%	7%	29%	20%	15%	17%	15%	30%	16%	12%	15%	16%
Not useful	8%	9%	5%	1%	0%	7%	11%	8%	3%	12%	6%	3%	3%	10%
N/A - have not used this tool or service	47%	48%	50%	1%	13%	50%	60%	15%	43%	18%	27%	22%	13%	24%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(55.C) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google Docs / Google Workplace / G Suite

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	790	9	2	94	7	2	38	61	26	13	85	102	17	112	21	31	40	38	47	43
Weighted	643	16	0	20	0	2	20	43	11	12	49	42	32	130	28	8	43	22	114	47
Essential - we would not have been able to keep operating without it	10%	35%	0%	5%	39%	1%	26%	6%	0%	5%	11%	17%	1%	4%	1%	29%	5%	14%	13%	17%
Important - has made working remotely much easier	16%	15%	70%	44%	32%	0%	2%	13%	20%	27%	16%	12%	17%	13%	16%	1%	9%	3%	26%	13%
Useful, but not essential or important	18%	16%	0%	7%	23%	0%	20%	34%	34%	0%	11%	22%	4%	18%	29%	2%	19%	24%	19%	19%
Not useful	8%	0%	0%	1%	6%	0%	0%	6%	5%	21%	4%	7%	22%	10%	0%	0%	34%	3%	4%	8%
N/A - have not used this tool or service	47%	33%	30%	44%	0%	99%	52%	42%	41%	48%	58%	43%	57%	56%	53%	68%	33%	56%	38%	44%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(56.A) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google Meet (Google's Video Call Software)

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	790	172	109	46	51	39	81	64	23	106	58	27	14
Weighted	643	152	110	40	60	41	54	40	13	65	37	23	10
Essential - we would not have been able to keep operating without it	5%	5%	7%	0%	3%	3%	7%	6%	19%	5%	7%	1%	2%
Important - has made working remotely much easier	9%	14%	6%	10%	12%	1%	2%	8%	1%	10%	3%	23%	0%
Useful, but not essential or important	17%	27%	17%	30%	16%	16%	18%	3%	5%	8%	8%	0%	1%
Not useful	9%	5%	10%	14%	6%	20%	9%	15%	19%	6%	11%	12%	0%
N/A - have not used this tool or service	60%	50%	60%	47%	63%	60%	64%	68%	57%	70%	71%	64%	96%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(56.B) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google Meet (Google's Video Call Software)

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	790	681	26	42	41	106	77	26	50	47	63	82	105	234
Weighted	643	604	27	4	8	297	201	62	35	31	9	5	2	2
Essential - we would not have been able to keep operating without it	5%	4%	20%	25%	1%	5%	4%	3%	10%	6%	30%	22%	26%	21%
Important - has made working remotely much easier	9%	8%	2%	4%	82%	5%	6%	20%	18%	18%	16%	31%	27%	19%
Useful, but not essential or important	17%	17%	9%	4%	3%	15%	14%	29%	12%	36%	17%	23%	18%	19%
Not useful	9%	9%	7%	49%	0%	8%	12%	15%	4%	4%	7%	5%	5%	13%
N/A - have not used this tool or service	60%	61%	61%	18%	15%	68%	65%	34%	56%	36%	29%	19%	23%	27%

Note:

BASE: Only people who responded;"Yes - all staff from working from home","Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(56.C) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Google Meet (Google's Video Call Software)

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	790	9	2	94	7	2	38	61	26	13	85	102	17	112	21	31	40	38	47	43
Weighted	643	16	0	20	0	2	20	43	11	12	49	42	32	130	28	8	43	22	114	47
Essential - we would not have been able to keep operating without it	5%	28%	0%	2%	39%	1%	19%	2%	0%	1%	1%	13%	1%	2%	1%	0%	4%	12%	0%	21%
Important - has made working remotely much easier	9%	18%	0%	24%	15%	0%	1%	13%	6%	23%	9%	5%	4%	6%	17%	6%	16%	2%	10%	0%
Useful, but not essential or important	17%	20%	70%	3%	34%	0%	10%	26%	34%	6%	30%	15%	17%	10%	8%	2%	14%	23%	21%	15%
Not useful	9%	0%	0%	1%	12%	0%	0%	0%	4%	0%	1%	2%	22%	15%	21%	25%	15%	3%	6%	19%
N/A - have not used this tool or service	60%	33%	30%	71%	0%	99%	70%	60%	56%	71%	60%	66%	57%	66%	52%	67%	52%	60%	63%	46%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(57.A) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Zoom

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	790	172	109	46	51	39	81	64	23	106	58	27	14
Weighted	643	152	110	40	60	41	54	40	13	65	37	23	10
Essential - we would not have been able to keep operating without it	26%	38%	15%	24%	31%	26%	26%	8%	19%	16%	22%	59%	3%
Important - has made working remotely much easier	21%	21%	23%	24%	21%	17%	3%	18%	61%	29%	27%	13%	3%
Useful, but not essential or important	23%	27%	26%	17%	18%	13%	36%	18%	19%	23%	23%	3%	47%
Not useful	4%	0%	6%	10%	6%	7%	6%	5%	0%	1%	5%	0%	0%
N/A - have not used this tool or service	26%	13%	30%	26%	25%	36%	30%	49%	0%	31%	22%	24%	47%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(57.B) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Zoom

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	790	681	26	42	41	106	77	26	50	47	63	82	105	234
Weighted	643	604	27	4	8	297	201	62	35	31	9	5	2	2
Essential - we would not have been able to keep operating without it	26%	24%	53%	67%	28%	24%	15%	53%	27%	46%	38%	33%	40%	37%
Important - has made working remotely much easier	21%	21%	2%	23%	67%	21%	15%	30%	26%	31%	31%	41%	41%	26%
Useful, but not essential or important	23%	24%	23%	8%	2%	19%	36%	9%	22%	18%	25%	16%	10%	18%
Not useful	4%	4%	0%	0%	0%	5%	4%	3%	3%	0%	4%	0%	2%	5%
N/A - have not used this tool or service	26%	27%	22%	1%	3%	31%	30%	5%	22%	5%	3%	10%	6%	14%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(57.C) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Zoom

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	790	9	2	94	7	2	38	61	26	13	85	102	17	112	21	31	40	38	47	43
Weighted	643	16	0	20	0	2	20	43	11	12	49	42	32	130	28	8	43	22	114	47
Essential - we would not have been able to keep operating without it	26%	50%	0%	5%	32%	1%	27%	18%	23%	23%	26%	31%	18%	17%	23%	94%	21%	41%	32%	31%
Important - has made working remotely much easier	21%	0%	70%	40%	39%	0%	10%	16%	27%	9%	26%	29%	4%	22%	34%	5%	18%	46%	25%	8%
Useful, but not essential or important	23%	16%	30%	7%	29%	0%	22%	20%	32%	22%	36%	22%	40%	34%	7%	1%	34%	13%	13%	20%
Not useful	4%	4%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	5%	21%	0%	7%	0%	5%	4%
N/A - have not used this tool or service	26%	29%	0%	48%	0%	99%	41%	46%	14%	46%	11%	19%	39%	22%	16%	0%	20%	0%	25%	38%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(58.A) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Slack

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	790	172	109	46	51	39	81	64	23	106	58	27	14
Weighted	643	152	110	40	60	41	54	40	13	65	37	23	10
Essential - we would not have been able to keep operating without it	2%	2%	1%	1%	2%	8%	6%	0%	0%	0%	0%	0%	0%
Important - has made working remotely much easier	4%	9%	3%	5%	0%	3%	2%	1%	20%	2%	2%	1%	3%
Useful, but not essential or important	9%	9%	9%	23%	10%	9%	11%	0%	4%	9%	3%	12%	1%
Not useful	12%	14%	10%	14%	11%	8%	13%	16%	19%	14%	7%	10%	0%
N/A - have not used this tool or service	73%	66%	77%	57%	76%	73%	68%	83%	57%	75%	89%	77%	96%

Note:

BASE: Only people who responded;" Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(58.B) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Slack

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	790	681	26	42	41	106	77	26	50	47	63	82	105	234
Weighted	643	604	27	4	8	297	201	62	35	31	9	5	2	2
Essential - we would not have been able to keep operating without it	2%	2%	2%	14%	1%	1%	1%	0%	9%	5%	7%	9%	14%	11%
Important - has made working remotely much easier	4%	4%	0%	20%	55%	4%	0%	7%	6%	14%	20%	24%	27%	14%
Useful, but not essential or important	9%	9%	18%	3%	20%	7%	6%	19%	11%	23%	7%	14%	18%	19%
Not useful	12%	12%	7%	51%	0%	11%	11%	28%	4%	7%	12%	15%	5%	13%
N/A - have not used this tool or service	73%	74%	73%	11%	24%	77%	81%	46%	70%	52%	54%	38%	35%	43%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(58.C) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Slack

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	790	9	2	94	7	2	38	61	26	13	85	102	17	112	21	31	40	38	47	43
Weighted	643	16	0	20	0	2	20	43	11	12	49	42	32	130	28	8	43	22	114	47
Essential - we would not have been able to keep operating without it	2%	0%	0%	1%	32%	0%	3%	0%	0%	0%	1%	7%	0%	0%	0%	6%	0%	12%	3%	3%
Important - has made working remotely much easier	4%	16%	0%	24%	17%	0%	1%	6%	5%	4%	6%	9%	0%	1%	4%	0%	2%	3%	5%	1%
Useful, but not essential or important	9%	22%	70%	15%	7%	0%	17%	17%	28%	0%	17%	4%	0%	5%	7%	0%	2%	0%	13%	8%
Not useful	12%	0%	0%	4%	12%	0%	0%	6%	13%	19%	5%	1%	22%	16%	14%	25%	24%	3%	8%	27%
N/A - have not used this tool or service	73%	62%	30%	56%	31%	100%	79%	71%	55%	77%	71%	80%	77%	78%	75%	69%	72%	83%	71%	62%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(59.A) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Microsoft Teams

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	790	172	109	46	51	39	81	64	23	106	58	27	14
Weighted	643	152	110	40	60	41	54	40	13	65	37	23	10
Essential - we would not have been able to keep operating without it	13%	12%	14%	16%	15%	4%	9%	16%	5%	13%	13%	26%	3%
Important - has made working remotely much easier	17%	20%	21%	11%	19%	31%	1%	3%	38%	22%	17%	13%	3%
Useful, but not essential or important	17%	30%	15%	22%	12%	2%	13%	19%	0%	15%	7%	25%	0%
Not useful	11%	11%	11%	14%	17%	13%	12%	6%	19%	9%	11%	0%	0%
N/A - have not used this tool or service	42%	27%	39%	36%	37%	50%	65%	56%	38%	41%	53%	37%	94%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(59.B) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Microsoft Teams

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	790	681	26	42	41	106	77	26	50	47	63	82	105	234
Weighted	643	604	27	4	8	297	201	62	35	31	9	5	2	2
Essential - we would not have been able to keep operating without it	13%	12%	31%	13%	33%	5%	8%	38%	26%	32%	43%	50%	47%	58%
Important - has made working remotely much easier	17%	17%	8%	20%	67%	15%	16%	9%	37%	40%	30%	30%	32%	26%
Useful, but not essential or important	17%	17%	22%	7%	0%	21%	12%	22%	17%	15%	15%	9%	15%	8%
Not useful	11%	11%	0%	48%	0%	12%	10%	21%	3%	0%	4%	4%	1%	2%
N/A - have not used this tool or service	42%	43%	39%	13%	0%	48%	54%	9%	18%	13%	9%	6%	5%	6%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(59.C) Have any of the following online tools or services been important to helping your company adapt to remote work? Please select "N/A" if you have not used a specific tool or service: Microsoft Teams

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	790	9	2	94	7	2	38	61	26	13	85	102	17	112	21	31	40	38	47	43
Weighted	643	16	0	20	0	2	20	43	11	12	49	42	32	130	28	8	43	22	114	47
Essential - we would not have been able to keep operating without it	13%	13%	100%	15%	39%	0%	26%	5%	11%	21%	10%	23%	1%	16%	5%	1%	13%	33%	9%	6%
Important - has made working remotely much easier	17%	19%	0%	30%	12%	1%	4%	6%	35%	8%	7%	28%	8%	24%	52%	10%	17%	23%	9%	15%
Useful, but not essential or important	17%	18%	0%	7%	49%	0%	18%	19%	35%	0%	33%	13%	24%	11%	0%	65%	36%	12%	17%	9%
Not useful	11%	0%	0%	2%	0%	0%	0%	14%	4%	0%	12%	5%	22%	11%	12%	24%	5%	0%	9%	34%
N/A - have not used this tool or service	42%	50%	0%	47%	0%	99%	52%	57%	15%	71%	37%	31%	46%	37%	31%	0%	30%	32%	56%	36%

Note:

BASE: Only people who responded; "Yes - all staff from working from home", "Yes - some staff working from home" to: Is your company currently operating remotely, i.e. with staff working from home full-time?

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(60.A) Since the start of the Covid-19 pandemic and lockdown in March 2020, have you used Google Search to do any of the following? Please select ALL that apply

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Keep up to date with the latest government advice	53%	59%	65%	47%	49%	61%	46%	48%	42%	53%	45%	46%	33%
Find out how to access financial/business support	25%	27%	28%	22%	17%	22%	29%	25%	19%	20%	27%	48%	14%
Research software for transitioning to home working	9%	12%	6%	10%	4%	8%	7%	10%	12%	5%	7%	15%	35%
Get advice on operating a business online	10%	13%	5%	10%	4%	18%	16%	12%	10%	12%	11%	8%	0%
Get advice on advertising online	10%	11%	9%	3%	8%	14%	13%	12%	10%	9%	15%	15%	2%
Find assistance or advice for making your workplace Covid-safe	21%	24%	23%	21%	17%	24%	12%	28%	30%	20%	23%	11%	31%
None of the above	36%	30%	26%	43%	47%	33%	42%	40%	28%	38%	47%	22%	50%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(60.B) Since the start of the Covid-19 pandemic and lockdown in March 2020, have you used Google Search to do any of the following? Please select ALL that apply

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Keep up to date with the latest government advice	53%	52%	68%	55%	41%	49%	53%	58%	67%	75%	63%	67%	60%	61%
Find out how to access financial/business support	25%	25%	11%	7%	61%	21%	25%	33%	34%	29%	36%	36%	29%	33%
Research software for transitioning to home working	9%	8%	33%	19%	20%	8%	3%	6%	29%	34%	37%	31%	36%	37%
Get advice on operating a business online	10%	9%	18%	10%	65%	8%	7%	20%	15%	18%	21%	23%	31%	20%
Get advice on advertising online	10%	9%	26%	27%	6%	11%	6%	8%	11%	25%	26%	23%	26%	17%
Find assistance or advice for making your workplace Covid-safe	21%	20%	36%	52%	53%	18%	18%	29%	32%	54%	33%	52%	49%	41%
None of the above	36%	37%	18%	20%	3%	44%	35%	25%	19%	9%	20%	13%	15%	22%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(60.C) Since the start of the Covid-19 pandemic and lockdown in March 2020, have you used Google Search to do any of the following? Please select ALL that apply

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Keep up to date with the latest government advice	53%	40%	70%	55%	79%	100%	54%	53%	49%	84%	46%	52%	49%	44%	24%	69%	49%	52%	57%	68%
Find out how to access financial/business support	25%	18%	0%	42%	33%	0%	35%	28%	5%	75%	33%	31%	6%	13%	11%	1%	21%	32%	17%	35%
Research software for transitioning to home working	9%	21%	0%	7%	6%	0%	5%	3%	12%	3%	8%	28%	0%	12%	7%	66%	16%	13%	6%	1%
Get advice on operating a business online	10%	18%	0%	24%	38%	0%	7%	10%	21%	4%	21%	25%	0%	7%	8%	65%	14%	22%	1%	7%
Get advice on advertising online	10%	22%	0%	9%	47%	0%	13%	12%	20%	16%	12%	11%	15%	8%	1%	94%	4%	6%	7%	5%
Find assistance or advice for making your workplace Covid-safe	21%	12%	0%	35%	20%	56%	21%	20%	9%	44%	10%	35%	20%	8%	3%	69%	38%	35%	20%	21%
None of the above	36%	49%	30%	24%	16%	0%	28%	40%	50%	9%	41%	32%	51%	46%	62%	1%	40%	36%	30%	27%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(61.A) Since the start of the Covid-19 pandemic and lockdown in March 2020, have you used Google Maps and/or Google My Business to do any of the following? Please select all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Update your opening hours	11%	8%	12%	7%	14%	12%	17%	2%	12%	19%	13%	15%	1%
Update other information for customers	17%	30%	10%	11%	7%	13%	17%	12%	3%	23%	16%	21%	18%
None of the above	78%	68%	83%	86%	85%	82%	73%	87%	86%	74%	84%	64%	82%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(61.B) Since the start of the Covid-19 pandemic and lockdown in March 2020, have you used Google Maps and/or Google My Business to do any of the following? Please select all that apply

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Update your opening hours	11%	11%	2%	12%	72%	7%	8%	25%	26%	17%	30%	42%	39%	35%
Update other information for customers	17%	16%	24%	29%	19%	14%	10%	24%	36%	32%	42%	53%	52%	38%
None of the above	78%	79%	76%	64%	27%	81%	86%	68%	57%	65%	47%	32%	36%	49%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(61.C) Since the start of the Covid-19 pandemic and lockdown in March 2020, have you used Google Maps and/or Google My Business to do any of the following? Please select all that apply

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Update your opening hours	11%	29%	0%	24%	45%	0%	11%	8%	18%	26%	18%	14%	0%	8%	7%	2%	11%	28%	7%	8%
Update other information for customers	17%	8%	70%	15%	84%	0%	16%	9%	32%	44%	20%	27%	12%	13%	8%	72%	26%	27%	12%	8%
None of the above	78%	71%	30%	70%	16%	100%	80%	90%	68%	47%	72%	70%	88%	81%	91%	28%	69%	65%	86%	87%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(62.A) Has your company used any of the following online tools or services for the first time, as a result of lockdown? Please only select those which you have used for the FIRST TIME as a result of lockdown, NOT those you already used before lockdown Please select ALL that apply.

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Google Ads	3%	5%	5%	0%	0%	7%	3%	1%	9%	5%	0%	0%	0%
Google My Business	3%	1%	5%	0%	4%	6%	7%	1%	19%	0%	2%	0%	0%
Gmail	7%	8%	4%	5%	4%	5%	20%	8%	12%	8%	1%	15%	0%
Google Docs / Google Workplace / G Suite	4%	7%	2%	3%	1%	2%	5%	8%	0%	4%	1%	6%	1%
Google Meet (Google's video call software)	4%	6%	2%	0%	7%	5%	5%	4%	1%	6%	1%	0%	1%
Zoom	39%	54%	39%	28%	46%	41%	30%	20%	28%	36%	41%	32%	33%
Slack	1%	1%	0%	0%	0%	0%	3%	1%	9%	1%	0%	0%	0%
None of the above	53%	34%	52%	68%	50%	58%	56%	67%	41%	56%	59%	61%	67%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(62.B) Has your company used any of the following online tools or services for the first time, as a result of lockdown? Please only select those which you have used for the FIRST TIME as a result of lockdown, NOT those you already used before lockdown Please select ALL that apply.

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Google Ads	3%	3%	3%	5%	5%	2%	4%	2%	5%	10%	9%	8%	11%	11%
Google My Business	3%	3%	4%	1%	0%	3%	3%	3%	2%	7%	10%	14%	14%	8%
Gmail	7%	7%	9%	9%	6%	6%	8%	5%	8%	14%	18%	12%	22%	13%
Google Docs / Google Workplace / G Suite	4%	3%	16%	33%	1%	3%	2%	6%	7%	18%	12%	16%	15%	12%
Google Meet (Google's video call software)	4%	3%	18%	23%	1%	4%	2%	2%	7%	15%	19%	22%	13%	17%
Zoom	39%	38%	58%	48%	86%	40%	25%	53%	52%	63%	61%	59%	58%	55%
Slack	1%	1%	1%	0%	0%	0%	2%	0%	3%	6%	4%	7%	16%	5%
None of the above	53%	55%	23%	27%	8%	54%	64%	43%	35%	24%	29%	29%	26%	32%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(62.C) Has your company used any of the following online tools or services for the first time, as a result of lockdown? Please only select those which you have used for the FIRST TIME as a result of lockdown, NOT those you already used before lockdown Please select ALL that apply.

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities	
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Google Ads	3%	8%	0%	0%	0%	0%	6%	3%	0%	13%	6%	13%	0%	2%	1%	0%	3%	7%	0%	0%
Google My Business	3%	10%	0%	9%	27%	0%	6%	5%	0%	0%	6%	3%	0%	2%	0%	0%	0%	7%	0%	6%
Gmail	7%	19%	0%	2%	41%	0%	8%	4%	0%	2%	10%	13%	0%	5%	0%	0%	8%	17%	5%	12%
Google Docs / Google Workplace / G Suite	4%	0%	0%	2%	27%	0%	2%	2%	0%	5%	3%	16%	0%	2%	0%	5%	4%	7%	9%	2%
Google Meet (Google's video call software)	4%	0%	0%	2%	14%	0%	3%	2%	1%	0%	5%	14%	0%	1%	1%	0%	11%	6%	2%	7%
Zoom	39%	24%	30%	36%	65%	0%	19%	19%	45%	34%	55%	58%	30%	42%	56%	93%	47%	42%	42%	37%
Slack	1%	0%	0%	1%	14%	0%	1%	0%	2%	0%	3%	3%	0%	1%	0%	0%	1%	6%	0%	0%
None of the above	53%	66%	70%	54%	35%	100%	69%	75%	55%	52%	34%	31%	70%	49%	44%	1%	42%	46%	58%	48%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(63.A) For each of the following statements, do you tend to agree or disagree: Online tools have made it far easier for my business to keep operating through lockdown

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Strongly Agree	18%	24%	15%	15%	22%	3%	22%	14%	19%	16%	12%	24%	34%
Agree	32%	47%	27%	26%	32%	37%	20%	21%	30%	36%	26%	38%	2%
Neither Agree nor Disagree	27%	22%	29%	33%	33%	29%	21%	38%	37%	20%	40%	16%	1%
Disagree	8%	2%	10%	9%	0%	11%	15%	11%	2%	17%	6%	7%	30%
Strongly Disagree	12%	3%	15%	15%	14%	8%	16%	13%	11%	10%	15%	15%	34%
Don't Know	3%	3%	3%	2%	0%	13%	6%	3%	0%	2%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(63.B) For each of the following statements, do you tend to agree or disagree: Online tools have made it far easier for my business to keep operating through lockdown

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Strongly Agree	18%	18%	20%	6%	23%	17%	14%	22%	18%	31%	31%	40%	42%	49%
Agree	32%	30%	58%	49%	72%	31%	26%	34%	45%	48%	46%	40%	41%	35%
Neither Agree nor Disagree	27%	28%	5%	28%	5%	26%	35%	23%	22%	11%	17%	15%	11%	13%
Disagree	8%	9%	0%	0%	0%	8%	10%	9%	12%	4%	6%	5%	5%	3%
Strongly Disagree	12%	12%	16%	18%	0%	15%	12%	7%	3%	3%	0%	0%	0%	0%
Don't Know	3%	3%	0%	0%	0%	3%	3%	5%	0%	3%	0%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(63.C) For each of the following statements, do you tend to agree or disagree: Online tools have made it far easier for my business to keep operating through lockdown

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Strongly Agree	18%	21%	0%	16%	32%	0%	3%	11%	20%	7%	27%	27%	22%	16%	26%	67%	32%	24%	20%	11%
Agree	32%	18%	100%	29%	37%	0%	22%	36%	11%	41%	38%	59%	37%	27%	24%	31%	41%	18%	40%	18%
Neither Agree nor Disagree	27%	42%	0%	13%	31%	100%	42%	17%	26%	27%	14%	12%	17%	34%	28%	2%	17%	34%	27%	37%
Disagree	8%	9%	0%	12%	0%	0%	9%	6%	0%	24%	13%	3%	1%	10%	0%	0%	7%	7%	6%	14%
Strongly Disagree	12%	0%	0%	30%	0%	0%	25%	21%	31%	1%	4%	0%	17%	11%	15%	0%	3%	18%	6%	14%
Don't Know	3%	10%	0%	0%	0%	0%	0%	8%	12%	0%	4%	0%	6%	1%	7%	0%	0%	0%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(64.A) For each of the following statements, do you tend to agree or disagree: Without online tools, it would not have been feasible for the employees in my company to work remotely

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Strongly Agree	17%	36%	12%	11%	16%	15%	11%	7%	2%	14%	9%	24%	18%
Agree	20%	29%	19%	20%	17%	7%	11%	27%	10%	22%	18%	29%	1%
Neither Agree nor Disagree	32%	26%	37%	33%	51%	24%	28%	28%	65%	32%	31%	16%	30%
Disagree	10%	2%	13%	4%	2%	21%	17%	8%	13%	21%	12%	9%	18%
Strongly Disagree	16%	3%	16%	29%	14%	21%	23%	25%	9%	10%	28%	22%	34%
Don't Know	4%	4%	4%	2%	1%	13%	9%	6%	0%	2%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(64.B) For each of the following statements, do you tend to agree or disagree: Without online tools, it would not have been feasible for the employees in my company to work remotely

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Strongly Agree	17%	16%	27%	15%	62%	12%	16%	28%	21%	47%	28%	41%	50%	54%
Agree	20%	18%	46%	47%	23%	18%	20%	15%	37%	27%	47%	37%	31%	33%
Neither Agree nor Disagree	32%	34%	16%	11%	6%	37%	30%	36%	12%	12%	18%	16%	14%	7%
Disagree	10%	10%	11%	10%	9%	9%	12%	9%	16%	10%	4%	6%	3%	6%
Strongly Disagree	16%	17%	0%	18%	0%	21%	18%	5%	6%	1%	3%	1%	1%	1%
Don't Know	4%	4%	0%	0%	0%	3%	4%	7%	8%	3%	0%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(64.C) For each of the following statements, do you tend to agree or disagree: Without online tools, it would not have been feasible for the employees in my company to work remotely

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Strongly Agree	17%	12%	30%	24%	58%	0%	11%	11%	10%	3%	19%	52%	34%	15%	3%	67%	23%	16%	21%	6%
Agree	20%	22%	0%	14%	16%	0%	11%	12%	19%	34%	15%	33%	14%	19%	34%	31%	28%	9%	26%	15%
Neither Agree nor Disagree	32%	38%	70%	21%	12%	56%	47%	30%	25%	30%	30%	10%	24%	35%	41%	0%	32%	45%	32%	35%
Disagree	10%	10%	0%	8%	14%	0%	5%	4%	3%	15%	22%	4%	6%	13%	0%	2%	10%	11%	7%	19%
Strongly Disagree	16%	9%	0%	32%	0%	44%	25%	27%	19%	16%	10%	0%	17%	18%	15%	0%	7%	18%	10%	22%
Don't Know	4%	10%	0%	0%	0%	0%	1%	15%	24%	3%	4%	0%	6%	1%	7%	0%	0%	0%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(65.A) For each of the following statements, do you tend to agree or disagree: Our business is likely to continue to make use of hybrid and flexible working, even after the pandemic ends

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Strongly Agree	17%	21%	16%	14%	19%	19%	15%	28%	12%	20%	8%	17%	0%
Agree	30%	42%	32%	29%	29%	27%	26%	14%	21%	27%	24%	52%	3%
Neither Agree nor Disagree	29%	21%	27%	31%	27%	34%	32%	28%	47%	29%	43%	24%	50%
Disagree	7%	5%	10%	6%	8%	7%	5%	11%	2%	13%	6%	0%	13%
Strongly Disagree	11%	3%	9%	14%	15%	3%	16%	16%	18%	6%	19%	7%	34%
Don't Know	5%	7%	5%	7%	3%	9%	6%	3%	0%	6%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(65.B) For each of the following statements, do you tend to agree or disagree: Our business is likely to continue to make use of hybrid and flexible working, even after the pandemic ends

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Strongly Agree	17%	18%	13%	5%	5%	18%	15%	12%	17%	33%	26%	32%	34%	41%
Agree	30%	29%	51%	31%	40%	27%	27%	39%	47%	41%	46%	47%	49%	40%
Neither Agree nor Disagree	29%	30%	11%	27%	2%	31%	37%	19%	22%	7%	15%	18%	15%	14%
Disagree	7%	7%	15%	7%	54%	7%	7%	14%	3%	7%	5%	1%	2%	3%
Strongly Disagree	11%	11%	10%	18%	0%	14%	7%	8%	8%	6%	3%	2%	0%	1%
Don't Know	5%	5%	0%	12%	0%	3%	7%	8%	4%	6%	4%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(65.C) For each of the following statements, do you tend to agree or disagree: Our business is likely to continue to make use of hybrid and flexible working, even after the pandemic ends

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Strongly Agree	17%	23%	30%	16%	26%	0%	12%	7%	25%	6%	36%	19%	12%	18%	29%	8%	25%	14%	28%	4%
Agree	30%	38%	70%	14%	30%	56%	21%	27%	29%	45%	31%	48%	14%	29%	31%	27%	38%	33%	32%	25%
Neither Agree nor Disagree	29%	20%	0%	16%	43%	44%	44%	31%	21%	15%	28%	19%	50%	34%	17%	0%	27%	28%	26%	32%
Disagree	7%	0%	0%	29%	0%	0%	4%	6%	3%	22%	0%	1%	1%	6%	0%	65%	5%	4%	4%	18%
Strongly Disagree	11%	9%	0%	17%	0%	0%	17%	18%	21%	10%	4%	0%	17%	10%	15%	0%	4%	13%	6%	14%
Don't Know	5%	10%	0%	8%	0%	0%	3%	10%	0%	3%	0%	12%	6%	3%	7%	0%	2%	6%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(66.A) For each of the following statements, do you tend to agree or disagree: Online tools have made it easier to adapt to frequent changes in lockdown rules

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Strongly Agree	10%	10%	9%	9%	8%	7%	10%	2%	9%	14%	2%	24%	34%
Agree	31%	41%	24%	18%	45%	39%	15%	37%	30%	30%	24%	23%	15%
Neither Agree nor Disagree	39%	41%	42%	40%	33%	29%	48%	29%	47%	38%	53%	24%	17%
Disagree	6%	0%	8%	11%	0%	9%	5%	13%	11%	7%	6%	22%	0%
Strongly Disagree	11%	4%	12%	19%	14%	3%	16%	16%	2%	8%	15%	7%	34%
Don't Know	3%	3%	5%	2%	0%	13%	6%	3%	0%	4%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(66.B) For each of the following statements, do you tend to agree or disagree: Online tools have made it easier to adapt to frequent changes in lockdown rules

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Strongly Agree	10%	10%	20%	17%	5%	8%	6%	15%	13%	32%	38%	41%	33%	44%
Agree	31%	29%	49%	33%	94%	27%	27%	42%	48%	46%	42%	45%	41%	44%
Neither Agree nor Disagree	39%	40%	19%	25%	0%	42%	45%	27%	27%	10%	16%	8%	21%	8%
Disagree	6%	6%	0%	6%	0%	7%	7%	3%	8%	3%	3%	5%	2%	3%
Strongly Disagree	11%	11%	12%	18%	0%	14%	10%	7%	5%	6%	0%	2%	0%	1%
Don't Know	3%	4%	0%	1%	0%	3%	4%	5%	0%	3%	1%	0%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(66.C) For each of the following statements, do you tend to agree or disagree: Online tools have made it easier to adapt to frequent changes in lockdown rules

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Strongly Agree	10%	21%	0%	14%	26%	0%	4%	6%	3%	5%	16%	14%	10%	1%	72%	15%	17%	13%	1%	
Agree	31%	12%	100%	40%	25%	0%	19%	21%	30%	49%	35%	57%	26%	26%	38%	4%	51%	10%	37%	21%
Neither Agree nor Disagree	39%	28%	0%	7%	49%	100%	48%	43%	34%	35%	30%	25%	45%	37%	46%	24%	26%	55%	39%	54%
Disagree	6%	28%	0%	16%	0%	0%	8%	4%	0%	2%	11%	2%	1%	10%	0%	0%	8%	0%	1%	6%
Strongly Disagree	11%	0%	0%	14%	0%	0%	21%	18%	22%	9%	4%	3%	12%	16%	7%	0%	0%	18%	8%	12%
Don't Know	3%	10%	0%	8%	0%	0%	0%	8%	12%	0%	4%	0%	6%	1%	7%	0%	0%	0%	2%	7%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(67.A) For each of the following statements, do you tend to agree or disagree: Online tools have made no significant difference to my business during lockdown

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Strongly Agree	14%	4%	12%	23%	8%	13%	19%	24%	21%	21%	22%	15%	1%
Agree	18%	22%	17%	17%	13%	19%	14%	23%	12%	25%	15%	29%	1%
Neither Agree nor Disagree	26%	29%	28%	36%	21%	17%	27%	22%	56%	19%	24%	9%	30%
Disagree	23%	26%	26%	12%	37%	34%	15%	13%	10%	22%	24%	30%	1%
Strongly Disagree	16%	16%	13%	10%	20%	10%	19%	18%	2%	10%	14%	17%	67%
Don't Know	3%	3%	3%	2%	0%	9%	6%	0%	0%	4%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(67.B) For each of the following statements, do you tend to agree or disagree: Online tools have made no significant difference to my business during lockdown

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Strongly Agree	14%	14%	2%	23%	0%	16%	15%	8%	8%	7%	8%	12%	9%	11%
Agree	18%	18%	17%	20%	23%	16%	22%	23%	18%	17%	13%	18%	27%	17%
Neither Agree nor Disagree	26%	27%	10%	31%	2%	24%	34%	18%	27%	15%	12%	15%	10%	11%
Disagree	23%	22%	42%	10%	70%	25%	16%	24%	36%	27%	41%	19%	25%	21%
Strongly Disagree	16%	15%	28%	15%	4%	16%	10%	22%	11%	31%	25%	35%	28%	38%
Don't Know	3%	3%	0%	0%	0%	3%	2%	5%	0%	3%	1%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(67.C) For each of the following statements, do you tend to agree or disagree: Online tools have made no significant difference to my business during lockdown

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Strongly Agree	14%	40%	30%	17%	14%	0%	16%	16%	22%	23%	16%	7%	1%	19%	7%	5%	7%	4%	7%	19%
Agree	18%	16%	70%	23%	53%	0%	23%	10%	3%	27%	34%	21%	37%	14%	11%	25%	15%	18%	13%	24%
Neither Agree nor Disagree	26%	30%	0%	22%	5%	100%	33%	23%	26%	30%	16%	15%	25%	28%	29%	1%	19%	36%	30%	23%
Disagree	23%	4%	0%	29%	0%	0%	12%	30%	18%	16%	23%	45%	9%	21%	21%	67%	41%	15%	26%	20%
Strongly Disagree	16%	0%	0%	9%	28%	0%	16%	14%	19%	4%	11%	12%	22%	17%	24%	2%	18%	27%	22%	10%
Don't Know	3%	10%	0%	0%	0%	0%	0%	7%	12%	0%	0%	0%	6%	1%	7%	0%	0%	0%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(68.A) For each of the following statements, do you tend to agree or disagree: Our business has not made use of any online tools during lockdown

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Strongly Agree	14%	10%	14%	26%	8%	12%	16%	19%	21%	19%	13%	15%	0%
Agree	14%	14%	9%	14%	6%	10%	20%	15%	21%	16%	19%	7%	31%
Neither Agree nor Disagree	22%	18%	23%	28%	19%	24%	30%	27%	28%	22%	19%	29%	0%
Disagree	27%	26%	31%	21%	40%	38%	11%	22%	19%	22%	35%	31%	1%
Strongly Disagree	21%	29%	20%	11%	27%	10%	20%	17%	12%	20%	14%	17%	68%
Don't Know	2%	3%	3%	0%	0%	4%	3%	0%	0%	2%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(68.B) For each of the following statements, do you tend to agree or disagree: Our business has not made use of any online tools during lockdown

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Strongly Agree	14%	14%	17%	18%	0%	17%	13%	10%	11%	9%	9%	8%	7%	10%
Agree	14%	13%	12%	30%	54%	12%	13%	18%	20%	16%	11%	26%	20%	12%
Neither Agree nor Disagree	22%	23%	7%	22%	1%	21%	34%	10%	11%	8%	11%	8%	15%	8%
Disagree	27%	26%	46%	15%	32%	26%	25%	32%	31%	22%	31%	18%	14%	17%
Strongly Disagree	21%	22%	17%	16%	12%	23%	12%	26%	24%	42%	38%	40%	44%	52%
Don't Know	2%	2%	0%	0%	0%	1%	2%	4%	3%	3%	0%	0%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(68.C) For each of the following statements, do you tend to agree or disagree: Our business has not made use of any online tools during lockdown

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Strongly Agree	14%	19%	0%	17%	27%	0%	22%	17%	31%	16%	12%	12%	22%	11%	8%	0%	11%	9%	11%	21%
Agree	14%	26%	0%	30%	14%	0%	25%	16%	12%	28%	15%	9%	17%	11%	4%	30%	12%	27%	3%	6%
Neither Agree nor Disagree	22%	30%	0%	21%	17%	56%	25%	24%	17%	13%	17%	17%	24%	24%	19%	1%	6%	27%	21%	38%
Disagree	27%	4%	0%	12%	0%	44%	16%	25%	14%	43%	23%	29%	13%	23%	43%	67%	41%	17%	35%	27%
Strongly Disagree	21%	10%	100%	20%	42%	0%	13%	14%	26%	1%	33%	34%	22%	30%	19%	3%	30%	20%	27%	7%
Don't Know	2%	10%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	3%	1%	7%	0%	0%	0%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(69.A) Which, if any, of the following do you think your business is likely to continue doing after the economy and society return to normal? Please select all that apply

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Sell our products and services online	29%	24%	24%	33%	28%	39%	29%	29%	21%	41%	31%	36%	1%
Make greater use of remote working	31%	50%	29%	29%	27%	33%	24%	28%	21%	20%	23%	25%	18%
Make greater use of online tools	32%	51%	25%	27%	31%	25%	20%	28%	14%	27%	34%	47%	35%
Make greater use of video chat	31%	50%	36%	23%	27%	34%	15%	21%	12%	28%	25%	35%	2%
None of the above	30%	15%	30%	40%	28%	24%	44%	23%	58%	35%	34%	29%	47%
Don't Know	6%	7%	8%	2%	8%	0%	0%	13%	0%	5%	3%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(69.B) Which, if any, of the following do you think your business is likely to continue doing after the economy and society return to normal? Please select all that apply

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Sell our products and services online	29%	29%	20%	7%	55%	29%	25%	38%	19%	33%	40%	38%	40%	40%
Make greater use of remote working	31%	30%	38%	20%	33%	26%	30%	36%	42%	58%	70%	69%	71%	75%
Make greater use of online tools	32%	31%	63%	69%	30%	29%	26%	42%	48%	58%	64%	59%	66%	66%
Make greater use of video chat	31%	30%	59%	22%	28%	29%	23%	36%	49%	59%	57%	61%	61%	68%
None of the above	30%	31%	16%	25%	0%	32%	35%	24%	17%	9%	3%	3%	3%	5%
Don't Know	6%	6%	0%	4%	0%	5%	5%	8%	9%	6%	6%	3%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(69.C) Which, if any, of the following do you think your business is likely to continue doing after the economy and society return to normal? Please select all that apply

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Sell our products and services online	29%	19%	0%	44%	33%	0%	10%	69%	29%	38%	23%	26%	24%	20%	5%	2%	14%	18%	51%	24%
Make greater use of remote working	31%	22%	100%	23%	74%	0%	15%	14%	22%	4%	50%	61%	29%	35%	53%	11%	37%	21%	44%	16%
Make greater use of online tools	32%	8%	100%	31%	84%	0%	23%	34%	37%	36%	43%	46%	10%	36%	30%	91%	38%	25%	38%	22%
Make greater use of video chat	31%	10%	100%	24%	70%	0%	6%	14%	29%	4%	51%	47%	0%	39%	40%	6%	45%	34%	44%	31%
None of the above	30%	58%	0%	34%	12%	56%	53%	18%	36%	29%	25%	19%	32%	30%	27%	0%	21%	48%	17%	41%
Don't Know	6%	0%	0%	1%	0%	44%	8%	9%	10%	7%	0%	5%	17%	4%	13%	0%	3%	0%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(70.A) What proportion of your total customers would you estimate come through online search and/or search advertising?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
None	27%	22%	35%	24%	28%	25%	26%	34%	47%	23%	34%	7%	34%
1-5%	9%	8%	14%	5%	9%	4%	10%	14%	12%	9%	6%	7%	17%
6-10%	8%	12%	6%	10%	9%	8%	11%	7%	0%	3%	8%	12%	13%
11-20%	8%	11%	8%	7%	4%	13%	1%	5%	0%	15%	4%	8%	0%
21-30%	9%	9%	11%	11%	7%	5%	12%	8%	19%	9%	3%	15%	0%
31-40%	3%	2%	2%	2%	6%	5%	9%	0%	2%	4%	1%	0%	1%
41-50%	6%	6%	2%	3%	7%	16%	5%	0%	2%	9%	6%	8%	17%
51-60%	3%	1%	5%	0%	5%	4%	3%	1%	0%	7%	1%	0%	1%
61-70%	2%	3%	2%	4%	4%	1%	0%	7%	0%	2%	1%	0%	0%
71-80%	3%	0%	2%	0%	7%	1%	6%	3%	0%	3%	3%	13%	0%
81-90%	4%	5%	0%	9%	6%	4%	3%	0%	0%	2%	6%	7%	0%
91-100%	6%	11%	7%	11%	0%	4%	6%	6%	0%	2%	12%	0%	0%
Don't know	11%	10%	6%	14%	8%	9%	8%	16%	19%	12%	16%	22%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(70.B) What proportion of your total customers would you estimate come through online search and/or search advertising?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
None	27%	28%	29%	25%	5%	34%	29%	15%	3%	6%	7%	7%	1%	8%
1-5%	9%	9%	3%	44%	6%	6%	13%	13%	12%	14%	4%	6%	6%	9%
6-10%	8%	8%	7%	24%	62%	4%	6%	20%	19%	25%	12%	14%	11%	11%
11-20%	8%	7%	36%	0%	18%	5%	9%	11%	19%	9%	17%	15%	10%	10%
21-30%	9%	9%	1%	0%	1%	7%	9%	13%	17%	10%	14%	15%	15%	11%
31-40%	3%	3%	5%	3%	0%	2%	2%	6%	5%	10%	9%	11%	16%	8%
41-50%	6%	6%	3%	0%	1%	6%	6%	7%	7%	7%	7%	9%	13%	8%
51-60%	3%	3%	0%	1%	5%	2%	4%	0%	3%	9%	7%	9%	5%	7%
61-70%	2%	3%	0%	0%	0%	2%	4%	0%	1%	2%	5%	4%	7%	10%
71-80%	3%	3%	0%	0%	0%	2%	4%	2%	1%	3%	1%	7%	5%	3%
81-90%	4%	4%	0%	0%	0%	5%	1%	8%	0%	0%	2%	0%	6%	1%
91-100%	6%	6%	7%	0%	0%	9%	5%	1%	2%	0%	3%	0%	1%	1%
Don't know	11%	12%	8%	2%	2%	16%	8%	4%	10%	4%	11%	3%	5%	12%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(70.C) What proportion of your total customers would you estimate come through online search and/or search advertising?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
None	27%	49%	30%	16%	4%	44%	30%	19%	30%	0%	20%	30%	21%	48%	40%	67%	25%	32%	8%	31%
1-5%	9%	12%	70%	20%	10%	0%	15%	9%	5%	0%	7%	2%	10%	7%	15%	24%	4%	24%	3%	17%
6-10%	8%	0%	0%	28%	27%	0%	7%	9%	16%	14%	5%	19%	0%	9%	0%	0%	5%	11%	10%	2%
11-20%	8%	0%	0%	4%	0%	0%	9%	5%	5%	3%	9%	7%	4%	7%	14%	5%	15%	2%	7%	13%
21-30%	9%	21%	0%	12%	0%	0%	9%	14%	12%	15%	9%	18%	4%	4%	0%	1%	2%	4%	15%	8%
31-40%	3%	10%	0%	2%	0%	0%	3%	0%	4%	7%	10%	0%	3%	0%	0%	0%	1%	6%	4%	5%
41-50%	6%	0%	0%	8%	28%	0%	7%	3%	7%	3%	1%	4%	18%	7%	6%	1%	9%	6%	9%	2%
51-60%	3%	8%	0%	1%	0%	0%	1%	6%	2%	0%	2%	1%	0%	3%	0%	0%	3%	1%	5%	4%
61-70%	2%	0%	0%	1%	0%	0%	1%	6%	1%	30%	0%	0%	0%	0%	1%	0%	3%	0%	2%	0%
71-80%	3%	0%	0%	1%	6%	0%	0%	0%	0%	14%	9%	0%	5%	1%	1%	0%	4%	0%	1%	7%
81-90%	4%	0%	0%	0%	0%	0%	0%	0%	7%	0%	8%	0%	0%	1%	6%	0%	15%	10%	5%	4%
91-100%	6%	0%	0%	0%	0%	0%	0%	10%	10%	11%	4%	0%	24%	9%	0%	0%	7%	0%	12%	0%
Don't know	11%	0%	0%	7%	24%	56%	19%	18%	0%	5%	16%	18%	12%	5%	16%	1%	6%	4%	19%	7%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(71.A) And what proportion of your revenue would you estimate comes through online search and/or search advertising?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
None	31%	25%	38%	28%	33%	28%	30%	37%	56%	27%	35%	15%	34%
1-5%	10%	12%	11%	11%	9%	1%	6%	21%	0%	7%	6%	9%	13%
6-10%	10%	9%	6%	10%	13%	12%	9%	8%	11%	12%	13%	24%	0%
11-20%	8%	12%	9%	2%	4%	17%	11%	7%	0%	12%	3%	0%	0%
21-30%	6%	6%	8%	9%	3%	1%	10%	3%	19%	3%	1%	9%	0%
31-40%	4%	3%	5%	1%	7%	5%	9%	0%	0%	4%	3%	0%	0%
41-50%	6%	4%	3%	5%	10%	16%	2%	1%	4%	9%	1%	15%	17%
51-60%	1%	1%	2%	2%	0%	0%	0%	1%	0%	3%	1%	0%	0%
61-70%	1%	0%	3%	4%	0%	0%	3%	3%	0%	0%	0%	0%	1%
71-80%	2%	1%	2%	2%	8%	1%	3%	3%	0%	1%	3%	6%	0%
81-90%	4%	5%	3%	4%	6%	4%	6%	1%	0%	2%	9%	7%	0%
91-100%	5%	8%	4%	7%	0%	4%	3%	3%	0%	2%	9%	7%	0%
Don't know	12%	13%	6%	14%	7%	9%	8%	12%	9%	18%	15%	8%	34%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(71.B) And what proportion of your revenue would you estimate comes through online search and/or search advertising?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
None	31%	31%	36%	26%	6%	37%	32%	21%	8%	9%	8%	8%	2%	9%
1-5%	10%	9%	8%	43%	5%	5%	12%	17%	20%	18%	7%	7%	6%	12%
6-10%	10%	9%	22%	13%	31%	7%	11%	16%	13%	21%	15%	10%	10%	11%
11-20%	8%	8%	15%	6%	50%	6%	8%	16%	8%	14%	8%	17%	16%	11%
21-30%	6%	6%	0%	0%	1%	3%	6%	7%	18%	7%	15%	10%	12%	11%
31-40%	4%	4%	5%	6%	0%	3%	3%	5%	8%	10%	7%	14%	17%	10%
41-50%	6%	6%	0%	2%	0%	6%	6%	4%	8%	5%	11%	17%	11%	5%
51-60%	1%	1%	0%	0%	5%	0%	1%	1%	3%	5%	3%	5%	5%	6%
61-70%	1%	2%	0%	1%	0%	2%	1%	0%	0%	0%	7%	3%	3%	5%
71-80%	2%	3%	0%	0%	0%	1%	4%	2%	3%	6%	5%	3%	9%	3%
81-90%	4%	4%	7%	0%	0%	6%	1%	8%	0%	1%	0%	1%	2%	2%
91-100%	5%	5%	0%	0%	0%	7%	4%	0%	2%	0%	3%	0%	1%	1%
Don't know	12%	12%	7%	2%	1%	15%	11%	4%	10%	4%	10%	5%	5%	14%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(71.C) And what proportion of your revenue would you estimate comes through online search and/or search advertising?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
None	31%	49%	30%	19%	4%	44%	30%	24%	40%	0%	24%	40%	21%	50%	40%	67%	26%	39%	14%	39%
1-5%	10%	2%	0%	12%	10%	0%	18%	7%	3%	10%	1%	7%	4%	10%	19%	24%	7%	17%	9%	10%
6-10%	10%	10%	70%	13%	0%	0%	8%	13%	24%	5%	14%	12%	0%	7%	6%	0%	9%	5%	14%	11%
11-20%	8%	10%	0%	24%	0%	0%	10%	3%	0%	8%	14%	3%	0%	3%	0%	0%	9%	23%	15%	8%
21-30%	6%	11%	0%	19%	41%	0%	4%	8%	14%	21%	1%	13%	6%	4%	0%	1%	1%	0%	3%	6%
31-40%	4%	10%	0%	3%	14%	0%	4%	4%	7%	4%	7%	6%	0%	2%	4%	5%	0%	0%	5%	6%
41-50%	6%	0%	0%	2%	0%	0%	8%	10%	0%	4%	5%	4%	18%	6%	0%	0%	12%	0%	5%	5%
51-60%	1%	8%	0%	0%	0%	0%	1%	2%	2%	3%	0%	0%	0%	1%	1%	0%	1%	1%	0%	0%
61-70%	1%	0%	0%	0%	0%	0%	0%	0%	1%	11%	0%	0%	0%	0%	1%	0%	3%	0%	2%	5%
71-80%	2%	0%	0%	1%	0%	0%	0%	2%	0%	18%	9%	0%	5%	2%	1%	0%	4%	0%	0%	0%
81-90%	4%	0%	0%	0%	6%	0%	1%	0%	7%	0%	5%	0%	0%	4%	6%	0%	15%	10%	7%	4%
91-100%	5%	0%	0%	0%	0%	0%	0%	12%	0%	11%	4%	0%	24%	5%	0%	0%	7%	0%	4%	0%
Don't know	12%	0%	0%	7%	24%	56%	17%	15%	0%	5%	16%	16%	22%	6%	22%	1%	6%	4%	22%	6%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(72.A) How confident are you in your estimate of the proportion of your revenue that comes from online search and/or search advertising?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Very confident	33%	25%	38%	27%	37%	31%	31%	44%	28%	36%	44%	0%	51%
Somewhat confident	33%	35%	31%	28%	41%	39%	30%	22%	23%	35%	32%	39%	36%
Not very confident	14%	13%	14%	13%	7%	13%	16%	15%	11%	14%	12%	44%	0%
Not at all confident	6%	12%	3%	4%	8%	4%	10%	3%	0%	4%	6%	7%	0%
Don't know	14%	15%	14%	27%	7%	13%	13%	16%	37%	10%	6%	9%	13%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(72.B) How confident are you in your estimate of the proportion of your revenue that comes from online search and/or search advertising?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Very confident	33%	34%	8%	21%	9%	36%	29%	31%	28%	32%	25%	26%	22%	28%
Somewhat confident	33%	33%	32%	38%	82%	26%	35%	44%	46%	44%	55%	58%	59%	45%
Not very confident	14%	14%	4%	22%	7%	14%	16%	10%	16%	15%	8%	10%	9%	15%
Not at all confident	6%	6%	29%	0%	0%	8%	7%	2%	4%	3%	0%	0%	2%	3%
Don't know	14%	14%	27%	19%	1%	17%	13%	13%	6%	5%	12%	6%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(72.C) How confident are you in your estimate of the proportion of your revenue that comes from online search and/or search advertising?

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Very confident	33%	49%	30%	15%	18%	44%	20%	31%	37%	20%	36%	30%	39%	50%	32%	0%	41%	38%	16%	31%
Somewhat confident	33%	28%	70%	50%	40%	0%	31%	35%	34%	59%	35%	19%	19%	25%	36%	10%	36%	30%	36%	38%
Not very confident	14%	2%	0%	26%	27%	0%	23%	13%	13%	7%	8%	16%	7%	11%	24%	24%	17%	15%	18%	10%
Not at all confident	6%	11%	0%	0%	0%	0%	10%	3%	3%	1%	4%	0%	24%	4%	7%	0%	3%	8%	7%	10%
Don't know	14%	10%	0%	9%	16%	56%	15%	18%	12%	14%	17%	34%	11%	10%	0%	65%	3%	9%	22%	11%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(73.A) How much does your company spend on Google Ads in the average year?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Nothing	71%	72%	75%	77%	69%	62%	77%	64%	51%	71%	76%	69%	64%
Under £1,000	10%	9%	9%	9%	15%	12%	6%	12%	28%	5%	10%	20%	0%
£1,001 to £5,000	4%	3%	6%	2%	4%	5%	9%	5%	0%	7%	4%	0%	0%
£5,001 to £10,000	2%	3%	4%	1%	4%	3%	0%	1%	0%	3%	2%	0%	1%
£10,001 to £25,000	2%	2%	2%	4%	1%	1%	1%	1%	0%	3%	0%	0%	1%
£25,001 to £50,000	1%	1%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%	0%
£50,001 to £75,000	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
£75,001 to £100,000	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%
Over £100,000	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not applicable	7%	7%	0%	2%	7%	12%	3%	12%	18%	8%	7%	7%	34%
Don't know	2%	3%	2%	4%	0%	0%	3%	3%	0%	0%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(73.B) How much does your company spend on Google Ads in the average year?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Nothing	71%	72%	74%	36%	18%	82%	72%	58%	34%	37%	18%	15%	13%	18%
Under £1,000	10%	10%	8%	44%	54%	7%	14%	16%	10%	11%	10%	4%	2%	4%
£1,001 to £5,000	4%	4%	9%	0%	6%	2%	2%	9%	19%	11%	13%	13%	8%	4%
£5,001 to £10,000	2%	2%	4%	1%	1%	1%	1%	2%	8%	21%	10%	16%	12%	7%
£10,001 to £25,000	2%	2%	1%	1%	0%	0%	2%	3%	10%	4%	9%	15%	16%	6%
£25,001 to £50,000	1%	0%	4%	0%	1%	0%	0%	0%	0%	7%	13%	12%	11%	12%
£50,001 to £75,000	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%	3%	6%	12%	6%
£75,001 to £100,000	0%	0%	0%	0%	0%	0%	0%	2%	1%	1%	1%	5%	9%	8%
Over £100,000	0%	0%	0%	5%	0%	0%	0%	0%	1%	0%	5%	0%	4%	8%
Not applicable	7%	7%	0%	0%	2%	8%	8%	6%	9%	0%	4%	3%	4%	6%
Don't know	2%	2%	1%	12%	17%	0%	1%	5%	9%	8%	14%	10%	10%	22%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(73.C) How much does your company spend on Google Ads in the average year?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Nothing	71%	51%	100%	62%	16%	100%	56%	67%	86%	67%	55%	65%	86%	80%	59%	67%	73%	65%	78%	77%
Under £1,000	10%	31%	0%	15%	5%	0%	16%	13%	7%	30%	13%	2%	1%	3%	18%	24%	17%	7%	5%	8%
£1,001 to £5,000	4%	8%	0%	1%	0%	0%	2%	2%	2%	1%	16%	11%	0%	4%	6%	0%	0%	12%	5%	1%
£5,001 to £10,000	2%	0%	0%	8%	41%	0%	6%	2%	0%	1%	4%	10%	0%	1%	0%	0%	2%	7%	0%	1%
£10,001 to £25,000	2%	0%	0%	3%	14%	0%	1%	8%	3%	0%	1%	3%	0%	0%	0%	6%	2%	1%	1%	0%
£25,001 to £50,000	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%	1%
£50,001 to £75,000	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
£75,001 to £100,000	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	2%
Over £100,000	0%	0%	0%	0%	6%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Not applicable	7%	10%	0%	8%	0%	0%	11%	6%	1%	0%	4%	3%	7%	7%	16%	2%	3%	8%	10%	9%
Don't know	2%	0%	0%	3%	18%	0%	6%	1%	0%	0%	4%	3%	5%	3%	0%	1%	3%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(74.A) How has your spend on Google Ads changed since the start of lockdown in March 2020, if at all?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Increased by over 100%	1%	0%	2%	0%	0%	0%	0%	0%	28%	0%	1%	0%	0%
Increased by 51-100%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Increased by 26-50%	2%	5%	0%	0%	0%	1%	6%	0%	0%	4%	2%	7%	1%
Increased by 10-25%	3%	6%	1%	1%	10%	6%	1%	2%	0%	1%	1%	8%	0%
Around the same	75%	63%	84%	81%	78%	88%	78%	71%	33%	78%	76%	63%	82%
Decreased by 10-25%	1%	2%	1%	0%	0%	0%	0%	3%	0%	3%	1%	0%	0%
Decreased by 26-50%	0%	0%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Decreased by 51-100%	2%	1%	2%	2%	4%	1%	0%	3%	0%	0%	6%	0%	0%
Decreased by over 100%	1%	0%	0%	0%	0%	0%	3%	1%	18%	0%	0%	0%	0%
Don't know	14%	23%	9%	16%	8%	5%	11%	18%	21%	15%	13%	22%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(74.B) How has your spend on Google Ads changed since the start of lockdown in March 2020, if at all?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Increased by over 100%	1%	1%	1%	0%	0%	1%	2%	0%	1%	0%	1%	1%	2%	1%
Increased by 51-100%	0%	0%	0%	2%	6%	0%	0%	0%	0%	2%	6%	4%	7%	1%
Increased by 26-50%	2%	2%	3%	1%	49%	1%	2%	7%	3%	7%	12%	14%	8%	7%
Increased by 10-25%	3%	3%	4%	1%	6%	2%	2%	5%	12%	13%	11%	22%	18%	16%
Around the same	75%	76%	67%	65%	21%	79%	75%	77%	52%	60%	41%	42%	43%	42%
Decreased by 10-25%	1%	1%	0%	0%	0%	0%	1%	0%	10%	3%	5%	4%	8%	6%
Decreased by 26-50%	0%	0%	0%	10%	0%	0%	0%	0%	1%	1%	1%	5%	1%	1%
Decreased by 51-100%	2%	2%	3%	0%	0%	1%	2%	3%	1%	7%	7%	2%	4%	2%
Decreased by over 100%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%
Don't know	14%	14%	20%	21%	17%	15%	17%	8%	21%	5%	17%	7%	9%	24%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(74.C) How has your spend on Google Ads changed since the start of lockdown in March 2020, if at all?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Increased by over 100%	1%	10%	0%	0%	27%	0%	3%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%
Increased by 51-100%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Increased by 26-50%	2%	11%	0%	15%	0%	0%	1%	0%	8%	0%	9%	3%	0%	1%	0%	0%	0%	6%	1%	1%
Increased by 10-25%	3%	0%	0%	1%	0%	0%	2%	3%	0%	1%	12%	8%	0%	2%	1%	5%	7%	10%	1%	3%
Around the same	75%	79%	100%	66%	41%	100%	70%	63%	79%	89%	77%	51%	82%	79%	58%	29%	81%	66%	77%	84%
Decreased by 10-25%	1%	0%	0%	4%	14%	0%	0%	0%	0%	0%	2%	5%	0%	1%	4%	0%	1%	0%	0%	2%
Decreased by 26-50%	0%	0%	0%	1%	0%	0%	3%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%
Decreased by 51-100%	2%	0%	0%	0%	0%	0%	1%	6%	0%	8%	0%	0%	0%	1%	0%	0%	2%	0%	2%	1%
Decreased by over 100%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	5%	0%	1%	0%	0%	0%	5%	0%	0%
Don't know	14%	0%	0%	12%	18%	0%	19%	28%	12%	1%	1%	25%	17%	12%	36%	65%	8%	12%	18%	8%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(75.A) How has the proportion of your customers that comes from online search and/or search advertising changed since the start of lockdown in March 2020, if at all?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
Significantly increased	1%	0%	0%	0%	3%	0%	3%	3%	9%	0%	1%	0%	0%
Moderately increased	10%	11%	10%	16%	5%	6%	10%	4%	0%	9%	8%	17%	18%
Around the same	66%	64%	76%	57%	70%	71%	65%	71%	62%	69%	55%	68%	52%
Moderately decreased	2%	0%	1%	5%	3%	1%	1%	0%	0%	3%	4%	0%	0%
Significantly decreased	7%	8%	7%	2%	11%	18%	7%	3%	9%	3%	12%	8%	0%
Don't know	14%	17%	7%	21%	8%	4%	15%	18%	18%	17%	19%	7%	30%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(75.B) How has the proportion of your customers that comes from online search and/or search advertising changed since the start of lockdown in March 2020, if at all?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
Significantly increased	1%	1%	1%	2%	0%	1%	0%	4%	1%	1%	2%	10%	6%	11%
Moderately increased	10%	9%	12%	6%	30%	8%	7%	12%	21%	22%	29%	32%	30%	29%
Around the same	66%	66%	65%	66%	67%	69%	67%	68%	48%	58%	42%	47%	49%	37%
Moderately decreased	2%	2%	0%	0%	1%	2%	1%	0%	4%	1%	7%	7%	7%	7%
Significantly decreased	7%	7%	15%	5%	0%	8%	9%	3%	11%	6%	7%	1%	2%	1%
Don't know	14%	14%	7%	20%	2%	13%	17%	13%	15%	11%	13%	3%	6%	15%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(75.C) How has the proportion of your customers that comes from online search and/or search advertising changed since the start of lockdown in March 2020, if at all?

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
Significantly increased	1%	10%	0%	2%	0%	0%	0%	0%	0%	0%	9%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Moderately increased	10%	11%	0%	5%	20%	56%	6%	17%	30%	13%	4%	12%	0%	6%	1%	1%	8%	21%	18%	0%
Around the same	66%	79%	100%	78%	63%	0%	66%	57%	52%	37%	73%	61%	86%	75%	67%	98%	71%	52%	46%	86%
Moderately decreased	2%	0%	0%	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	2%	0%	0%	1%	5%	1%	5%
Significantly decreased	7%	0%	0%	4%	0%	0%	10%	4%	4%	24%	4%	2%	0%	5%	2%	0%	9%	13%	15%	5%
Don't know	14%	0%	0%	9%	17%	44%	16%	22%	14%	25%	10%	24%	14%	11%	30%	1%	11%	9%	19%	3%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(76.A) What proportion of your search advertising budget goes on international or foreign customers?

	Total	Region											
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	1011	191	139	75	76	52	98	85	33	128	78	36	20
Weighted	1011	195	154	87	100	68	82	70	26	98	65	39	27
None	76%	69%	83%	77%	87%	86%	85%	72%	76%	74%	60%	62%	65%
1-5%	5%	5%	8%	4%	4%	0%	3%	4%	10%	4%	11%	15%	0%
6-10%	5%	6%	2%	4%	1%	0%	8%	4%	0%	6%	3%	9%	17%
11-20%	4%	4%	4%	4%	4%	5%	1%	3%	9%	8%	0%	0%	0%
21-30%	1%	2%	0%	1%	0%	1%	0%	0%	2%	1%	0%	8%	0%
31-40%	1%	2%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%
41-50%	1%	2%	0%	0%	0%	0%	0%	1%	0%	0%	3%	6%	0%
51-60%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
61-70%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
71-80%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
81-90%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
91-100%	1%	3%	0%	0%	0%	0%	0%	0%	0%	2%	6%	0%	0%
Don't know	6%	5%	2%	5%	4%	8%	4%	16%	2%	5%	15%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(76.B) What proportion of your search advertising budget goes on international or foreign customers?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	1011	881	33	50	47	188	111	49	69	58	74	100	113	249
Weighted	1011	954	37	11	9	508	285	112	47	39	10	6	2	2
None	76%	76%	82%	65%	27%	83%	75%	72%	59%	46%	34%	23%	21%	24%
1-5%	5%	5%	4%	19%	49%	4%	3%	10%	2%	17%	17%	20%	7%	7%
6-10%	5%	4%	9%	6%	18%	4%	4%	5%	11%	7%	5%	13%	18%	11%
11-20%	4%	4%	0%	2%	0%	3%	6%	2%	8%	4%	7%	9%	11%	14%
21-30%	1%	1%	2%	0%	0%	0%	1%	0%	3%	8%	12%	14%	11%	10%
31-40%	1%	1%	3%	3%	0%	0%	0%	0%	3%	6%	8%	8%	6%	6%
41-50%	1%	1%	0%	5%	5%	0%	1%	6%	1%	1%	2%	5%	9%	2%
51-60%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	2%
61-70%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	2%	3%
71-80%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	3%	1%
81-90%	0%	0%	0%	0%	0%	0%	0%	0%	3%	1%	1%	0%	1%	2%
91-100%	1%	1%	0%	0%	0%	1%	3%	0%	0%	0%	3%	1%	1%	2%
Don't know	6%	6%	0%	1%	0%	5%	7%	6%	11%	7%	10%	4%	9%	16%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(76.C) What proportion of your search advertising budget goes on international or foreign customers?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	1011	13	2	110	9	3	67	86	37	31	91	109	22	132	23	32	63	52	58	68
Weighted	1011	25	0	31	0	4	72	85	22	41	56	44	46	175	33	8	76	45	136	105
None	76%	82%	30%	69%	9%	100%	80%	80%	72%	70%	69%	55%	84%	74%	81%	69%	81%	90%	76%	77%
1-5%	5%	10%	0%	17%	6%	0%	4%	4%	3%	0%	7%	4%	0%	6%	11%	24%	4%	1%	5%	6%
6-10%	5%	8%	0%	4%	41%	0%	2%	3%	10%	9%	4%	6%	0%	8%	2%	1%	1%	7%	4%	2%
11-20%	4%	0%	70%	3%	12%	0%	4%	2%	4%	0%	9%	1%	0%	4%	6%	0%	7%	1%	4%	4%
21-30%	1%	0%	0%	2%	0%	0%	1%	1%	0%	0%	4%	5%	6%	0%	0%	5%	0%	0%	0%	0%
31-40%	1%	0%	0%	0%	0%	0%	0%	2%	0%	3%	1%	3%	0%	0%	0%	0%	0%	0%	0%	2%
41-50%	1%	0%	0%	1%	14%	0%	0%	0%	1%	5%	0%	2%	0%	1%	0%	0%	1%	0%	0%	4%
51-60%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
61-70%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
71-80%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
81-90%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
91-100%	1%	0%	0%	0%	5%	0%	0%	0%	9%	0%	0%	12%	0%	1%	0%	0%	3%	0%	0%	0%
Don't know	6%	0%	0%	2%	13%	0%	9%	9%	0%	12%	6%	10%	10%	5%	0%	1%	3%	0%	9%	5%

Note:

BASE: All Respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(77.A) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £5?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	210	37	32	14	25	10	16	24	7	23	14	3	5
Weighted	166	20	27	16	25	13	14	15	5	12	11	3	5
I would give up access to Google Search for my business, in return for £5	23%	8%	39%	28%	17%	0%	19%	40%	45%	17%	38%	0%	0%
I would keep access to Google Search for my business	58%	91%	40%	23%	71%	76%	58%	43%	45%	83%	5%	100%	100%
Don't know	19%	1%	21%	50%	12%	24%	23%	17%	10%	1%	57%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(77.B) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £5?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	210	170	6	22	12	27	18	13	18	9	16	24	29	56
Weighted	166	156	6	3	1	70	44	27	13	6	2	2	1	0
I would give up access to Google Search for my business, in return for £5	23%	21%	64%	21%	6%	21%	31%	18%	16%	27%	9%	22%	17%	19%
I would keep access to Google Search for my business	58%	59%	36%	58%	72%	56%	51%	65%	71%	56%	63%	71%	77%	66%
Don't know	19%	20%	0%	21%	22%	23%	18%	17%	12%	17%	28%	7%	5%	15%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(77.C) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £5?

	Sector																			
	Total	Agriculture, Mining & forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	210	3	0	28	4	0	17	14	5	7	16	26	4	26	2	6	18	15	8	10
Weighted	166	5	0	4	0	0	17	14	4	10	5	14	5	26	2	0	14	10	16	18
I would give up access to Google Search for my business, in return for £5	23%	50%	NaN%	0%	0%	NaN%	0%	11%	31%	20%	55%	15%	33%	100%	0%	3%	25%	27%	32%	
I would keep access to Google Search for my business	58%	39%	NaN%	99%	75%	NaN%	47%	62%	3%	26%	45%	83%	25%	56%	0%	100%	92%	74%	43%	67%
Don't know	19%	11%	NaN%	1%	25%	NaN%	52%	27%	66%	54%	0%	1%	42%	11%	0%	0%	5%	1%	30%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(78.A) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £10?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	213	35	36	20	20	13	24	12	7	21	16	5	4
Weighted	253	47	45	24	33	22	24	12	4	20	17	1	5
I would give up access to Google Search for my business, in return for £10	35%	35%	32%	50%	23%	38%	56%	56%	0%	31%	27%	0%	0%
I would keep access to Google Search for my business	46%	41%	34%	40%	67%	52%	44%	35%	100%	49%	28%	99%	100%
Don't know	19%	23%	33%	10%	10%	11%	0%	8%	0%	21%	46%	1%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(78.B) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £10?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	213	186	9	10	8	50	21	16	17	17	17	16	17	42
Weighted	253	233	10	5	5	131	61	36	11	10	2	1	0	0
I would give up access to Google Search for my business, in return for £10	35%	34%	95%	11%	0%	44%	33%	24%	11%	22%	29%	18%	12%	13%
I would keep access to Google Search for my business	46%	46%	5%	80%	100%	41%	38%	60%	76%	73%	57%	64%	79%	80%
Don't know	19%	20%	0%	9%	0%	16%	29%	16%	13%	5%	14%	18%	9%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(78.C) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £10?

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	213	2	0	24	1	0	15	26	8	5	20	24	5	22	4	5	17	8	16	11
Weighted	253	4	0	14	0	0	22	25	6	3	12	19	16	35	5	2	26	6	39	20
I would give up access to Google Search for my business, in return for £10	35%	0%	NaN%	38%	100%	NaN%	10%	38%	44%	0%	51%	8%	35%	61%	42%	18%	47%	43%	33%	32%
I would keep access to Google Search for my business	46%	0%	NaN%	41%	0%	NaN%	68%	46%	29%	100%	49%	64%	65%	21%	5%	82%	30%	48%	62%	39%
Don't know	19%	100%	NaN%	22%	0%	NaN%	22%	16%	27%	0%	1%	29%	0%	18%	53%	0%	24%	9%	5%	30%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(79.A) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £20?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	198	39	21	14	12	14	20	10	5	36	18	8	1
Weighted	197	29	22	17	17	23	17	8	3	33	17	12	0
I would give up access to Google Search for my business, in return for £20	27%	24%	9%	65%	40%	10%	30%	57%	1%	34%	25%	0%	0%
I would keep access to Google Search for my business	52%	58%	79%	21%	20%	32%	64%	43%	97%	54%	63%	75%	100%
Don't know	21%	19%	11%	14%	39%	58%	7%	0%	2%	12%	12%	25%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(79.B) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £20?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	198	180	6	5	7	42	21	8	12	13	12	19	25	46
Weighted	197	192	4	0	1	107	51	18	9	8	2	1	0	0
I would give up access to Google Search for my business, in return for £20	27%	27%	58%	30%	3%	33%	16%	41%	5%	26%	36%	6%	27%	20%
I would keep access to Google Search for my business	52%	52%	42%	70%	96%	53%	46%	33%	77%	74%	64%	91%	64%	71%
Don't know	21%	21%	0%	0%	1%	14%	38%	26%	18%	0%	0%	3%	9%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(79.C) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £20?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	198	2	0	18	0	1	12	22	7	3	23	23	4	25	3	4	10	13	8	20
Weighted	197	3	0	5	0	0	14	33	3	1	7	6	7	36	4	0	14	11	22	29
I would give up access to Google Search for my business, in return for £20	27%	0%	NaN%	5%	NaN%	0%	32%	41%	80%	0%	1%	3%	0%	41%	0%	97%	3%	51%	25%	22%
I would keep access to Google Search for my business	52%	82%	NaN%	4%	NaN%	100%	51%	45%	20%	99%	56%	96%	27%	41%	100%	3%	73%	49%	75%	43%
Don't know	21%	18%	NaN%	91%	NaN%	0%	18%	13%	0%	1%	43%	1%	73%	18%	0%	0%	24%	0%	0%	35%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(80.A) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £50?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	211	41	31	17	17	11	21	18	3	28	11	9	4
Weighted	231	61	30	23	25	11	18	14	5	17	14	9	5
I would give up access to Google Search for my business, in return for £50	41%	36%	42%	52%	32%	28%	54%	47%	50%	30%	41%	35%	96%
I would keep access to Google Search for my business	39%	37%	50%	24%	43%	44%	46%	37%	50%	40%	45%	33%	4%
Don't know	20%	27%	8%	25%	25%	28%	0%	16%	0%	31%	15%	33%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(80.B) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £50?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	211	183	5	10	13	45	21	11	14	8	26	15	23	48
Weighted	231	220	5	5	1	125	60	25	10	6	3	1	0	0
I would give up access to Google Search for my business, in return for £50	41%	42%	0%	45%	3%	48%	37%	31%	16%	30%	23%	16%	35%	17%
I would keep access to Google Search for my business	39%	37%	100%	51%	97%	35%	31%	45%	84%	70%	70%	84%	58%	75%
Don't know	20%	21%	0%	3%	0%	17%	32%	23%	0%	0%	7%	0%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(80.C) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £50?

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	211	2	1	19	2	2	9	16	10	11	27	16	6	25	3	11	14	9	14	13
Weighted	231	5	0	1	0	2	8	19	8	17	23	7	14	32	5	0	14	13	45	15
I would give up access to Google Search for my business, in return for £50	41%	0%	0%	32%	73%	99%	0%	53%	6%	29%	48%	10%	48%	48%	0%	7%	79%	30%	49%	36%
I would keep access to Google Search for my business	39%	54%	100%	57%	27%	1%	74%	37%	94%	35%	39%	90%	1%	23%	35%	93%	21%	27%	44%	50%
Don't know	20%	46%	0%	11%	0%	0%	25%	10%	0%	36%	12%	0%	50%	30%	65%	0%	0%	43%	7%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(81.A) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £100?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	167	35	25	12	8	6	10	21	3	22	18	5	2
Weighted	164	27	28	17	13	11	9	10	5	20	17	3	5
I would give up access to Google Search for my business, in return for £100	38%	21%	61%	57%	28%	27%	1%	42%	0%	62%	27%	97%	0%
I would keep access to Google Search for my business	28%	34%	12%	23%	12%	0%	99%	12%	100%	28%	48%	3%	4%
Don't know	33%	45%	27%	20%	60%	73%	0%	46%	0%	10%	24%	0%	96%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(81.B) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £100?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	167	149	3	10	5	32	17	9	15	13	9	17	19	36
Weighted	164	158	2	3	0	82	42	19	10	8	1	1	0	0
I would give up access to Google Search for my business, in return for £100	38%	37%	100%	59%	90%	48%	35%	30%	0%	25%	21%	25%	25%	20%
I would keep access to Google Search for my business	28%	29%	0%	18%	5%	20%	17%	41%	83%	59%	79%	64%	75%	68%
Don't know	33%	34%	0%	23%	5%	31%	48%	28%	17%	16%	0%	11%	0%	13%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(81.C) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £100?

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	167	3	0	18	1	1	9	10	8	6	15	22	6	19	6	0	10	6	13	12
Weighted	164	5	0	6	0	2	11	5	4	3	8	9	10	27	11	0	8	9	25	17
I would give up access to Google Search for my business, in return for £100	38%	43%	NaN%	48%	0%	100%	58%	87%	16%	0%	25%	39%	19%	33%	48%	NaN%	42%	20%	35%	39%
I would keep access to Google Search for my business	28%	57%	NaN%	20%	100%	0%	24%	3%	42%	99%	16%	60%	29%	9%	1%	NaN%	25%	22%	53%	31%
Don't know	33%	0%	NaN%	32%	0%	0%	18%	10%	43%	1%	59%	0%	52%	58%	51%	NaN%	33%	58%	12%	30%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(82.A) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £200?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	215	46	26	8	16	10	24	16	10	28	15	8	8
Weighted	227	56	31	9	22	9	13	20	5	25	13	9	14
I would give up access to Google Search for my business, in return for £200	50%	63%	47%	17%	63%	97%	45%	59%	45%	31%	19%	0%	66%
I would keep access to Google Search for my business	34%	29%	29%	61%	18%	3%	51%	20%	11%	44%	78%	100%	2%
Don't know	16%	8%	24%	22%	19%	0%	4%	22%	44%	26%	3%	0%	33%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(82.B) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £200?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	215	185	7	12	11	40	26	8	15	11	14	19	25	57
Weighted	227	215	10	1	1	121	66	19	10	9	2	1	0	0
I would give up access to Google Search for my business, in return for £200	50%	50%	62%	11%	41%	49%	62%	39%	23%	39%	5%	48%	40%	12%
I would keep access to Google Search for my business	34%	34%	38%	11%	58%	37%	21%	28%	57%	52%	88%	40%	51%	77%
Don't know	16%	17%	0%	79%	1%	14%	17%	33%	20%	9%	6%	12%	9%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(82.C) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £200?

	Sector																			
	Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	215	4	1	22	2	1	13	22	9	8	14	22	1	27	5	6	17	11	13	16
Weighted	227	10	0	7	0	2	15	22	3	14	15	8	5	41	6	0	22	6	26	26
I would give up access to Google Search for my business, in return for £200	50%	0%	0%	57%	0%	0%	4%	49%	75%	95%	77%	57%	100%	39%	97%	0%	50%	9%	54%	57%
I would keep access to Google Search for my business	34%	55%	100%	16%	30%	0%	77%	21%	25%	5%	22%	35%	0%	50%	3%	100%	36%	81%	38%	12%
Don't know	16%	45%	0%	27%	70%	100%	19%	31%	0%	0%	0%	7%	0%	11%	0%	0%	13%	10%	8%	31%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(83.A) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £500?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	200	37	31	16	13	8	21	18	6	27	13	7	3
Weighted	240	54	39	16	28	12	17	18	7	18	12	11	8
I would give up access to Google Search for my business, in return for £500	69%	55%	72%	62%	87%	99%	58%	87%	66%	59%	82%	75%	44%
I would keep access to Google Search for my business	20%	45%	8%	38%	1%	1%	41%	1%	34%	16%	1%	25%	0%
Don't know	10%	0%	20%	0%	12%	0%	1%	12%	0%	24%	16%	0%	56%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(83.B) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £500?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	200	180	5	5	10	38	37	5	9	13	9	28	17	44
Weighted	240	236	1	2	1	109	99	12	5	11	1	2	0	0
I would give up access to Google Search for my business, in return for £500	69%	70%	94%	0%	1%	64%	78%	69%	44%	70%	30%	24%	28%	24%
I would keep access to Google Search for my business	20%	19%	5%	100%	99%	21%	15%	31%	48%	25%	61%	69%	62%	68%
Don't know	10%	11%	1%	0%	0%	15%	7%	0%	8%	5%	9%	7%	10%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(83.C) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £500?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	200	3	1	17	1	0	8	15	5	7	16	24	6	32	7	4	14	12	15	13
Weighted	240	5	0	2	0	0	10	8	3	16	13	7	18	52	13	0	20	11	39	24
I would give up access to Google Search for my business, in return for £500	69%	99%	0%	30%	0%	NaN%	48%	66%	17%	85%	61%	85%	100%	82%	81%	0%	58%	65%	40%	75%
I would keep access to Google Search for my business	20%	1%	100%	62%	100%	NaN%	8%	33%	4%	15%	2%	15%	0%	12%	0%	86%	42%	35%	49%	11%
Don't know	10%	0%	0%	8%	0%	NaN%	44%	1%	79%	0%	36%	0%	0%	6%	19%	14%	0%	0%	11%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(84.A) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £1,000?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	202	34	26	15	15	11	18	18	5	28	22	6	4
Weighted	160	19	28	18	10	11	16	12	0	21	11	11	5
I would give up access to Google Search for my business, in return for £1,000	71%	96%	66%	86%	78%	22%	50%	80%	24%	77%	59%	74%	100%
I would keep access to Google Search for my business	21%	3%	24%	14%	20%	30%	50%	20%	24%	13%	23%	26%	0%
Don't know	8%	1%	9%	0%	2%	48%	0%	0%	51%	10%	18%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(84.B) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £1,000?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	202	174	7	7	14	31	18	10	10	10	14	24	23	62
Weighted	160	144	10	0	6	78	40	24	6	7	2	1	0	1
I would give up access to Google Search for my business, in return for £1,000	71%	70%	77%	72%	98%	81%	66%	67%	64%	43%	30%	31%	41%	27%
I would keep access to Google Search for my business	21%	22%	22%	24%	2%	13%	23%	24%	36%	57%	53%	57%	43%	60%
Don't know	8%	8%	1%	4%	0%	6%	11%	9%	0%	0%	16%	12%	17%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(84.C) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £1,000?

		Sector																		
Total		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	202	2	1	27	3	0	19	17	8	5	15	17	4	30	6	9	11	7	5	15
Weighted	160	4	0	12	0	0	11	16	10	5	5	3	0	31	8	0	14	3	13	22
I would give up access to Google Search for my business, in return for £1,000	71%	0%	100%	92%	19%	NaN%	14%	69%	27%	99%	83%	2%	8%	87%	68%	26%	79%	94%	81%	100%
I would keep access to Google Search for my business	21%	100%	0%	7%	43%	NaN%	63%	31%	53%	0%	17%	97%	92%	5%	8%	71%	0%	6%	19%	0%
Don't know	8%	0%	0%	0%	38%	NaN%	22%	1%	21%	1%	0%	1%	0%	9%	24%	3%	21%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(85.A) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £2,000?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	189	32	29	17	17	6	16	11	10	17	18	10	6
Weighted	175	43	32	14	16	2	12	7	11	15	9	6	8
I would give up access to Google Search for my business, in return for £2,000	55%	33%	73%	42%	85%	7%	82%	68%	72%	56%	23%	52%	43%
I would keep access to Google Search for my business	16%	4%	6%	18%	15%	93%	18%	2%	27%	30%	55%	48%	3%
Don't know	29%	63%	21%	39%	0%	0%	0%	31%	1%	13%	22%	0%	54%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(85.B) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £2,000?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	189	161	9	11	8	29	17	11	17	10	14	16	24	51
Weighted	175	160	11	2	2	85	44	25	12	6	2	1	0	0
I would give up access to Google Search for my business, in return for £2,000	55%	56%	51%	11%	93%	63%	47%	55%	49%	25%	47%	33%	49%	34%
I would keep access to Google Search for my business	16%	16%	0%	89%	7%	9%	14%	14%	40%	75%	48%	67%	44%	59%
Don't know	29%	28%	49%	0%	0%	28%	40%	31%	10%	0%	5%	0%	7%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(85.C) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £2,000?

	Sector																			
Total	Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities	
Unweighted	189	1	0	20	1	1	12	17	3	6	18	21	4	29	4	10	7	13	8	14
Weighted	175	0	0	3	0	2	12	16	1	7	9	10	13	35	5	8	8	5	15	27
I would give up access to Google Search for my business, in return for £2,000	55%	0%	NaN%	74%	0%	100%	23%	42%	99%	82%	53%	9%	59%	63%	53%	0%	46%	97%	31%	92%
I would keep access to Google Search for my business	16%	100%	NaN%	25%	100%	0%	25%	18%	1%	18%	26%	34%	0%	15%	47%	27%	27%	3%	16%	1%
Don't know	29%	0%	NaN%	1%	0%	0%	52%	40%	0%	0%	21%	57%	41%	22%	0%	72%	27%	0%	53%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(86.A) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £5,000?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	217	46	21	17	9	15	26	22	10	26	11	11	3
Weighted	210	34	28	21	11	23	24	25	7	15	10	12	0
I would give up access to Google Search for my business, in return for £5,000	81%	94%	71%	90%	98%	74%	89%	73%	66%	49%	80%	95%	89%
I would keep access to Google Search for my business	7%	5%	8%	1%	2%	13%	0%	9%	1%	35%	0%	5%	0%
Don't know	12%	1%	20%	9%	0%	13%	11%	18%	33%	17%	20%	0%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(86.B) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £5,000?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector organisation or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	217	194	9	8	6	42	26	7	11	12	17	22	24	56
Weighted	210	194	16	0	1	108	64	18	8	8	2	1	0	0
I would give up access to Google Search for my business, in return for £5,000	81%	79%	100%	25%	79%	88%	70%	100%	48%	80%	62%	50%	33%	26%
I would keep access to Google Search for my business	7%	8%	0%	75%	4%	4%	8%	0%	47%	13%	29%	41%	55%	52%
Don't know	12%	13%	0%	0%	17%	8%	22%	0%	5%	7%	8%	9%	12%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(86.C) Imagine you had to choose between the following options. Would you prefer your business to keep access to Google Search, or have it go without access to Google Search for one month and get paid £5,000?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	217	4	0	27	3	0	20	13	11	4	18	23	4	29	6	9	8	10	16	12
Weighted	210	8	0	9	0	0	25	13	3	6	16	7	3	36	7	6	11	16	33	13
I would give up access to Google Search for my business, in return for £5,000	81%	63%	NaN%	96%	62%	NaN%	88%	99%	79%	98%	86%	64%	83%	66%	93%	98%	63%	96%	91%	46%
I would keep access to Google Search for my business	7%	0%	NaN%	4%	10%	NaN%	12%	1%	17%	2%	14%	36%	17%	1%	0%	2%	19%	4%	2%	21%
Don't know	12%	37%	NaN%	1%	28%	NaN%	0%	0%	4%	0%	1%	0%	0%	33%	7%	0%	18%	1%	8%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(87.A) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £5?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	194	33	27	12	18	13	14	15	7	21	17	9	8
Weighted	185	29	31	9	28	18	12	15	1	9	11	9	14
I would take my business off Google Maps and Google My Business, in return for £5	30%	24%	33%	5%	25%	16%	68%	44%	2%	1%	61%	33%	33%
I would keep my business on Google Maps and Google My Business	47%	38%	43%	50%	63%	47%	32%	41%	95%	77%	20%	35%	67%
Don't know	22%	38%	24%	46%	12%	36%	0%	15%	3%	23%	19%	32%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(87.B) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £5?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	194	163	5	16	10	25	24	11	13	14	9	23	27	48
Weighted	185	177	3	1	4	72	62	28	10	10	1	1	0	0
I would take my business off Google Maps and Google My Business, in return for £5	30%	28%	91%	63%	96%	27%	40%	22%	18%	32%	0%	12%	23%	29%
I would keep my business on Google Maps and Google My Business	47%	49%	8%	35%	4%	61%	24%	50%	71%	50%	92%	81%	70%	50%
Don't know	22%	23%	2%	2%	0%	11%	36%	28%	11%	18%	8%	7%	7%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(87.C) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £5?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	194	3	0	18	5	0	14	16	6	2	25	26	5	18	5	8	17	11	9	6
Weighted	185	5	0	11	0	0	19	15	2	1	14	12	10	22	7	0	25	8	28	6
I would take my business off Google Maps and Google My Business, in return for £5	30%	50%	NaN%	46%	0%	NaN%	21%	20%	0%	0%	34%	15%	44%	31%	0%	8%	50%	60%	24%	0%
I would keep my business on Google Maps and Google My Business	47%	0%	NaN%	31%	66%	NaN%	52%	56%	74%	100%	65%	63%	56%	47%	55%	72%	21%	40%	51%	69%
Don't know	22%	50%	NaN%	23%	34%	NaN%	27%	23%	26%	0%	1%	22%	0%	22%	45%	21%	30%	0%	26%	31%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(88.A) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £10?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	171	25	31	20	9	5	25	14	7	18	12	3	2
Weighted	180	22	41	28	26	1	16	8	2	14	9	9	5
I would take my business off Google Maps and Google My Business, in return for £10	40%	12%	52%	42%	37%	0%	50%	86%	3%	14%	68%	0%	100%
I would keep my business on Google Maps and Google My Business	39%	34%	29%	38%	50%	77%	50%	13%	97%	46%	10%	100%	0%
Don't know	21%	54%	19%	21%	13%	23%	0%	0%	0%	40%	22%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(88.B) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £10?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	171	152	8	6	5	37	17	13	9	10	14	12	20	39
Weighted	180	171	6	2	0	98	42	25	6	6	2	1	0	0
I would take my business off Google Maps and Google My Business, in return for £10	40%	38%	90%	88%	41%	38%	50%	41%	16%	45%	0%	44%	14%	13%
I would keep my business on Google Maps and Google My Business	39%	41%	10%	10%	59%	38%	32%	45%	55%	46%	88%	52%	75%	79%
Don't know	21%	22%	0%	1%	0%	24%	19%	14%	29%	9%	12%	5%	11%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(88.C) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken off those services for one month and get paid £10?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	171	1	0	17	0	0	13	16	6	11	19	15	3	21	3	5	12	8	7	14
Weighted	180	1	0	2	0	0	24	18	3	13	15	1	8	33	7	0	10	10	18	19
I would take my business off Google Maps and Google My Business, in return for £10	40%	0%	NaN%	4%	NaN%	NaN%	37%	62%	0%	20%	37%	0%	0%	45%	50%	4%	49%	90%	34%	31%
I would keep my business on Google Maps and Google My Business	39%	0%	NaN%	92%	NaN%	NaN%	53%	38%	24%	52%	36%	99%	34%	38%	0%	96%	51%	5%	36%	48%
Don't know	21%	100%	NaN%	5%	NaN%	NaN%	10%	0%	76%	28%	27%	1%	66%	17%	50%	0%	0%	5%	30%	21%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(89.A) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £20?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	214	45	25	10	23	9	18	17	5	38	14	7	3
Weighted	169	28	18	8	28	11	20	6	0	33	16	1	0
I would take my business off Google Maps and Google My Business, in return for £20	36%	45%	48%	6%	28%	53%	78%	31%	0%	20%	13%	0%	65%
I would keep my business on Google Maps and Google My Business	44%	16%	51%	75%	44%	47%	7%	58%	35%	56%	87%	100%	35%
Don't know	19%	38%	1%	19%	28%	0%	16%	11%	65%	24%	0%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(89.B) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £20?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	214	193	3	8	10	27	19	12	16	15	14	28	23	60
Weighted	169	166	1	2	0	73	51	22	10	9	2	2	0	1
I would take my business off Google Maps and Google My Business, in return for £20	36%	37%	76%	0%	84%	51%	19%	46%	13%	30%	29%	24%	23%	17%
I would keep my business on Google Maps and Google My Business	44%	44%	22%	64%	14%	31%	56%	40%	77%	57%	42%	71%	68%	73%
Don't know	19%	19%	2%	36%	2%	18%	25%	14%	10%	13%	30%	5%	10%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(89.C) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £20?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	214	1	1	22	3	0	15	20	9	12	17	23	1	25	7	5	16	11	12	13
Weighted	169	2	0	4	0	0	11	23	7	13	4	12	0	25	8	1	22	8	21	10
I would take my business off Google Maps and Google My Business, in return for £20	36%	0%	0%	64%	23%	NaN%	0%	31%	69%	0%	66%	10%	0%	69%	31%	97%	25%	54%	39%	55%
I would keep my business on Google Maps and Google My Business	44%	100%	100%	32%	27%	NaN%	80%	45%	31%	83%	34%	40%	100%	31%	69%	3%	30%	46%	38%	23%
Don't know	19%	0%	0%	4%	51%	NaN%	20%	24%	0%	17%	0%	49%	0%	1%	0%	0%	45%	0%	22%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(90.A) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £50?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	201	46	31	14	9	12	23	14	7	21	14	6	4
Weighted	223	44	40	14	13	12	25	15	5	18	15	9	13
I would take my business off Google Maps and Google My Business, in return for £50	52%	56%	55%	56%	2%	72%	51%	71%	44%	45%	24%	61%	72%
I would keep my business on Google Maps and Google My Business	29%	19%	25%	29%	71%	2%	49%	29%	55%	8%	49%	8%	28%
Don't know	19%	25%	20%	15%	27%	26%	0%	0%	0%	47%	27%	31%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(90.B) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £50?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	201	179	9	7	6	37	30	10	11	9	17	22	21	44
Weighted	223	204	11	3	5	101	78	25	7	7	2	1	0	0
I would take my business off Google Maps and Google My Business, in return for £50	52%	50%	77%	10%	98%	65%	45%	41%	0%	51%	40%	25%	14%	30%
I would keep my business on Google Maps and Google My Business	29%	29%	23%	90%	2%	25%	22%	42%	77%	41%	47%	75%	82%	63%
Don't know	19%	21%	0%	0%	0%	10%	34%	17%	23%	8%	13%	0%	4%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(90.C) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken off those services for one month and get paid £50?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	201	4	0	18	2	1	13	20	6	3	21	28	4	31	7	4	10	5	12	10
Weighted	223	7	0	7	0	0	10	26	6	7	14	6	8	46	7	6	15	3	32	21
I would take my business off Google Maps and Google My Business, in return for £50	52%	33%	NaN%	67%	0%	0%	47%	48%	0%	0%	63%	23%	0%	54%	70%	99%	35%	100%	84%	43%
I would keep my business on Google Maps and Google My Business	29%	67%	NaN%	3%	100%	100%	24%	21%	98%	100%	20%	33%	7%	25%	30%	1%	52%	0%	16%	29%
Don't know	19%	0%	NaN%	29%	0%	0%	29%	31%	2%	0%	18%	45%	93%	20%	0%	0%	13%	0%	0%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(91.A) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £100?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	204	33	27	17	17	13	18	20	5	23	19	9	3
Weighted	199	20	29	19	23	18	21	17	7	17	13	9	5
I would take my business off Google Maps and Google My Business, in return for £100	54%	35%	74%	59%	42%	34%	70%	66%	66%	25%	46%	68%	96%
I would keep my business on Google Maps and Google My Business	25%	31%	9%	19%	31%	34%	15%	19%	0%	57%	39%	32%	4%
Don't know	21%	34%	17%	22%	27%	33%	15%	15%	34%	18%	15%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(91.B) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £100?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	204	171	8	13	12	40	23	9	14	10	18	20	24	46
Weighted	199	190	3	4	2	101	59	21	9	5	2	1	0	0
I would take my business off Google Maps and Google My Business, in return for £100	54%	54%	61%	54%	64%	61%	59%	39%	7%	31%	30%	23%	16%	32%
I would keep my business on Google Maps and Google My Business	25%	25%	39%	19%	35%	18%	18%	48%	69%	41%	59%	65%	70%	58%
Don't know	21%	21%	0%	27%	0%	21%	22%	13%	24%	27%	11%	11%	14%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(91.C) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £100?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	204	5	1	14	2	1	12	16	13	7	10	26	5	28	2	7	14	15	16	10
Weighted	199	10	0	5	0	2	10	6	13	4	9	14	18	29	6	2	13	13	28	17
I would take my business off Google Maps and Google My Business, in return for £100	54%	76%	0%	53%	100%	0%	22%	61%	34%	0%	24%	16%	70%	84%	42%	96%	68%	89%	57%	33%
I would keep my business on Google Maps and Google My Business	25%	0%	100%	38%	0%	0%	37%	37%	43%	37%	29%	37%	30%	7%	0%	4%	28%	11%	14%	60%
Don't know	21%	24%	0%	9%	0%	100%	41%	2%	22%	63%	47%	47%	0%	8%	58%	0%	4%	0%	28%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(92.A) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £200?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	206	38	32	13	14	8	18	15	6	33	14	10	5
Weighted	187	47	31	17	9	6	8	16	3	24	13	9	4
I would take my business off Google Maps and Google My Business, in return for £200	54%	62%	54%	54%	82%	49%	32%	67%	81%	59%	30%	32%	0%
I would keep my business on Google Maps and Google My Business	32%	26%	36%	34%	18%	14%	35%	17%	19%	32%	37%	68%	100%
Don't know	13%	12%	10%	11%	0%	37%	33%	16%	0%	9%	33%	0%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(92.B) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £200?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	206	175	8	10	13	34	20	8	22	11	21	15	21	54
Weighted	187	170	16	1	1	91	50	19	16	6	3	1	0	0
I would take my business off Google Maps and Google My Business, in return for £200	54%	56%	35%	5%	5%	54%	71%	48%	35%	21%	21%	21%	19%	31%
I would keep my business on Google Maps and Google My Business	32%	31%	50%	13%	93%	31%	21%	30%	55%	71%	69%	62%	63%	61%
Don't know	13%	13%	15%	82%	2%	16%	8%	22%	10%	8%	10%	17%	19%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(92.C) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £200?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	206	4	0	24	2	0	12	15	7	10	19	27	4	22	6	8	8	13	9	15
Weighted	187	10	0	4	0	0	15	13	3	17	16	10	7	26	9	0	6	7	21	21
I would take my business off Google Maps and Google My Business, in return for £200	54%	46%	NaN%	20%	77%	NaN%	63%	57%	17%	32%	94%	63%	98%	42%	39%	22%	90%	54%	41%	59%
I would keep my business on Google Maps and Google My Business	32%	54%	NaN%	76%	23%	NaN%	21%	43%	1%	57%	6%	30%	2%	50%	38%	72%	1%	9%	22%	38%
Don't know	13%	0%	NaN%	4%	0%	NaN%	16%	0%	82%	11%	0%	7%	0%	8%	23%	5%	8%	37%	37%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(93.A) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £500?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	206	36	26	17	12	12	18	18	10	26	18	9	4
Weighted	220	40	31	21	15	23	16	16	8	19	17	9	5
I would take my business off Google Maps and Google My Business, in return for £500	65%	56%	57%	72%	94%	89%	70%	67%	58%	44%	49%	66%	100%
I would keep my business on Google Maps and Google My Business	15%	17%	20%	19%	6%	1%	14%	6%	42%	24%	15%	1%	0%
Don't know	20%	26%	23%	9%	0%	10%	17%	27%	0%	32%	36%	33%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(93.B) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £500?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	206	183	7	8	8	46	25	7	12	10	14	15	24	53
Weighted	220	211	7	2	0	121	63	17	10	6	2	1	0	0
I would take my business off Google Maps and Google My Business, in return for £500	65%	66%	63%	3%	7%	70%	71%	51%	18%	38%	58%	30%	15%	32%
I would keep my business on Google Maps and Google My Business	15%	14%	8%	97%	48%	11%	10%	23%	40%	42%	37%	48%	70%	58%
Don't know	20%	20%	29%	0%	44%	18%	19%	26%	42%	20%	5%	22%	15%	10%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(93.C) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £500?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	206	3	0	28	2	1	12	16	7	1	17	16	5	29	2	11	15	11	14	15
Weighted	220	6	0	8	0	2	12	16	2	2	12	4	10	42	0	2	30	13	27	31
I would take my business off Google Maps and Google My Business, in return for £500	65%	48%	NaN%	64%	0%	100%	36%	61%	50%	100%	49%	52%	79%	82%	89%	2%	64%	41%	61%	84%
I would keep my business on Google Maps and Google My Business	15%	42%	NaN%	11%	53%	0%	13%	1%	50%	0%	34%	46%	21%	1%	11%	98%	28%	0%	25%	2%
Don't know	20%	10%	NaN%	25%	47%	0%	51%	38%	0%	0%	17%	2%	0%	17%	0%	0%	7%	58%	14%	14%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(94.A) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £1,000?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	218	54	25	14	17	11	19	22	7	29	14	5	1
Weighted	236	74	30	17	14	16	11	20	8	30	7	9	0
I would take my business off Google Maps and Google My Business, in return for £1,000	66%	63%	71%	58%	75%	94%	70%	54%	31%	66%	64%	69%	100%
I would keep my business on Google Maps and Google My Business	17%	15%	21%	17%	20%	6%	24%	12%	38%	21%	30%	0%	0%
Don't know	17%	21%	8%	26%	6%	0%	6%	34%	31%	13%	6%	31%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(94.B) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £1,000?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	218	189	7	9	13	40	27	10	13	15	15	27	19	52
Weighted	236	223	8	3	1	115	68	27	10	11	2	2	0	0
I would take my business off Google Maps and Google My Business, in return for £1,000	66%	65%	99%	1%	56%	76%	63%	61%	41%	22%	19%	37%	27%	44%
I would keep my business on Google Maps and Google My Business	17%	18%	0%	3%	36%	16%	10%	6%	44%	56%	66%	57%	59%	38%
Don't know	17%	17%	0%	96%	8%	8%	28%	32%	14%	22%	15%	6%	14%	18%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(94.C) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken off those services for one month and get paid £1,000?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	218	5	1	23	0	0	16	17	5	5	20	26	7	34	5	4	6	12	9	22
Weighted	236	9	0	7	0	0	12	18	1	10	9	13	11	40	10	0	12	9	28	44
I would take my business off Google Maps and Google My Business, in return for £1,000	66%	46%	0%	93%	NaN%	NaN%	47%	35%	11%	78%	58%	28%	88%	85%	78%	34%	49%	8%	70%	80%
I would keep my business on Google Maps and Google My Business	17%	26%	100%	5%	NaN%	NaN%	49%	25%	62%	22%	11%	44%	12%	4%	2%	66%	45%	7%	7%	15%
Don't know	17%	28%	0%	2%	NaN%	NaN%	4%	40%	27%	0%	32%	27%	0%	12%	20%	0%	6%	85%	22%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(95.A) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £2,000?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	206	32	27	20	14	12	24	20	7	21	16	8	5
Weighted	208	34	29	25	13	21	19	18	10	10	17	9	5
I would take my business off Google Maps and Google My Business, in return for £2,000	72%	84%	77%	70%	66%	68%	64%	63%	75%	89%	85%	67%	5%
I would keep my business on Google Maps and Google My Business	15%	8%	13%	15%	13%	14%	20%	13%	25%	11%	15%	0%	95%
Don't know	13%	7%	11%	16%	21%	17%	16%	24%	0%	0%	0%	33%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(95.B) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £2,000?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	206	183	5	11	7	47	19	7	14	14	10	20	20	55
Weighted	208	200	4	2	2	124	49	14	9	10	1	1	0	0
I would take my business off Google Maps and Google My Business, in return for £2,000	72%	73%	100%	8%	29%	82%	72%	43%	26%	40%	46%	39%	22%	41%
I would keep my business on Google Maps and Google My Business	15%	15%	0%	32%	71%	10%	19%	11%	56%	24%	54%	48%	66%	52%
Don't know	13%	12%	0%	60%	0%	8%	9%	46%	18%	36%	0%	12%	12%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(95.C) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken off those services for one month and get paid £2,000?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	206	0	1	23	1	2	12	17	7	6	14	17	7	28	6	5	14	13	16	17
Weighted	208	0	0	6	0	2	15	13	4	10	6	10	12	44	5	0	7	12	41	22
I would take my business off Google Maps and Google My Business, in return for £2,000	72%	NaN%	100%	85%	0%	99%	35%	44%	83%	46%	46%	68%	89%	78%	38%	94%	70%	100%	90%	66%
I would keep my business on Google Maps and Google My Business	15%	NaN%	0%	15%	0%	1%	13%	23%	17%	20%	54%	32%	11%	20%	49%	6%	3%	0%	3%	12%
Don't know	13%	NaN%	0%	1%	100%	0%	53%	33%	0%	34%	0%	0%	0%	1%	13%	0%	27%	0%	7%	22%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(96.A) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £5,000?

	Region												
	Total	London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Northern Ireland
Unweighted	202	40	27	13	19	9	19	15	5	26	18	6	5
Weighted	215	52	28	17	32	11	15	8	7	22	13	5	5
I would take my business off Google Maps and Google My Business, in return for £5,000	72%	78%	76%	65%	86%	77%	77%	39%	66%	64%	80%	44%	0%
I would keep my business on Google Maps and Google My Business	14%	12%	13%	12%	14%	2%	5%	23%	1%	25%	1%	0%	100%
Don't know	14%	11%	11%	23%	0%	20%	18%	38%	33%	11%	19%	55%	0%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(96.B) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken it off those services for one month and get paid £5,000?

	Total	Company Type				Employee Number								
		MAINLY seeking to make a profit (i.e. private sector)	A charity or voluntary sector or a social enterprise	A local government financed body	A central government financed body	1 - Sole Trader	2-4	5-9	10-24	25-49	50-99	100-249	250-499	500+
Unweighted	202	174	6	12	10	43	18	11	14	8	16	18	27	47
Weighted	215	195	16	2	2	121	49	27	8	6	2	1	1	0
I would take my business off Google Maps and Google My Business, in return for £5,000	72%	70%	100%	6%	98%	83%	46%	79%	46%	92%	35%	52%	59%	58%
I would keep my business on Google Maps and Google My Business	14%	15%	0%	4%	2%	10%	20%	12%	30%	0%	48%	44%	41%	36%
Don't know	14%	15%	0%	90%	0%	8%	34%	8%	24%	8%	17%	4%	0%	6%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region

(96.C) Imagine you had to choose between the following options. Would you prefer your business to continue to be able to advertise through Google Maps and Google My Business, or have it taken off those services for one month and get paid £5,000?

	Total	Sector																		
		Agriculture, forestry & fishing	Mining & quarrying	Manufacturing	Electricity & gas supply	Water supply, sewerage & waste management	Construction	Wholesale & retail trade including repair of motor vehicles	Transport & storage	Accommodation & food service activities	Information & communication	Financial & insurance activities	Real estate activities	Professional, scientific & technical activities	Admin & support service activities	Public administration & defence; social security	Education	Human health & social work activities	Arts, entertainment & recreation	Other service activities
Unweighted	202	0	0	33	1	1	15	19	8	5	20	14	3	28	3	7	14	5	12	14
Weighted	215	0	0	9	0	2	16	22	4	7	13	6	8	45	8	5	15	6	28	20
I would take my business off Google Maps and Google My Business, in return for £5,000	72%	NaN%	NaN%	51%	100%	100%	57%	88%	38%	73%	71%	97%	21%	69%	69%	99%	57%	46%	91%	84%
I would keep my business on Google Maps and Google My Business	14%	NaN%	NaN%	3%	0%	0%	40%	1%	1%	0%	6%	2%	7%	26%	31%	1%	28%	24%	0%	4%
Don't know	14%	NaN%	NaN%	46%	0%	0%	3%	11%	62%	27%	22%	2%	72%	4%	0%	0%	15%	30%	9%	12%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 30th Nov - 6th Dec 2020

Data weighted by number of businesses by employee count and subnational region