

Public First Poll for Google Portugal (Business Count)

Fieldwork: 6th Jun - 29th Jun 2023
Interview method: Online Survey
Population represented: Senior business decision makers in Portugal
Sample size: 514

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by employee size and region to nationally representative proportions

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

List of Tables

1	Where are your customers located?: Within your country	4
2	Where are your customers located?: Within the EU / rest of the EU	7
3	Where are your customers located?: Outside the EU	10
4	Which, if any, of the following channels do you use to sell to customers or clients?Please select all that apply	13
5	When did your business first start selling online?	16
6	Which of the following forms of paid online advertising does your business use?Please select all that apply.	19
7	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Word of mouth	22
8	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Physical location	25
9	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Local advertising	28
10	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Online search engines	31
11	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Online maps	34
12	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Paid search advertising	37
13	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Through a dedicated app	40
14	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Social network advertising	43
15	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Other online advertising	46
16	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Print advertising	49
17	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Television advertising	52
18	How important would you say each of the following are as ways customers/clients find your business? Would you say . : E-mail advertising	55
19	What proportion of your total customers would you estimate come through online search and/or paid search advertising?	58
20	Which, if any, of the following are the most effective ways your business connects with customers? Please select all that apply.	61
21	As far as you are aware, does your business use any of the following Google products? : Chrome web browser	64
22	As far as you are aware, does your business use any of the following Google products? : Gmail	67
23	As far as you are aware, does your business use any of the following Google products? : Android	70
24	As far as you are aware, does your business use any of the following Google products? : Google Search	73
25	As far as you are aware, does your business use any of the following Google products? : Google Workspace (e.g. Google Docs, Gmail)	76
26	As far as you are aware, does your business use any of the following Google products? : Google Maps	79
27	As far as you are aware, does your business use any of the following Google products? : Google Business Profile / Google My Business	82
28	As far as you are aware, does your business use any of the following Google products? : Google Cloud (e.g. Cloud Storage, App Engine)	85
29	As far as you are aware, does your business use any of the following Google products? : YouTube	88
30	As far as you are aware, does your business use any of the following Google products? : Google Ads	91
31	As far as you are aware, does your business use any of the following Google products? : YouTube Ads	94
32	As far as you are aware, does your business use any of the following Google products? : AdSense	97
33	As far as you are aware, does your business use any of the following Google products? : Google Way	100
34	To what extent do you agree or disagree with the following?: Paid search advertising is one of the most important ways we reach new customers	103
35	To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile	106
36	To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business	109
37	To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers	112

38 There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ? 115

39 In general, how likely do you think it is that your business will explore AI tools more in the next year? 118

40 Does your business currently use any AI technology to do the following?Please select all that apply 121

41 In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans? 124

42 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks 127

43 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay 130

44 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay 133

45 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work 136

46 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce 139

47 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees 142

48 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology 145

49 In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools? 148

50 Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years? 151

51 Does your business currently use any generative AI tools to do any of the following?Please select all that apply 154

52 And which of the same list of tasks do you expect to use generative AI technology to do in the next five years?Please select all that apply 157

53 Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)? 160

54 And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)? 163

55 Overall, how familiar are you with Google s work with AI? 166

56 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: World leader 169

57 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Responsible approach 172

58 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Bold approach 175

59 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach 178

60 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent 181

61 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Prevents AI misuse or harm . . . 184

62 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release 187

63 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Unbiased 190

64 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless 193

65 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow 196

66 To what extent do you agree or disagree with the following? Google tools are instrumental for my business ability to succeed online 199

67 Has your business experienced any of these digital security threats in the past five years? 202

68 You said that your business had experienced Data loss in the past five years. Overall, how much would you estimate this financially cost your business? . 205

69 You said that your business had experienced ransomware or malware in the past five years. Overall, how much would you estimate this financially cost your business? 208

70 You said that your business had experienced hacking or a security breach in the past five years. Overall, how much would you estimate this financially cost your business? 211

71 You said that your business had experienced phishing e-mails in the past five years. Overall, how much would you estimate this financially cost your business? 214

72 You said that your business had experienced payment fraud in the past five years. Overall, how much would you estimate this financially cost your business? 217

73 You said that your business had experienced other forms of cyberattack in the past five years. Overall, how much would you estimate this financially cost your business? 220

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Vast majority of our customers (75% +)	66%	56%	59%	70%	15%	69%	68%	55%	59%	49%	54%	22%	68%	66%	76%
Significant majority of our customers (50-74%)	11%	10%	26%	9%	33%	10%	10%	18%	23%	21%	16%	22%	3%	24%	8%
Significant proportion of our customers (25-49%)	10%	15%	15%	8%	47%	9%	10%	10%	12%	9%	15%	43%	10%	4%	8%
Minority of our customers (10-24%)	8%	10%	0%	9%	1%	9%	8%	11%	2%	14%	16%	13%	16%	2%	4%
Very small number of our customers (1-9%)	3%	9%	1%	1%	3%	3%	2%	6%	5%	5%	0%	0%	3%	1%	5%
None of our customers	1%	1%	0%	2%	0%	0%	2%	1%	0%	2%	0%	0%	0%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Vast majority of our customers (75% +)	66%	66%	75%	54%	59%	65%	71%	83%	70%	68%	60%	68%	51%	99%	56%
Significant majority of our customers (50-74%)	11%	9%	17%	15%	23%	10%	19%	10%	13%	6%	20%	21%	5%	1%	5%
Significant proportion of our customers (25-49%)	10%	13%	1%	11%	3%	6%	7%	2%	7%	18%	7%	2%	2%	0%	17%
Minority of our customers (10-24%)	8%	9%	0%	9%	7%	13%	1%	3%	6%	5%	10%	9%	42%	0%	2%
Very small number of our customers (1-9%)	3%	0%	7%	11%	8%	5%	3%	2%	0%	3%	2%	0%	0%	0%	19%
None of our customers	1%	2%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Vast majority of our customers (75% +)	66%	57%	48%	58%	59%	84%	74%	63%	55%	36%	77%	93%	52%
Significant majority of our customers (50-74%)	11%	9%	1%	4%	26%	13%	12%	9%	29%	32%	0%	4%	0%
Significant proportion of our customers (25-49%)	10%	15%	0%	0%	3%	1%	6%	10%	9%	30%	20%	3%	46%
Minority of our customers (10-24%)	8%	16%	27%	20%	10%	2%	3%	16%	3%	2%	2%	0%	2%
Very small number of our customers (1-9%)	3%	2%	23%	5%	2%	0%	6%	1%	3%	0%	1%	0%	0%
None of our customers	1%	2%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(2.A) Where are your customers located?: Within the EU / rest of the EU

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Vast majority of our customers (75% +)	17%	26%	18%	15%	8%	17%	16%	27%	14%	19%	6%	24%	12%	20%	21%
Significant majority of our customers (50-74%)	8%	5%	7%	9%	1%	8%	7%	12%	18%	20%	0%	4%	15%	7%	8%
Significant proportion of our customers (25-49%)	14%	16%	15%	13%	70%	12%	13%	15%	18%	27%	30%	36%	11%	9%	10%
Minority of our customers (10-24%)	15%	15%	16%	15%	13%	13%	14%	21%	20%	15%	8%	12%	13%	24%	10%
Very small number of our customers (1-9%)	25%	22%	40%	22%	2%	27%	27%	13%	14%	9%	22%	20%	25%	29%	25%
None of our customers	21%	17%	4%	26%	6%	23%	23%	12%	16%	10%	34%	5%	25%	10%	26%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(2.B) Where are your customers located?: Within the EU / rest of the EU

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Vast majority of our customers (75% +)	17%	17%	21%	19%	22%	19%	19%	42%	17%	16%	17%	19%	11%	47%	22%
Significant majority of our customers (50-74%)	8%	5%	15%	14%	5%	13%	13%	31%	6%	4%	10%	0%	40%	0%	8%
Significant proportion of our customers (25-49%)	14%	16%	1%	11%	17%	12%	5%	7%	10%	18%	21%	12%	3%	0%	0%
Minority of our customers (10-24%)	15%	13%	9%	11%	21%	30%	29%	6%	16%	10%	14%	0%	44%	49%	3%
Very small number of our customers (1-9%)	25%	23%	23%	43%	28%	6%	16%	13%	24%	27%	18%	68%	1%	3%	50%
None of our customers	21%	26%	32%	2%	7%	20%	18%	1%	27%	24%	19%	2%	0%	1%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(2.C) Where are your customers located?: Within the EU / rest of the EU

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Vast majority of our customers (75% +)	17%	12%	28%	12%	7%	38%	13%	12%	10%	2%	2%	63%	15%
Significant majority of our customers (50-74%)	8%	10%	24%	1%	6%	4%	11%	14%	25%	0%	1%	2%	3%
Significant proportion of our customers (25-49%)	14%	19%	0%	20%	37%	10%	14%	6%	8%	17%	19%	0%	30%
Minority of our customers (10-24%)	15%	9%	0%	6%	8%	26%	16%	18%	6%	7%	0%	16%	18%
Very small number of our customers (1-9%)	25%	21%	24%	58%	5%	18%	26%	24%	28%	72%	36%	3%	0%
None of our customers	21%	29%	24%	2%	37%	3%	21%	26%	23%	2%	41%	16%	34%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(3.A) Where are your customers located?: Outside the EU

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Vast majority of our customers (75% +)	6%	16%	5%	4%	0%	6%	6%	8%	13%	13%	0%	3%	4%	13%	6%
Significant majority of our customers (50-74%)	8%	6%	5%	9%	0%	8%	7%	13%	11%	12%	16%	11%	2%	9%	8%
Significant proportion of our customers (25-49%)	6%	5%	13%	6%	45%	4%	6%	6%	15%	17%	9%	12%	7%	1%	8%
Minority of our customers (10-24%)	10%	12%	5%	11%	12%	11%	9%	14%	14%	16%	0%	22%	17%	10%	8%
Very small number of our customers (1-9%)	28%	23%	46%	26%	36%	26%	28%	31%	21%	28%	22%	37%	28%	38%	20%
None of our customers	41%	38%	26%	45%	7%	44%	44%	28%	27%	14%	53%	15%	43%	29%	49%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(3.B) Where are your customers located?: Outside the EU

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Vast majority of our customers (75% +)	6%	5%	3%	11%	0%	7%	15%	36%	6%	4%	5%	0%	3%	47%	20%
Significant majority of our customers (50-74%)	8%	6%	9%	11%	9%	13%	6%	15%	4%	6%	19%	0%	7%	0%	7%
Significant proportion of our customers (25-49%)	6%	7%	7%	0%	1%	8%	15%	24%	7%	5%	7%	2%	3%	0%	17%
Minority of our customers (10-24%)	10%	12%	0%	15%	8%	14%	16%	3%	8%	11%	3%	0%	39%	47%	5%
Very small number of our customers (1-9%)	28%	28%	18%	34%	32%	18%	7%	13%	27%	30%	28%	87%	43%	0%	0%
None of our customers	41%	42%	64%	30%	50%	41%	41%	10%	48%	44%	39%	11%	5%	5%	50%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(3.C) Where are your customers located?: Outside the EU

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Vast majority of our customers (75% +)	6%	5%	1%	8%	3%	10%	9%	5%	0%	0%	2%	21%	0%
Significant majority of our customers (50-74%)	8%	10%	0%	31%	21%	6%	6%	1%	28%	3%	0%	0%	15%
Significant proportion of our customers (25-49%)	6%	10%	23%	2%	14%	3%	4%	1%	4%	0%	20%	0%	20%
Minority of our customers (10-24%)	10%	12%	0%	9%	21%	3%	6%	22%	3%	17%	0%	16%	0%
Very small number of our customers (1-9%)	28%	18%	30%	16%	7%	50%	27%	20%	34%	60%	1%	46%	16%
None of our customers	41%	44%	45%	34%	35%	28%	49%	52%	31%	20%	77%	16%	49%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(4.A) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Online (directly)	47%	44%	29%	52%	41%	47%	48%	44%	41%	62%	71%	20%	46%	52%	41%
Direct negotiation and/or sales	38%	37%	56%	35%	5%	40%	35%	56%	40%	46%	36%	36%	37%	34%	45%
Physical store or location	34%	29%	43%	34%	15%	36%	34%	35%	40%	40%	16%	27%	44%	34%	37%
Telephone order	24%	37%	28%	20%	24%	23%	22%	31%	36%	35%	19%	17%	20%	20%	28%
Online (through a third party)	23%	17%	33%	23%	10%	22%	23%	26%	27%	28%	16%	27%	20%	31%	19%
Mail order	17%	14%	17%	17%	26%	15%	17%	16%	18%	17%	13%	35%	16%	15%	11%
None of the above - we do not sell to customers or clients	14%	14%	3%	17%	5%	14%	15%	9%	9%	12%	13%	12%	11%	16%	17%
Don't Know	1%	1%	0%	1%	0%	0%	1%	1%	1%	2%	0%	0%	0%	0%	0%
Other (Please Specify)	1%	6%	1%	0%	0%	1%	1%	4%	2%	1%	0%	0%	0%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(4.B) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Online (directly)	47%	44%	41%	52%	59%	52%	42%	63%	46%	43%	44%	87%	56%	96%	52%
Direct negotiation and/or sales	38%	35%	41%	54%	54%	44%	43%	51%	39%	33%	41%	94%	14%	50%	58%
Physical store or location	34%	29%	51%	36%	53%	17%	37%	62%	25%	39%	36%	15%	47%	50%	42%
Telephone order	24%	14%	27%	32%	45%	32%	34%	75%	21%	31%	7%	21%	46%	50%	39%
Online (through a third party)	23%	21%	15%	30%	15%	21%	28%	39%	17%	26%	18%	9%	47%	49%	38%
Mail order	17%	13%	10%	30%	8%	10%	16%	52%	10%	24%	5%	0%	39%	95%	17%
None of the above - we do not sell to customers or clients	14%	18%	7%	11%	10%	2%	2%	1%	20%	14%	14%	0%	0%	1%	0%
Don't Know	1%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
Other (Please Specify)	1%	0%	2%	0%	3%	17%	2%	0%	1%	3%	1%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(4.C) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Online (directly)	47%	44%	31%	71%	69%	41%	57%	38%	73%	37%	19%	18%	0%
Direct negotiation and/or sales	38%	34%	52%	24%	44%	42%	31%	35%	67%	23%	58%	65%	15%
Physical store or location	34%	39%	48%	29%	27%	55%	57%	26%	34%	49%	24%	26%	0%
Telephone order	24%	15%	31%	6%	18%	37%	39%	13%	16%	5%	20%	21%	0%
Online (through a third party)	23%	21%	30%	24%	39%	26%	19%	22%	0%	34%	2%	21%	0%
Mail order	17%	13%	24%	5%	23%	18%	19%	5%	12%	30%	18%	4%	18%
None of the above - we do not sell to customers or clients	14%	16%	23%	14%	1%	9%	8%	20%	0%	1%	0%	35%	65%
Don't Know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
Other (Please Specify)	1%	0%	0%	0%	0%	3%	4%	0%	6%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(5.A) When did your business first start selling online?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	295	111	93	91	24	245	60	72	83	80	11	16	56	76	135
Weighted	283	48	37	197	7	238	230	42	9	1	39	11	61	60	100
Started selling online in the last year	12%	2%	8%	15%	59%	12%	12%	13%	14%	6%	50%	13%	11%	8%	2%
During the Covid-19 pandemic (2020 to 2021)	26%	19%	39%	25%	17%	27%	24%	34%	23%	33%	33%	52%	26%	23%	24%
Started selling online between 2015 and 2020	30%	35%	26%	29%	19%	32%	30%	31%	33%	39%	0%	5%	50%	49%	23%
Started selling online before 2015	22%	28%	5%	24%	4%	20%	22%	21%	26%	19%	0%	0%	0%	20%	39%
Don't know	11%	16%	21%	7%	0%	9%	13%	1%	4%	4%	17%	31%	12%	0%	12%

Note:

BASE: Sell goods online

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(5.B) When did your business first start selling online?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	295	60	19	21	28	56	28	70	103	106	49	4	13	5	15
Weighted	283	161	25	24	14	16	3	16	94	88	51	9	17	9	16
Started selling online in the last year	12%	18%	0%	4%	7%	10%	0%	11%	9%	10%	22%	0%	3%	1%	29%
During the Covid-19 pandemic (2020 to 2021)	26%	32%	8%	21%	14%	28%	22%	14%	33%	16%	39%	0%	11%	1%	39%
Started selling online between 2015 and 2020	30%	21%	75%	53%	38%	36%	63%	14%	26%	43%	16%	87%	13%	0%	30%
Started selling online before 2015	22%	14%	17%	21%	40%	22%	15%	62%	17%	23%	7%	13%	73%	97%	2%
Don't know	11%	16%	0%	0%	0%	4%	0%	0%	15%	8%	17%	0%	0%	0%	0%

Note:

BASE: Sell goods online

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(5.C) When did your business first start selling online?

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	295	90	15	29	52	46	62	41	13	14	3	5	1
Weighted	283	104	5	20	31	28	62	53	14	13	4	9	0
Started selling online in the last year	12%	21%	0%	3%	15%	16%	16%	9%	0%	4%	0%	5%	0%
During the Covid-19 pandemic (2020 to 2021)	26%	35%	3%	48%	55%	24%	24%	21%	30%	30%	14%	5%	100%
Started selling online between 2015 and 2020	30%	23%	2%	9%	11%	45%	41%	24%	69%	6%	86%	42%	0%
Started selling online before 2015	22%	13%	93%	40%	6%	3%	18%	38%	1%	31%	0%	0%	0%
Don't know	11%	8%	2%	0%	14%	13%	0%	6%	0%	29%	0%	48%	0%

Note:

BASE: Sell goods online

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

Public First Poll for Google Portugal (Business Count)

(6.A) Which of the following forms of paid online advertising does your business use? Please select all that apply.

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Affiliate marketing	9%	12%	9%	8%	7%	6%	6%	20%	22%	28%	0%	5%	6%	6%	10%
Influencer marketing	9%	15%	10%	7%	7%	9%	8%	13%	16%	25%	7%	16%	4%	16%	7%
Video advertising	7%	6%	15%	6%	2%	8%	4%	15%	36%	42%	7%	7%	3%	10%	9%
Social media advertising	41%	50%	39%	39%	35%	42%	40%	45%	49%	62%	44%	30%	44%	43%	42%
Native advertising	4%	5%	8%	3%	1%	5%	2%	15%	13%	19%	0%	15%	2%	4%	5%
Paid search advertising	22%	13%	30%	23%	41%	19%	20%	32%	35%	37%	23%	17%	17%	24%	21%
Don't know	2%	2%	7%	1%	1%	1%	2%	3%	4%	4%	0%	1%	1%	0%	3%
Display advertising on third party websites	15%	11%	16%	15%	54%	14%	13%	18%	37%	42%	14%	25%	12%	21%	12%
None of the above	39%	32%	23%	45%	6%	43%	43%	24%	13%	9%	42%	32%	43%	34%	44%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(6.B) Which of the following forms of paid online advertising does your business use? Please select all that apply.

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Affiliate marketing	9%	1%	10%	15%	18%	16%	15%	51%	5%	7%	5%	19%	43%	50%	3%
Influencer marketing	9%	7%	2%	9%	12%	21%	14%	53%	9%	13%	1%	9%	7%	50%	1%
Video advertising	7%	6%	2%	3%	11%	17%	36%	36%	6%	9%	3%	0%	11%	4%	19%
Social media advertising	41%	38%	24%	39%	48%	64%	44%	60%	38%	47%	37%	12%	15%	97%	57%
Native advertising	4%	1%	1%	12%	14%	6%	32%	35%	2%	6%	3%	9%	7%	0%	3%
Paid search advertising	22%	20%	11%	31%	36%	9%	35%	51%	19%	23%	14%	9%	46%	51%	42%
Don't know	2%	3%	0%	0%	3%	4%	0%	1%	3%	0%	5%	2%	0%	0%	0%
Display advertising on third party websites	15%	11%	10%	29%	18%	19%	40%	42%	17%	16%	11%	9%	11%	50%	4%
None of the above	39%	44%	61%	41%	20%	16%	13%	7%	45%	32%	42%	68%	37%	1%	38%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(6.C) Which of the following forms of paid online advertising does your business use? Please select all that apply.

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Affiliate marketing	9%	5%	30%	1%	5%	7%	16%	3%	4%	7%	0%	2%	0%
Influencer marketing	9%	5%	30%	3%	9%	15%	6%	7%	5%	34%	0%	2%	0%
Video advertising	7%	8%	24%	4%	11%	7%	14%	5%	7%	2%	0%	2%	0%
Social media advertising	41%	38%	72%	29%	45%	36%	60%	33%	16%	67%	4%	42%	30%
Native advertising	4%	2%	23%	7%	20%	2%	3%	1%	3%	0%	0%	2%	0%
Paid search advertising	22%	20%	47%	23%	12%	21%	26%	20%	12%	6%	24%	25%	33%
Don't know	2%	2%	0%	0%	10%	0%	1%	0%	0%	0%	0%	3%	2%
Display advertising on third party websites	15%	9%	24%	19%	18%	16%	9%	18%	27%	2%	17%	7%	30%
None of the above	39%	44%	22%	50%	32%	42%	26%	57%	43%	3%	59%	51%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	62%	57%	64%	64%	32%	66%	65%	53%	49%	42%	57%	34%	72%	52%	73%
Quite important	22%	35%	27%	18%	8%	22%	21%	27%	28%	31%	19%	43%	12%	35%	21%
Neither important nor unimportant	5%	2%	5%	6%	26%	5%	4%	6%	14%	15%	9%	13%	7%	6%	2%
Somewhat unimportant	6%	2%	3%	7%	30%	3%	6%	4%	5%	8%	8%	10%	1%	5%	2%
Very unimportant	3%	3%	1%	3%	4%	3%	2%	6%	4%	4%	8%	0%	5%	1%	1%
Don't Know	2%	1%	1%	2%	0%	1%	2%	4%	1%	1%	0%	0%	4%	2%	0%
Total Important:	85%	92%	90%	82%	40%	88%	86%	81%	77%	72%	76%	77%	84%	87%	94%
Total Unimportant:	8%	5%	4%	10%	34%	6%	8%	10%	9%	12%	16%	10%	5%	6%	4%
Net:	76%	87%	87%	72%	6%	82%	78%	71%	68%	60%	60%	66%	79%	81%	90%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	62%	60%	86%	63%	53%	60%	44%	73%	57%	67%	58%	89%	50%	100%	73%
Quite important	22%	24%	13%	19%	29%	26%	32%	18%	31%	19%	27%	2%	8%	0%	3%
Neither important nor unimportant	5%	7%	0%	0%	3%	5%	14%	8%	3%	8%	1%	0%	3%	0%	22%
Somewhat unimportant	6%	3%	0%	18%	4%	2%	7%	0%	4%	3%	5%	9%	38%	0%	0%
Very unimportant	3%	3%	1%	0%	1%	5%	2%	1%	1%	1%	9%	0%	0%	0%	2%
Don't Know	2%	2%	0%	0%	10%	2%	0%	0%	3%	2%	1%	0%	0%	0%	0%
Total Important:	85%	84%	99%	82%	83%	86%	76%	90%	89%	86%	84%	91%	58%	100%	76%
Total Unimportant:	8%	6%	1%	18%	5%	7%	9%	1%	6%	4%	14%	9%	38%	0%	2%
Net:	76%	78%	97%	63%	78%	80%	67%	89%	83%	82%	71%	81%	20%	100%	74%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	62%	73%	74%	93%	50%	74%	79%	61%	45%	63%	60%	57%	63%
Quite important	22%	13%	25%	5%	23%	17%	11%	25%	49%	18%	40%	40%	0%
Neither important nor unimportant	5%	8%	0%	0%	6%	8%	1%	4%	3%	0%	0%	0%	33%
Somewhat unimportant	6%	1%	0%	0%	11%	0%	5%	7%	3%	2%	0%	0%	0%
Very unimportant	3%	5%	1%	2%	10%	0%	4%	2%	0%	3%	0%	0%	4%
Don't Know	2%	0%	0%	0%	0%	1%	0%	1%	0%	14%	0%	3%	0%
Total Important:	85%	86%	99%	98%	73%	91%	90%	86%	94%	81%	100%	97%	63%
Total Unimportant:	8%	5%	1%	2%	21%	0%	9%	9%	3%	5%	0%	0%	4%
Net:	76%	81%	99%	95%	52%	90%	81%	78%	91%	76%	100%	97%	59%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	28%	25%	47%	25%	7%	31%	27%	32%	36%	38%	22%	19%	28%	32%	32%
Quite important	32%	26%	37%	33%	37%	33%	32%	35%	36%	36%	21%	37%	32%	33%	37%
Neither important nor unimportant	14%	24%	13%	12%	24%	13%	14%	15%	18%	13%	15%	24%	19%	12%	11%
Somewhat unimportant	7%	7%	1%	8%	1%	6%	8%	4%	5%	5%	13%	0%	1%	7%	5%
Very unimportant	14%	13%	1%	17%	30%	15%	15%	12%	5%	5%	30%	10%	16%	12%	12%
Don't Know	4%	5%	1%	4%	0%	3%	4%	2%	0%	2%	0%	10%	4%	3%	2%
Total Important:	61%	51%	84%	59%	45%	64%	59%	67%	72%	74%	42%	56%	60%	65%	69%
Total Unimportant:	22%	20%	2%	26%	31%	21%	23%	16%	10%	10%	43%	10%	17%	19%	18%
Net:	39%	31%	81%	33%	14%	43%	36%	51%	62%	65%	0%	46%	43%	46%	52%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	28%	26%	38%	13%	26%	38%	43%	60%	26%	27%	26%	24%	49%	51%	34%
Quite important	32%	32%	39%	54%	45%	26%	30%	26%	30%	34%	45%	10%	4%	47%	25%
Neither important nor unimportant	14%	15%	7%	3%	12%	22%	17%	10%	12%	15%	12%	66%	9%	1%	22%
Somewhat unimportant	7%	5%	0%	19%	6%	3%	8%	0%	4%	7%	2%	0%	38%	0%	17%
Very unimportant	14%	18%	15%	4%	5%	9%	2%	4%	21%	13%	15%	0%	0%	0%	2%
Don't Know	4%	5%	0%	8%	5%	0%	0%	0%	6%	5%	1%	0%	0%	0%	0%
Total Important:	61%	58%	77%	67%	72%	65%	73%	86%	56%	61%	71%	34%	53%	99%	59%
Total Unimportant:	22%	23%	15%	22%	11%	13%	10%	4%	26%	20%	17%	0%	38%	0%	19%
Net:	39%	35%	62%	44%	60%	52%	63%	82%	30%	40%	55%	34%	16%	99%	39%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	28%	35%	31%	8%	8%	47%	39%	34%	13%	66%	4%	25%	18%
Quite important	32%	31%	47%	31%	28%	46%	41%	24%	58%	4%	42%	40%	33%
Neither important nor unimportant	14%	10%	0%	17%	34%	3%	2%	17%	6%	28%	0%	0%	32%
Somewhat unimportant	7%	2%	0%	0%	9%	2%	6%	4%	1%	0%	17%	16%	0%
Very unimportant	14%	20%	1%	44%	22%	2%	12%	21%	3%	3%	37%	0%	15%
Don't Know	4%	2%	21%	0%	0%	0%	0%	0%	19%	0%	0%	19%	2%
Total Important:	61%	66%	78%	39%	35%	94%	80%	58%	71%	69%	46%	65%	51%
Total Unimportant:	22%	22%	1%	44%	31%	4%	18%	25%	3%	3%	54%	16%	15%
Net:	39%	44%	77%	-5%	4%	90%	63%	33%	68%	66%	-8%	49%	36%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	18%	26%	8%	18%	5%	19%	17%	20%	33%	31%	6%	27%	14%	18%	24%
Quite important	38%	29%	65%	34%	58%	38%	39%	32%	41%	45%	52%	37%	43%	34%	36%
Neither important nor unimportant	17%	16%	14%	19%	29%	14%	17%	20%	13%	11%	21%	26%	14%	15%	14%
Somewhat unimportant	8%	9%	3%	8%	3%	9%	7%	12%	5%	3%	7%	0%	6%	18%	6%
Very unimportant	14%	15%	5%	16%	4%	15%	15%	15%	7%	8%	14%	0%	20%	16%	12%
Don't Know	5%	4%	6%	4%	1%	5%	5%	2%	1%	2%	0%	10%	4%	0%	8%
Total Important:	56%	55%	73%	52%	63%	57%	56%	52%	74%	76%	58%	64%	56%	52%	59%
Total Unimportant:	22%	24%	7%	25%	7%	24%	22%	26%	12%	12%	21%	0%	26%	33%	18%
Net:	34%	31%	65%	28%	56%	33%	34%	25%	62%	65%	37%	64%	30%	18%	41%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	18%	14%	35%	6%	11%	25%	30%	56%	24%	16%	13%	11%	3%	50%	20%
Quite important	38%	42%	21%	51%	43%	44%	38%	24%	29%	33%	54%	13%	60%	50%	37%
Neither important nor unimportant	17%	16%	15%	11%	24%	8%	16%	8%	11%	20%	15%	66%	37%	0%	22%
Somewhat unimportant	8%	7%	7%	11%	8%	13%	3%	3%	13%	8%	3%	9%	1%	0%	2%
Very unimportant	14%	17%	16%	13%	9%	8%	12%	8%	20%	14%	9%	0%	0%	0%	19%
Don't Know	5%	4%	7%	8%	5%	2%	0%	0%	3%	9%	5%	0%	0%	0%	0%
Total Important:	56%	56%	56%	57%	54%	69%	69%	81%	53%	49%	68%	25%	62%	100%	57%
Total Unimportant:	22%	24%	23%	24%	17%	21%	15%	11%	33%	22%	13%	9%	1%	0%	21%
Net:	34%	32%	33%	33%	37%	48%	54%	69%	20%	27%	55%	15%	62%	100%	36%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	18%	21%	23%	8%	17%	32%	24%	22%	5%	32%	25%	7%	0%
Quite important	38%	37%	24%	24%	23%	46%	49%	44%	50%	46%	20%	40%	33%
Neither important nor unimportant	17%	15%	1%	16%	33%	10%	3%	12%	15%	19%	0%	0%	47%
Somewhat unimportant	8%	4%	6%	5%	13%	7%	8%	8%	3%	0%	17%	0%	17%
Very unimportant	14%	21%	24%	46%	13%	4%	12%	14%	8%	3%	38%	16%	2%
Don't Know	5%	2%	21%	0%	0%	0%	4%	0%	19%	0%	0%	37%	0%
Total Important:	56%	58%	48%	33%	40%	78%	73%	66%	55%	78%	45%	47%	34%
Total Unimportant:	22%	25%	30%	51%	26%	12%	21%	22%	11%	3%	55%	16%	19%
Net:	34%	33%	18%	-18%	14%	66%	52%	44%	44%	75%	-10%	31%	14%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	32%	37%	29%	32%	11%	34%	32%	30%	39%	42%	35%	19%	44%	28%	32%
Quite important	32%	39%	36%	30%	34%	33%	31%	35%	40%	38%	30%	46%	17%	40%	37%
Neither important nor unimportant	17%	15%	24%	16%	50%	15%	17%	16%	13%	9%	19%	22%	23%	16%	14%
Somewhat unimportant	7%	1%	9%	8%	1%	4%	7%	6%	3%	5%	8%	0%	0%	9%	6%
Very unimportant	7%	3%	2%	9%	4%	8%	7%	10%	4%	4%	8%	2%	7%	8%	8%
Don't Know	5%	5%	1%	5%	1%	5%	5%	3%	1%	2%	0%	11%	10%	0%	3%
Total Important:	64%	75%	65%	62%	45%	67%	64%	65%	80%	80%	65%	65%	61%	67%	69%
Total Unimportant:	14%	4%	11%	17%	4%	13%	14%	16%	7%	8%	16%	2%	7%	17%	14%
Net:	50%	71%	54%	44%	40%	54%	50%	50%	73%	72%	50%	63%	54%	51%	55%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	32%	31%	39%	30%	39%	34%	32%	62%	31%	43%	23%	21%	46%	49%	1%
Quite important	32%	29%	25%	37%	25%	39%	54%	36%	33%	26%	41%	13%	5%	51%	61%
Neither important nor unimportant	17%	21%	25%	2%	12%	17%	1%	1%	16%	18%	16%	66%	7%	0%	19%
Somewhat unimportant	7%	4%	0%	22%	5%	5%	1%	1%	3%	5%	6%	0%	37%	0%	17%
Very unimportant	7%	9%	9%	1%	12%	4%	12%	1%	11%	2%	13%	0%	5%	0%	2%
Don't Know	5%	6%	1%	8%	8%	0%	0%	0%	6%	7%	1%	0%	0%	0%	0%
Total Important:	64%	60%	65%	66%	65%	74%	86%	97%	63%	69%	64%	34%	51%	100%	62%
Total Unimportant:	14%	13%	9%	24%	16%	9%	13%	2%	14%	6%	19%	0%	42%	0%	19%
Net:	50%	47%	55%	43%	48%	64%	73%	96%	49%	62%	45%	34%	9%	100%	43%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	32%	47%	76%	28%	41%	50%	30%	34%	7%	33%	24%	25%	48%
Quite important	32%	24%	1%	56%	12%	33%	39%	39%	56%	51%	4%	21%	3%
Neither important nor unimportant	17%	15%	1%	3%	34%	14%	6%	12%	10%	16%	17%	19%	48%
Somewhat unimportant	7%	3%	0%	0%	3%	0%	14%	3%	3%	0%	0%	16%	0%
Very unimportant	7%	9%	1%	13%	11%	2%	10%	5%	3%	0%	56%	0%	2%
Don't Know	5%	2%	21%	0%	0%	0%	0%	6%	22%	0%	0%	19%	0%
Total Important:	64%	71%	77%	84%	53%	83%	70%	73%	63%	83%	28%	47%	50%
Total Unimportant:	14%	12%	1%	13%	13%	2%	24%	9%	6%	1%	56%	16%	2%
Net:	50%	58%	76%	71%	39%	81%	46%	64%	57%	83%	-28%	31%	48%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(11.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . : Online maps

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	18%	20%	23%	16%	7%	17%	17%	18%	35%	24%	21%	15%	24%	22%	14%
Quite important	29%	28%	35%	27%	48%	30%	28%	30%	25%	31%	29%	40%	23%	32%	30%
Neither important nor unimportant	19%	22%	17%	19%	36%	19%	18%	23%	23%	24%	6%	34%	19%	16%	24%
Somewhat unimportant	11%	6%	13%	12%	4%	9%	12%	10%	6%	12%	16%	0%	4%	13%	11%
Very unimportant	17%	18%	6%	20%	5%	19%	18%	15%	9%	6%	28%	0%	23%	17%	16%
Don't Know	6%	6%	6%	5%	1%	6%	6%	4%	2%	3%	0%	11%	8%	0%	7%
Total Important:	46%	48%	58%	44%	55%	47%	46%	48%	60%	55%	50%	54%	47%	54%	43%
Total Unimportant:	29%	24%	19%	32%	9%	28%	30%	25%	15%	18%	44%	0%	27%	30%	27%
Net:	18%	24%	39%	12%	46%	19%	16%	23%	45%	36%	6%	54%	20%	24%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(11.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Online maps

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	18%	20%	9%	14%	15%	20%	47%	52%	19%	14%	14%	9%	53%	49%	5%
Quite important	29%	27%	47%	20%	27%	37%	14%	23%	29%	25%	32%	11%	8%	47%	55%
Neither important nor unimportant	19%	20%	10%	24%	31%	23%	15%	15%	20%	26%	13%	79%	2%	3%	3%
Somewhat unimportant	11%	9%	0%	22%	6%	13%	3%	2%	9%	5%	16%	0%	37%	1%	17%
Very unimportant	17%	19%	26%	12%	12%	7%	21%	6%	18%	21%	19%	0%	0%	0%	19%
Don't Know	6%	5%	8%	9%	8%	1%	0%	0%	5%	9%	5%	0%	0%	0%	0%
Total Important:	46%	46%	56%	33%	42%	57%	61%	76%	48%	39%	46%	21%	61%	96%	60%
Total Unimportant:	29%	29%	26%	34%	19%	20%	24%	9%	28%	26%	35%	0%	37%	1%	37%
Net:	18%	17%	31%	-1%	24%	36%	38%	67%	20%	13%	11%	21%	25%	95%	24%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(11.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . : Online maps

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	18%	27%	23%	9%	18%	30%	12%	23%	1%	30%	0%	46%	14%
Quite important	29%	26%	30%	23%	21%	37%	40%	25%	32%	45%	21%	19%	30%
Neither important nor unimportant	19%	12%	2%	3%	27%	22%	15%	24%	35%	3%	0%	0%	33%
Somewhat unimportant	11%	9%	0%	21%	15%	9%	15%	13%	3%	3%	0%	0%	0%
Very unimportant	17%	22%	24%	44%	20%	3%	14%	14%	8%	18%	79%	16%	2%
Don't Know	6%	4%	21%	0%	0%	0%	4%	1%	22%	2%	0%	19%	20%
Total Important:	46%	53%	53%	32%	39%	67%	52%	48%	33%	75%	21%	65%	44%
Total Unimportant:	29%	31%	24%	65%	34%	12%	29%	27%	11%	20%	79%	16%	2%
Net:	18%	23%	29%	-33%	4%	55%	23%	20%	22%	55%	-59%	49%	42%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(12.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Paid search advertising

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	16%	19%	10%	16%	7%	16%	14%	26%	27%	24%	21%	10%	18%	11%	18%
Quite important	21%	15%	44%	18%	31%	21%	20%	27%	33%	39%	22%	46%	16%	23%	20%
Neither important nor unimportant	24%	22%	15%	26%	54%	24%	24%	18%	24%	22%	33%	15%	25%	31%	19%
Somewhat unimportant	14%	11%	15%	15%	3%	12%	15%	10%	6%	9%	0%	10%	11%	20%	13%
Very unimportant	19%	22%	10%	20%	4%	21%	20%	15%	9%	4%	23%	10%	26%	15%	19%
Don't Know	6%	10%	6%	5%	1%	6%	7%	4%	1%	3%	0%	10%	4%	0%	11%
Total Important:	37%	34%	54%	35%	38%	37%	34%	53%	60%	62%	44%	56%	35%	34%	38%
Total Unimportant:	33%	33%	25%	35%	7%	33%	35%	25%	15%	13%	23%	20%	37%	35%	32%
Net:	4%	1%	30%	0%	31%	4%	-2%	28%	46%	49%	20%	35%	-2%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(12.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . : Paid search advertising

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	16%	15%	12%	4%	10%	34%	34%	68%	14%	25%	8%	9%	8%	49%	7%
Quite important	21%	18%	27%	38%	31%	32%	25%	18%	19%	18%	28%	21%	10%	50%	35%
Neither important nor unimportant	24%	29%	28%	12%	16%	12%	23%	10%	30%	23%	23%	70%	2%	0%	5%
Somewhat unimportant	14%	11%	10%	26%	10%	8%	6%	2%	14%	8%	14%	0%	43%	0%	33%
Very unimportant	19%	21%	16%	13%	23%	14%	12%	2%	18%	16%	22%	0%	37%	1%	19%
Don't Know	6%	6%	7%	8%	10%	0%	0%	0%	5%	11%	6%	0%	0%	0%	0%
Total Important:	37%	33%	39%	42%	41%	66%	59%	86%	33%	42%	35%	30%	19%	99%	42%
Total Unimportant:	33%	32%	26%	39%	33%	22%	18%	4%	32%	24%	37%	0%	79%	1%	53%
Net:	4%	1%	13%	3%	8%	43%	41%	82%	1%	19%	-2%	30%	-61%	97%	-11%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(12.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . : Paid search advertising

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	16%	17%	47%	44%	24%	14%	14%	15%	6%	18%	18%	7%	18%
Quite important	21%	18%	6%	2%	20%	39%	25%	13%	32%	33%	44%	21%	15%
Neither important nor unimportant	24%	22%	1%	19%	21%	20%	15%	30%	35%	17%	0%	19%	48%
Somewhat unimportant	14%	16%	1%	2%	23%	16%	24%	7%	5%	17%	0%	0%	0%
Very unimportant	19%	22%	24%	32%	12%	11%	18%	31%	3%	14%	37%	16%	17%
Don't Know	6%	4%	21%	0%	0%	0%	4%	4%	19%	0%	0%	37%	2%
Total Important:	37%	36%	54%	46%	44%	53%	39%	29%	38%	52%	62%	28%	33%
Total Unimportant:	33%	38%	24%	35%	35%	27%	42%	38%	8%	31%	37%	16%	17%
Net:	4%	-3%	29%	11%	9%	25%	-4%	-9%	31%	21%	25%	12%	16%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(13.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Through a dedicated app

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	15%	24%	9%	14%	6%	15%	14%	18%	28%	28%	22%	29%	13%	17%	12%
Quite important	28%	25%	41%	26%	29%	29%	28%	25%	29%	45%	16%	54%	26%	35%	26%
Neither important nor unimportant	22%	16%	23%	23%	57%	22%	22%	23%	24%	13%	41%	4%	15%	19%	27%
Somewhat unimportant	12%	6%	11%	14%	2%	10%	12%	10%	7%	7%	13%	1%	21%	2%	9%
Very unimportant	18%	16%	10%	21%	6%	18%	19%	17%	10%	5%	8%	2%	23%	22%	19%
Don't Know	5%	14%	6%	3%	1%	6%	5%	6%	3%	2%	0%	10%	4%	5%	7%
Total Important:	43%	48%	50%	40%	35%	44%	42%	43%	57%	72%	38%	83%	38%	52%	38%
Total Unimportant:	30%	22%	21%	34%	8%	28%	31%	28%	17%	12%	21%	3%	43%	24%	28%
Net:	13%	27%	29%	5%	27%	16%	11%	16%	39%	60%	18%	80%	-5%	28%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(13.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Through a dedicated app

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	15%	12%	11%	20%	10%	29%	23%	61%	15%	19%	12%	19%	4%	49%	3%
Quite important	28%	29%	25%	32%	14%	35%	39%	23%	25%	30%	30%	12%	8%	50%	41%
Neither important nor unimportant	22%	26%	17%	12%	14%	15%	16%	9%	22%	20%	30%	70%	9%	0%	3%
Somewhat unimportant	12%	10%	9%	14%	10%	9%	9%	2%	9%	3%	10%	0%	73%	0%	34%
Very unimportant	18%	19%	30%	12%	36%	10%	12%	4%	24%	19%	17%	0%	0%	1%	19%
Don't Know	5%	5%	7%	9%	16%	2%	0%	1%	5%	9%	1%	0%	5%	0%	0%
Total Important:	43%	40%	37%	52%	24%	64%	62%	84%	41%	49%	42%	30%	13%	99%	44%
Total Unimportant:	30%	29%	39%	27%	46%	19%	21%	6%	32%	22%	27%	0%	73%	1%	53%
Net:	13%	11%	-2%	25%	-22%	45%	41%	77%	8%	27%	15%	30%	-61%	97%	-9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(13.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Through a dedicated app

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	15%	17%	30%	24%	28%	13%	15%	16%	6%	32%	0%	7%	0%
Quite important	28%	25%	1%	39%	11%	47%	24%	25%	54%	44%	23%	40%	15%
Neither important nor unimportant	22%	21%	24%	19%	9%	23%	18%	21%	30%	17%	2%	19%	53%
Somewhat unimportant	12%	13%	0%	0%	33%	1%	15%	14%	6%	5%	0%	0%	14%
Very unimportant	18%	20%	24%	18%	11%	16%	22%	20%	3%	0%	74%	16%	2%
Don't Know	5%	4%	21%	0%	8%	1%	5%	4%	0%	2%	0%	19%	15%
Total Important:	43%	41%	31%	63%	39%	60%	39%	42%	61%	76%	23%	47%	15%
Total Unimportant:	30%	33%	24%	18%	44%	16%	37%	33%	9%	5%	74%	16%	17%
Net:	13%	8%	7%	45%	-5%	43%	1%	8%	51%	71%	-51%	31%	-1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	32%	44%	25%	30%	7%	33%	31%	35%	37%	40%	57%	30%	26%	32%	31%
Quite important	35%	18%	41%	38%	41%	35%	36%	26%	42%	34%	23%	39%	47%	38%	31%
Neither important nor unimportant	14%	18%	23%	12%	48%	13%	15%	13%	13%	16%	12%	20%	15%	14%	15%
Somewhat unimportant	8%	6%	8%	8%	0%	7%	7%	10%	3%	3%	0%	1%	4%	8%	8%
Very unimportant	8%	9%	4%	8%	4%	9%	7%	12%	6%	4%	8%	0%	4%	8%	12%
Don't Know	3%	5%	1%	3%	0%	3%	3%	3%	0%	3%	0%	10%	4%	0%	3%
Total Important:	67%	62%	65%	69%	48%	69%	67%	61%	78%	74%	80%	69%	74%	70%	62%
Total Unimportant:	16%	15%	11%	16%	4%	16%	15%	22%	8%	7%	8%	1%	7%	16%	20%
Net:	51%	46%	54%	52%	44%	53%	53%	39%	70%	66%	72%	67%	67%	54%	42%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	32%	32%	28%	15%	45%	47%	38%	66%	32%	40%	22%	30%	7%	49%	42%
Quite important	35%	34%	41%	59%	16%	31%	35%	18%	33%	23%	49%	66%	49%	50%	36%
Neither important nor unimportant	14%	19%	8%	2%	9%	4%	15%	11%	15%	18%	15%	4%	2%	1%	2%
Somewhat unimportant	8%	4%	14%	4%	8%	8%	1%	1%	8%	7%	3%	0%	37%	0%	0%
Very unimportant	8%	7%	9%	12%	14%	9%	10%	4%	8%	7%	9%	0%	5%	0%	19%
Don't Know	3%	4%	0%	8%	8%	0%	0%	0%	4%	5%	2%	0%	0%	0%	0%
Total Important:	67%	66%	69%	74%	62%	78%	74%	83%	65%	63%	71%	96%	56%	99%	78%
Total Unimportant:	16%	11%	23%	16%	22%	17%	11%	5%	16%	14%	12%	0%	42%	0%	19%
Net:	51%	55%	46%	58%	40%	61%	63%	78%	49%	49%	59%	96%	15%	99%	59%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	32%	37%	76%	45%	38%	24%	46%	28%	9%	47%	0%	25%	16%
Quite important	35%	37%	1%	37%	27%	61%	36%	41%	50%	37%	9%	21%	3%
Neither important nor unimportant	14%	14%	1%	3%	13%	10%	5%	18%	10%	15%	35%	19%	62%
Somewhat unimportant	8%	4%	0%	16%	9%	0%	5%	2%	10%	0%	17%	0%	17%
Very unimportant	8%	7%	1%	0%	12%	4%	7%	11%	3%	0%	38%	16%	2%
Don't Know	3%	0%	21%	0%	0%	0%	0%	1%	19%	0%	0%	19%	0%
Total Important:	67%	74%	77%	82%	65%	85%	82%	69%	59%	84%	9%	46%	18%
Total Unimportant:	16%	12%	1%	16%	21%	5%	13%	13%	12%	0%	55%	16%	19%
Net:	51%	62%	76%	66%	44%	80%	69%	56%	47%	84%	-46%	30%	-1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	18%	27%	19%	16%	34%	17%	17%	26%	26%	33%	23%	31%	15%	17%	19%
Quite important	31%	30%	33%	31%	27%	34%	32%	27%	35%	36%	28%	34%	40%	26%	32%
Neither important nor unimportant	22%	18%	26%	22%	30%	20%	21%	26%	25%	15%	25%	16%	22%	23%	22%
Somewhat unimportant	11%	15%	11%	10%	6%	10%	12%	8%	8%	9%	0%	10%	1%	21%	11%
Very unimportant	13%	4%	10%	16%	4%	14%	13%	11%	6%	3%	23%	0%	14%	13%	12%
Don't Know	5%	5%	1%	5%	0%	5%	5%	3%	1%	4%	0%	10%	7%	0%	5%
Total Important:	50%	58%	52%	47%	60%	51%	49%	53%	61%	69%	51%	65%	56%	43%	50%
Total Unimportant:	24%	19%	21%	26%	10%	24%	25%	19%	14%	12%	23%	10%	15%	34%	23%
Net:	26%	39%	31%	21%	50%	27%	24%	34%	47%	56%	28%	55%	41%	9%	28%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	18%	18%	19%	5%	15%	26%	27%	54%	16%	22%	19%	9%	2%	49%	20%
Quite important	31%	32%	24%	48%	45%	33%	37%	27%	31%	34%	34%	12%	40%	48%	6%
Neither important nor unimportant	22%	25%	25%	2%	25%	24%	19%	14%	25%	24%	13%	79%	21%	1%	5%
Somewhat unimportant	11%	7%	1%	33%	1%	6%	6%	3%	9%	6%	5%	0%	38%	3%	50%
Very unimportant	13%	15%	24%	4%	7%	9%	11%	2%	14%	8%	22%	0%	0%	0%	19%
Don't Know	5%	4%	7%	8%	8%	2%	0%	0%	4%	7%	5%	0%	0%	0%	0%
Total Important:	50%	50%	43%	53%	60%	59%	64%	82%	47%	55%	53%	21%	42%	96%	26%
Total Unimportant:	24%	22%	25%	37%	8%	15%	16%	4%	23%	14%	28%	0%	38%	3%	69%
Net:	26%	28%	17%	17%	52%	44%	48%	77%	24%	41%	26%	21%	4%	94%	-43%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	18%	21%	24%	11%	26%	28%	25%	16%	5%	33%	0%	25%	0%
Quite important	31%	34%	0%	36%	22%	28%	32%	39%	68%	49%	42%	21%	33%
Neither important nor unimportant	22%	18%	31%	21%	29%	31%	10%	27%	13%	0%	3%	0%	34%
Somewhat unimportant	11%	7%	1%	3%	3%	9%	15%	8%	9%	17%	0%	0%	30%
Very unimportant	13%	17%	0%	30%	21%	3%	18%	11%	6%	0%	55%	16%	2%
Don't Know	5%	4%	44%	0%	0%	1%	0%	0%	0%	0%	0%	37%	0%
Total Important:	50%	55%	24%	46%	47%	56%	57%	55%	72%	82%	42%	46%	34%
Total Unimportant:	24%	23%	1%	33%	23%	12%	33%	18%	15%	18%	55%	16%	33%
Net:	26%	32%	23%	13%	24%	44%	24%	37%	58%	65%	-13%	30%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	15%	18%	13%	14%	30%	12%	15%	13%	22%	25%	21%	8%	23%	14%	11%
Quite important	24%	27%	37%	21%	16%	25%	21%	39%	39%	28%	15%	44%	13%	27%	30%
Neither important nor unimportant	19%	20%	25%	18%	46%	19%	19%	20%	19%	26%	20%	16%	21%	17%	21%
Somewhat unimportant	15%	14%	10%	16%	3%	15%	16%	12%	10%	8%	8%	23%	10%	23%	10%
Very unimportant	22%	16%	9%	26%	4%	23%	24%	13%	10%	11%	36%	0%	30%	19%	19%
Don't Know	5%	5%	6%	5%	0%	6%	6%	3%	0%	2%	0%	10%	4%	0%	8%
Total Important:	39%	45%	50%	35%	46%	38%	36%	52%	61%	53%	36%	52%	36%	41%	41%
Total Unimportant:	37%	31%	19%	42%	8%	37%	39%	26%	20%	18%	44%	23%	40%	42%	30%
Net:	2%	14%	31%	-7%	38%	1%	-4%	26%	41%	35%	-8%	29%	-3%	-1%	11%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	15%	15%	10%	12%	3%	22%	29%	54%	11%	15%	15%	0%	38%	49%	3%
Quite important	24%	21%	22%	32%	42%	50%	38%	27%	20%	24%	22%	32%	16%	48%	58%
Neither important nor unimportant	19%	22%	27%	8%	9%	11%	24%	11%	28%	16%	16%	68%	2%	1%	2%
Somewhat unimportant	15%	11%	10%	19%	10%	8%	3%	3%	14%	11%	15%	0%	44%	1%	17%
Very unimportant	22%	26%	23%	21%	28%	7%	6%	5%	22%	25%	26%	0%	0%	1%	19%
Don't Know	5%	5%	7%	8%	8%	2%	0%	0%	4%	9%	5%	0%	0%	0%	0%
Total Important:	39%	36%	32%	44%	45%	73%	67%	81%	31%	39%	37%	32%	54%	96%	61%
Total Unimportant:	37%	36%	34%	40%	38%	14%	9%	8%	37%	36%	42%	0%	44%	3%	36%
Net:	2%	0%	-2%	4%	8%	58%	58%	73%	-6%	3%	-5%	32%	10%	94%	25%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	15%	19%	24%	11%	14%	18%	15%	19%	1%	16%	0%	42%	14%
Quite important	24%	18%	30%	21%	19%	44%	31%	25%	34%	34%	3%	4%	0%
Neither important nor unimportant	19%	24%	1%	16%	25%	26%	10%	25%	16%	2%	17%	0%	48%
Somewhat unimportant	15%	14%	1%	20%	19%	9%	8%	13%	26%	32%	4%	0%	33%
Very unimportant	22%	25%	24%	31%	22%	3%	33%	17%	3%	16%	76%	16%	4%
Don't Know	5%	2%	21%	0%	0%	0%	4%	0%	19%	0%	0%	37%	0%
Total Important:	39%	36%	54%	32%	33%	62%	46%	45%	36%	50%	3%	46%	14%
Total Unimportant:	37%	39%	24%	51%	41%	12%	41%	30%	29%	48%	80%	16%	37%
Net:	2%	-2%	30%	-19%	-8%	49%	5%	15%	7%	2%	-76%	30%	-23%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	11%	14%	15%	9%	8%	11%	9%	16%	28%	31%	0%	5%	9%	14%	15%
Quite important	18%	20%	32%	14%	58%	14%	17%	20%	34%	31%	8%	35%	12%	14%	19%
Neither important nor unimportant	19%	14%	5%	24%	24%	21%	20%	19%	15%	20%	13%	26%	36%	21%	11%
Somewhat unimportant	13%	16%	15%	12%	5%	13%	14%	10%	9%	9%	15%	22%	6%	24%	10%
Very unimportant	30%	27%	22%	32%	5%	32%	30%	30%	13%	6%	64%	3%	29%	18%	33%
Don't Know	9%	8%	11%	9%	1%	9%	10%	5%	1%	4%	0%	10%	8%	8%	12%
Total Important:	29%	34%	46%	24%	66%	25%	26%	36%	62%	62%	8%	40%	21%	29%	34%
Total Unimportant:	43%	43%	37%	44%	10%	45%	44%	40%	22%	15%	79%	25%	35%	42%	44%
Net:	-14%	-9%	9%	-20%	56%	-20%	-18%	-3%	40%	47%	-71%	14%	-14%	-14%	-9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	11%	8%	11%	2%	8%	32%	16%	57%	13%	14%	3%	0%	8%	49%	1%
Quite important	18%	16%	10%	13%	12%	35%	29%	27%	15%	14%	19%	23%	43%	50%	8%
Neither important nor unimportant	19%	22%	14%	40%	18%	5%	18%	4%	18%	15%	22%	68%	48%	1%	3%
Somewhat unimportant	13%	9%	25%	21%	6%	10%	8%	1%	10%	12%	10%	9%	1%	0%	69%
Very unimportant	30%	33%	32%	15%	49%	17%	30%	11%	34%	32%	36%	0%	0%	0%	19%
Don't Know	9%	12%	8%	9%	7%	2%	0%	0%	9%	13%	9%	0%	0%	0%	0%
Total Important:	29%	24%	21%	15%	20%	67%	45%	84%	29%	28%	23%	23%	51%	99%	9%
Total Unimportant:	43%	42%	57%	36%	55%	26%	37%	12%	44%	43%	46%	9%	1%	0%	89%
Net:	-14%	-18%	-36%	-20%	-35%	41%	7%	71%	-15%	-15%	-23%	13%	50%	99%	-80%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	11%	14%	24%	7%	7%	24%	14%	10%	7%	32%	0%	2%	0%
Quite important	18%	15%	0%	7%	15%	19%	12%	20%	45%	29%	20%	23%	0%
Neither important nor unimportant	19%	19%	23%	0%	23%	15%	20%	28%	12%	16%	0%	19%	18%
Somewhat unimportant	13%	12%	7%	18%	22%	9%	15%	10%	3%	16%	4%	2%	16%
Very unimportant	30%	33%	24%	55%	24%	25%	34%	31%	14%	6%	77%	16%	16%
Don't Know	9%	7%	21%	13%	9%	7%	4%	1%	19%	0%	0%	37%	50%
Total Important:	29%	28%	24%	14%	21%	43%	26%	30%	51%	62%	20%	25%	0%
Total Unimportant:	43%	45%	31%	72%	46%	35%	49%	41%	17%	23%	80%	18%	32%
Net:	-14%	-17%	-7%	-58%	-25%	8%	-23%	-11%	35%	39%	-60%	7%	-32%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(18.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . : E-mail advertising

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very important	14%	23%	18%	10%	9%	12%	11%	24%	28%	28%	0%	28%	9%	16%	18%
Quite important	29%	26%	41%	27%	7%	30%	29%	29%	31%	29%	41%	24%	23%	30%	31%
Neither important nor unimportant	19%	14%	14%	22%	78%	19%	18%	23%	29%	21%	35%	7%	21%	22%	16%
Somewhat unimportant	11%	11%	14%	10%	2%	8%	12%	7%	6%	9%	8%	21%	1%	8%	12%
Very unimportant	21%	18%	8%	24%	4%	24%	23%	14%	5%	10%	16%	0%	39%	24%	15%
Don't Know	7%	8%	6%	6%	0%	7%	8%	2%	1%	4%	0%	19%	6%	1%	8%
Total Important:	43%	49%	59%	38%	16%	42%	40%	54%	59%	57%	41%	53%	33%	46%	49%
Total Unimportant:	31%	30%	21%	34%	6%	32%	34%	21%	11%	19%	23%	21%	40%	32%	27%
Net:	11%	19%	38%	4%	9%	10%	6%	33%	48%	38%	18%	32%	-8%	14%	22%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(18.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : E-mail advertising

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very important	14%	10%	16%	16%	8%	35%	40%	62%	12%	20%	9%	2%	7%	49%	6%
Quite important	29%	28%	34%	38%	30%	28%	33%	24%	32%	21%	28%	87%	3%	49%	56%
Neither important nor unimportant	19%	23%	19%	4%	26%	18%	9%	10%	22%	17%	26%	11%	17%	1%	2%
Somewhat unimportant	11%	8%	7%	21%	4%	8%	5%	2%	6%	12%	10%	0%	37%	1%	17%
Very unimportant	21%	25%	17%	13%	27%	9%	13%	2%	20%	21%	22%	0%	37%	0%	19%
Don't Know	7%	7%	7%	8%	5%	2%	0%	0%	8%	9%	5%	0%	0%	0%	0%
Total Important:	43%	38%	50%	54%	38%	63%	73%	86%	45%	41%	37%	88%	10%	97%	62%
Total Unimportant:	31%	32%	24%	34%	31%	17%	17%	4%	25%	33%	32%	0%	73%	1%	36%
Net:	11%	5%	25%	20%	7%	46%	56%	83%	19%	8%	5%	88%	-63%	96%	26%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(18.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . : E-mail advertising

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very important	14%	16%	24%	9%	22%	17%	19%	11%	6%	20%	0%	21%	0%
Quite important	29%	23%	24%	21%	16%	51%	30%	27%	57%	17%	8%	25%	14%
Neither important nor unimportant	19%	17%	8%	36%	30%	14%	18%	22%	9%	5%	17%	16%	18%
Somewhat unimportant	11%	12%	0%	0%	21%	8%	10%	7%	6%	17%	0%	0%	32%
Very unimportant	21%	29%	23%	34%	12%	9%	19%	27%	3%	28%	74%	16%	35%
Don't Know	7%	4%	21%	0%	0%	0%	4%	7%	19%	13%	0%	21%	0%
Total Important:	43%	39%	48%	29%	37%	68%	49%	38%	64%	37%	9%	46%	14%
Total Unimportant:	31%	40%	23%	35%	33%	17%	29%	34%	8%	45%	74%	16%	68%
Net:	11%	-2%	25%	-6%	5%	51%	20%	4%	55%	-8%	-65%	30%	-53%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
None	15%	18%	7%	16%	1%	17%	16%	9%	9%	7%	16%	12%	23%	5%	17%
1-5%	15%	13%	18%	14%	46%	14%	16%	11%	8%	8%	0%	11%	13%	19%	19%
6-10%	11%	8%	19%	10%	30%	10%	10%	15%	15%	5%	8%	6%	5%	21%	11%
11-20%	10%	22%	8%	7%	2%	10%	7%	24%	8%	12%	0%	12%	2%	23%	10%
21-30%	12%	8%	22%	10%	10%	11%	12%	9%	12%	9%	16%	10%	21%	6%	9%
31-40%	8%	7%	9%	8%	0%	8%	8%	7%	8%	12%	8%	23%	10%	2%	8%
41-50%	5%	1%	7%	5%	0%	5%	5%	3%	6%	11%	13%	1%	4%	0%	6%
51-60%	5%	5%	4%	6%	5%	6%	5%	6%	14%	11%	7%	14%	7%	6%	3%
61-70%	3%	2%	2%	4%	2%	4%	3%	6%	11%	5%	7%	0%	0%	5%	4%
71-80%	6%	8%	1%	6%	0%	4%	7%	2%	4%	1%	15%	1%	0%	7%	3%
81-90%	5%	1%	1%	7%	0%	6%	6%	2%	2%	5%	0%	10%	10%	3%	5%
91-100%	2%	4%	0%	2%	1%	2%	3%	1%	1%	8%	6%	0%	3%	0%	2%
Don't know	3%	3%	2%	4%	4%	2%	3%	4%	3%	5%	6%	0%	1%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
None	15%	16%	28%	20%	5%	8%	4%	2%	19%	9%	14%	66%	0%	1%	36%
1-5%	15%	19%	9%	13%	7%	10%	1%	3%	16%	19%	10%	13%	0%	0%	19%
6-10%	11%	10%	16%	1%	8%	10%	20%	7%	15%	7%	12%	2%	1%	0%	17%
11-20%	10%	7%	15%	8%	32%	23%	9%	7%	5%	12%	16%	9%	5%	1%	3%
21-30%	12%	10%	2%	39%	6%	20%	9%	5%	6%	13%	25%	0%	1%	1%	1%
31-40%	8%	9%	1%	1%	3%	5%	5%	32%	6%	7%	14%	10%	2%	49%	0%
41-50%	5%	5%	14%	0%	2%	5%	7%	1%	7%	7%	1%	0%	1%	0%	0%
51-60%	5%	5%	8%	0%	4%	4%	24%	8%	7%	8%	2%	0%	3%	0%	0%
61-70%	3%	2%	0%	0%	8%	12%	9%	4%	3%	5%	0%	0%	12%	0%	3%
71-80%	6%	4%	6%	0%	16%	2%	9%	4%	6%	2%	0%	0%	38%	0%	19%
81-90%	5%	6%	0%	18%	0%	1%	0%	5%	2%	5%	0%	0%	37%	47%	3%
91-100%	2%	3%	0%	0%	0%	0%	0%	20%	2%	5%	1%	0%	0%	0%	0%
Don't know	3%	3%	0%	0%	8%	0%	2%	3%	7%	0%	5%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business					Revenue Change							
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10	
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24	
None	15%	9%	22%	13%	12%	2%	15%	23%	0%	2%	59%	16%	2%	
1-5%	15%	23%	0%	20%	8%	37%	17%	5%	6%	15%	35%	41%	15%	
6-10%	11%	10%	1%	14%	21%	11%	13%	4%	29%	18%	3%	0%	15%	
11-20%	10%	8%	0%	2%	10%	14%	10%	6%	38%	18%	0%	21%	18%	
21-30%	12%	13%	0%	21%	13%	19%	14%	11%	6%	17%	0%	0%	18%	
31-40%	8%	8%	6%	17%	3%	2%	12%	8%	0%	0%	2%	19%	15%	
41-50%	5%	3%	24%	0%	2%	0%	12%	1%	0%	15%	0%	0%	0%	
51-60%	5%	10%	23%	7%	5%	3%	1%	10%	0%	14%	0%	0%	0%	
61-70%	3%	2%	0%	1%	14%	4%	2%	6%	1%	0%	0%	0%	0%	
71-80%	6%	6%	0%	3%	3%	7%	4%	3%	0%	0%	0%	0%	0%	
81-90%	5%	6%	0%	0%	9%	0%	1%	16%	19%	0%	0%	0%	0%	
91-100%	2%	2%	23%	3%	0%	0%	0%	3%	1%	0%	0%	0%	0%	
Don't know	3%	0%	0%	0%	0%	1%	0%	4%	0%	0%	0%	3%	16%	

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(20.A) Which, if any, of the following are the most effective ways your business connects with customers? Please select all that apply.

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Through a dedicated app	9%	2%	10%	11%	1%	11%	10%	6%	11%	16%	16%	24%	7%	5%	10%
YouTube	9%	10%	8%	9%	36%	9%	7%	18%	18%	30%	31%	7%	2%	9%	8%
TikTok	7%	3%	4%	8%	5%	7%	5%	12%	15%	17%	22%	19%	2%	5%	4%
Word of mouth	53%	59%	54%	51%	5%	56%	56%	41%	28%	25%	64%	16%	61%	44%	60%
Facebook	42%	46%	37%	42%	41%	43%	42%	47%	35%	42%	66%	23%	61%	40%	32%
Instagram	41%	48%	28%	42%	40%	43%	42%	39%	31%	41%	59%	43%	52%	41%	33%
Twitter	4%	8%	5%	3%	8%	4%	3%	10%	15%	18%	0%	16%	2%	3%	6%
E-mail	37%	53%	37%	32%	11%	40%	37%	34%	31%	42%	41%	14%	28%	33%	49%
Google Search	33%	46%	47%	26%	13%	32%	31%	41%	37%	46%	27%	34%	23%	43%	36%
Your company website	31%	41%	50%	24%	7%	33%	29%	38%	39%	48%	14%	5%	32%	24%	45%
Amazon Marketplace	3%	5%	4%	2%	1%	3%	2%	7%	10%	10%	0%	0%	7%	1%	2%
Ebay	3%	1%	3%	3%	29%	2%	2%	8%	7%	5%	8%	2%	4%	2%	2%
Google Shopping free listings	2%	7%	3%	1%	0%	2%	2%	5%	9%	5%	0%	12%	4%	1%	1%
Google Reviews	18%	25%	18%	16%	3%	21%	20%	11%	16%	17%	16%	26%	27%	21%	12%
Google Maps / Google Business Profile / Google My Business / Google Reviews	17%	12%	17%	19%	22%	19%	18%	11%	22%	20%	15%	3%	26%	23%	13%
LinkedIn	16%	20%	17%	15%	7%	17%	14%	27%	31%	23%	16%	12%	9%	13%	24%
Mastodon	0%	1%	1%	0%	0%	0%	0%	2%	2%	2%	0%	0%	0%	0%	1%
Etsy	0%	1%	1%	0%	0%	0%	0%	2%	5%	2%	0%	3%	0%	0%	1%
None of the above	6%	8%	1%	6%	3%	3%	6%	6%	1%	2%	0%	10%	1%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(20.B) Which, if any, of the following are the most effective ways your business connects with customers? Please select all that apply.

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Through a dedicated app	9%	10%	2%	13%	3%	5%	8%	6%	7%	11%	14%	0%	0%	47%	0%
YouTube	9%	7%	9%	4%	16%	7%	42%	53%	4%	5%	23%	10%	7%	49%	1%
TikTok	7%	6%	1%	12%	11%	6%	11%	23%	4%	9%	11%	0%	8%	3%	0%
Word of mouth	53%	52%	70%	47%	55%	53%	33%	20%	54%	48%	61%	68%	47%	3%	53%
Facebook	42%	51%	26%	20%	62%	38%	21%	52%	43%	34%	52%	100%	49%	49%	21%
Instagram	41%	49%	19%	16%	39%	36%	32%	56%	39%	41%	45%	30%	50%	96%	21%
Twitter	4%	0%	3%	21%	11%	7%	11%	29%	2%	4%	6%	11%	2%	50%	0%
E-mail	37%	34%	33%	47%	44%	44%	38%	40%	31%	34%	37%	9%	38%	96%	73%
Google Search	33%	28%	23%	31%	42%	53%	40%	53%	39%	37%	18%	28%	7%	99%	23%
Your company website	31%	27%	27%	32%	50%	42%	48%	66%	28%	29%	33%	9%	43%	96%	20%
Amazon Marketplace	3%	0%	0%	18%	8%	7%	5%	7%	1%	6%	2%	9%	2%	0%	2%
Ebay	3%	2%	0%	8%	7%	10%	17%	6%	1%	3%	4%	0%	12%	0%	0%
Google Shopping free listings	2%	0%	1%	8%	1%	23%	4%	6%	2%	5%	0%	0%	2%	1%	2%
Google Reviews	18%	16%	4%	28%	19%	23%	17%	48%	9%	20%	13%	68%	39%	51%	36%
Google Maps / Google Business Profile / Google My Business / Google Reviews	17%	19%	14%	10%	9%	14%	17%	29%	18%	15%	6%	0%	40%	50%	36%
LinkedIn	16%	13%	8%	21%	27%	34%	41%	34%	11%	17%	22%	9%	10%	48%	17%
Mastodon	0%	0%	0%	1%	0%	3%	0%	3%	1%	1%	0%	0%	0%	0%	0%
Etsy	0%	0%	1%	0%	1%	3%	2%	1%	0%	1%	0%	0%	2%	0%	0%
None of the above	6%	3%	7%	8%	8%	5%	0%	0%	7%	2%	2%	0%	37%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(20.C) Which, if any, of the following are the most effective ways your business connects with customers? Please select all that apply.

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Through a dedicated app	9%	10%	0%	17%	13%	3%	5%	17%	0%	1%	0%	2%	15%
YouTube	9%	7%	24%	42%	16%	3%	14%	1%	23%	4%	5%	8%	0%
TikTok	7%	8%	23%	21%	23%	1%	4%	5%	0%	4%	0%	4%	0%
Word of mouth	53%	48%	24%	67%	40%	72%	71%	50%	57%	52%	42%	21%	35%
Facebook	42%	58%	76%	48%	70%	54%	36%	44%	16%	50%	4%	42%	33%
Instagram	41%	59%	53%	44%	63%	53%	32%	46%	15%	61%	21%	25%	31%
Twitter	4%	2%	0%	2%	11%	4%	12%	3%	0%	2%	0%	0%	0%
E-mail	37%	29%	25%	11%	24%	41%	47%	49%	58%	7%	23%	55%	17%
Google Search	33%	32%	30%	25%	50%	34%	37%	37%	30%	48%	4%	23%	3%
Your company website	31%	26%	24%	24%	13%	40%	40%	42%	33%	8%	21%	42%	18%
Amazon Marketplace	3%	1%	0%	3%	4%	8%	6%	0%	4%	0%	0%	4%	0%
Ebay	3%	3%	0%	2%	5%	4%	10%	0%	1%	0%	0%	2%	0%
Google Shopping free listings	2%	1%	0%	1%	14%	1%	1%	4%	0%	0%	0%	2%	0%
Google Reviews	18%	19%	23%	1%	16%	26%	24%	20%	2%	15%	1%	0%	18%
Google Maps / Google Business Profile / Google My Business / Google Reviews	17%	21%	46%	2%	6%	29%	19%	29%	0%	2%	17%	2%	0%
LinkedIn	16%	16%	23%	26%	35%	12%	21%	11%	12%	6%	3%	0%	33%
Mastodon	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Etsy	0%	1%	0%	0%	2%	1%	1%	0%	0%	0%	0%	0%	0%
None of the above	6%	2%	22%	0%	1%	0%	0%	7%	0%	0%	0%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	57%	74%	67%	51%	38%	60%	56%	61%	64%	70%	35%	50%	71%	58%	60%
My business does not use this	34%	22%	25%	40%	35%	32%	35%	33%	24%	23%	51%	28%	22%	34%	35%
Don't know	8%	5%	8%	10%	27%	7%	9%	6%	12%	6%	15%	21%	8%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	57%	54%	61%	59%	74%	70%	62%	71%	62%	57%	60%	23%	50%	51%	42%
My business does not use this	34%	36%	39%	30%	19%	30%	33%	22%	33%	29%	31%	66%	49%	47%	58%
Don't know	8%	10%	0%	11%	6%	1%	5%	7%	5%	14%	10%	11%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	57%	57%	54%	35%	60%	74%	58%	69%	44%	66%	42%	64%	38%
My business does not use this	34%	39%	45%	65%	31%	17%	33%	24%	52%	34%	56%	32%	31%
Don't know	8%	4%	1%	0%	9%	9%	9%	7%	4%	0%	2%	4%	30%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	75%	67%	82%	76%	62%	74%	78%	60%	64%	70%	93%	45%	80%	61%	80%
My business does not use this	20%	30%	14%	19%	32%	22%	18%	34%	23%	24%	7%	44%	19%	32%	16%
Don't know	5%	3%	4%	5%	6%	4%	4%	6%	13%	6%	0%	11%	2%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	75%	78%	68%	72%	65%	65%	68%	68%	66%	78%	73%	96%	91%	100%	90%
My business does not use this	20%	17%	30%	18%	27%	33%	18%	25%	29%	17%	22%	0%	6%	0%	8%
Don't know	5%	5%	2%	10%	7%	1%	14%	8%	5%	5%	5%	4%	3%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	75%	77%	56%	86%	78%	75%	75%	85%	41%	64%	64%	81%	68%
My business does not use this	20%	21%	44%	13%	21%	17%	20%	13%	52%	36%	34%	16%	17%
Don't know	5%	2%	0%	2%	1%	8%	5%	1%	7%	0%	2%	3%	15%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	60%	56%	56%	63%	39%	61%	63%	47%	59%	65%	64%	50%	68%	61%	55%
My business does not use this	34%	37%	32%	33%	31%	36%	33%	40%	29%	29%	28%	37%	24%	35%	42%
Don't know	6%	7%	12%	4%	31%	4%	4%	13%	12%	6%	8%	13%	8%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	60%	60%	57%	67%	69%	50%	56%	60%	54%	58%	60%	98%	84%	50%	76%
My business does not use this	34%	33%	41%	31%	23%	42%	29%	34%	43%	33%	31%	0%	15%	47%	19%
Don't know	6%	7%	2%	2%	7%	8%	15%	6%	3%	9%	9%	2%	1%	3%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	60%	51%	55%	55%	50%	55%	68%	54%	56%	78%	59%	82%	48%
My business does not use this	34%	44%	45%	38%	48%	33%	27%	41%	35%	20%	41%	18%	35%
Don't know	6%	5%	0%	7%	2%	12%	5%	5%	9%	2%	0%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	78%	76%	75%	79%	43%	83%	78%	78%	79%	86%	78%	38%	77%	79%	91%
My business does not use this	18%	20%	20%	17%	30%	14%	18%	18%	16%	12%	22%	42%	19%	18%	8%
Don't know	4%	3%	6%	4%	27%	3%	4%	4%	5%	2%	0%	21%	4%	4%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	78%	77%	88%	87%	83%	69%	62%	94%	73%	81%	80%	98%	55%	100%	97%
My business does not use this	18%	18%	11%	12%	14%	27%	36%	5%	20%	15%	19%	0%	45%	0%	3%
Don't know	4%	5%	0%	0%	2%	4%	2%	1%	7%	4%	1%	2%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

		Woman-led business		Revenue Change									
	Total	Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	78%	75%	78%	77%	85%	86%	89%	76%	60%	72%	66%	98%	68%
My business does not use this	18%	21%	22%	23%	15%	4%	11%	23%	37%	15%	34%	2%	17%
Don't know	4%	4%	0%	0%	0%	10%	0%	1%	3%	13%	0%	0%	15%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(25.A) As far as you are aware, does your business use any of the following Google products? : Google Workspace (e.g. Google Docs, Gmail)

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	49%	50%	57%	47%	37%	50%	49%	48%	55%	51%	45%	52%	42%	38%	57%
My business does not use this	43%	47%	31%	45%	33%	44%	44%	41%	29%	41%	41%	25%	53%	59%	36%
Don't know	8%	4%	12%	8%	30%	6%	7%	11%	16%	9%	15%	23%	5%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(25.B) As far as you are aware, does your business use any of the following Google products? : Google Workspace (e.g. Google Docs, Gmail)

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	49%	48%	34%	46%	47%	49%	49%	64%	41%	57%	39%	12%	90%	53%	59%
My business does not use this	43%	43%	62%	40%	47%	48%	27%	26%	51%	35%	50%	77%	8%	47%	41%
Don't know	8%	9%	4%	14%	6%	3%	24%	10%	8%	8%	11%	11%	2%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(25.C) As far as you are aware, does your business use any of the following Google products? : Google Workspace (e.g. Google Docs, Gmail)

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	49%	48%	47%	55%	34%	60%	55%	48%	16%	60%	43%	61%	36%
My business does not use this	43%	49%	52%	39%	53%	30%	35%	49%	78%	38%	51%	35%	49%
Don't know	8%	3%	1%	6%	13%	10%	9%	4%	7%	2%	5%	4%	15%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	63%	67%	60%	63%	63%	66%	63%	64%	52%	71%	48%	56%	72%	66%	66%
My business does not use this	29%	29%	24%	30%	31%	30%	29%	25%	39%	25%	37%	24%	27%	33%	28%
Don't know	8%	5%	16%	8%	5%	4%	8%	11%	8%	5%	15%	21%	1%	1%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	63%	66%	54%	49%	71%	61%	55%	70%	72%	64%	54%	98%	51%	51%	37%
My business does not use this	29%	27%	45%	40%	24%	34%	38%	18%	23%	30%	35%	0%	12%	47%	56%
Don't know	8%	7%	1%	11%	5%	5%	7%	12%	5%	6%	11%	2%	37%	1%	7%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	63%	63%	55%	59%	44%	78%	62%	66%	61%	81%	64%	81%	60%
My business does not use this	29%	34%	45%	38%	45%	19%	29%	29%	33%	19%	34%	16%	38%
Don't know	8%	3%	0%	3%	11%	3%	9%	5%	6%	0%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(27.A) As far as you are aware, does your business use any of the following Google products? : Google Business Profile / Google My Business

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	39%	33%	35%	42%	59%	42%	38%	43%	54%	50%	45%	48%	55%	36%	31%
My business does not use this	48%	52%	37%	49%	11%	48%	50%	42%	34%	36%	41%	31%	40%	51%	55%
Don't know	12%	15%	27%	9%	30%	11%	12%	16%	12%	14%	15%	21%	5%	13%	14%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(27.B) As far as you are aware, does your business use any of the following Google products? : Google Business Profile / Google My Business

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	39%	39%	30%	50%	35%	51%	58%	72%	39%	42%	37%	21%	56%	51%	22%
My business does not use this	48%	48%	66%	37%	51%	40%	33%	22%	47%	43%	51%	66%	43%	47%	75%
Don't know	12%	12%	4%	13%	14%	10%	9%	6%	14%	15%	12%	13%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(27.C) As far as you are aware, does your business use any of the following Google products? : Google Business Profile / Google My Business

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	39%	46%	76%	44%	41%	64%	42%	43%	14%	65%	38%	5%	15%
My business does not use this	48%	43%	23%	55%	39%	24%	48%	50%	80%	18%	59%	89%	52%
Don't know	12%	11%	1%	1%	20%	12%	10%	8%	6%	18%	2%	7%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(28.A) As far as you are aware, does your business use any of the following Google products? : Google Cloud (e.g. Cloud Storage, App Engine)

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	31%	40%	32%	28%	37%	33%	30%	36%	42%	46%	37%	38%	23%	23%	40%
My business does not use this	55%	54%	51%	56%	35%	55%	57%	46%	45%	44%	41%	41%	65%	71%	51%
Don't know	14%	5%	16%	16%	28%	11%	13%	18%	13%	10%	22%	21%	12%	6%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(28.B) As far as you are aware, does your business use any of the following Google products? : Google Cloud (e.g. Cloud Storage, App Engine)

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	31%	28%	28%	41%	58%	27%	33%	64%	25%	36%	29%	30%	7%	100%	51%
My business does not use this	55%	59%	60%	44%	28%	65%	59%	24%	69%	49%	55%	68%	43%	0%	27%
Don't know	14%	13%	12%	15%	14%	8%	8%	12%	7%	14%	16%	2%	49%	0%	21%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(28.C) As far as you are aware, does your business use any of the following Google products? : Google Cloud (e.g. Cloud Storage, App Engine)

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	31%	25%	54%	9%	38%	40%	39%	21%	36%	31%	44%	28%	33%
My business does not use this	55%	66%	46%	72%	49%	39%	46%	73%	58%	65%	51%	69%	36%
Don't know	14%	9%	0%	19%	13%	21%	15%	5%	6%	4%	5%	3%	30%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	38%	34%	37%	40%	86%	37%	36%	48%	55%	61%	59%	41%	25%	49%	31%
My business does not use this	55%	59%	43%	56%	8%	58%	58%	40%	36%	31%	34%	46%	70%	47%	60%
Don't know	7%	6%	20%	5%	6%	5%	6%	12%	9%	8%	8%	12%	4%	3%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	38%	37%	36%	14%	37%	31%	62%	83%	39%	36%	41%	12%	55%	50%	28%
My business does not use this	55%	55%	62%	75%	50%	61%	36%	14%	56%	56%	48%	68%	44%	49%	70%
Don't know	7%	8%	2%	10%	12%	8%	2%	4%	5%	8%	11%	21%	1%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	38%	40%	48%	68%	48%	49%	33%	19%	51%	64%	62%	24%	30%
My business does not use this	55%	54%	46%	32%	51%	41%	58%	71%	37%	35%	35%	69%	68%
Don't know	7%	6%	6%	0%	1%	9%	10%	10%	12%	0%	3%	7%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	31%	25%	44%	30%	59%	32%	30%	37%	36%	50%	52%	39%	29%	36%	25%
My business does not use this	56%	67%	41%	57%	12%	59%	58%	46%	49%	41%	40%	48%	63%	51%	65%
Don't know	13%	8%	15%	13%	29%	9%	12%	16%	15%	9%	8%	13%	8%	13%	10%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	31%	29%	36%	30%	67%	29%	26%	71%	26%	44%	23%	21%	13%	51%	34%
My business does not use this	56%	60%	62%	58%	27%	54%	66%	21%	61%	47%	65%	66%	43%	47%	61%
Don't know	13%	11%	2%	13%	6%	17%	8%	8%	13%	10%	12%	13%	44%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	31%	30%	70%	39%	40%	63%	38%	14%	33%	22%	41%	7%	3%
My business does not use this	56%	58%	24%	60%	57%	22%	53%	74%	63%	63%	57%	91%	65%
Don't know	13%	12%	6%	0%	3%	15%	10%	11%	4%	15%	2%	3%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	17%	15%	19%	17%	59%	15%	15%	25%	37%	43%	28%	7%	10%	20%	14%
My business does not use this	72%	77%	59%	74%	9%	76%	76%	60%	52%	46%	64%	72%	82%	65%	76%
Don't know	10%	8%	22%	9%	31%	9%	10%	16%	11%	11%	8%	21%	8%	15%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	17%	12%	25%	7%	21%	21%	31%	68%	19%	8%	19%	9%	53%	51%	6%
My business does not use this	72%	76%	70%	82%	71%	69%	60%	26%	73%	77%	69%	77%	46%	49%	92%
Don't know	10%	12%	5%	11%	8%	10%	9%	6%	9%	15%	12%	13%	1%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	17%	13%	47%	26%	13%	29%	17%	6%	29%	5%	41%	9%	3%
My business does not use this	72%	78%	46%	74%	83%	42%	74%	90%	61%	82%	57%	89%	65%
Don't know	10%	9%	7%	0%	3%	29%	9%	5%	9%	13%	2%	3%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	15%	16%	22%	14%	28%	15%	13%	24%	32%	35%	16%	38%	13%	20%	11%
My business does not use this	68%	65%	55%	71%	41%	71%	71%	56%	48%	51%	70%	41%	79%	55%	77%
Don't know	17%	19%	22%	15%	31%	14%	16%	21%	20%	14%	15%	21%	9%	25%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	15%	11%	4%	39%	38%	14%	26%	63%	11%	24%	11%	9%	11%	50%	6%
My business does not use this	68%	71%	92%	46%	50%	73%	61%	23%	74%	58%	72%	75%	51%	49%	89%
Don't know	17%	18%	4%	15%	12%	13%	13%	14%	15%	18%	17%	15%	38%	1%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	15%	14%	23%	21%	24%	29%	21%	8%	9%	16%	21%	9%	15%
My business does not use this	68%	74%	70%	76%	55%	43%	65%	82%	84%	67%	76%	69%	52%
Don't know	17%	12%	6%	3%	21%	28%	15%	10%	8%	17%	2%	21%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(33.A) As far as you are aware, does your business use any of the following Google products? : Google Way

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
My business uses this	10%	15%	16%	7%	26%	10%	8%	17%	32%	21%	6%	23%	8%	11%	10%
My business does not use this	73%	71%	61%	76%	43%	74%	75%	65%	48%	63%	65%	63%	80%	68%	75%
Don't know	17%	13%	23%	17%	31%	16%	17%	18%	20%	17%	29%	14%	12%	21%	15%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(33.B) As far as you are aware, does your business use any of the following Google products? : Google Way

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
My business uses this	10%	8%	2%	5%	9%	16%	15%	62%	14%	9%	1%	9%	6%	50%	5%
My business does not use this	73%	71%	93%	81%	78%	78%	71%	29%	67%	68%	80%	77%	92%	48%	94%
Don't know	17%	21%	6%	14%	12%	6%	14%	9%	18%	22%	18%	13%	2%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(33.C) As far as you are aware, does your business use any of the following Google products? : Google Way

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
My business uses this	10%	8%	23%	6%	9%	11%	7%	9%	7%	6%	19%	2%	15%
My business does not use this	73%	75%	53%	75%	70%	61%	79%	77%	83%	78%	75%	90%	52%
Don't know	17%	17%	23%	19%	21%	28%	14%	14%	9%	16%	5%	7%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(34.A) To what extent do you agree or disagree with the following?: Paid search advertising is one of the most important ways we reach new customers

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Strongly agree	24%	23%	26%	24%	8%	24%	23%	27%	35%	38%	36%	21%	18%	20%	23%
Somewhat agree	29%	35%	32%	27%	56%	29%	28%	35%	38%	39%	28%	15%	24%	38%	33%
Neither agree nor disagree	27%	29%	24%	27%	32%	27%	29%	17%	20%	14%	6%	42%	35%	35%	23%
Somewhat disagree	4%	4%	3%	5%	4%	5%	4%	9%	2%	4%	0%	1%	4%	6%	6%
Strongly disagree	8%	2%	3%	10%	1%	8%	8%	7%	2%	2%	22%	0%	10%	1%	9%
Don't know	8%	7%	12%	7%	0%	7%	8%	4%	3%	3%	8%	21%	11%	0%	6%
Total Agree:	53%	58%	58%	51%	64%	53%	51%	62%	72%	77%	64%	36%	41%	58%	56%
Total Disagree:	12%	6%	6%	15%	4%	13%	12%	16%	5%	6%	22%	1%	13%	7%	15%
Net:	41%	52%	52%	36%	60%	39%	39%	47%	68%	71%	42%	34%	28%	52%	42%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(34.B) To what extent do you agree or disagree with the following?: Paid search advertising is one of the most important ways we reach new customers

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Strongly agree	24%	21%	11%	6%	39%	45%	55%	60%	17%	29%	13%	9%	47%	96%	37%
Somewhat agree	29%	27%	42%	53%	31%	30%	24%	27%	32%	27%	37%	21%	16%	1%	22%
Neither agree nor disagree	27%	28%	32%	20%	14%	13%	9%	9%	30%	34%	16%	70%	1%	3%	21%
Somewhat disagree	4%	4%	0%	1%	3%	3%	9%	3%	3%	4%	10%	0%	0%	0%	0%
Strongly disagree	8%	10%	2%	12%	5%	8%	2%	0%	5%	1%	14%	0%	37%	0%	19%
Don't know	8%	9%	13%	8%	8%	1%	2%	0%	12%	5%	10%	0%	0%	0%	0%
Total Agree:	53%	49%	52%	59%	70%	75%	78%	87%	49%	56%	50%	30%	62%	97%	60%
Total Disagree:	12%	14%	2%	13%	8%	11%	11%	4%	8%	5%	24%	0%	37%	0%	19%
Net:	41%	34%	50%	46%	62%	64%	67%	84%	41%	52%	26%	30%	26%	97%	40%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(34.C) To what extent do you agree or disagree with the following?: Paid search advertising is one of the most important ways we reach new customers

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Strongly agree	24%	20%	70%	26%	24%	25%	31%	23%	4%	16%	2%	9%	3%
Somewhat agree	29%	33%	6%	24%	22%	41%	36%	26%	44%	9%	55%	54%	31%
Neither agree nor disagree	27%	20%	2%	20%	40%	18%	11%	30%	32%	75%	26%	16%	44%
Somewhat disagree	4%	7%	0%	0%	1%	8%	5%	4%	14%	0%	0%	0%	20%
Strongly disagree	8%	14%	1%	17%	12%	0%	5%	14%	5%	0%	0%	19%	2%
Don't know	8%	6%	21%	13%	0%	7%	13%	4%	0%	0%	17%	3%	0%
Total Agree:	53%	53%	76%	50%	46%	67%	67%	48%	48%	25%	58%	63%	33%
Total Disagree:	12%	20%	1%	17%	13%	8%	10%	18%	20%	0%	0%	19%	22%
Net:	41%	33%	76%	32%	33%	58%	57%	31%	28%	25%	58%	44%	11%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(35.A) To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Strongly agree	20%	21%	26%	18%	49%	18%	19%	23%	28%	28%	30%	25%	18%	10%	23%
Somewhat agree	42%	38%	42%	43%	9%	43%	44%	32%	42%	39%	51%	41%	42%	52%	31%
Neither agree nor disagree	21%	14%	23%	22%	37%	21%	20%	26%	21%	18%	13%	3%	21%	23%	27%
Somewhat disagree	3%	8%	7%	0%	0%	3%	2%	8%	2%	7%	0%	10%	1%	3%	3%
Strongly disagree	6%	7%	0%	7%	4%	6%	6%	5%	4%	2%	6%	0%	4%	4%	9%
Don't know	9%	12%	2%	10%	1%	10%	10%	5%	3%	5%	0%	21%	14%	8%	6%
Total Agree:	61%	59%	68%	61%	58%	60%	62%	55%	70%	67%	81%	67%	60%	63%	54%
Total Disagree:	8%	15%	7%	7%	4%	9%	8%	13%	6%	9%	6%	10%	4%	7%	13%
Net:	53%	44%	61%	54%	53%	51%	54%	42%	63%	59%	75%	57%	56%	56%	41%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(35.B) To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Strongly agree	20%	19%	15%	4%	35%	37%	22%	62%	14%	26%	20%	11%	9%	96%	6%
Somewhat agree	42%	42%	19%	55%	16%	37%	45%	29%	45%	31%	44%	11%	83%	4%	55%
Neither agree nor disagree	21%	19%	42%	23%	26%	11%	29%	8%	18%	25%	21%	75%	8%	0%	19%
Somewhat disagree	3%	1%	8%	0%	15%	5%	2%	0%	3%	3%	4%	2%	0%	0%	0%
Strongly disagree	6%	7%	1%	11%	0%	7%	0%	1%	7%	8%	1%	0%	0%	0%	19%
Don't know	9%	11%	14%	8%	8%	3%	2%	0%	14%	7%	11%	0%	0%	0%	0%
Total Agree:	61%	61%	34%	59%	51%	74%	67%	91%	59%	57%	64%	22%	92%	100%	61%
Total Disagree:	8%	8%	9%	11%	15%	12%	2%	1%	9%	11%	4%	2%	0%	0%	19%
Net:	53%	53%	25%	48%	36%	62%	65%	90%	50%	46%	60%	20%	92%	100%	42%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(35.C) To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Strongly agree	20%	19%	24%	27%	18%	21%	30%	18%	0%	30%	19%	5%	21%
Somewhat agree	42%	43%	30%	39%	41%	40%	43%	49%	53%	36%	21%	54%	18%
Neither agree nor disagree	21%	18%	24%	18%	29%	30%	13%	15%	39%	15%	25%	4%	44%
Somewhat disagree	3%	1%	1%	2%	1%	2%	5%	1%	4%	18%	0%	0%	0%
Strongly disagree	6%	10%	1%	0%	3%	0%	5%	11%	0%	0%	18%	0%	17%
Don't know	9%	9%	21%	14%	9%	7%	5%	7%	3%	0%	17%	37%	0%
Total Agree:	61%	63%	53%	66%	59%	61%	72%	67%	54%	66%	40%	58%	38%
Total Disagree:	8%	10%	1%	2%	4%	2%	10%	11%	4%	18%	18%	0%	17%
Net:	53%	52%	52%	63%	55%	58%	63%	56%	49%	48%	22%	58%	21%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(36.A) To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Strongly agree	24%	27%	38%	20%	10%	24%	21%	36%	31%	52%	22%	21%	19%	22%	30%
Somewhat agree	43%	44%	35%	44%	51%	42%	45%	32%	41%	36%	30%	36%	51%	52%	36%
Neither agree nor disagree	19%	15%	11%	22%	28%	20%	19%	18%	21%	6%	18%	24%	21%	15%	20%
Somewhat disagree	2%	0%	8%	1%	3%	2%	2%	3%	3%	2%	0%	0%	0%	4%	3%
Strongly disagree	8%	8%	2%	9%	7%	8%	8%	8%	3%	1%	22%	0%	4%	7%	9%
Don t know	5%	5%	7%	4%	1%	4%	5%	3%	2%	3%	8%	19%	5%	0%	2%
Total Agree:	67%	71%	73%	64%	61%	66%	66%	68%	72%	89%	52%	57%	70%	74%	66%
Total Disagree:	10%	8%	9%	10%	10%	10%	10%	11%	6%	2%	22%	0%	4%	11%	11%
Net:	57%	63%	64%	54%	51%	56%	56%	57%	66%	86%	30%	57%	66%	63%	54%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(36.B) To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Strongly agree	24%	19%	17%	25%	48%	56%	44%	58%	17%	33%	21%	21%	15%	96%	4%
Somewhat agree	43%	40%	50%	54%	21%	28%	23%	30%	37%	39%	45%	12%	81%	4%	74%
Neither agree nor disagree	19%	24%	24%	2%	19%	6%	15%	11%	26%	19%	14%	68%	3%	0%	2%
Somewhat disagree	2%	1%	8%	1%	0%	0%	14%	1%	2%	3%	0%	0%	1%	0%	0%
Strongly disagree	8%	10%	1%	11%	5%	9%	2%	1%	9%	6%	10%	0%	0%	0%	19%
Don t know	5%	6%	0%	8%	8%	0%	2%	0%	8%	0%	9%	0%	0%	0%	0%
Total Agree:	67%	59%	67%	78%	69%	84%	67%	88%	54%	73%	67%	32%	96%	100%	79%
Total Disagree:	10%	11%	9%	12%	5%	9%	16%	1%	11%	9%	10%	0%	1%	0%	19%
Net:	57%	48%	58%	66%	64%	75%	51%	87%	43%	64%	57%	32%	95%	100%	60%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(36.C) To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Strongly agree	24%	23%	47%	31%	19%	40%	27%	24%	6%	21%	21%	27%	5%
Somewhat agree	43%	45%	31%	34%	56%	39%	45%	44%	51%	48%	45%	19%	49%
Neither agree nor disagree	19%	18%	1%	4%	12%	15%	11%	23%	35%	27%	1%	35%	44%
Somewhat disagree	2%	0%	0%	1%	0%	0%	4%	1%	8%	0%	17%	0%	0%
Strongly disagree	8%	12%	0%	30%	13%	7%	5%	8%	0%	4%	0%	16%	2%
Don t know	5%	2%	21%	0%	0%	0%	9%	0%	0%	0%	17%	3%	0%
Total Agree:	67%	68%	77%	65%	75%	79%	71%	68%	57%	69%	65%	46%	54%
Total Disagree:	10%	12%	0%	31%	13%	7%	9%	9%	8%	4%	17%	16%	2%
Net:	57%	56%	77%	33%	61%	72%	63%	59%	49%	64%	49%	30%	52%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(37.A) To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Strongly agree	24%	31%	24%	22%	11%	25%	22%	27%	40%	42%	14%	49%	16%	27%	26%
Somewhat agree	36%	33%	34%	37%	33%	34%	36%	37%	33%	38%	35%	14%	43%	37%	33%
Neither agree nor disagree	20%	14%	31%	20%	49%	22%	21%	22%	16%	8%	21%	6%	20%	26%	22%
Somewhat disagree	2%	4%	2%	1%	1%	2%	2%	3%	2%	5%	0%	10%	0%	1%	3%
Strongly disagree	11%	10%	2%	13%	5%	12%	12%	6%	5%	3%	22%	0%	13%	5%	13%
Don t know	7%	8%	7%	6%	1%	6%	7%	5%	4%	4%	8%	21%	8%	4%	3%
Total Agree:	60%	64%	58%	59%	44%	58%	59%	64%	73%	80%	50%	64%	59%	64%	59%
Total Disagree:	13%	14%	4%	15%	6%	14%	14%	9%	7%	8%	22%	10%	13%	6%	16%
Net:	47%	49%	54%	45%	39%	44%	45%	55%	66%	72%	28%	54%	46%	59%	43%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(37.B) To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Strongly agree	24%	20%	18%	23%	31%	39%	50%	64%	22%	36%	10%	11%	6%	96%	9%
Somewhat agree	36%	33%	42%	45%	41%	43%	31%	24%	32%	25%	40%	21%	92%	0%	70%
Neither agree nor disagree	20%	23%	25%	13%	17%	7%	8%	11%	22%	19%	26%	68%	1%	3%	2%
Somewhat disagree	2%	2%	1%	0%	4%	1%	0%	1%	3%	3%	0%	0%	1%	0%	0%
Strongly disagree	11%	13%	14%	12%	0%	7%	9%	0%	11%	12%	13%	0%	0%	1%	19%
Don t know	7%	9%	0%	8%	8%	3%	2%	1%	9%	5%	11%	0%	0%	0%	0%
Total Agree:	60%	53%	60%	68%	71%	82%	81%	87%	55%	61%	50%	32%	98%	96%	79%
Total Disagree:	13%	15%	15%	12%	4%	9%	9%	1%	14%	15%	13%	0%	1%	1%	19%
Net:	47%	38%	44%	56%	67%	74%	71%	86%	41%	47%	37%	32%	97%	95%	60%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(37.C) To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Strongly agree	24%	19%	47%	45%	28%	26%	29%	26%	1%	38%	3%	7%	16%
Somewhat agree	36%	38%	7%	23%	37%	29%	46%	34%	53%	33%	23%	40%	17%
Neither agree nor disagree	20%	21%	1%	1%	21%	36%	11%	28%	19%	16%	39%	19%	15%
Somewhat disagree	2%	2%	0%	0%	2%	0%	0%	0%	3%	13%	0%	0%	17%
Strongly disagree	11%	18%	23%	31%	12%	7%	5%	11%	24%	0%	18%	0%	35%
Don t know	7%	2%	22%	0%	0%	1%	9%	1%	0%	0%	17%	35%	0%
Total Agree:	60%	57%	54%	68%	65%	56%	75%	60%	54%	70%	26%	47%	32%
Total Disagree:	13%	20%	23%	31%	14%	7%	5%	11%	27%	14%	18%	0%	53%
Net:	47%	37%	31%	37%	52%	49%	70%	49%	27%	57%	8%	47%	-20%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(38.A) There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
I know a lot about AI	6%	6%	7%	6%	29%	6%	4%	15%	28%	23%	16%	7%	1%	7%	7%
I know a moderate amount about AI	42%	50%	41%	40%	36%	45%	41%	46%	50%	53%	29%	40%	42%	42%	49%
I know a little about AI	39%	33%	33%	42%	6%	41%	41%	32%	18%	22%	35%	23%	49%	38%	40%
I know nothing at all about AI	7%	5%	19%	5%	7%	6%	8%	5%	4%	2%	14%	20%	4%	8%	4%
Don t Know	6%	5%	0%	7%	22%	2%	7%	2%	1%	0%	6%	10%	4%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(38.B) There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
I know a lot about AI	6%	3%	11%	1%	6%	18%	27%	38%	3%	4%	14%	0%	9%	4%	8%
I know a moderate amount about AI	42%	39%	42%	38%	52%	55%	59%	48%	42%	46%	37%	90%	12%	96%	34%
I know a little about AI	39%	40%	47%	58%	39%	23%	13%	15%	43%	33%	43%	10%	43%	0%	55%
I know nothing at all about AI	7%	11%	0%	2%	0%	1%	2%	0%	7%	12%	5%	0%	0%	0%	0%
Don t Know	6%	6%	0%	0%	2%	3%	0%	0%	6%	4%	0%	0%	37%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(38.C) There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ?

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
I know a lot about AI	6%	4%	24%	22%	13%	8%	6%	1%	27%	5%	0%	2%	0%
I know a moderate amount about AI	42%	31%	25%	31%	21%	41%	40%	45%	40%	29%	96%	82%	33%
I know a little about AI	39%	52%	51%	47%	58%	29%	50%	47%	30%	61%	3%	16%	32%
I know nothing at all about AI	7%	9%	0%	0%	8%	15%	5%	6%	3%	4%	0%	0%	19%
Don't Know	6%	3%	0%	0%	0%	7%	0%	1%	0%	0%	0%	0%	15%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

Public First Poll for Google Portugal (Business Count)

(39.A) In general, how likely do you think it is that your business will explore AI tools more in the next year?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very likely	19%	12%	21%	20%	56%	20%	17%	23%	34%	47%	53%	19%	12%	16%	16%
Somewhat likely	25%	21%	33%	25%	9%	25%	23%	35%	47%	31%	8%	17%	30%	35%	26%
Neither likely or unlikely	17%	18%	12%	17%	8%	17%	17%	18%	7%	11%	19%	20%	10%	20%	18%
Somewhat unlikely	14%	16%	19%	13%	1%	16%	14%	15%	8%	5%	6%	11%	15%	14%	17%
Very unlikely	16%	27%	9%	14%	3%	18%	18%	8%	3%	5%	0%	12%	23%	11%	20%
Don't know	9%	5%	6%	11%	23%	5%	11%	2%	2%	1%	14%	20%	10%	3%	2%
Total Likely:	44%	33%	54%	45%	65%	44%	40%	58%	81%	78%	61%	36%	42%	51%	42%
Total Unlikely:	30%	44%	28%	27%	4%	34%	32%	23%	11%	11%	6%	24%	38%	25%	38%
Net:	14%	-10%	25%	18%	61%	10%	8%	35%	71%	68%	55%	13%	3%	26%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

Public First Poll for Google Portugal (Business Count)

(39.B) In general, how likely do you think it is that your business will explore AI tools more in the next year?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very likely	19%	18%	20%	11%	24%	12%	50%	60%	12%	19%	25%	0%	15%	99%	25%
Somewhat likely	25%	25%	25%	25%	26%	42%	45%	27%	20%	29%	36%	81%	12%	1%	1%
Neither likely or unlikely	17%	16%	23%	34%	7%	14%	2%	4%	29%	13%	7%	10%	0%	0%	21%
Somewhat unlikely	14%	11%	32%	9%	19%	28%	2%	2%	11%	15%	18%	9%	0%	0%	33%
Very unlikely	16%	19%	0%	21%	21%	2%	1%	6%	21%	13%	10%	0%	37%	0%	17%
Don't know	9%	12%	0%	0%	3%	2%	0%	0%	8%	11%	4%	0%	37%	0%	2%
Total Likely:	44%	43%	45%	36%	50%	54%	95%	88%	32%	48%	61%	81%	27%	100%	26%
Total Unlikely:	30%	30%	32%	30%	40%	30%	3%	8%	32%	28%	28%	9%	37%	0%	50%
Net:	14%	13%	14%	6%	10%	24%	92%	79%	0%	20%	33%	71%	-10%	100%	-24%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(39.C) In general, how likely do you think it is that your business will explore AI tools more in the next year?

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very likely	19%	15%	70%	30%	40%	25%	19%	10%	21%	1%	42%	4%	3%
Somewhat likely	25%	29%	1%	39%	25%	32%	17%	21%	40%	38%	3%	72%	33%
Neither likely or unlikely	17%	14%	6%	17%	6%	16%	14%	21%	12%	29%	0%	0%	29%
Somewhat unlikely	14%	18%	22%	1%	20%	12%	32%	10%	7%	16%	21%	4%	0%
Very unlikely	16%	17%	0%	13%	9%	8%	14%	31%	0%	16%	34%	19%	19%
Don't know	9%	7%	1%	0%	0%	7%	4%	7%	19%	0%	0%	0%	15%
Total Likely:	44%	45%	71%	69%	64%	57%	36%	31%	62%	39%	45%	76%	36%
Total Unlikely:	30%	34%	22%	14%	30%	20%	45%	42%	7%	32%	55%	23%	19%
Net:	14%	10%	50%	55%	34%	37%	-9%	-11%	55%	7%	-10%	53%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(40.A) Does your business currently use any AI technology to do the following? Please select all that apply

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Automate customer support	9%	6%	9%	10%	8%	10%	7%	19%	21%	32%	8%	18%	1%	19%	9%
Information retrieval (e.g. using AI to search the web or internal company data)	6%	10%	8%	4%	3%	5%	3%	16%	23%	25%	0%	8%	6%	14%	3%
None of the above - but we use AI for other things	6%	1%	6%	7%	0%	6%	7%	1%	2%	2%	0%	0%	7%	7%	8%
Not applicable - we don't use AI technology at all	50%	45%	33%	55%	6%	54%	55%	31%	19%	14%	41%	23%	69%	36%	56%
Data analysis	17%	21%	20%	16%	36%	15%	16%	23%	24%	39%	24%	29%	6%	24%	13%
Help with drafting/writing documents	14%	7%	26%	14%	29%	13%	12%	22%	28%	38%	16%	29%	12%	17%	12%
Automate repetitive tasks	12%	11%	14%	12%	29%	12%	10%	18%	24%	38%	23%	28%	3%	12%	12%
Automate other internal systems	11%	14%	9%	10%	31%	11%	9%	17%	23%	27%	16%	14%	2%	13%	13%
Don't know	11%	17%	12%	9%	23%	10%	12%	8%	4%	3%	27%	21%	5%	13%	6%
Optimise and maximise marketing and sales activity	10%	16%	11%	9%	3%	11%	7%	26%	25%	31%	0%	9%	5%	19%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

Public First Poll for Google Portugal (Business Count)

(40.B) Does your business currently use any AI technology to do the following? Please select all that apply

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Automate customer support	9%	8%	3%	11%	12%	14%	29%	16%	9%	9%	7%	9%	13%	49%	5%
Information retrieval (e.g. using AI to search the web or internal company data)	6%	3%	3%	1%	9%	24%	29%	19%	8%	7%	4%	0%	3%	1%	5%
None of the above - but we use AI for other things	6%	8%	1%	8%	0%	1%	0%	0%	6%	5%	13%	0%	0%	0%	0%
Not applicable - we don't use AI technology at all	50%	51%	61%	70%	40%	40%	27%	10%	52%	51%	45%	66%	37%	0%	69%
Data analysis	17%	12%	13%	11%	31%	26%	33%	45%	10%	19%	18%	9%	50%	48%	17%
Help with drafting/writing documents	14%	13%	19%	14%	22%	11%	17%	18%	13%	18%	12%	11%	11%	3%	18%
Automate repetitive tasks	12%	11%	9%	14%	15%	14%	33%	34%	7%	9%	20%	2%	15%	96%	2%
Automate other internal systems	11%	10%	8%	3%	13%	13%	41%	49%	9%	9%	11%	9%	9%	96%	3%
Don't know	11%	16%	0%	1%	5%	8%	2%	4%	15%	12%	10%	11%	0%	0%	2%
Optimise and maximise marketing and sales activity	10%	6%	3%	4%	19%	35%	31%	65%	11%	10%	3%	2%	16%	96%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

Public First Poll for Google Portugal (Business Count)

(40.C) Does your business currently use any AI technology to do the following? Please select all that apply

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Automate customer support	9%	5%	1%	22%	22%	14%	9%	10%	22%	1%	0%	2%	0%
Information retrieval (e.g. using AI to search the web or internal company data)	6%	2%	0%	5%	7%	11%	2%	11%	18%	0%	4%	4%	3%
None of the above - but we use AI for other things	6%	10%	0%	0%	0%	8%	0%	6%	0%	0%	0%	38%	33%
Not applicable - we don't use AI technology at all	50%	55%	23%	50%	46%	38%	66%	64%	11%	49%	52%	35%	32%
Data analysis	17%	11%	23%	4%	18%	31%	17%	10%	50%	30%	0%	2%	0%
Help with drafting/writing documents	14%	17%	24%	38%	22%	15%	13%	13%	7%	0%	42%	7%	0%
Automate repetitive tasks	12%	7%	0%	21%	22%	14%	19%	6%	26%	0%	22%	2%	15%
Automate other internal systems	11%	2%	23%	24%	6%	18%	17%	6%	24%	1%	4%	2%	15%
Don't know	11%	9%	29%	0%	17%	9%	5%	5%	25%	15%	0%	19%	17%
Optimise and maximise marketing and sales activity	10%	7%	24%	11%	14%	16%	13%	12%	18%	4%	0%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

(41.A) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Yes, in the next year	10%	5%	13%	11%	24%	10%	8%	21%	23%	28%	8%	10%	6%	23%	8%
Yes, in the next two years	13%	8%	14%	14%	35%	13%	13%	13%	27%	29%	37%	13%	11%	11%	10%
Yes, in the next five years	14%	16%	28%	11%	5%	12%	12%	28%	15%	16%	8%	2%	6%	20%	15%
Yes, in the next ten years	7%	7%	5%	7%	5%	7%	7%	7%	14%	10%	0%	31%	4%	2%	9%
Yes, but not in the next ten years	5%	12%	5%	3%	1%	6%	5%	5%	3%	4%	6%	0%	0%	9%	7%
Don't know	50%	51%	34%	53%	29%	52%	56%	25%	19%	13%	41%	44%	73%	34%	50%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(41.B) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Yes, in the next year	10%	9%	12%	5%	25%	12%	22%	23%	12%	7%	13%	0%	9%	50%	1%
Yes, in the next two years	13%	14%	9%	22%	8%	6%	21%	41%	8%	18%	15%	0%	3%	49%	20%
Yes, in the next five years	14%	8%	10%	10%	15%	37%	40%	17%	8%	10%	22%	0%	48%	1%	24%
Yes, in the next ten years	7%	6%	16%	9%	6%	4%	15%	8%	7%	13%	1%	9%	3%	0%	2%
Yes, but not in the next ten years	5%	6%	7%	1%	9%	4%	0%	2%	3%	10%	5%	10%	0%	0%	0%
Don't know	50%	57%	47%	53%	37%	35%	1%	10%	62%	42%	44%	81%	37%	0%	53%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(41.C) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Yes, in the next year	10%	6%	23%	39%	10%	9%	3%	10%	47%	5%	17%	4%	3%
Yes, in the next two years	13%	12%	24%	8%	26%	20%	19%	7%	6%	15%	25%	0%	0%
Yes, in the next five years	14%	11%	1%	5%	10%	24%	10%	13%	20%	2%	0%	53%	0%
Yes, in the next ten years	7%	3%	1%	2%	11%	9%	4%	11%	3%	16%	3%	0%	15%
Yes, but not in the next ten years	5%	6%	0%	0%	0%	0%	5%	6%	0%	4%	0%	23%	30%
Don't know	50%	63%	51%	46%	43%	37%	58%	52%	23%	57%	54%	19%	51%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(42.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	300	108	108	84	23	238	34	82	96	88	8	19	55	82	134
Weighted	195	28	40	128	10	154	137	46	11	1	29	9	27	55	65
Very likely	36%	48%	30%	36%	11%	42%	37%	33%	42%	47%	27%	32%	43%	35%	45%
Somewhat likely	46%	39%	48%	47%	79%	37%	48%	42%	40%	32%	43%	65%	53%	48%	32%
Neither likely nor unlikely	10%	7%	19%	8%	10%	11%	9%	12%	18%	11%	15%	3%	2%	14%	11%
Somewhat unlikely	2%	2%	2%	2%	0%	2%	0%	8%	0%	11%	0%	0%	0%	4%	3%
Very unlikely	1%	4%	1%	0%	0%	1%	0%	5%	0%	0%	0%	0%	2%	0%	2%
Don't know	4%	0%	0%	7%	0%	6%	6%	0%	0%	0%	15%	0%	0%	0%	7%
Total Likely:	82%	87%	78%	83%	90%	79%	85%	75%	82%	78%	71%	97%	96%	82%	78%
Total Unlikely:	3%	7%	3%	2%	0%	4%	0%	13%	0%	11%	0%	0%	2%	4%	5%
Net:	79%	80%	75%	80%	90%	75%	85%	63%	82%	68%	71%	96%	94%	79%	72%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(42.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	300	52	18	21	24	63	36	72	96	112	55	0	15	7	15
Weighted	195	92	16	16	11	15	5	15	48	56	52	0	18	9	12
Very likely	36%	34%	34%	58%	26%	46%	40%	79%	28%	45%	27%	*	21%	96%	45%
Somewhat likely	46%	53%	35%	39%	37%	39%	32%	19%	62%	44%	35%	*	64%	4%	50%
Neither likely nor unlikely	10%	7%	27%	3%	3%	15%	17%	2%	7%	9%	18%	*	7%	0%	5%
Somewhat unlikely	2%	0%	3%	0%	24%	0%	0%	0%	1%	2%	1%	*	9%	0%	0%
Very unlikely	1%	1%	0%	0%	10%	0%	10%	0%	2%	0%	2%	*	0%	0%	0%
Don't know	4%	5%	0%	0%	0%	0%	0%	0%	0%	0%	16%	*	0%	0%	0%
Total Likely:	82%	87%	69%	97%	64%	85%	72%	98%	90%	89%	62%	*	85%	100%	95%
Total Unlikely:	3%	1%	3%	0%	34%	0%	11%	0%	3%	2%	4%	*	9%	0%	0%
Net:	79%	87%	66%	97%	30%	84%	61%	98%	87%	87%	58%	*	76%	100%	95%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(42.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	300	79	12	32	57	52	52	42	20	11	7	5	2
Weighted	195	56	7	13	19	26	32	35	14	6	8	13	1
Very likely	36%	23%	49%	55%	39%	36%	56%	41%	10%	4%	52%	31%	100%
Somewhat likely	46%	50%	51%	40%	18%	40%	41%	39%	51%	85%	48%	69%	0%
Neither likely nor unlikely	10%	17%	0%	5%	9%	20%	1%	5%	35%	0%	0%	0%	0%
Somewhat unlikely	2%	1%	0%	0%	11%	0%	0%	3%	0%	11%	0%	0%	0%
Very unlikely	1%	1%	0%	0%	0%	4%	2%	0%	3%	0%	0%	0%	0%
Don't know	4%	8%	0%	0%	22%	0%	0%	12%	0%	0%	0%	0%	0%
Total Likely:	82%	73%	100%	95%	58%	76%	97%	80%	61%	89%	100%	100%	100%
Total Unlikely:	3%	2%	0%	0%	11%	4%	2%	3%	4%	11%	0%	0%	0%
Net:	79%	71%	100%	95%	47%	72%	95%	77%	58%	79%	100%	100%	100%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(43.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	300	108	108	84	23	238	34	82	96	88	8	19	55	82	134
Weighted	195	28	40	128	10	154	137	46	11	1	29	9	27	55	65
Very likely	11%	13%	18%	8%	74%	8%	8%	15%	22%	23%	15%	13%	20%	3%	13%
Somewhat likely	14%	13%	22%	12%	4%	12%	10%	25%	21%	13%	0%	68%	12%	15%	16%
Neither likely nor unlikely	21%	23%	21%	20%	10%	20%	20%	24%	22%	17%	15%	3%	21%	33%	20%
Somewhat unlikely	30%	42%	30%	27%	5%	37%	34%	19%	23%	28%	27%	4%	18%	33%	42%
Very unlikely	22%	8%	9%	29%	6%	20%	25%	17%	11%	18%	43%	11%	30%	10%	9%
Don't know	2%	0%	0%	3%	0%	2%	3%	0%	0%	1%	0%	0%	0%	7%	0%
Total Likely:	25%	26%	39%	20%	79%	20%	18%	40%	44%	37%	15%	82%	31%	18%	29%
Total Unlikely:	52%	51%	39%	56%	11%	58%	59%	37%	35%	46%	71%	15%	48%	43%	51%
Net:	-27%	-24%	0%	-36%	67%	-38%	-41%	3%	9%	-9%	-56%	67%	-17%	-25%	-21%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(43.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	300	52	18	21	24	63	36	72	96	112	55	0	15	7	15
Weighted	195	92	16	16	11	15	5	15	48	56	52	0	18	9	12
Very likely	11%	10%	5%	6%	9%	11%	11%	44%	14%	11%	11%	*	3%	0%	12%
Somewhat likely	14%	17%	4%	27%	15%	17%	26%	12%	21%	17%	11%	*	12%	0%	1%
Neither likely nor unlikely	21%	21%	31%	7%	33%	44%	14%	3%	17%	14%	31%	*	21%	51%	5%
Somewhat unlikely	30%	30%	59%	8%	17%	22%	10%	36%	29%	27%	36%	*	4%	49%	44%
Very unlikely	22%	19%	1%	51%	25%	6%	39%	6%	18%	24%	11%	*	60%	0%	38%
Don't know	2%	4%	0%	0%	0%	0%	0%	0%	0%	6%	0%	*	0%	0%	0%
Total Likely:	25%	27%	9%	34%	24%	28%	37%	56%	36%	28%	22%	*	15%	0%	13%
Total Unlikely:	52%	48%	60%	59%	42%	28%	49%	42%	47%	51%	47%	*	64%	49%	82%
Net:	-27%	-22%	-51%	-25%	-18%	0%	-12%	14%	-12%	-23%	-25%	*	-49%	-49%	-69%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(43.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	300	79	12	32	57	52	52	42	20	11	7	5	2
Weighted	195	56	7	13	19	26	32	35	14	6	8	13	1
Very likely	11%	13%	50%	11%	24%	2%	16%	4%	1%	2%	39%	4%	0%
Somewhat likely	14%	22%	0%	33%	7%	13%	18%	25%	8%	23%	7%	4%	84%
Neither likely nor unlikely	21%	16%	0%	33%	14%	6%	11%	38%	72%	2%	1%	33%	16%
Somewhat unlikely	30%	25%	1%	13%	31%	45%	37%	27%	8%	72%	51%	33%	0%
Very unlikely	22%	24%	48%	9%	24%	34%	18%	5%	10%	2%	1%	0%	0%
Don't know	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	28%	0%
Total Likely:	25%	35%	50%	44%	31%	15%	34%	29%	9%	25%	46%	7%	84%
Total Unlikely:	52%	49%	50%	22%	55%	80%	54%	32%	19%	74%	53%	33%	0%
Net:	-27%	-14%	1%	22%	-24%	-65%	-20%	-3%	-10%	-49%	-6%	-25%	84%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(44.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	300	108	108	84	23	238	34	82	96	88	8	19	55	82	134
Weighted	195	28	40	128	10	154	137	46	11	1	29	9	27	55	65
Very likely	13%	13%	7%	15%	3%	13%	11%	17%	21%	17%	0%	25%	6%	17%	18%
Somewhat likely	38%	27%	48%	38%	82%	33%	41%	33%	30%	40%	54%	62%	37%	30%	26%
Neither likely nor unlikely	35%	44%	37%	32%	8%	38%	37%	27%	38%	29%	16%	8%	52%	36%	44%
Somewhat unlikely	6%	10%	4%	6%	5%	7%	3%	15%	8%	9%	15%	4%	2%	2%	9%
Very unlikely	4%	6%	3%	4%	1%	5%	3%	8%	2%	4%	15%	0%	2%	2%	3%
Don't know	4%	0%	0%	5%	0%	5%	5%	0%	1%	0%	0%	0%	0%	13%	0%
Total Likely:	51%	40%	55%	52%	85%	45%	52%	50%	51%	58%	54%	88%	43%	47%	44%
Total Unlikely:	10%	16%	7%	10%	6%	12%	6%	23%	10%	13%	29%	4%	5%	4%	12%
Net:	41%	24%	48%	42%	79%	33%	45%	27%	41%	44%	25%	83%	39%	43%	32%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(44.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	300	52	18	21	24	63	36	72	96	112	55	0	15	7	15
Weighted	195	92	16	16	11	15	5	15	48	56	52	0	18	9	12
Very likely	13%	10%	32%	0%	20%	14%	32%	33%	25%	8%	13%	*	3%	0%	7%
Somewhat likely	38%	42%	3%	39%	37%	21%	28%	43%	24%	48%	34%	*	81%	49%	1%
Neither likely nor unlikely	35%	34%	58%	30%	12%	55%	27%	19%	38%	30%	31%	*	5%	51%	92%
Somewhat unlikely	6%	5%	7%	7%	26%	9%	2%	1%	3%	5%	12%	*	10%	0%	0%
Very unlikely	4%	6%	0%	3%	4%	1%	10%	4%	3%	3%	10%	*	0%	0%	0%
Don't know	4%	4%	0%	21%	0%	0%	0%	0%	7%	6%	0%	*	0%	0%	0%
Total Likely:	51%	52%	35%	39%	57%	36%	60%	76%	49%	56%	47%	*	85%	49%	8%
Total Unlikely:	10%	11%	7%	10%	30%	9%	13%	5%	6%	8%	21%	*	10%	0%	0%
Net:	41%	41%	28%	30%	27%	26%	47%	71%	43%	49%	26%	*	74%	49%	8%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(44.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	300	79	12	32	57	52	52	42	20	11	7	5	2
Weighted	195	56	7	13	19	26	32	35	14	6	8	13	1
Very likely	13%	15%	49%	40%	16%	14%	2%	7%	1%	10%	51%	7%	0%
Somewhat likely	38%	40%	49%	10%	38%	55%	43%	25%	16%	78%	45%	33%	84%
Neither likely nor unlikely	35%	29%	2%	10%	18%	20%	47%	54%	67%	12%	4%	33%	16%
Somewhat unlikely	6%	7%	0%	37%	6%	6%	7%	3%	8%	0%	0%	0%	0%
Very unlikely	4%	9%	0%	4%	23%	4%	0%	1%	8%	0%	0%	0%	0%
Don't know	4%	0%	0%	0%	0%	0%	0%	9%	0%	0%	0%	28%	0%
Total Likely:	51%	55%	98%	49%	53%	70%	45%	32%	17%	88%	96%	40%	84%
Total Unlikely:	10%	15%	0%	41%	29%	11%	7%	5%	16%	0%	0%	0%	0%
Net:	41%	40%	98%	8%	25%	59%	38%	27%	1%	88%	96%	40%	84%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(45.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	300	108	108	84	23	238	34	82	96	88	8	19	55	82	134
Weighted	195	28	40	128	10	154	137	46	11	1	29	9	27	55	65
Very likely	19%	13%	19%	20%	79%	17%	16%	22%	36%	19%	27%	32%	20%	11%	22%
Somewhat likely	47%	55%	36%	49%	2%	47%	52%	35%	35%	50%	42%	57%	43%	45%	43%
Neither likely nor unlikely	22%	22%	42%	15%	14%	20%	21%	23%	18%	20%	16%	7%	22%	23%	28%
Somewhat unlikely	8%	7%	2%	9%	5%	9%	5%	15%	8%	8%	0%	4%	15%	13%	5%
Very unlikely	3%	2%	1%	4%	0%	4%	2%	6%	3%	3%	0%	0%	0%	9%	2%
Don't know	2%	0%	0%	3%	0%	3%	3%	0%	1%	0%	15%	0%	0%	0%	0%
Total Likely:	65%	68%	55%	68%	81%	64%	68%	57%	71%	69%	69%	89%	63%	55%	65%
Total Unlikely:	11%	10%	3%	14%	5%	13%	8%	21%	11%	11%	0%	4%	15%	21%	8%
Net:	55%	58%	52%	54%	76%	51%	60%	36%	60%	59%	69%	84%	48%	34%	57%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(45.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	300	52	18	21	24	63	36	72	96	112	55	0	15	7	15
Weighted	195	92	16	16	11	15	5	15	48	56	52	0	18	9	12
Very likely	19%	19%	7%	27%	28%	24%	34%	29%	22%	27%	12%	*	24%	3%	1%
Somewhat likely	47%	44%	59%	58%	24%	42%	20%	49%	46%	45%	43%	*	63%	96%	17%
Neither likely nor unlikely	22%	19%	30%	4%	21%	32%	29%	17%	13%	16%	31%	*	2%	0%	82%
Somewhat unlikely	8%	9%	0%	7%	22%	1%	13%	4%	10%	10%	5%	*	12%	0%	0%
Very unlikely	3%	4%	3%	4%	4%	0%	3%	1%	8%	3%	1%	*	0%	1%	0%
Don't know	2%	5%	0%	0%	0%	0%	2%	0%	0%	0%	8%	*	0%	0%	0%
Total Likely:	65%	63%	66%	85%	52%	67%	54%	79%	68%	71%	55%	*	87%	99%	18%
Total Unlikely:	11%	13%	3%	11%	27%	1%	15%	5%	18%	13%	6%	*	12%	1%	0%
Net:	55%	50%	63%	74%	26%	66%	39%	74%	50%	59%	49%	*	75%	97%	18%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(45.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	300	79	12	32	57	52	52	42	20	11	7	5	2
Weighted	195	56	7	13	19	26	32	35	14	6	8	13	1
Very likely	19%	18%	49%	12%	35%	9%	36%	15%	1%	12%	39%	7%	16%
Somewhat likely	47%	29%	50%	74%	20%	65%	39%	43%	35%	24%	58%	60%	0%
Neither likely nor unlikely	22%	29%	2%	6%	10%	8%	19%	26%	55%	0%	0%	33%	84%
Somewhat unlikely	8%	9%	0%	4%	13%	5%	3%	13%	8%	64%	1%	0%	0%
Very unlikely	3%	7%	0%	4%	1%	13%	2%	3%	0%	0%	0%	0%	0%
Don't know	2%	8%	0%	0%	22%	0%	0%	0%	0%	0%	1%	0%	0%
Total Likely:	65%	47%	98%	85%	54%	74%	75%	58%	36%	36%	98%	67%	16%
Total Unlikely:	11%	16%	0%	8%	14%	18%	6%	16%	8%	64%	1%	0%	0%
Net:	55%	31%	98%	77%	40%	56%	69%	43%	28%	-27%	97%	67%	16%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(46.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	300	108	108	84	23	238	34	82	96	88	8	19	55	82	134
Weighted	195	28	40	128	10	154	137	46	11	1	29	9	27	55	65
Very likely	16%	11%	15%	18%	35%	17%	16%	14%	29%	17%	12%	21%	38%	9%	17%
Somewhat likely	32%	49%	41%	26%	49%	32%	32%	34%	36%	44%	44%	56%	14%	36%	34%
Neither likely nor unlikely	25%	26%	27%	25%	12%	26%	26%	25%	21%	26%	29%	7%	21%	31%	27%
Somewhat unlikely	22%	13%	14%	27%	5%	20%	24%	18%	10%	6%	15%	10%	26%	17%	16%
Very unlikely	4%	2%	4%	5%	0%	5%	2%	9%	4%	5%	0%	5%	1%	7%	5%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Total Likely:	49%	59%	56%	44%	83%	49%	47%	48%	65%	62%	57%	77%	52%	45%	51%
Total Unlikely:	26%	15%	17%	31%	5%	25%	27%	27%	14%	11%	15%	16%	27%	24%	22%
Net:	23%	45%	39%	13%	78%	24%	21%	21%	51%	50%	42%	61%	25%	21%	29%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(46.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	300	52	18	21	24	63	36	72	96	112	55	0	15	7	15
Weighted	195	92	16	16	11	15	5	15	48	56	52	0	18	9	12
Very likely	16%	14%	32%	30%	6%	9%	22%	40%	21%	23%	14%	*	3%	3%	5%
Somewhat likely	32%	38%	29%	37%	28%	32%	32%	49%	37%	19%	43%	*	14%	49%	45%
Neither likely nor unlikely	25%	26%	35%	7%	16%	48%	13%	6%	20%	32%	24%	*	3%	49%	38%
Somewhat unlikely	22%	18%	3%	26%	25%	7%	23%	4%	12%	25%	18%	*	71%	0%	12%
Very unlikely	4%	4%	1%	0%	25%	4%	11%	1%	10%	2%	1%	*	9%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%
Total Likely:	49%	52%	61%	67%	35%	41%	53%	89%	58%	41%	57%	*	18%	51%	50%
Total Unlikely:	26%	22%	4%	26%	50%	11%	34%	5%	22%	27%	19%	*	79%	0%	12%
Net:	23%	30%	57%	41%	-15%	29%	19%	84%	36%	15%	38%	*	-62%	51%	38%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(46.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	300	79	12	32	57	52	52	42	20	11	7	5	2
Weighted	195	56	7	13	19	26	32	35	14	6	8	13	1
Very likely	16%	11%	49%	9%	29%	9%	15%	5%	25%	5%	90%	7%	16%
Somewhat likely	32%	35%	1%	71%	48%	24%	69%	23%	16%	21%	9%	33%	0%
Neither likely nor unlikely	25%	29%	49%	1%	10%	19%	6%	44%	55%	0%	0%	33%	84%
Somewhat unlikely	22%	15%	1%	14%	13%	35%	5%	25%	3%	72%	1%	28%	0%
Very unlikely	4%	10%	0%	4%	1%	15%	5%	3%	0%	2%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	49%	45%	50%	80%	77%	32%	84%	28%	41%	26%	99%	40%	16%
Total Unlikely:	26%	25%	1%	18%	13%	49%	10%	29%	3%	74%	1%	28%	0%
Net:	23%	20%	49%	62%	64%	-17%	74%	-1%	38%	-47%	98%	12%	16%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(47.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	300	108	108	84	23	238	34	82	96	88	8	19	55	82	134
Weighted	195	28	40	128	10	154	137	46	11	1	29	9	27	55	65
Very likely	24%	32%	15%	25%	7%	29%	22%	27%	30%	29%	15%	31%	31%	19%	33%
Somewhat likely	63%	49%	71%	64%	39%	62%	69%	52%	48%	42%	71%	57%	40%	65%	63%
Neither likely nor unlikely	12%	19%	12%	10%	54%	8%	9%	17%	20%	26%	15%	11%	29%	14%	3%
Somewhat unlikely	1%	0%	2%	1%	0%	1%	0%	3%	2%	3%	0%	0%	0%	2%	1%
Very unlikely	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	87%	80%	86%	89%	46%	91%	91%	79%	78%	71%	85%	88%	71%	83%	96%
Total Unlikely:	1%	0%	2%	1%	0%	1%	0%	5%	2%	3%	0%	0%	0%	3%	1%
Net:	86%	80%	84%	88%	46%	89%	91%	74%	76%	68%	85%	88%	71%	80%	95%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(47.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	300	52	18	21	24	63	36	72	96	112	55	0	15	7	15
Weighted	195	92	16	16	11	15	5	15	48	56	52	0	18	9	12
Very likely	24%	15%	36%	58%	23%	30%	19%	59%	21%	33%	23%	*	5%	49%	6%
Somewhat likely	63%	75%	29%	35%	61%	39%	57%	36%	70%	59%	50%	*	88%	49%	89%
Neither likely nor unlikely	12%	10%	30%	0%	12%	31%	23%	4%	6%	7%	25%	*	7%	3%	6%
Somewhat unlikely	1%	0%	4%	7%	0%	0%	0%	1%	1%	1%	1%	*	0%	0%	0%
Very unlikely	0%	0%	0%	0%	4%	0%	0%	0%	1%	0%	0%	*	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%
Total Likely:	87%	90%	65%	93%	84%	69%	77%	95%	92%	92%	73%	*	93%	97%	94%
Total Unlikely:	1%	0%	4%	7%	4%	0%	0%	1%	2%	1%	1%	*	0%	0%	0%
Net:	86%	90%	61%	86%	79%	68%	76%	94%	90%	90%	72%	*	93%	97%	94%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(47.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	300	79	12	32	57	52	52	42	20	11	7	5	2
Weighted	195	56	7	13	19	26	32	35	14	6	8	13	1
Very likely	24%	13%	49%	46%	24%	36%	29%	9%	12%	13%	50%	31%	16%
Somewhat likely	63%	79%	51%	51%	67%	59%	56%	68%	39%	87%	50%	69%	0%
Neither likely nor unlikely	12%	6%	0%	3%	9%	4%	15%	19%	45%	0%	0%	0%	84%
Somewhat unlikely	1%	2%	0%	0%	0%	1%	0%	3%	4%	0%	0%	0%	0%
Very unlikely	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	87%	92%	100%	97%	91%	95%	85%	77%	51%	100%	100%	100%	16%
Total Unlikely:	1%	2%	0%	0%	0%	1%	0%	4%	4%	0%	0%	0%	0%
Net:	86%	90%	100%	97%	91%	94%	85%	73%	46%	100%	100%	100%	16%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(48.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	300	108	108	84	23	238	34	82	96	88	8	19	55	82	134
Weighted	195	28	40	128	10	154	137	46	11	1	29	9	27	55	65
Very likely	21%	27%	15%	21%	44%	22%	18%	25%	35%	46%	43%	19%	15%	7%	28%
Somewhat likely	42%	37%	69%	35%	49%	41%	41%	44%	49%	39%	29%	75%	52%	51%	39%
Neither likely nor unlikely	26%	21%	9%	32%	6%	23%	30%	17%	13%	10%	12%	6%	29%	22%	24%
Somewhat unlikely	4%	14%	5%	1%	0%	5%	2%	9%	3%	3%	0%	0%	3%	6%	6%
Very unlikely	2%	0%	1%	3%	0%	3%	2%	2%	0%	1%	0%	0%	0%	8%	0%
Don't know	5%	0%	0%	7%	0%	6%	6%	3%	0%	1%	15%	0%	0%	7%	2%
Total Likely:	63%	64%	84%	56%	94%	64%	59%	69%	84%	85%	73%	94%	68%	58%	68%
Total Unlikely:	6%	14%	6%	4%	0%	7%	5%	11%	3%	4%	0%	0%	3%	14%	6%
Net:	57%	50%	78%	52%	94%	56%	54%	58%	81%	81%	73%	94%	64%	44%	62%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(48.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	300	52	18	21	24	63	36	72	96	112	55	0	15	7	15
Weighted	195	92	16	16	11	15	5	15	48	56	52	0	18	9	12
Very likely	21%	15%	33%	11%	20%	29%	40%	71%	17%	19%	20%	*	14%	50%	40%
Somewhat likely	42%	57%	11%	76%	39%	31%	45%	21%	50%	44%	47%	*	16%	3%	55%
Neither likely nor unlikely	26%	14%	31%	4%	10%	37%	9%	9%	17%	30%	20%	*	60%	47%	0%
Somewhat unlikely	4%	1%	25%	4%	18%	3%	7%	0%	8%	1%	5%	*	2%	0%	5%
Very unlikely	2%	4%	0%	6%	0%	0%	0%	0%	9%	0%	0%	*	0%	0%	0%
Don't know	5%	9%	0%	0%	14%	0%	0%	0%	0%	6%	8%	*	9%	0%	0%
Total Likely:	63%	73%	44%	86%	58%	60%	84%	91%	67%	62%	67%	*	29%	53%	95%
Total Unlikely:	6%	4%	25%	10%	18%	3%	7%	0%	17%	1%	5%	*	2%	0%	5%
Net:	57%	68%	20%	77%	41%	57%	77%	91%	50%	61%	62%	*	28%	53%	89%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(48.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	300	79	12	32	57	52	52	42	20	11	7	5	2
Weighted	195	56	7	13	19	26	32	35	14	6	8	13	1
Very likely	21%	20%	50%	10%	41%	10%	36%	8%	1%	11%	50%	7%	0%
Somewhat likely	42%	50%	1%	84%	30%	54%	54%	28%	48%	77%	49%	65%	100%
Neither likely nor unlikely	26%	10%	48%	6%	7%	7%	3%	59%	43%	2%	1%	0%	0%
Somewhat unlikely	4%	3%	0%	1%	0%	17%	3%	3%	4%	11%	0%	0%	0%
Very unlikely	2%	6%	0%	0%	0%	13%	0%	1%	3%	0%	0%	0%	0%
Don't know	5%	10%	0%	0%	22%	0%	5%	0%	0%	0%	0%	28%	0%
Total Likely:	63%	70%	52%	94%	71%	64%	90%	36%	49%	88%	99%	72%	100%
Total Unlikely:	6%	9%	0%	1%	0%	30%	3%	5%	8%	11%	0%	0%	0%
Net:	57%	62%	52%	93%	70%	34%	87%	31%	41%	77%	99%	72%	100%

Note:

BASE: Plan to invest in AI tools in next five years

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(49.A) In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very familiar	7%	11%	9%	6%	3%	7%	5%	14%	31%	24%	0%	18%	2%	6%	11%
Somewhat familiar	25%	17%	19%	28%	35%	26%	24%	29%	32%	45%	48%	23%	26%	28%	19%
Neither familiar or unfamiliar	11%	14%	18%	8%	9%	10%	10%	15%	16%	11%	6%	15%	1%	17%	14%
Somewhat unfamiliar	21%	21%	21%	21%	22%	22%	21%	23%	7%	12%	13%	12%	31%	27%	17%
Very unfamiliar	31%	27%	28%	33%	8%	32%	35%	17%	13%	7%	26%	21%	36%	14%	37%
Don't know	5%	10%	6%	4%	22%	3%	6%	2%	2%	1%	8%	10%	4%	8%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(49.B) In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very familiar	7%	3%	11%	4%	7%	13%	32%	57%	3%	7%	7%	0%	6%	97%	6%
Somewhat familiar	25%	26%	17%	15%	25%	35%	42%	24%	24%	25%	34%	13%	15%	3%	23%
Neither familiar or unfamiliar	11%	10%	11%	12%	13%	12%	7%	6%	12%	9%	12%	11%	1%	0%	17%
Somewhat unfamiliar	21%	20%	23%	30%	18%	21%	13%	4%	24%	22%	15%	76%	5%	0%	19%
Very unfamiliar	31%	32%	38%	40%	32%	19%	6%	9%	30%	33%	23%	0%	73%	0%	36%
Don t know	5%	9%	0%	0%	5%	0%	0%	0%	6%	4%	9%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(49.C) In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools?

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very familiar	7%	4%	24%	11%	10%	5%	7%	5%	24%	5%	0%	2%	18%
Somewhat familiar	25%	22%	23%	53%	31%	30%	17%	26%	30%	28%	44%	18%	15%
Neither familiar or unfamiliar	11%	15%	1%	1%	12%	5%	10%	16%	11%	19%	4%	26%	0%
Somewhat unfamiliar	21%	24%	7%	2%	28%	18%	20%	17%	10%	45%	36%	19%	29%
Very unfamiliar	31%	30%	45%	33%	11%	34%	42%	36%	22%	2%	17%	16%	20%
Don t know	5%	5%	0%	0%	8%	7%	4%	0%	3%	0%	0%	19%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(50.A) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very likely	11%	12%	12%	11%	28%	12%	9%	17%	28%	22%	30%	7%	7%	4%	14%
Somewhat likely	32%	33%	37%	30%	37%	33%	29%	44%	47%	58%	31%	30%	35%	43%	27%
Neither likely or unlikely	18%	15%	21%	18%	4%	18%	19%	16%	10%	9%	13%	21%	14%	26%	19%
Somewhat unlikely	9%	14%	8%	7%	4%	10%	9%	9%	6%	6%	6%	20%	5%	11%	9%
Very unlikely	16%	16%	9%	18%	4%	16%	18%	9%	5%	3%	0%	11%	26%	8%	16%
Don't know	14%	10%	12%	16%	23%	12%	16%	5%	3%	2%	20%	10%	13%	8%	16%
Total Likely:	43%	45%	50%	41%	64%	44%	38%	61%	76%	80%	61%	37%	42%	48%	41%
Total Unlikely:	25%	30%	17%	25%	8%	26%	27%	17%	11%	10%	6%	32%	31%	19%	24%
Net:	18%	15%	33%	16%	56%	19%	12%	44%	65%	70%	55%	5%	11%	29%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(50.B) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very likely	11%	9%	18%	3%	10%	22%	24%	61%	5%	9%	19%	0%	10%	99%	8%
Somewhat likely	32%	34%	35%	26%	36%	33%	59%	24%	31%	27%	46%	91%	16%	1%	20%
Neither likely or unlikely	18%	17%	7%	30%	9%	21%	5%	9%	22%	22%	13%	0%	1%	0%	20%
Somewhat unlikely	9%	7%	9%	11%	15%	4%	2%	4%	11%	8%	7%	9%	0%	0%	17%
Very unlikely	16%	17%	9%	18%	10%	20%	9%	2%	15%	12%	11%	0%	73%	0%	19%
Don't know	14%	17%	22%	12%	21%	0%	0%	1%	17%	21%	5%	0%	0%	0%	17%
Total Likely:	43%	43%	53%	29%	45%	55%	84%	85%	36%	36%	65%	91%	26%	100%	28%
Total Unlikely:	25%	24%	18%	29%	25%	24%	11%	6%	25%	20%	17%	9%	73%	0%	36%
Net:	18%	19%	35%	0%	20%	31%	73%	78%	11%	16%	48%	81%	-47%	100%	-8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(50.C) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years?

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very likely	11%	11%	47%	46%	30%	8%	6%	6%	3%	1%	41%	2%	3%
Somewhat likely	32%	32%	30%	25%	43%	34%	44%	20%	32%	39%	7%	74%	18%
Neither likely or unlikely	18%	12%	1%	15%	5%	11%	12%	30%	32%	30%	0%	0%	29%
Somewhat unlikely	9%	11%	1%	0%	20%	10%	5%	10%	8%	30%	0%	5%	0%
Very unlikely	16%	17%	21%	14%	1%	8%	14%	26%	3%	0%	52%	3%	17%
Don't know	14%	18%	0%	0%	0%	30%	20%	8%	22%	0%	0%	16%	32%
Total Likely:	43%	42%	77%	71%	73%	41%	49%	27%	36%	40%	48%	76%	21%
Total Unlikely:	25%	28%	22%	14%	22%	18%	19%	36%	10%	30%	52%	7%	17%
Net:	18%	14%	55%	57%	51%	24%	30%	-9%	25%	10%	-4%	69%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

Public First Poll for Google Portugal (Business Count)

(51.A) Does your business currently use any generative AI tools to do any of the following? Please select all that apply

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Don't know	8%	16%	9%	6%	0%	7%	8%	9%	5%	5%	20%	11%	5%	13%	3%
Not applicable - we don't use AI technology at all	50%	45%	44%	52%	7%	54%	55%	30%	20%	14%	48%	24%	53%	43%	60%
None of the above - but we use AI for other things	3%	3%	1%	4%	0%	3%	3%	4%	4%	2%	0%	2%	8%	0%	3%
Help with drafting/writing documents	19%	8%	20%	22%	38%	20%	19%	19%	31%	41%	32%	16%	18%	19%	18%
Data analysis	18%	21%	24%	16%	38%	15%	16%	24%	28%	45%	24%	27%	6%	22%	15%
Generating pictures, design or video	16%	12%	14%	17%	28%	17%	14%	26%	25%	29%	16%	18%	8%	12%	23%
Automate customer support	14%	17%	22%	11%	11%	15%	11%	26%	32%	27%	16%	16%	3%	17%	19%
Information retrieval (e.g. using AI to search the web or internal company data)	11%	14%	25%	7%	29%	11%	9%	17%	33%	31%	8%	26%	9%	12%	11%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

Public First Poll for Google Portugal (Business Count)

(51.B) Does your business currently use any generative AI tools to do any of the following? Please select all that apply

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Don't know	8%	12%	1%	2%	5%	3%	5%	3%	15%	3%	10%	11%	0%	0%	0%
Not applicable - we don't use AI technology at all	50%	50%	53%	76%	41%	41%	24%	14%	54%	53%	49%	0%	37%	0%	55%
None of the above - but we use AI for other things	3%	3%	10%	1%	3%	3%	0%	1%	1%	3%	5%	2%	0%	1%	17%
Help with drafting/writing documents	19%	19%	18%	14%	16%	17%	32%	34%	12%	23%	23%	77%	6%	1%	20%
Data analysis	18%	14%	12%	9%	25%	26%	32%	47%	10%	17%	18%	0%	49%	97%	21%
Generating pictures, design or video	16%	14%	10%	12%	23%	20%	31%	59%	11%	19%	12%	2%	15%	97%	25%
Automate customer support	14%	12%	18%	4%	18%	21%	29%	58%	13%	7%	22%	9%	4%	97%	6%
Information retrieval (e.g. using AI to search the web or internal company data)	11%	8%	13%	11%	5%	34%	47%	34%	8%	12%	11%	0%	11%	96%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

Public First Poll for Google Portugal (Business Count)

(51.C) Does your business currently use any generative AI tools to do any of the following? Please select all that apply

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Don't know	8%	7%	6%	0%	8%	11%	8%	1%	5%	15%	0%	19%	2%
Not applicable - we don't use AI technology at all	50%	55%	46%	50%	55%	38%	53%	70%	31%	47%	52%	38%	50%
None of the above - but we use AI for other things	3%	6%	0%	0%	1%	1%	9%	2%	1%	2%	0%	0%	15%
Help with drafting/writing documents	19%	17%	47%	38%	15%	29%	15%	10%	24%	3%	25%	41%	0%
Data analysis	18%	12%	24%	6%	12%	27%	14%	17%	28%	33%	22%	2%	0%
Generating pictures, design or video	16%	13%	23%	27%	18%	20%	17%	11%	26%	4%	22%	4%	15%
Automate customer support	14%	6%	23%	30%	13%	35%	9%	8%	26%	3%	24%	23%	0%
Information retrieval (e.g. using AI to search the web or internal company data)	11%	7%	1%	11%	17%	24%	7%	9%	41%	5%	20%	2%	18%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(52.A) And which of the same list of tasks do you expect to use generative AI technology to do in the next five years? Please select all that apply

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Help with drafting/writing documents	33%	16%	52%	34%	62%	34%	33%	33%	38%	51%	40%	28%	31%	45%	29%
Generating pictures, design or video	33%	28%	20%	38%	32%	37%	33%	34%	35%	36%	39%	18%	37%	40%	32%
Data analysis	32%	33%	42%	30%	44%	35%	29%	47%	48%	56%	61%	32%	14%	37%	35%
Not applicable - we don't use AI technology at all	31%	33%	21%	32%	2%	30%	35%	11%	9%	5%	25%	22%	32%	16%	38%
Automate customer support	29%	32%	35%	27%	38%	31%	26%	42%	45%	48%	31%	24%	19%	47%	27%
Information retrieval (e.g. using AI to search the web or internal company data)	21%	22%	18%	20%	10%	23%	19%	27%	38%	47%	30%	35%	15%	17%	22%
Don't know	11%	13%	10%	10%	1%	9%	11%	12%	7%	4%	14%	21%	9%	11%	8%
None of the above - but we use AI for other things	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%	0%	0%	5%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(52.B) And which of the same list of tasks do you expect to use generative AI technology to do in the next five years? Please select all that apply

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Help with drafting/writing documents	33%	33%	42%	32%	16%	37%	38%	46%	29%	38%	40%	2%	3%	49%	42%
Generating pictures, design or video	33%	33%	33%	33%	33%	21%	40%	59%	27%	39%	35%	87%	3%	99%	23%
Data analysis	32%	29%	20%	33%	42%	40%	45%	77%	20%	39%	44%	12%	17%	99%	28%
Not applicable - we don't use AI technology at all	31%	30%	28%	58%	5%	22%	20%	3%	34%	26%	27%	0%	73%	0%	36%
Automate customer support	29%	23%	29%	32%	37%	45%	42%	63%	23%	33%	33%	11%	11%	99%	27%
Information retrieval (e.g. using AI to search the web or internal company data)	21%	18%	21%	29%	33%	21%	36%	43%	13%	24%	18%	87%	9%	97%	23%
Don't know	11%	12%	8%	1%	26%	8%	0%	5%	21%	5%	10%	11%	0%	0%	0%
None of the above - but we use AI for other things	1%	0%	9%	0%	3%	0%	0%	0%	0%	0%	1%	0%	0%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(52.C) And which of the same list of tasks do you expect to use generative AI technology to do in the next five years? Please select all that apply

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Help with drafting/writing documents	33%	36%	47%	45%	34%	47%	36%	28%	50%	22%	42%	39%	34%
Generating pictures, design or video	33%	31%	71%	53%	30%	41%	31%	27%	32%	37%	25%	41%	33%
Data analysis	32%	27%	48%	48%	53%	59%	34%	20%	31%	24%	25%	54%	16%
Not applicable - we don't use AI technology at all	31%	38%	21%	28%	19%	9%	32%	48%	22%	15%	52%	19%	31%
Automate customer support	29%	17%	24%	16%	34%	70%	26%	24%	23%	37%	25%	58%	3%
Information retrieval (e.g. using AI to search the web or internal company data)	21%	10%	25%	30%	36%	15%	17%	12%	30%	19%	28%	41%	16%
Don't know	11%	6%	7%	0%	14%	11%	12%	4%	3%	13%	0%	3%	2%
None of the above - but we use AI for other things	1%	3%	0%	0%	0%	1%	5%	1%	0%	2%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(53.A) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Much easier	24%	21%	25%	24%	23%	25%	23%	23%	34%	41%	24%	37%	32%	23%	18%
A little easier	34%	39%	49%	30%	42%	35%	31%	49%	43%	46%	14%	9%	25%	48%	45%
Make no difference either way	11%	16%	5%	10%	8%	12%	10%	13%	12%	7%	0%	13%	11%	10%	15%
A little more difficult	3%	1%	0%	5%	23%	3%	4%	1%	1%	2%	7%	0%	9%	4%	0%
Much more difficult	0%	1%	0%	0%	0%	0%	0%	1%	2%	0%	0%	1%	1%	0%	0%
Not applicable - we don't use Google Search at our business	11%	14%	8%	11%	2%	11%	12%	5%	6%	2%	28%	30%	8%	4%	9%
Don't know	16%	8%	13%	19%	3%	13%	19%	8%	4%	3%	27%	10%	14%	12%	13%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(53.B) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Much easier	24%	23%	23%	22%	17%	29%	51%	53%	20%	18%	30%	9%	41%	96%	23%
A little easier	34%	28%	39%	40%	40%	50%	32%	38%	38%	35%	33%	15%	22%	4%	42%
Make no difference either way	11%	12%	7%	10%	13%	11%	8%	5%	7%	17%	13%	0%	0%	0%	2%
A little more difficult	3%	5%	0%	8%	0%	2%	0%	0%	2%	4%	0%	66%	0%	0%	0%
Much more difficult	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
Not applicable - we don't use Google Search at our business	11%	12%	16%	19%	10%	1%	9%	1%	14%	5%	15%	0%	0%	0%	33%
Don't know	16%	19%	15%	1%	19%	6%	0%	4%	18%	21%	9%	9%	37%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(53.C) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)?

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Much easier	24%	27%	24%	32%	14%	31%	17%	30%	29%	29%	41%	20%	33%
A little easier	34%	25%	23%	50%	43%	40%	48%	31%	36%	24%	23%	58%	3%
Make no difference either way	11%	12%	25%	1%	2%	10%	6%	12%	10%	31%	36%	19%	15%
A little more difficult	3%	2%	0%	0%	9%	1%	0%	3%	0%	0%	0%	0%	15%
Much more difficult	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Not applicable - we don't use Google Search at our business	11%	22%	21%	17%	10%	0%	18%	15%	6%	2%	0%	3%	0%
Don't know	16%	13%	7%	0%	21%	18%	11%	9%	19%	13%	0%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(54.A) And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Much easier	19%	18%	24%	19%	31%	19%	18%	24%	36%	39%	32%	18%	20%	12%	21%
A little easier	31%	35%	36%	30%	29%	34%	30%	39%	34%	39%	7%	7%	30%	52%	35%
Make no difference either way	14%	19%	11%	13%	29%	13%	14%	17%	17%	10%	0%	33%	17%	4%	17%
A little more difficult	3%	5%	1%	2%	3%	3%	3%	1%	3%	4%	0%	0%	1%	11%	0%
Much more difficult	0%	1%	1%	0%	3%	0%	0%	2%	0%	2%	0%	0%	1%	0%	0%
Not applicable - we don't use Google Workspace at our business	19%	16%	12%	22%	1%	21%	22%	9%	5%	3%	35%	31%	20%	12%	18%
Don't know	13%	7%	15%	14%	4%	10%	14%	8%	5%	3%	27%	10%	11%	9%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(54.B) And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Much easier	19%	19%	13%	14%	14%	38%	43%	62%	13%	14%	33%	9%	5%	96%	25%
A little easier	31%	24%	47%	36%	31%	45%	27%	28%	33%	38%	20%	77%	13%	4%	39%
Make no difference either way	14%	17%	8%	12%	21%	2%	14%	5%	15%	18%	13%	4%	8%	0%	0%
A little more difficult	3%	3%	0%	8%	3%	2%	5%	1%	2%	2%	5%	0%	1%	0%	0%
Much more difficult	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Not applicable - we don't use Google Workspace at our business	19%	23%	22%	30%	8%	9%	10%	1%	21%	14%	19%	0%	37%	0%	36%
Don't know	13%	15%	8%	0%	24%	4%	0%	4%	15%	12%	9%	9%	37%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(54.C) And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)?

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Much easier	19%	20%	24%	30%	21%	23%	24%	20%	4%	4%	24%	23%	21%
A little easier	31%	20%	25%	36%	16%	58%	37%	22%	52%	38%	23%	39%	15%
Make no difference either way	14%	18%	23%	2%	22%	2%	10%	14%	13%	28%	36%	0%	46%
A little more difficult	3%	2%	0%	1%	0%	0%	0%	4%	3%	14%	0%	19%	0%
Much more difficult	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%
Not applicable - we don't use Google Workspace at our business	19%	32%	21%	31%	21%	1%	18%	33%	25%	0%	17%	16%	0%
Don't know	13%	7%	7%	0%	20%	16%	11%	7%	3%	13%	0%	3%	18%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(55.A) Overall, how familiar are you with Google s work with AI?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very familiar	7%	13%	5%	6%	27%	7%	7%	8%	26%	14%	8%	5%	5%	9%	9%
Somewhat familiar	15%	14%	18%	15%	9%	16%	12%	31%	34%	43%	24%	17%	12%	20%	12%
Neither familiar nor unfamiliar	13%	16%	18%	11%	52%	13%	12%	18%	18%	19%	0%	4%	15%	15%	18%
Somewhat unfamiliar	25%	31%	30%	23%	7%	26%	26%	25%	12%	15%	13%	24%	26%	29%	28%
Very unfamiliar	32%	26%	16%	38%	5%	37%	36%	17%	9%	8%	41%	30%	41%	22%	33%
Don t know	7%	1%	12%	7%	0%	1%	8%	2%	1%	0%	14%	21%	0%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(55.B) Overall, how familiar are you with Google's work with AI?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very familiar	7%	4%	10%	1%	7%	23%	17%	52%	4%	6%	10%	0%	6%	97%	6%
Somewhat familiar	15%	13%	11%	14%	26%	25%	35%	30%	16%	12%	18%	22%	13%	3%	23%
Neither familiar nor unfamiliar	13%	12%	9%	14%	7%	11%	22%	9%	15%	14%	14%	2%	2%	0%	17%
Somewhat unfamiliar	25%	23%	45%	30%	32%	33%	24%	7%	22%	34%	21%	76%	6%	0%	22%
Very unfamiliar	32%	40%	26%	41%	27%	8%	2%	2%	38%	29%	34%	0%	37%	0%	33%
Don't know	7%	7%	0%	0%	0%	0%	0%	0%	6%	5%	4%	0%	37%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(55.C) Overall, how familiar are you with Google's work with AI?

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very familiar	7%	4%	23%	4%	10%	3%	13%	8%	23%	3%	0%	2%	0%
Somewhat familiar	15%	14%	1%	42%	17%	26%	6%	19%	7%	1%	25%	4%	18%
Neither familiar nor unfamiliar	13%	11%	1%	3%	4%	11%	20%	12%	36%	28%	18%	20%	15%
Somewhat unfamiliar	25%	26%	30%	21%	30%	20%	25%	17%	6%	47%	22%	56%	33%
Very unfamiliar	32%	41%	45%	31%	40%	32%	32%	40%	28%	21%	35%	19%	29%
Don't know	7%	4%	0%	0%	0%	7%	4%	3%	0%	0%	0%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(56.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: World leader

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very good description	8%	13%	7%	6%	9%	7%	5%	16%	29%	25%	7%	14%	5%	7%	9%
Good description	20%	20%	43%	16%	6%	20%	18%	28%	32%	45%	17%	19%	10%	29%	24%
Neither a good nor bad description	25%	19%	15%	29%	81%	25%	26%	22%	20%	19%	34%	23%	36%	25%	19%
Bad description	5%	3%	8%	5%	1%	4%	4%	8%	4%	4%	0%	10%	0%	3%	9%
Very bad description	3%	6%	1%	2%	0%	3%	3%	3%	0%	2%	0%	0%	8%	5%	0%
Don t know	40%	39%	27%	42%	4%	40%	44%	23%	15%	5%	43%	34%	40%	32%	39%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(56.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: World leader

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very good description	8%	5%	2%	5%	17%	13%	21%	56%	9%	7%	3%	0%	16%	51%	1%
Good description	20%	20%	18%	11%	23%	33%	49%	23%	18%	15%	32%	19%	4%	0%	44%
Neither a good nor bad description	25%	25%	27%	40%	17%	25%	14%	9%	24%	29%	24%	70%	7%	47%	5%
Bad description	5%	4%	8%	13%	3%	10%	2%	3%	4%	7%	7%	0%	0%	1%	0%
Very bad description	3%	3%	9%	1%	0%	0%	0%	0%	3%	0%	5%	0%	0%	0%	17%
Don t know	40%	43%	37%	31%	40%	19%	14%	9%	42%	42%	30%	11%	73%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(56.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: World leader

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very good description	8%	9%	24%	18%	7%	7%	9%	5%	4%	16%	0%	2%	0%
Good description	20%	17%	2%	17%	20%	21%	16%	25%	27%	3%	20%	44%	18%
Neither a good nor bad description	25%	20%	0%	32%	21%	20%	18%	24%	38%	46%	39%	0%	45%
Bad description	5%	5%	0%	0%	1%	9%	12%	4%	3%	5%	6%	0%	0%
Very bad description	3%	3%	0%	0%	0%	2%	8%	0%	3%	0%	0%	19%	2%
Don't know	40%	46%	75%	33%	51%	40%	36%	41%	25%	30%	35%	35%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(57.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Responsible approach

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very good description	8%	15%	8%	6%	5%	7%	5%	20%	17%	29%	7%	7%	5%	6%	12%
Good description	23%	16%	30%	24%	10%	25%	22%	29%	41%	39%	29%	27%	22%	30%	20%
Neither a good nor bad description	27%	31%	26%	27%	77%	27%	29%	20%	23%	22%	28%	14%	28%	28%	31%
Bad description	3%	2%	7%	2%	4%	2%	3%	5%	4%	4%	0%	10%	4%	5%	1%
Very bad description	1%	2%	0%	0%	0%	1%	0%	4%	1%	1%	0%	0%	1%	1%	1%
Don t know	38%	34%	28%	41%	4%	39%	42%	23%	13%	5%	36%	42%	40%	29%	36%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(57.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Responsible approach

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very good description	8%	3%	11%	5%	12%	29%	26%	60%	6%	9%	7%	0%	11%	49%	5%
Good description	23%	22%	11%	51%	22%	25%	51%	22%	31%	17%	27%	21%	7%	3%	23%
Neither a good nor bad description	27%	29%	34%	22%	22%	24%	9%	8%	17%	28%	35%	70%	8%	49%	55%
Bad description	3%	4%	1%	2%	1%	2%	0%	0%	3%	3%	5%	0%	0%	0%	0%
Very bad description	1%	1%	0%	0%	3%	0%	0%	1%	1%	1%	1%	0%	0%	0%	0%
Don t know	38%	42%	43%	21%	40%	19%	14%	9%	42%	42%	26%	9%	73%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(57.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Responsible approach

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very good description	8%	7%	24%	23%	11%	6%	8%	5%	1%	5%	22%	0%	3%
Good description	23%	23%	1%	8%	27%	32%	20%	29%	30%	7%	25%	44%	15%
Neither a good nor bad description	27%	21%	0%	32%	19%	20%	36%	21%	41%	42%	18%	21%	45%
Bad description	3%	6%	0%	2%	0%	1%	1%	4%	3%	0%	0%	0%	18%
Very bad description	1%	0%	0%	2%	1%	0%	1%	0%	0%	0%	0%	0%	2%
Don t know	38%	42%	75%	33%	42%	41%	34%	41%	24%	45%	35%	35%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(58.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Bold approach

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very good description	7%	13%	4%	6%	4%	6%	6%	8%	20%	26%	0%	14%	11%	5%	7%
Good description	23%	20%	41%	20%	53%	23%	22%	28%	35%	27%	22%	39%	16%	26%	25%
Neither a good nor bad description	28%	26%	20%	29%	34%	29%	27%	31%	27%	29%	29%	2%	34%	32%	28%
Bad description	4%	3%	11%	2%	1%	3%	3%	5%	5%	9%	6%	10%	1%	1%	5%
Very bad description	2%	2%	1%	3%	3%	2%	2%	6%	1%	3%	7%	1%	1%	5%	1%
Don t know	36%	36%	21%	40%	4%	37%	40%	21%	14%	7%	36%	32%	37%	31%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(58.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Bold approach

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very good description	7%	5%	1%	2%	4%	21%	13%	54%	6%	8%	6%	0%	2%	49%	8%
Good description	23%	21%	27%	32%	15%	24%	44%	21%	30%	16%	31%	9%	11%	4%	21%
Neither a good nor bad description	28%	27%	34%	33%	37%	34%	25%	12%	17%	30%	35%	79%	14%	47%	39%
Bad description	4%	4%	9%	0%	6%	1%	4%	3%	3%	8%	1%	2%	0%	0%	0%
Very bad description	2%	3%	0%	3%	0%	4%	0%	1%	3%	4%	1%	0%	0%	0%	0%
Don't know	36%	41%	29%	31%	38%	17%	14%	9%	42%	35%	26%	9%	73%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(58.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Bold approach

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very good description	7%	7%	23%	16%	7%	2%	6%	8%	1%	2%	0%	0%	33%
Good description	23%	18%	1%	16%	36%	41%	24%	23%	26%	15%	59%	4%	3%
Neither a good nor bad description	28%	24%	1%	34%	13%	13%	26%	24%	44%	46%	1%	77%	45%
Bad description	4%	5%	0%	0%	2%	1%	7%	6%	5%	2%	5%	0%	0%
Very bad description	2%	3%	0%	2%	0%	1%	1%	0%	3%	4%	0%	0%	2%
Don't know	36%	43%	75%	31%	42%	41%	35%	38%	22%	30%	35%	19%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(59.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very good description	9%	10%	12%	8%	50%	8%	7%	14%	23%	34%	14%	17%	4%	3%	13%
Good description	22%	16%	39%	21%	8%	23%	20%	30%	40%	37%	29%	17%	21%	33%	19%
Neither a good nor bad description	28%	31%	15%	29%	36%	27%	29%	23%	19%	18%	20%	12%	34%	24%	33%
Bad description	5%	6%	12%	3%	2%	4%	4%	6%	3%	3%	0%	20%	4%	3%	4%
Very bad description	1%	7%	0%	0%	0%	2%	1%	3%	1%	2%	0%	0%	1%	5%	0%
Don t know	35%	31%	22%	39%	4%	36%	38%	23%	14%	6%	36%	34%	37%	33%	31%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(59.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very good description	9%	6%	11%	9%	10%	17%	24%	58%	5%	10%	10%	0%	13%	50%	3%
Good description	22%	24%	4%	37%	24%	22%	50%	21%	30%	12%	28%	21%	6%	3%	40%
Neither a good nor bad description	28%	24%	45%	33%	19%	42%	10%	9%	21%	34%	26%	70%	7%	47%	40%
Bad description	5%	5%	10%	0%	4%	2%	2%	1%	3%	8%	5%	0%	0%	0%	0%
Very bad description	1%	2%	0%	0%	5%	0%	0%	1%	1%	0%	5%	0%	0%	0%	0%
Don t know	35%	40%	30%	21%	38%	17%	14%	9%	40%	35%	26%	9%	73%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(59.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Safe approach

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very good description	9%	9%	23%	8%	17%	6%	11%	2%	1%	3%	41%	2%	15%
Good description	22%	21%	1%	23%	19%	26%	22%	29%	27%	22%	3%	42%	3%
Neither a good nor bad description	28%	22%	1%	34%	21%	18%	31%	29%	41%	30%	0%	18%	45%
Bad description	5%	5%	0%	0%	1%	8%	5%	4%	3%	13%	4%	0%	18%
Very bad description	1%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	19%	2%
Don't know	35%	43%	75%	33%	42%	41%	30%	35%	27%	32%	52%	19%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(60.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very good description	7%	12%	9%	6%	23%	6%	7%	7%	21%	20%	7%	5%	7%	12%	6%
Good description	23%	17%	36%	22%	29%	24%	21%	33%	27%	37%	32%	29%	19%	23%	24%
Neither a good nor bad description	24%	24%	17%	25%	36%	23%	24%	22%	30%	28%	18%	13%	26%	18%	31%
Bad description	8%	9%	15%	6%	8%	7%	7%	11%	6%	3%	7%	21%	6%	10%	6%
Very bad description	2%	2%	1%	2%	1%	1%	2%	4%	2%	3%	0%	0%	1%	1%	2%
Don t know	36%	36%	21%	39%	4%	38%	39%	23%	13%	8%	36%	33%	41%	37%	31%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(60.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very good description	7%	5%	3%	1%	4%	23%	18%	47%	8%	10%	2%	0%	3%	49%	3%
Good description	23%	19%	27%	43%	16%	24%	37%	25%	23%	21%	34%	0%	13%	1%	27%
Neither a good nor bad description	24%	22%	29%	31%	31%	30%	28%	17%	21%	22%	26%	88%	10%	50%	20%
Bad description	8%	9%	12%	3%	4%	6%	1%	1%	5%	10%	4%	2%	1%	0%	33%
Very bad description	2%	3%	0%	0%	5%	0%	2%	1%	4%	1%	1%	0%	0%	0%	0%
Don t know	36%	41%	29%	21%	40%	17%	14%	9%	39%	35%	34%	9%	73%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(60.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very good description	7%	8%	24%	16%	7%	5%	9%	8%	1%	3%	17%	0%	0%
Good description	23%	20%	1%	25%	12%	33%	23%	20%	30%	19%	27%	21%	30%
Neither a good nor bad description	24%	17%	1%	21%	29%	18%	19%	30%	39%	30%	1%	39%	32%
Bad description	8%	9%	0%	2%	9%	4%	18%	4%	7%	18%	3%	0%	0%
Very bad description	2%	0%	0%	2%	1%	0%	1%	3%	0%	0%	0%	2%	0%
Don t know	36%	45%	75%	33%	42%	40%	31%	35%	24%	30%	52%	37%	37%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(61.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Prevents AI misuse or harm

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very good description	10%	12%	18%	8%	23%	7%	9%	12%	22%	19%	9%	15%	12%	10%	9%
Good description	15%	9%	18%	16%	7%	16%	12%	28%	32%	35%	0%	25%	13%	18%	18%
Neither a good nor bad description	27%	28%	28%	26%	57%	27%	28%	21%	23%	29%	48%	5%	24%	28%	27%
Bad description	7%	14%	9%	5%	8%	7%	6%	11%	6%	10%	0%	10%	11%	9%	5%
Very bad description	2%	4%	2%	1%	1%	2%	2%	3%	2%	1%	7%	10%	0%	1%	0%
Don t know	40%	32%	27%	45%	4%	41%	43%	26%	14%	6%	36%	34%	40%	34%	41%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(61.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Prevents AI misuse or harm

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very good description	10%	10%	2%	1%	4%	22%	43%	60%	9%	8%	10%	0%	5%	49%	20%
Good description	15%	11%	16%	35%	21%	26%	26%	21%	21%	10%	13%	0%	15%	50%	10%
Neither a good nor bad description	27%	29%	20%	33%	20%	28%	15%	9%	18%	28%	39%	81%	7%	1%	36%
Bad description	7%	5%	18%	9%	7%	5%	3%	1%	5%	9%	6%	9%	1%	0%	17%
Very bad description	2%	3%	0%	0%	2%	0%	0%	1%	3%	3%	0%	0%	0%	0%	0%
Don't know	40%	43%	44%	22%	46%	18%	12%	9%	45%	42%	31%	9%	73%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(61.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Prevents AI misuse or harm

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very good description	10%	14%	23%	25%	11%	3%	6%	5%	1%	1%	17%	21%	33%
Good description	15%	12%	1%	6%	16%	21%	13%	23%	30%	5%	43%	2%	0%
Neither a good nor bad description	27%	19%	1%	32%	29%	20%	36%	16%	34%	31%	4%	39%	47%
Bad description	7%	7%	0%	2%	2%	17%	9%	5%	6%	18%	0%	19%	0%
Very bad description	2%	2%	0%	2%	0%	0%	1%	0%	0%	13%	0%	0%	4%
Don't know	40%	46%	75%	33%	42%	40%	35%	51%	30%	33%	35%	19%	16%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(62.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very good description	6%	14%	7%	4%	4%	6%	5%	12%	27%	21%	9%	7%	5%	7%	7%
Good description	26%	16%	42%	26%	54%	26%	24%	35%	28%	45%	23%	39%	29%	23%	26%
Neither a good nor bad description	22%	32%	14%	22%	31%	22%	22%	23%	23%	22%	25%	11%	18%	23%	28%
Bad description	4%	7%	12%	2%	5%	4%	4%	5%	5%	5%	0%	10%	4%	11%	1%
Very bad description	2%	1%	1%	3%	4%	1%	3%	2%	1%	2%	6%	0%	1%	3%	3%
Don t know	38%	31%	23%	43%	4%	40%	42%	23%	16%	6%	37%	33%	44%	33%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(62.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very good description	6%	3%	3%	4%	9%	26%	33%	47%	4%	7%	2%	0%	6%	49%	23%
Good description	26%	25%	40%	36%	22%	23%	41%	30%	28%	22%	38%	19%	8%	51%	6%
Neither a good nor bad description	22%	20%	26%	27%	23%	29%	9%	13%	23%	25%	17%	70%	13%	0%	22%
Bad description	4%	4%	9%	2%	5%	2%	3%	1%	1%	3%	5%	0%	0%	0%	33%
Very bad description	2%	3%	0%	10%	3%	0%	0%	1%	4%	0%	5%	0%	0%	0%	0%
Don t know	38%	45%	22%	21%	38%	20%	14%	9%	39%	42%	34%	11%	73%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(62.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very good description	6%	5%	23%	10%	6%	3%	7%	5%	4%	2%	0%	2%	0%
Good description	26%	27%	1%	22%	15%	42%	28%	23%	27%	63%	47%	25%	33%
Neither a good nor bad description	22%	16%	1%	31%	36%	19%	19%	23%	43%	0%	0%	19%	30%
Bad description	4%	4%	0%	4%	1%	2%	10%	4%	1%	0%	0%	19%	0%
Very bad description	2%	2%	0%	0%	0%	0%	4%	0%	0%	2%	0%	0%	2%
Don t know	38%	47%	75%	33%	42%	33%	31%	45%	25%	33%	52%	35%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(63.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Unbiased

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very good description	5%	7%	5%	5%	27%	5%	4%	12%	19%	15%	8%	5%	1%	6%	7%
Good description	17%	15%	38%	13%	26%	18%	16%	23%	28%	39%	16%	15%	19%	26%	13%
Neither a good nor bad description	27%	25%	21%	29%	38%	27%	27%	30%	30%	29%	27%	15%	29%	18%	36%
Bad description	10%	13%	14%	8%	5%	9%	10%	9%	7%	8%	6%	21%	7%	13%	10%
Very bad description	1%	5%	0%	0%	1%	1%	1%	4%	2%	2%	0%	0%	4%	2%	0%
Don t know	39%	34%	22%	43%	4%	40%	43%	22%	15%	8%	43%	44%	40%	35%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(63.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Unbiased

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very good description	5%	2%	2%	2%	11%	15%	39%	46%	2%	6%	5%	0%	15%	50%	0%
Good description	17%	15%	16%	41%	15%	19%	20%	21%	22%	13%	18%	10%	3%	1%	27%
Neither a good nor bad description	27%	26%	44%	34%	27%	30%	19%	23%	23%	23%	33%	81%	9%	49%	55%
Bad description	10%	13%	9%	0%	6%	5%	7%	0%	8%	17%	10%	0%	0%	0%	0%
Very bad description	1%	1%	0%	2%	2%	15%	0%	1%	1%	3%	1%	0%	0%	0%	0%
Don't know	39%	44%	30%	21%	38%	17%	14%	9%	44%	37%	34%	9%	73%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(63.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Unbiased

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very good description	5%	3%	24%	5%	7%	6%	12%	5%	0%	0%	0%	0%	0%
Good description	17%	16%	0%	25%	8%	22%	21%	19%	20%	7%	20%	7%	18%
Neither a good nor bad description	27%	26%	1%	19%	22%	14%	31%	27%	48%	33%	28%	40%	30%
Bad description	10%	10%	0%	15%	12%	18%	4%	7%	4%	17%	0%	35%	15%
Very bad description	1%	0%	0%	4%	0%	0%	1%	4%	1%	0%	0%	0%	2%
Don't know	39%	44%	75%	31%	51%	40%	30%	39%	27%	43%	52%	19%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(64.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very good description	5%	7%	8%	4%	21%	4%	4%	10%	13%	13%	0%	3%	4%	2%	9%
Good description	11%	6%	15%	11%	2%	11%	9%	17%	21%	16%	0%	4%	12%	23%	9%
Neither a good nor bad description	21%	21%	24%	21%	35%	22%	21%	22%	25%	24%	12%	35%	15%	28%	23%
Bad description	20%	15%	26%	21%	33%	20%	21%	17%	14%	15%	36%	22%	23%	6%	23%
Very bad description	7%	19%	4%	5%	6%	7%	7%	10%	12%	25%	15%	2%	9%	6%	6%
Don t know	35%	31%	23%	39%	4%	36%	38%	25%	15%	8%	36%	34%	37%	36%	30%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(64.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very good description	5%	3%	1%	4%	6%	10%	15%	50%	4%	6%	1%	0%	8%	49%	0%
Good description	11%	12%	8%	4%	13%	10%	29%	20%	14%	9%	12%	9%	4%	0%	8%
Neither a good nor bad description	21%	21%	26%	29%	16%	17%	19%	8%	19%	18%	26%	70%	8%	50%	22%
Bad description	20%	19%	32%	23%	19%	22%	16%	7%	17%	24%	27%	11%	7%	1%	20%
Very bad description	7%	5%	9%	19%	6%	22%	6%	5%	5%	8%	8%	0%	0%	0%	34%
Don t know	35%	41%	23%	21%	40%	19%	14%	10%	41%	36%	26%	9%	73%	0%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(64.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Reckless

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very good description	5%	6%	23%	5%	6%	5%	6%	1%	0%	0%	17%	2%	15%
Good description	11%	15%	1%	7%	10%	11%	6%	15%	21%	15%	3%	25%	18%
Neither a good nor bad description	21%	12%	0%	2%	31%	13%	18%	16%	39%	14%	25%	35%	47%
Bad description	20%	19%	0%	50%	10%	18%	33%	29%	9%	33%	0%	0%	0%
Very bad description	7%	7%	1%	0%	1%	19%	6%	5%	5%	6%	3%	19%	2%
Don't know	35%	41%	75%	36%	42%	33%	31%	35%	27%	32%	52%	19%	18%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(65.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Very good description	5%	8%	6%	5%	1%	6%	4%	10%	13%	12%	0%	15%	5%	2%	8%
Good description	12%	5%	20%	12%	7%	13%	11%	17%	17%	19%	9%	4%	8%	22%	13%
Neither a good nor bad description	23%	22%	23%	24%	76%	23%	22%	30%	34%	27%	20%	16%	24%	26%	25%
Bad description	16%	18%	23%	15%	11%	15%	16%	15%	17%	22%	29%	31%	15%	10%	15%
Very bad description	4%	10%	2%	2%	2%	3%	4%	3%	6%	13%	7%	2%	7%	5%	0%
Don t know	39%	37%	27%	42%	4%	41%	43%	24%	14%	7%	36%	32%	41%	35%	38%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(65.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Very good description	5%	4%	2%	2%	0%	1%	34%	60%	5%	8%	1%	0%	1%	49%	5%
Good description	12%	14%	8%	5%	13%	12%	16%	11%	10%	9%	16%	9%	7%	0%	37%
Neither a good nor bad description	23%	21%	29%	33%	26%	27%	11%	15%	23%	21%	26%	79%	18%	50%	5%
Bad description	16%	15%	23%	19%	20%	27%	24%	2%	19%	18%	17%	2%	1%	1%	19%
Very bad description	4%	3%	2%	8%	0%	14%	1%	2%	1%	7%	5%	0%	0%	0%	1%
Don t know	39%	42%	36%	32%	41%	19%	14%	9%	43%	37%	35%	9%	73%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(65.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Slow

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Very good description	5%	6%	23%	7%	10%	1%	6%	4%	0%	1%	0%	2%	30%
Good description	12%	10%	0%	5%	13%	14%	15%	9%	20%	16%	28%	19%	3%
Neither a good nor bad description	23%	19%	0%	17%	15%	16%	18%	23%	50%	43%	20%	20%	29%
Bad description	16%	18%	1%	38%	20%	19%	21%	21%	7%	5%	0%	21%	0%
Very bad description	4%	2%	0%	2%	0%	9%	1%	4%	1%	0%	0%	19%	2%
Don't know	39%	45%	75%	31%	42%	41%	40%	39%	22%	34%	52%	19%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(66.A) To what extent do you agree or disagree with the following? Google tools are instrumental for my business ability to succeed online

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Strongly agree	27%	32%	16%	27%	7%	28%	27%	23%	34%	34%	44%	27%	27%	18%	27%
Somewhat agree	44%	43%	59%	41%	55%	43%	44%	41%	43%	50%	22%	26%	42%	55%	46%
Neither agree nor disagree	14%	13%	18%	13%	35%	11%	12%	21%	19%	11%	26%	25%	16%	9%	10%
Somewhat disagree	6%	7%	7%	6%	3%	7%	7%	7%	1%	2%	0%	10%	6%	7%	8%
Strongly disagree	6%	3%	1%	8%	0%	7%	6%	5%	3%	2%	8%	2%	7%	4%	7%
Don't know	4%	2%	0%	5%	0%	3%	4%	3%	1%	2%	0%	10%	1%	7%	2%
Total Agree:	70%	75%	75%	68%	62%	72%	71%	64%	76%	84%	66%	53%	69%	73%	73%
Total Disagree:	12%	10%	8%	14%	3%	14%	13%	12%	3%	3%	8%	11%	13%	11%	15%
Net:	58%	65%	67%	54%	59%	58%	58%	52%	73%	81%	58%	42%	56%	62%	58%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(66.B) To what extent do you agree or disagree with the following? Google tools are instrumental for my business ability to succeed online

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Strongly agree	27%	29%	18%	14%	33%	35%	41%	50%	25%	28%	18%	0%	45%	96%	22%
Somewhat agree	44%	38%	48%	63%	34%	47%	45%	37%	36%	47%	55%	30%	53%	3%	40%
Neither agree nor disagree	14%	12%	26%	11%	20%	10%	5%	12%	17%	13%	13%	2%	2%	1%	19%
Somewhat disagree	6%	7%	8%	1%	3%	4%	9%	0%	7%	7%	2%	66%	0%	0%	0%
Strongly disagree	6%	8%	1%	11%	8%	3%	0%	0%	6%	3%	10%	2%	0%	0%	19%
Don't know	4%	6%	0%	0%	3%	0%	0%	0%	8%	2%	1%	0%	0%	0%	0%
Total Agree:	70%	67%	65%	77%	67%	82%	86%	87%	62%	75%	73%	30%	98%	99%	62%
Total Disagree:	12%	15%	9%	12%	10%	8%	9%	1%	13%	10%	12%	68%	0%	0%	19%
Net:	58%	53%	57%	65%	57%	74%	77%	86%	49%	65%	61%	-38%	98%	99%	43%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(66.C) To what extent do you agree or disagree with the following? Google tools are instrumental for my business ability to succeed online

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Strongly agree	27%	24%	48%	30%	24%	5%	21%	40%	41%	34%	40%	2%	18%
Somewhat agree	44%	43%	30%	37%	40%	76%	58%	31%	40%	45%	26%	77%	18%
Neither agree nor disagree	14%	15%	21%	20%	15%	8%	10%	15%	16%	2%	0%	2%	47%
Somewhat disagree	6%	7%	0%	0%	10%	2%	1%	6%	3%	18%	0%	16%	0%
Strongly disagree	6%	9%	1%	14%	10%	0%	10%	4%	1%	0%	17%	3%	15%
Don't know	4%	2%	1%	0%	0%	9%	0%	3%	0%	0%	17%	0%	2%
Total Agree:	70%	67%	78%	67%	65%	81%	79%	71%	81%	80%	66%	79%	36%
Total Disagree:	12%	16%	1%	14%	20%	2%	10%	10%	4%	18%	17%	19%	15%
Net:	58%	50%	77%	53%	44%	79%	69%	61%	77%	62%	49%	61%	21%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(67.A) Has your business experienced any of these digital security threats in the past five years?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	205	153	156	45	402	110	132	150	122	16	30	87	121	256
Weighted	514	93	72	349	16	438	421	74	17	2	54	35	115	102	194
Other form of cyber attack	4%	6%	11%	1%	8%	3%	3%	4%	14%	12%	0%	4%	1%	5%	6%
Phishing emails	28%	29%	40%	26%	8%	30%	27%	37%	28%	55%	44%	6%	22%	35%	30%
Payment fraud	13%	14%	16%	12%	3%	13%	12%	16%	21%	14%	15%	19%	17%	13%	10%
Hacking or security breach	11%	11%	17%	9%	31%	9%	10%	11%	23%	17%	6%	12%	6%	13%	14%
Data loss	10%	25%	17%	4%	34%	9%	8%	13%	30%	33%	8%	25%	5%	10%	11%
Ransomware or malware	10%	6%	12%	10%	33%	10%	8%	15%	20%	22%	16%	14%	1%	13%	11%
None of the above	47%	42%	20%	54%	27%	49%	50%	36%	21%	16%	36%	23%	62%	33%	51%
Don't know	7%	7%	13%	6%	1%	5%	7%	7%	7%	5%	12%	23%	1%	8%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(67.B) Has your business experienced any of these digital security threats in the past five years?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	514	118	36	34	50	90	48	100	187	178	92	8	19	7	23
Weighted	514	302	52	43	23	28	5	19	173	161	104	10	29	9	28
Other form of cyber attack	4%	2%	10%	1%	0%	3%	14%	28%	1%	1%	9%	0%	4%	49%	0%
Phishing emails	28%	28%	17%	26%	37%	29%	32%	57%	27%	22%	38%	87%	1%	48%	37%
Payment fraud	13%	10%	3%	28%	19%	22%	27%	28%	10%	18%	8%	0%	8%	49%	22%
Hacking or security breach	11%	9%	8%	11%	4%	14%	26%	50%	12%	13%	7%	0%	2%	50%	0%
Data loss	10%	6%	10%	14%	10%	24%	33%	32%	5%	9%	20%	0%	6%	51%	0%
Ransomware or malware	10%	9%	18%	2%	20%	10%	13%	11%	5%	11%	12%	11%	2%	0%	36%
None of the above	47%	48%	56%	42%	43%	40%	29%	22%	47%	47%	40%	9%	84%	47%	55%
Don't know	7%	11%	2%	2%	3%	0%	0%	4%	11%	10%	1%	4%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(67.C) Has your business experienced any of these digital security threats in the past five years?

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	150	20	39	75	76	93	88	27	25	12	11	10
Weighted	514	201	16	25	41	49	98	115	19	25	20	23	24
Other form of cyber attack	4%	3%	1%	2%	15%	2%	5%	0%	26%	1%	0%	0%	0%
Phishing emails	28%	22%	55%	24%	40%	30%	20%	24%	10%	22%	25%	71%	15%
Payment fraud	13%	15%	1%	4%	37%	22%	14%	5%	6%	27%	0%	18%	0%
Hacking or security breach	11%	11%	24%	3%	25%	16%	14%	2%	1%	6%	17%	2%	15%
Data loss	10%	4%	1%	5%	7%	3%	14%	8%	10%	30%	22%	23%	3%
Ransomware or malware	10%	8%	0%	3%	16%	9%	15%	5%	3%	1%	22%	5%	15%
None of the above	47%	58%	45%	68%	32%	30%	64%	62%	29%	32%	38%	7%	33%
Don't know	7%	5%	0%	2%	0%	15%	1%	4%	23%	0%	20%	0%	18%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(68.A) You said that your business had experienced Data loss in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	106	49	42	15	15	77	9	19	40	38	2	8	21	35	39
Weighted	51	23	12	15	5	40	35	10	5	1	4	9	6	10	21
Nothing	3%	0%	8%	3%	0%	2%	0%	15%	0%	2%	0%	5%	8%	5%	0%
Under 100	15%	33%	0%	0%	0%	19%	21%	0%	2%	2%	0%	38%	0%	41%	0%
100- 500	12%	0%	12%	31%	2%	15%	12%	17%	4%	2%	0%	7%	2%	11%	21%
500 - 1,000	16%	1%	1%	52%	78%	10%	22%	0%	8%	2%	100%	1%	1%	1%	18%
1,000 - 2,000	6%	2%	16%	4%	0%	6%	0%	28%	6%	9%	0%	7%	14%	10%	3%
2,000 - 5,000	13%	23%	6%	3%	2%	16%	12%	15%	14%	13%	0%	0%	4%	11%	24%
5,000 - 10,000	18%	17%	40%	3%	0%	14%	22%	10%	8%	7%	0%	0%	69%	7%	20%
10,000 - 20,000	2%	1%	2%	3%	5%	2%	0%	0%	19%	5%	0%	0%	0%	5%	2%
20,000 - 100,000	2%	1%	6%	0%	0%	2%	0%	5%	8%	18%	0%	0%	1%	7%	1%
100,000 - 1 million	3%	2%	6%	1%	0%	3%	0%	0%	24%	7%	0%	0%	0%	1%	6%
1 million - 5 million	0%	0%	2%	0%	0%	0%	0%	0%	4%	2%	0%	0%	0%	1%	1%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	0%	0%	1%	0%	0%
10 million - 20 million	0%	0%	1%	0%	1%	0%	0%	0%	0%	15%	0%	0%	0%	1%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%	0%
Don't know	9%	20%	1%	0%	10%	10%	10%	10%	3%	0%	0%	42%	0%	0%	5%

Note:

BASE: Have experienced data loss

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(68.B) You said that your business had experienced Data loss in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	106	11	5	8	10	24	12	29	29	40	18	0	8	5	6
Weighted	51	18	5	6	2	7	2	6	9	15	20	0	2	5	0
Nothing	3%	5%	0%	0%	21%	0%	0%	0%	15%	0%	0%	*	0%	0%	0%
Under 100	15%	43%	0%	0%	0%	0%	1%	2%	35%	1%	21%	*	0%	0%	0%
100- 500	12%	3%	85%	18%	4%	2%	0%	0%	5%	1%	28%	*	0%	0%	0%
500 - 1,000	16%	45%	2%	0%	0%	0%	12%	0%	1%	26%	22%	*	0%	0%	0%
1,000 - 2,000	6%	3%	0%	0%	27%	7%	44%	1%	5%	7%	6%	*	16%	0%	0%
2,000 - 5,000	13%	0%	14%	8%	5%	2%	11%	78%	15%	3%	1%	*	0%	95%	17%
5,000 - 10,000	18%	0%	0%	70%	26%	56%	6%	11%	6%	29%	22%	*	0%	2%	0%
10,000 - 20,000	2%	0%	0%	3%	0%	6%	16%	2%	1%	1%	1%	*	32%	2%	0%
20,000 - 100,000	2%	0%	0%	0%	0%	9%	11%	3%	7%	1%	1%	*	5%	0%	0%
100,000 - 1 million	3%	0%	0%	0%	17%	13%	0%	0%	1%	2%	0%	*	48%	0%	0%
1 million - 5 million	0%	0%	0%	0%	0%	3%	0%	0%	0%	1%	1%	*	0%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	*	0%	0%	50%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	*	0%	0%	33%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%
Don't know	9%	0%	0%	0%	0%	1%	0%	0%	7%	28%	0%	*	0%	0%	0%

Note:

BASE: Have experienced data loss

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(68.C) You said that your business had experienced Data loss in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	106	35	5	10	17	17	19	15	5	7	2	3	2
Weighted	51	7	0	1	3	2	14	9	2	8	4	5	1
Nothing	3%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	18%	0%
Under 100	15%	0%	0%	0%	0%	0%	1%	0%	0%	44%	0%	82%	0%
100- 500	12%	11%	0%	0%	0%	0%	0%	1%	33%	6%	97%	0%	100%
500 - 1,000	16%	0%	0%	0%	0%	6%	55%	1%	0%	1%	3%	0%	0%
1,000 - 2,000	6%	32%	18%	39%	0%	0%	10%	0%	61%	0%	0%	0%	0%
2,000 - 5,000	13%	19%	0%	1%	19%	40%	32%	6%	0%	1%	0%	0%	0%
5,000 - 10,000	18%	8%	0%	39%	16%	13%	0%	87%	6%	0%	0%	0%	0%
10,000 - 20,000	2%	5%	0%	0%	19%	8%	1%	1%	0%	0%	0%	0%	0%
20,000 - 100,000	2%	2%	0%	0%	20%	9%	0%	2%	0%	0%	0%	0%	0%
100,000 - 1 million	3%	13%	0%	15%	22%	17%	1%	0%	0%	0%	0%	0%	0%
1 million - 5 million	0%	1%	0%	0%	0%	6%	0%	1%	0%	0%	0%	0%	0%
5 million - 10 million	0%	0%	23%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	0%	1%	41%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	18%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Don't know	9%	0%	0%	0%	3%	0%	0%	0%	0%	47%	0%	0%	0%

Note:

BASE: Have experienced data loss

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

Public First Poll for Google Portugal (Business Count)

(69.A) You said that your business had experienced ransomware or malware in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	85	29	31	25	13	57	9	20	30	26	2	6	14	24	39
Weighted	50	5	9	36	5	42	36	11	3	0	9	5	2	13	22
Nothing	3%	5%	7%	1%	4%	1%	0%	9%	11%	10%	0%	0%	29%	4%	2%
Under 100	10%	0%	2%	13%	0%	11%	9%	14%	3%	4%	0%	20%	37%	26%	0%
100- 500	5%	11%	7%	3%	0%	3%	0%	21%	0%	0%	0%	0%	0%	13%	3%
500 - 1,000	33%	9%	1%	45%	0%	39%	45%	4%	5%	0%	52%	0%	0%	1%	55%
1,000 - 2,000	29%	11%	57%	25%	82%	24%	35%	15%	12%	3%	48%	78%	7%	45%	2%
2,000 - 5,000	3%	14%	6%	1%	2%	3%	0%	10%	8%	10%	0%	0%	6%	0%	6%
5,000 - 10,000	3%	8%	7%	1%	9%	2%	0%	4%	23%	10%	0%	0%	8%	6%	2%
10,000 - 20,000	1%	14%	0%	0%	0%	2%	0%	4%	7%	7%	0%	0%	1%	4%	1%
20,000 - 100,000	3%	21%	6%	0%	0%	4%	0%	13%	6%	3%	0%	0%	1%	0%	7%
100,000 - 1 million	1%	2%	3%	0%	0%	1%	0%	0%	8%	7%	0%	2%	0%	1%	1%
1 million - 5 million	1%	2%	4%	0%	2%	1%	0%	0%	14%	0%	0%	0%	0%	0%	2%
5 million - 10 million	0%	2%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	5%	0%	0%
10 million - 20 million	0%	1%	1%	0%	0%	0%	0%	0%	0%	23%	0%	0%	5%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%	0%
Don't know	8%	1%	0%	11%	1%	10%	10%	4%	0%	14%	0%	0%	0%	0%	19%

Note:

BASE: Have experienced ransomware or malware

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(69.B) You said that your business had experienced ransomware or malware in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	85	12	6	4	11	16	11	21	22	35	16	2	3	0	7
Weighted	50	27	9	1	4	3	1	2	9	17	12	1	1	0	10
Nothing	3%	0%	0%	0%	22%	0%	16%	9%	6%	3%	1%	16%	0%	*	0%
Under 100	10%	17%	5%	0%	0%	5%	0%	0%	47%	0%	6%	0%	0%	*	0%
100- 500	5%	5%	0%	0%	14%	17%	0%	0%	5%	0%	15%	0%	0%	*	0%
500 - 1,000	33%	32%	47%	45%	0%	0%	13%	0%	6%	43%	35%	0%	0%	*	46%
1,000 - 2,000	29%	47%	6%	45%	16%	0%	13%	11%	5%	26%	40%	0%	0%	*	46%
2,000 - 5,000	3%	0%	1%	0%	0%	0%	13%	61%	5%	2%	0%	0%	7%	*	7%
5,000 - 10,000	3%	0%	0%	9%	11%	26%	0%	1%	6%	1%	2%	0%	46%	*	0%
10,000 - 20,000	1%	0%	0%	0%	0%	17%	15%	6%	5%	0%	1%	0%	0%	*	1%
20,000 - 100,000	3%	0%	0%	1%	24%	17%	13%	0%	5%	1%	0%	84%	0%	*	0%
100,000 - 1 million	1%	0%	1%	0%	2%	3%	2%	1%	1%	1%	0%	0%	0%	*	0%
1 million - 5 million	1%	0%	0%	0%	0%	14%	0%	5%	0%	1%	0%	0%	46%	*	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	12%	0%	1%	0%	0%	0%	0%	*	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	*	1%
Over 20 million	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	*	0%
Don't know	8%	0%	40%	0%	11%	1%	2%	0%	5%	21%	0%	0%	0%	*	0%

Note:

BASE: Have experienced ransomware or malware

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(69.C) You said that your business had experienced ransomware or malware in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	85	26	3	8	15	12	16	15	1	3	3	3	1
Weighted	50	16	0	1	6	4	15	6	1	0	4	1	4
Nothing	3%	1%	0%	63%	0%	0%	1%	0%	0%	0%	2%	46%	0%
Under 100	10%	6%	0%	2%	7%	76%	0%	11%	0%	50%	0%	46%	0%
100- 500	5%	4%	0%	0%	0%	0%	4%	19%	100%	0%	0%	0%	0%
500 - 1,000	33%	50%	0%	0%	0%	2%	28%	0%	0%	0%	96%	9%	0%
1,000 - 2,000	29%	4%	0%	0%	10%	0%	60%	22%	0%	43%	0%	0%	100%
2,000 - 5,000	3%	8%	0%	0%	10%	4%	0%	12%	0%	0%	0%	0%	0%
5,000 - 10,000	3%	1%	0%	0%	0%	12%	2%	7%	0%	0%	2%	0%	0%
10,000 - 20,000	1%	1%	0%	15%	0%	3%	3%	0%	0%	0%	0%	0%	0%
20,000 - 100,000	3%	0%	0%	0%	2%	0%	0%	28%	0%	0%	0%	0%	0%
100,000 - 1 million	1%	1%	0%	0%	3%	0%	1%	0%	0%	0%	0%	0%	0%
1 million - 5 million	1%	2%	0%	12%	4%	0%	1%	0%	0%	0%	0%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	70%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	30%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	8%	22%	0%	0%	63%	0%	0%	0%	0%	7%	0%	0%	0%

Note:

BASE: Have experienced ransomware or malware

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(70.A) You said that your business had experienced hacking or a security breach in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	84	32	35	17	11	60	12	15	35	22	1	2	18	26	37
Weighted	55	10	13	33	5	38	43	8	4	0	3	4	7	14	28
Nothing	27%	49%	28%	20%	67%	21%	33%	8%	3%	4%	0%	0%	51%	29%	28%
Under 100	7%	0%	1%	12%	0%	10%	8%	6%	3%	0%	0%	12%	0%	25%	0%
100- 500	2%	0%	8%	0%	10%	1%	0%	13%	0%	9%	0%	0%	8%	4%	0%
500 - 1,000	7%	0%	0%	11%	0%	9%	8%	0%	0%	10%	0%	0%	0%	0%	13%
1,000 - 2,000	15%	0%	35%	13%	2%	11%	18%	7%	2%	4%	0%	0%	0%	0%	31%
2,000 - 5,000	5%	12%	11%	0%	0%	5%	0%	26%	14%	0%	0%	0%	14%	1%	6%
5,000 - 10,000	15%	0%	10%	22%	6%	21%	17%	6%	20%	13%	0%	88%	3%	33%	1%
10,000 - 20,000	1%	1%	1%	1%	0%	1%	0%	0%	13%	13%	0%	0%	0%	2%	1%
20,000 - 100,000	2%	11%	1%	0%	2%	3%	0%	8%	15%	10%	0%	0%	11%	3%	0%
100,000 - 1 million	8%	7%	2%	11%	2%	12%	8%	8%	8%	4%	0%	0%	9%	2%	13%
1 million - 5 million	1%	2%	4%	0%	0%	2%	0%	0%	17%	0%	0%	0%	3%	1%	1%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	0%	0%
Don't know	9%	17%	0%	10%	10%	3%	8%	19%	5%	4%	100%	0%	0%	0%	6%

Note:

BASE: Have experienced hacking or a security breach

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(70.B) You said that your business had experienced hacking or a security breach in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	84	11	6	5	4	20	12	20	30	31	16	0	2	3	2
Weighted	55	26	4	5	1	4	1	10	21	21	8	0	1	4	0
Nothing	27%	25%	80%	0%	75%	0%	1%	45%	47%	0%	9%	*	0%	95%	0%
Under 100	7%	14%	0%	0%	0%	3%	0%	0%	18%	0%	1%	*	0%	0%	0%
100- 500	2%	2%	0%	0%	2%	0%	36%	0%	0%	5%	0%	*	0%	0%	0%
500 - 1,000	7%	0%	0%	0%	0%	0%	0%	0%	0%	17%	0%	*	0%	0%	0%
1,000 - 2,000	15%	30%	12%	0%	11%	0%	1%	0%	0%	19%	55%	*	0%	0%	0%
2,000 - 5,000	5%	0%	5%	10%	12%	16%	0%	11%	7%	0%	9%	*	0%	5%	0%
5,000 - 10,000	15%	14%	0%	76%	0%	16%	34%	2%	3%	35%	1%	*	50%	0%	0%
10,000 - 20,000	1%	0%	0%	4%	0%	5%	7%	0%	1%	1%	3%	*	0%	0%	0%
20,000 - 100,000	2%	2%	3%	0%	0%	8%	8%	1%	1%	1%	11%	*	0%	0%	0%
100,000 - 1 million	8%	0%	0%	0%	0%	24%	0%	38%	0%	18%	9%	*	0%	0%	0%
1 million - 5 million	1%	0%	0%	0%	0%	13%	13%	0%	0%	1%	0%	*	50%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	50%
10 million - 20 million	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	*	0%	0%	50%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%
Don't know	9%	13%	0%	10%	0%	14%	0%	2%	21%	3%	0%	*	0%	0%	0%

Note:

BASE: Have experienced hacking or a security breach

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(70.C) You said that your business had experienced hacking or a security breach in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	84	24	4	5	15	14	22	6	4	6	1	1	1
Weighted	55	22	4	1	10	8	14	2	0	1	3	0	4
Nothing	27%	45%	0%	0%	0%	42%	54%	32%	0%	0%	100%	0%	0%
Under 100	7%	2%	0%	0%	0%	42%	0%	0%	0%	8%	0%	100%	0%
100- 500	2%	2%	0%	78%	0%	0%	0%	0%	0%	37%	0%	0%	0%
500 - 1,000	7%	16%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1,000 - 2,000	15%	21%	0%	0%	41%	0%	26%	27%	0%	0%	0%	0%	0%
2,000 - 5,000	5%	6%	0%	0%	9%	9%	5%	0%	0%	13%	0%	0%	0%
5,000 - 10,000	15%	2%	0%	0%	44%	1%	2%	1%	9%	0%	0%	0%	100%
10,000 - 20,000	1%	0%	0%	2%	0%	0%	2%	6%	10%	7%	0%	0%	0%
20,000 - 100,000	2%	3%	2%	0%	0%	3%	6%	6%	10%	0%	0%	0%	0%
100,000 - 1 million	8%	0%	97%	0%	2%	0%	4%	0%	72%	0%	0%	0%	0%
1 million - 5 million	1%	2%	0%	15%	3%	2%	1%	0%	0%	0%	0%	0%	0%
5 million - 10 million	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	9%	0%	0%	0%	0%	1%	1%	27%	0%	34%	0%	0%	0%

Note:

BASE: Have experienced hacking or a security breach

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(71.A) You said that your business had experienced phishing e-mails in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	190	84	55	51	21	147	29	50	45	66	7	8	26	50	98
Weighted	145	27	29	90	1	130	112	27	5	1	24	2	25	36	59
Nothing	48%	34%	22%	61%	28%	50%	52%	39%	18%	18%	35%	46%	71%	49%	44%
Under 100	20%	12%	42%	15%	0%	19%	24%	6%	7%	3%	51%	22%	2%	11%	21%
100- 500	8%	4%	21%	4%	10%	8%	7%	9%	13%	7%	0%	26%	1%	25%	2%
500 - 1,000	7%	20%	3%	5%	4%	8%	7%	8%	4%	10%	0%	1%	0%	4%	15%
1,000 - 2,000	4%	2%	3%	4%	1%	4%	3%	4%	19%	6%	0%	0%	17%	0%	2%
2,000 - 5,000	1%	2%	0%	1%	1%	1%	0%	4%	2%	6%	0%	0%	0%	3%	0%
5,000 - 10,000	1%	1%	4%	0%	2%	1%	0%	4%	8%	10%	0%	4%	0%	1%	1%
10,000 - 20,000	1%	4%	2%	0%	1%	1%	0%	5%	2%	8%	0%	0%	0%	2%	2%
20,000 - 100,000	1%	6%	0%	0%	1%	1%	0%	6%	2%	6%	0%	0%	2%	0%	2%
100,000 - 1 million	3%	3%	0%	4%	0%	3%	3%	2%	2%	0%	0%	0%	2%	0%	6%
1 million - 5 million	0%	1%	1%	0%	9%	0%	0%	0%	8%	3%	0%	1%	1%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	3%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%
Don't know	5%	10%	2%	5%	39%	3%	3%	14%	14%	13%	14%	0%	2%	3%	5%

Note:

BASE: Have experienced phishing emails

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(71.B) You said that your business had experienced phishing e-mails in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	190	34	6	15	23	35	23	39	66	62	44	5	3	2	8
Weighted	145	83	9	11	8	8	2	11	47	35	40	9	0	4	10
Nothing	48%	59%	38%	42%	48%	36%	35%	8%	52%	48%	42%	89%	0%	0%	46%
Under 100	20%	26%	49%	2%	0%	2%	1%	0%	16%	11%	45%	0%	0%	0%	0%
100- 500	8%	10%	11%	0%	13%	0%	19%	3%	11%	1%	2%	0%	0%	0%	45%
500 - 1,000	7%	0%	0%	16%	0%	6%	7%	40%	2%	11%	3%	0%	12%	100%	0%
1,000 - 2,000	4%	0%	0%	36%	0%	8%	12%	5%	2%	12%	0%	0%	76%	0%	0%
2,000 - 5,000	1%	0%	1%	4%	8%	0%	0%	0%	1%	0%	2%	0%	0%	0%	0%
5,000 - 10,000	1%	0%	0%	0%	0%	8%	5%	6%	3%	0%	0%	0%	0%	0%	0%
10,000 - 20,000	1%	0%	1%	0%	0%	12%	0%	1%	2%	2%	0%	0%	12%	0%	0%
20,000 - 100,000	1%	1%	0%	0%	11%	0%	7%	1%	0%	0%	2%	11%	0%	0%	0%
100,000 - 1 million	3%	0%	0%	0%	0%	9%	0%	33%	0%	11%	2%	0%	0%	0%	0%
1 million - 5 million	0%	0%	0%	0%	0%	3%	11%	0%	0%	1%	0%	0%	0%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	5%	5%	0%	0%	19%	15%	4%	3%	11%	4%	2%	0%	0%	0%	8%

Note:

BASE: Have experienced phishing emails

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(71.C) You said that your business had experienced phishing e-mails in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Woman-led business					Revenue Change							
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	190	49	12	10	30	31	35	30	8	9	5	5	1	
Weighted	145	45	9	6	16	14	20	28	2	6	5	16	4	
Nothing	48%	46%	53%	17%	7%	31%	8%	87%	32%	8%	2%	97%	100%	
Under 100	20%	35%	0%	71%	68%	30%	4%	2%	0%	61%	85%	3%	0%	
100- 500	8%	2%	0%	0%	4%	27%	24%	1%	1%	19%	12%	0%	0%	
500 - 1,000	7%	10%	0%	0%	0%	0%	28%	0%	34%	8%	2%	0%	0%	
1,000 - 2,000	4%	2%	1%	0%	3%	3%	20%	0%	27%	2%	0%	0%	0%	
2,000 - 5,000	1%	0%	0%	0%	3%	1%	0%	2%	0%	0%	0%	0%	0%	
5,000 - 10,000	1%	1%	1%	1%	7%	0%	1%	0%	0%	0%	0%	0%	0%	
10,000 - 20,000	1%	0%	0%	0%	3%	1%	2%	2%	0%	0%	0%	0%	0%	
20,000 - 100,000	1%	1%	0%	0%	0%	1%	3%	3%	0%	0%	0%	0%	0%	
100,000 - 1 million	3%	0%	43%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	
1 million - 5 million	0%	0%	0%	0%	1%	1%	0%	0%	6%	0%	0%	0%	0%	
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Don't know	5%	3%	0%	11%	4%	6%	5%	3%	0%	0%	0%	0%	0%	

Note:

BASE: Have experienced phishing emails

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

Public First Poll for Google Portugal (Business Count)

(72.A) You said that your business had experienced payment fraud in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	83	29	26	28	6	69	14	20	30	19	3	10	18	22	29
Weighted	68	13	12	43	0	58	52	12	4	0	8	6	20	13	19
Nothing	17%	9%	5%	23%	0%	20%	16%	27%	5%	6%	56%	7%	18%	5%	12%
Under 100	13%	0%	29%	12%	0%	15%	13%	14%	0%	0%	44%	15%	0%	25%	3%
100- 500	7%	0%	0%	10%	0%	7%	6%	9%	0%	5%	0%	17%	0%	25%	0%
500 - 1,000	19%	5%	42%	16%	0%	14%	22%	10%	3%	10%	0%	0%	35%	0%	29%
1,000 - 2,000	18%	34%	7%	16%	21%	21%	22%	4%	17%	5%	0%	1%	19%	26%	25%
2,000 - 5,000	2%	2%	1%	3%	0%	3%	0%	9%	14%	5%	0%	0%	1%	5%	4%
5,000 - 10,000	12%	30%	5%	8%	4%	8%	14%	5%	5%	10%	0%	0%	21%	1%	19%
10,000 - 20,000	8%	8%	6%	9%	0%	10%	7%	12%	16%	0%	0%	57%	0%	8%	5%
20,000 - 100,000	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
100,000 - 1 million	2%	7%	3%	0%	65%	1%	0%	5%	17%	11%	0%	0%	5%	1%	1%
1 million - 5 million	1%	3%	1%	0%	0%	1%	0%	0%	13%	5%	0%	0%	1%	0%	1%
5 million - 10 million	0%	0%	1%	0%	4%	0%	0%	0%	3%	5%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	7%	0%	0%	0%	0%	21%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	16%	0%	0%	0%	0%	0%
Don't know	1%	1%	1%	1%	0%	1%	0%	4%	6%	0%	0%	1%	0%	4%	1%

Note:

BASE: Have experienced payment fraud

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(72.B) You said that your business had experienced payment fraud in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	83	13	5	8	10	16	11	16	24	35	13	0	4	2	5
Weighted	68	29	2	12	4	6	1	5	17	29	8	0	2	4	6
Nothing	17%	29%	0%	1%	63%	0%	39%	0%	3%	13%	15%	*	64%	0%	75%
Under 100	13%	17%	32%	0%	0%	0%	0%	0%	22%	14%	0%	*	0%	0%	11%
100- 500	7%	14%	29%	0%	0%	0%	0%	0%	22%	0%	7%	*	0%	0%	0%
500 - 1,000	19%	26%	0%	35%	0%	11%	0%	0%	19%	14%	52%	*	0%	0%	11%
1,000 - 2,000	18%	12%	7%	29%	2%	1%	0%	90%	23%	13%	0%	*	0%	100%	2%
2,000 - 5,000	2%	0%	32%	5%	0%	2%	13%	2%	0%	3%	9%	*	0%	0%	0%
5,000 - 10,000	12%	0%	0%	1%	14%	60%	7%	0%	0%	26%	7%	*	0%	0%	0%
10,000 - 20,000	8%	0%	0%	29%	0%	22%	0%	3%	6%	15%	0%	*	12%	0%	0%
20,000 - 100,000	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%
100,000 - 1 million	2%	2%	0%	0%	2%	2%	20%	2%	0%	0%	9%	*	12%	0%	2%
1 million - 5 million	1%	0%	0%	0%	6%	0%	14%	0%	1%	0%	0%	*	12%	0%	0%
5 million - 10 million	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%	*	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	*	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	*	0%	0%	0%
Don't know	1%	0%	0%	0%	11%	1%	8%	0%	3%	0%	1%	*	0%	0%	0%

Note:

BASE: Have experienced payment fraud

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(72.C) You said that your business had experienced payment fraud in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	83	25	6	6	19	11	21	10	2	3	0	3	0
Weighted	68	29	0	1	16	11	14	6	1	7	0	4	0
Nothing	17%	21%	0%	47%	0%	1%	16%	10%	0%	0%	*	86%	*
Under 100	13%	13%	0%	0%	23%	0%	0%	11%	46%	49%	*	11%	*
100- 500	7%	4%	16%	0%	3%	30%	4%	0%	0%	0%	*	0%	*
500 - 1,000	19%	28%	0%	0%	35%	33%	1%	0%	0%	49%	*	0%	*
1,000 - 2,000	18%	13%	0%	0%	4%	31%	59%	4%	0%	0%	*	0%	*
2,000 - 5,000	2%	2%	0%	0%	1%	1%	6%	9%	0%	1%	*	0%	*
5,000 - 10,000	12%	15%	0%	0%	1%	0%	0%	63%	54%	0%	*	0%	*
10,000 - 20,000	8%	0%	0%	9%	32%	0%	4%	0%	0%	0%	*	0%	*
20,000 - 100,000	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	*
100,000 - 1 million	2%	2%	19%	41%	1%	0%	5%	2%	0%	0%	*	0%	*
1 million - 5 million	1%	1%	0%	0%	0%	3%	1%	0%	0%	0%	*	0%	*
5 million - 10 million	0%	0%	16%	0%	0%	0%	0%	0%	0%	0%	*	2%	*
10 million - 20 million	0%	0%	32%	3%	0%	0%	0%	0%	0%	0%	*	0%	*
Over 20 million	0%	0%	16%	0%	0%	0%	0%	0%	0%	0%	*	0%	*
Don't know	1%	0%	0%	0%	1%	0%	4%	0%	0%	0%	*	0%	*

Note:

BASE: Have experienced payment fraud

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(73.A) You said that your business had experienced other forms of cyberattack in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	41	12	26	3	6	25	3	6	16	16	0	3	12	9	17
Weighted	18	5	8	5	1	11	13	3	2	0	0	1	1	5	11
Nothing	26%	84%	6%	0%	1%	43%	33%	16%	0%	15%	*	38%	0%	0%	39%
Under 100	3%	0%	0%	9%	0%	0%	0%	16%	0%	0%	*	38%	0%	0%	0%
100- 500	1%	0%	2%	0%	0%	1%	0%	0%	8%	6%	*	0%	7%	0%	1%
500 - 1,000	25%	2%	55%	0%	0%	2%	33%	0%	13%	6%	*	0%	14%	2%	39%
1,000 - 2,000	1%	0%	2%	0%	7%	1%	0%	0%	8%	0%	*	0%	7%	0%	1%
2,000 - 5,000	31%	0%	14%	91%	0%	46%	33%	16%	41%	6%	*	23%	44%	90%	4%
5,000 - 10,000	6%	2%	11%	0%	0%	7%	0%	17%	21%	6%	*	0%	26%	2%	5%
10,000 - 20,000	0%	2%	0%	0%	7%	0%	0%	0%	4%	0%	*	0%	0%	2%	0%
20,000 - 100,000	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	*	0%	0%	0%	0%
100,000 - 1 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	*	0%	0%	0%	0%
1 million - 5 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	*	0%	1%	0%	0%
10 million - 20 million	0%	0%	0%	0%	1%	0%	0%	0%	0%	12%	*	0%	1%	0%	0%
Over 20 million	0%	0%	1%	0%	0%	0%	0%	0%	0%	19%	*	0%	0%	0%	0%
Don't know	7%	10%	9%	0%	84%	0%	0%	36%	5%	12%	*	0%	0%	3%	10%

Note:

BASE: Have experienced other forms of cyberattack

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(73.B) You said that your business had experienced other forms of cyberattack in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region						
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Northern	Lisbon	Central	Madeira Islands	Algarve	Azores Islands	Alentejo
Unweighted	41	3	4	2	1	9	4	15	15	13	7	0	4	2	0
Weighted	18	5	5	1	0	1	1	5	2	1	9	0	1	4	0
Nothing	26%	0%	0%	0%	0%	0%	60%	78%	20%	0%	0%	*	0%	97%	*
Under 100	3%	0%	10%	0%	0%	0%	0%	0%	20%	0%	0%	*	0%	0%	*
100- 500	1%	0%	0%	0%	0%	25%	0%	0%	4%	11%	0%	*	0%	0%	*
500 - 1,000	25%	83%	0%	16%	0%	2%	0%	4%	1%	19%	45%	*	0%	3%	*
1,000 - 2,000	1%	0%	0%	0%	100%	0%	0%	2%	4%	9%	0%	*	0%	0%	*
2,000 - 5,000	31%	6%	88%	0%	0%	35%	0%	14%	24%	0%	45%	*	75%	0%	*
5,000 - 10,000	6%	0%	2%	84%	0%	11%	38%	0%	4%	50%	1%	*	25%	0%	*
10,000 - 20,000	0%	0%	0%	0%	0%	11%	0%	0%	4%	0%	0%	*	0%	0%	*
20,000 - 100,000	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	*	0%	0%	*
100,000 - 1 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	*	0%	0%	*
1 million - 5 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	*
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	*	0%	0%	*
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	*	0%	0%	*
Over 20 million	0%	0%	0%	0%	0%	2%	0%	1%	0%	4%	0%	*	0%	0%	*
Don't know	7%	12%	0%	0%	0%	14%	2%	0%	21%	0%	8%	*	0%	0%	*

Note:

BASE: Have experienced other forms of cyberattack

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions

(73.C) You said that your business had experienced other forms of cyberattack in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	41	11	3	5	9	8	6	2	3	3	0	0	0
Weighted	18	6	0	1	6	1	5	0	5	0	0	0	0
Nothing	26%	0%	0%	89%	0%	0%	88%	0%	0%	0%	*	*	*
Under 100	3%	7%	0%	0%	8%	0%	0%	0%	0%	0%	*	*	*
100- 500	1%	2%	48%	0%	0%	2%	2%	0%	0%	0%	*	*	*
500 - 1,000	25%	69%	0%	0%	70%	15%	2%	25%	0%	0%	*	*	*
1,000 - 2,000	1%	2%	0%	0%	0%	13%	2%	0%	0%	0%	*	*	*
2,000 - 5,000	31%	12%	0%	3%	13%	38%	0%	75%	87%	41%	*	*	*
5,000 - 10,000	6%	8%	44%	0%	9%	15%	6%	0%	0%	0%	*	*	*
10,000 - 20,000	0%	0%	0%	0%	0%	12%	0%	0%	0%	0%	*	*	*
20,000 - 100,000	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	*	*	*
100,000 - 1 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	*
1 million - 5 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*	*
5 million - 10 million	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	*	*	*
10 million - 20 million	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	*	*	*
Over 20 million	0%	0%	8%	0%	0%	2%	0%	0%	0%	0%	*	*	*
Don't know	7%	0%	0%	0%	0%	2%	0%	0%	12%	52%	*	*	*

Note:

BASE: Have experienced other forms of cyberattack

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by employee size and region to nationally representative proportions