

# Public First Poll for Google EU27 (Business Count)

**Fieldwork:** 6th Jun - 20th May 2023  
**Interview method:** Online Survey  
**Population represented:** Senior business decision makers in 12 European Union member states  
**Sample size:** 7713

## Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by business size (number of employees) and country to be representative of the European Union

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](mailto:polling@publicfirst.co.uk))

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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

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(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Vast majority of our customers (75% +)	64%	55%	49%	74%	43%	70%	64%	45%	47%	64%	59%	48%	58%	75%
Significant majority of our customers (50-74%)	15%	16%	22%	12%	20%	13%	15%	27%	26%	15%	17%	19%	22%	10%
Significant proportion of our customers (25-49%)	11%	15%	18%	7%	17%	10%	11%	18%	17%	9%	13%	22%	10%	7%
Minority of our customers (10-24%)	5%	8%	7%	4%	10%	4%	5%	6%	7%	3%	8%	9%	6%	3%
Very small number of our customers (1-9%)	3%	3%	4%	3%	4%	2%	3%	2%	2%	2%	2%	2%	3%	4%
None of our customers	1%	3%	0%	1%	5%	1%	1%	1%	1%	7%	1%	1%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Vast majority of our customers (75% +)	64%	59%	63%	68%	66%	83%	64%	62%	60%	66%	63%	62%	68%	65%
Significant majority of our customers (50-74%)	15%	14%	14%	13%	10%	5%	12%	18%	18%	11%	17%	14%	17%	9%
Significant proportion of our customers (25-49%)	11%	13%	14%	9%	12%	7%	9%	12%	15%	12%	10%	10%	10%	11%
Minority of our customers (10-24%)	5%	7%	4%	5%	7%	3%	7%	5%	4%	8%	5%	8%	4%	8%
Very small number of our customers (1-9%)	3%	3%	4%	4%	3%	1%	5%	2%	2%	3%	3%	4%	1%	4%
None of our customers	1%	3%	1%	1%	2%	0%	2%	1%	1%	0%	1%	1%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Vast majority of our customers (75% +)	64%	56%	74%	72%	66%	75%	73%	48%	49%	52%	43%	75%
Significant majority of our customers (50-74%)	15%	4%	12%	15%	18%	14%	10%	17%	18%	17%	33%	9%
Significant proportion of our customers (25-49%)	11%	28%	3%	7%	10%	7%	7%	18%	18%	19%	12%	12%
Minority of our customers (10-24%)	5%	4%	6%	5%	2%	3%	5%	7%	14%	6%	5%	2%
Very small number of our customers (1-9%)	3%	6%	2%	1%	3%	1%	4%	8%	1%	3%	5%	1%
None of our customers	1%	2%	2%	0%	1%	0%	1%	2%	0%	2%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Vast majority of our customers (75% +)	22%	20%	18%	24%	17%	23%	22%	19%	20%	29%	25%	15%	18%	25%
Significant majority of our customers (50-74%)	11%	14%	16%	8%	16%	10%	11%	21%	23%	11%	25%	20%	13%	5%
Significant proportion of our customers (25-49%)	17%	20%	27%	12%	27%	14%	17%	24%	25%	10%	17%	29%	18%	11%
Minority of our customers (10-24%)	13%	15%	17%	11%	19%	13%	13%	20%	17%	7%	7%	12%	18%	13%
Very small number of our customers (1-9%)	17%	18%	13%	19%	8%	19%	17%	10%	10%	8%	15%	10%	17%	21%
None of our customers	20%	13%	9%	27%	14%	22%	20%	7%	5%	34%	11%	15%	15%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Vast majority of our customers (75% +)	22%	16%	22%	19%	23%	31%	26%	17%	21%	13%	11%	21%	33%	13%
Significant majority of our customers (50-74%)	11%	13%	21%	11%	20%	9%	8%	13%	13%	10%	15%	9%	9%	10%
Significant proportion of our customers (25-49%)	17%	21%	14%	9%	16%	7%	21%	18%	19%	16%	15%	14%	14%	21%
Minority of our customers (10-24%)	13%	12%	13%	16%	11%	7%	10%	16%	13%	16%	15%	17%	13%	7%
Very small number of our customers (1-9%)	17%	15%	12%	20%	11%	19%	14%	17%	17%	19%	21%	20%	18%	19%
None of our customers	20%	22%	18%	25%	21%	26%	20%	21%	16%	27%	23%	19%	13%	30%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Vast majority of our customers (75% +)	22%	31%	24%	23%	19%	26%	23%	14%	22%	21%	18%	10%
Significant majority of our customers (50-74%)	11%	8%	3%	11%	10%	10%	7%	13%	13%	19%	23%	13%
Significant proportion of our customers (25-49%)	17%	16%	8%	14%	20%	11%	13%	24%	28%	22%	25%	10%
Minority of our customers (10-24%)	13%	8%	20%	19%	15%	14%	12%	15%	14%	16%	9%	7%
Very small number of our customers (1-9%)	17%	18%	11%	15%	20%	20%	19%	21%	12%	11%	13%	19%
None of our customers	20%	20%	34%	18%	16%	19%	26%	14%	12%	11%	13%	42%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Vast majority of our customers (75% +)	5%	5%	5%	6%	3%	5%	5%	7%	12%	12%	5%	6%	5%	4%
Significant majority of our customers (50-74%)	9%	11%	12%	6%	17%	7%	9%	13%	15%	11%	23%	12%	11%	4%
Significant proportion of our customers (25-49%)	12%	16%	23%	7%	25%	9%	12%	20%	19%	11%	20%	23%	12%	6%
Minority of our customers (10-24%)	10%	13%	12%	8%	12%	9%	10%	19%	19%	9%	12%	15%	11%	6%
Very small number of our customers (1-9%)	21%	24%	24%	19%	17%	23%	21%	23%	21%	10%	17%	18%	21%	25%
None of our customers	43%	32%	24%	54%	26%	47%	43%	18%	15%	47%	24%	26%	40%	54%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
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Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Vast majority of our customers (75% +)	5%	6%	5%	3%	9%	3%	7%	6%	6%	4%	6%	7%	3%	6%
Significant majority of our customers (50-74%)	9%	10%	9%	5%	16%	3%	7%	10%	10%	7%	9%	10%	9%	10%
Significant proportion of our customers (25-49%)	12%	14%	24%	9%	20%	6%	14%	12%	16%	14%	8%	6%	9%	9%
Minority of our customers (10-24%)	10%	11%	13%	9%	12%	8%	10%	11%	9%	10%	10%	12%	7%	12%
Very small number of our customers (1-9%)	21%	20%	13%	22%	15%	19%	18%	19%	21%	19%	21%	29%	30%	18%
None of our customers	43%	39%	36%	51%	29%	61%	45%	41%	38%	46%	46%	36%	42%	45%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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%
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Vast majority of our customers (75% +)	5%	18%	6%	5%	4%	4%	5%	7%	3%	10%	7%	1%
Significant majority of our customers (50-74%)	9%	3%	12%	7%	8%	6%	5%	11%	6%	14%	29%	9%
Significant proportion of our customers (25-49%)	12%	8%	5%	6%	11%	8%	9%	19%	27%	17%	12%	9%
Minority of our customers (10-24%)	10%	20%	13%	13%	13%	8%	6%	13%	11%	7%	16%	10%
Very small number of our customers (1-9%)	21%	17%	16%	24%	24%	26%	20%	21%	20%	22%	15%	16%
None of our customers	43%	34%	48%	46%	39%	48%	55%	28%	33%	30%	21%	55%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
None of the above - we do not sell to customers or clients	8%	8%	3%	10%	14%	7%	8%	4%	4%	3%	4%	5%	5%	11%
Online (directly)	47%	47%	48%	46%	40%	49%	47%	54%	59%	42%	61%	51%	53%	40%
Direct negotiation and/or sales	43%	39%	47%	43%	24%	48%	43%	49%	48%	37%	38%	35%	41%	50%
Physical store or location	34%	34%	35%	34%	23%	37%	34%	39%	44%	22%	30%	27%	38%	37%
Telephone order	27%	29%	33%	23%	29%	28%	27%	36%	33%	19%	24%	29%	30%	25%
Online (through a third party)	26%	28%	28%	25%	30%	26%	26%	39%	44%	25%	31%	33%	30%	21%
Mail order	15%	19%	19%	12%	24%	14%	15%	25%	25%	12%	15%	19%	20%	11%
Don't Know	1%	2%	1%	1%	1%	1%	1%	1%	1%	6%	2%	0%	1%	1%
Other (Please Specify)	2%	2%	1%	3%	1%	3%	2%	1%	1%	1%	2%	1%	1%	4%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(4.B) 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	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
None of the above - we do not sell to customers or clients	8%	10%	9%	9%	6%	6%	8%	7%	6%	15%	5%	13%	6%	9%
Online (directly)	47%	45%	36%	47%	39%	48%	46%	51%	48%	44%	48%	44%	46%	46%
Direct negotiation and/or sales	43%	36%	37%	54%	40%	56%	40%	49%	38%	38%	48%	46%	46%	42%
Physical store or location	34%	30%	28%	24%	27%	27%	28%	27%	46%	21%	34%	34%	49%	24%
Telephone order	27%	28%	24%	38%	27%	35%	23%	33%	17%	25%	27%	27%	33%	34%
Online (through a third party)	26%	25%	29%	28%	20%	21%	21%	28%	25%	27%	30%	24%	31%	27%
Mail order	15%	16%	11%	11%	13%	11%	16%	18%	10%	10%	26%	17%	16%	12%
Don't Know	1%	1%	0%	1%	2%	1%	2%	1%	1%	0%	0%	1%	0%	2%
Other (Please Specify)	2%	3%	2%	1%	2%	3%	4%	2%	2%	4%	0%	2%	1%	4%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
None of the above - we do not sell to customers or clients	8%	7%	10%	9%	4%	9%	13%	4%	4%	4%	3%	9%
Online (directly)	47%	57%	56%	51%	58%	55%	37%	52%	46%	43%	49%	34%
Direct negotiation and/or sales	43%	43%	28%	54%	48%	41%	46%	41%	43%	44%	33%	36%
Physical store or location	34%	33%	28%	39%	45%	41%	28%	42%	38%	30%	25%	28%
Telephone order	27%	26%	38%	31%	27%	28%	23%	35%	24%	28%	26%	22%
Online (through a third party)	26%	55%	24%	28%	28%	31%	23%	31%	21%	25%	26%	16%
Mail order	15%	24%	14%	20%	12%	19%	11%	24%	17%	15%	17%	4%
Don't Know	1%	0%	0%	1%	0%	0%	1%	3%	0%	3%	0%	1%
Other (Please Specify)	2%	14%	2%	1%	2%	4%	2%	2%	1%	2%	3%	2%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	5107	1478	2209	1420	442	4006	1556	1253	2298	76	308	1003	1493	2202
Weighted	4466	851	1178	2437	266	3600	4413	43	11	140	368	1054	1078	1800
Started selling online in the last year	11%	8%	8%	14%	7%	12%	11%	12%	9%	72%	34%	11%	7%	5%
During the Covid-19 pandemic (2020 to 2021)	30%	33%	35%	26%	43%	27%	30%	29%	23%	14%	55%	46%	27%	18%
Started selling online between 2015 and 2020	32%	33%	36%	29%	31%	32%	32%	35%	35%	7%	9%	38%	45%	26%
Started selling online before 2015	23%	19%	19%	26%	14%	26%	23%	23%	31%	0%	1%	3%	16%	45%
Don't know	4%	7%	2%	4%	7%	3%	4%	1%	2%	7%	2%	3%	4%	5%

*Note:*

BASE: Sells goods or services online

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	5107	1365	328	346	322	309	325	1427	343	352	354	295	361	345
Weighted	4466	1475	133	225	42	59	904	587	770	287	456	181	651	171
Started selling online in the last year	11%	16%	16%	9%	18%	10%	9%	11%	12%	13%	13%	13%	10%	21%
During the Covid-19 pandemic (2020 to 2021)	30%	32%	41%	19%	36%	30%	40%	28%	28%	20%	29%	30%	28%	21%
Started selling online between 2015 and 2020	32%	27%	26%	30%	29%	29%	29%	25%	32%	34%	31%	30%	42%	28%
Started selling online before 2015	23%	20%	11%	36%	16%	24%	16%	32%	26%	26%	23%	20%	19%	23%
Don't know	4%	5%	6%	6%	2%	7%	6%	5%	3%	6%	3%	7%	1%	6%

Note:

BASE: Sells goods or services online

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	5107	171	264	613	943	977	718	431	376	268	160	81
Weighted	4466	118	101	273	505	732	882	376	483	407	311	121
Started selling online in the last year	11%	22%	20%	8%	6%	9%	10%	13%	12%	12%	17%	15%
During the Covid-19 pandemic (2020 to 2021)	30%	25%	35%	29%	31%	26%	21%	30%	32%	50%	43%	23%
Started selling online between 2015 and 2020	32%	21%	18%	31%	37%	43%	33%	34%	36%	24%	17%	15%
Started selling online before 2015	23%	24%	20%	29%	24%	17%	31%	19%	20%	13%	21%	36%
Don't know	4%	8%	6%	3%	2%	5%	6%	4%	1%	1%	2%	11%

*Note:*

BASE: Sells goods or services online

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Social media advertising	41%	51%	44%	37%	41%	42%	41%	53%	57%	32%	50%	50%	44%	36%
Paid search advertising	26%	26%	31%	25%	14%	29%	26%	41%	46%	19%	29%	25%	31%	25%
Don't know	2%	3%	2%	2%	2%	2%	2%	2%	1%	4%	3%	2%	2%	2%
Display advertising on third party websites	19%	22%	29%	14%	20%	18%	19%	38%	44%	12%	28%	27%	26%	12%
Video advertising	16%	25%	23%	10%	28%	15%	16%	35%	42%	17%	19%	25%	22%	10%
Native advertising	13%	18%	15%	11%	12%	13%	13%	24%	29%	13%	14%	17%	15%	11%
Affiliate marketing	12%	16%	17%	8%	8%	12%	12%	27%	32%	6%	15%	15%	18%	8%
Influencer marketing	10%	12%	13%	7%	8%	10%	9%	21%	25%	6%	15%	9%	17%	6%
None of the above	28%	16%	14%	38%	16%	31%	28%	8%	8%	42%	12%	13%	18%	41%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

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

	Total	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Social media advertising	41%	42%	35%	38%	32%	39%	44%	36%	41%	31%	44%	43%	49%	33%
Paid search advertising	26%	20%	26%	24%	29%	20%	16%	29%	29%	20%	34%	26%	37%	24%
Don't know	2%	2%	2%	3%	4%	2%	1%	3%	2%	2%	4%	2%	2%	1%
Display advertising on third party websites	19%	18%	17%	19%	20%	17%	17%	19%	15%	15%	24%	16%	28%	17%
Video advertising	16%	16%	21%	14%	15%	12%	17%	17%	16%	18%	17%	11%	16%	18%
Native advertising	13%	12%	26%	14%	13%	9%	10%	25%	11%	12%	12%	8%	12%	14%
Affiliate marketing	12%	10%	6%	13%	10%	14%	11%	12%	15%	11%	14%	12%	11%	7%
Influencer marketing	10%	9%	4%	6%	5%	12%	10%	10%	12%	8%	13%	10%	9%	6%
None of the above	28%	29%	23%	32%	24%	41%	31%	27%	24%	39%	21%	33%	23%	46%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Social media advertising	41%	45%	45%	47%	52%	45%	34%	52%	40%	36%	53%	23%
Paid search advertising	26%	33%	48%	36%	37%	32%	19%	28%	25%	23%	27%	21%
Don't know	2%	1%	0%	1%	2%	2%	2%	2%	0%	3%	2%	4%
Display advertising on third party websites	19%	30%	15%	21%	17%	20%	12%	25%	27%	28%	22%	17%
Video advertising	16%	18%	31%	16%	15%	18%	11%	25%	21%	18%	18%	7%
Native advertising	13%	15%	11%	11%	14%	15%	10%	21%	15%	16%	10%	10%
Affiliate marketing	12%	16%	14%	15%	14%	15%	8%	15%	16%	11%	12%	3%
Influencer marketing	10%	17%	10%	12%	14%	13%	7%	18%	7%	7%	6%	4%
None of the above	28%	29%	27%	31%	23%	27%	43%	13%	17%	16%	16%	45%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	49%	41%	41%	55%	34%	54%	49%	38%	40%	53%	44%	40%	45%	56%
Quite important	29%	33%	33%	27%	27%	29%	29%	37%	38%	16%	31%	32%	31%	28%
Neither important nor unimportant	11%	13%	14%	9%	17%	10%	11%	16%	13%	17%	18%	14%	11%	8%
Somewhat unimportant	5%	9%	7%	4%	19%	3%	5%	6%	5%	3%	5%	8%	7%	4%
Very unimportant	4%	4%	4%	4%	3%	4%	4%	3%	3%	4%	2%	5%	4%	3%
Don't Know	2%	1%	1%	2%	0%	1%	2%	1%	1%	7%	0%	1%	2%	2%
Total Important:	78%	74%	74%	82%	61%	82%	78%	75%	78%	69%	75%	72%	76%	84%
Total Unimportant:	9%	12%	11%	7%	22%	7%	9%	9%	8%	7%	7%	13%	10%	7%
Net:	69%	62%	63%	75%	40%	76%	69%	66%	70%	61%	68%	58%	66%	77%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	49%	52%	41%	50%	46%	54%	50%	49%	50%	49%	40%	58%	52%	42%
Quite important	29%	28%	28%	30%	26%	29%	30%	28%	27%	29%	34%	26%	33%	29%
Neither important nor unimportant	11%	10%	15%	9%	9%	9%	9%	13%	11%	10%	15%	5%	10%	13%
Somewhat unimportant	5%	5%	5%	8%	7%	2%	6%	3%	8%	5%	6%	4%	2%	7%
Very unimportant	4%	3%	9%	2%	8%	5%	4%	4%	2%	6%	2%	4%	2%	8%
Don't Know	2%	1%	3%	1%	3%	1%	2%	2%	2%	0%	2%	3%	0%	1%
Total Important:	78%	80%	69%	80%	73%	83%	79%	78%	76%	78%	74%	83%	85%	71%
Total Unimportant:	9%	8%	14%	10%	15%	7%	10%	7%	11%	12%	9%	8%	4%	15%
Net:	69%	72%	55%	70%	58%	75%	70%	71%	66%	66%	65%	75%	81%	55%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	49%	62%	54%	62%	52%	55%	49%	41%	36%	42%	46%	56%
Quite important	29%	13%	27%	22%	29%	29%	29%	28%	38%	35%	28%	24%
Neither important nor unimportant	11%	18%	9%	8%	10%	11%	10%	16%	12%	14%	11%	7%
Somewhat unimportant	5%	4%	2%	4%	2%	4%	4%	10%	9%	6%	9%	9%
Very unimportant	4%	2%	7%	3%	5%	0%	5%	2%	4%	4%	5%	4%
Don't Know	2%	0%	0%	0%	1%	0%	3%	3%	1%	1%	0%	1%
Total Important:	78%	75%	82%	84%	82%	84%	79%	70%	73%	77%	75%	80%
Total Unimportant:	9%	7%	9%	7%	8%	4%	9%	12%	13%	9%	14%	12%
Net:	69%	68%	73%	78%	74%	80%	70%	58%	60%	68%	60%	68%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	30%	27%	32%	31%	22%	32%	30%	34%	39%	26%	33%	26%	26%	34%
Quite important	32%	39%	35%	29%	32%	31%	32%	39%	38%	22%	30%	36%	36%	30%
Neither important nor unimportant	16%	18%	17%	15%	28%	15%	16%	16%	14%	22%	16%	21%	16%	12%
Somewhat unimportant	8%	6%	8%	8%	8%	7%	8%	6%	5%	3%	10%	7%	11%	6%
Very unimportant	12%	7%	7%	15%	9%	13%	12%	4%	4%	17%	11%	9%	9%	14%
Don't Know	2%	1%	1%	3%	1%	2%	2%	1%	1%	9%	0%	1%	2%	3%
Total Important:	63%	67%	68%	59%	54%	63%	63%	73%	77%	48%	63%	62%	62%	65%
Total Unimportant:	19%	13%	15%	23%	16%	20%	19%	10%	9%	20%	21%	16%	20%	20%
Net:	43%	54%	53%	36%	38%	43%	43%	63%	68%	28%	42%	46%	42%	45%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	30%	32%	25%	17%	25%	20%	31%	30%	30%	20%	35%	29%	42%	20%
Quite important	32%	33%	30%	29%	22%	26%	31%	27%	36%	35%	39%	35%	32%	25%
Neither important nor unimportant	16%	16%	18%	27%	19%	19%	15%	18%	17%	15%	11%	14%	12%	23%
Somewhat unimportant	8%	7%	8%	9%	10%	8%	8%	10%	7%	5%	6%	5%	6%	10%
Very unimportant	12%	12%	13%	15%	20%	24%	13%	12%	8%	21%	7%	14%	7%	21%
Don't Know	2%	1%	7%	3%	4%	3%	2%	2%	2%	4%	1%	3%	0%	1%
Total Important:	63%	64%	55%	46%	47%	45%	63%	57%	66%	56%	75%	64%	74%	45%
Total Unimportant:	19%	19%	20%	24%	30%	33%	21%	23%	15%	25%	13%	19%	14%	31%
Net:	43%	46%	35%	22%	17%	13%	41%	35%	51%	31%	61%	44%	60%	14%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	30%	36%	37%	38%	39%	30%	25%	34%	31%	29%	27%	35%
Quite important	32%	25%	24%	24%	32%	34%	33%	33%	35%	40%	36%	20%
Neither important nor unimportant	16%	18%	10%	17%	12%	17%	16%	16%	17%	18%	12%	12%
Somewhat unimportant	8%	3%	10%	6%	8%	8%	7%	6%	7%	7%	15%	7%
Very unimportant	12%	14%	18%	14%	9%	11%	16%	9%	8%	5%	9%	22%
Don't Know	2%	4%	1%	0%	1%	0%	3%	3%	2%	1%	1%	3%
Total Important:	63%	61%	61%	62%	70%	64%	58%	67%	67%	69%	63%	56%
Total Unimportant:	19%	17%	28%	20%	17%	18%	23%	15%	15%	12%	25%	29%
Net:	43%	44%	33%	42%	54%	46%	35%	52%	52%	57%	38%	27%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	22%	22%	23%	21%	24%	23%	22%	29%	30%	18%	26%	22%	21%	22%
Quite important	34%	33%	41%	32%	29%	34%	34%	36%	39%	39%	38%	35%	38%	31%
Neither important nor unimportant	17%	24%	14%	17%	25%	16%	17%	21%	17%	21%	17%	19%	18%	16%
Somewhat unimportant	10%	11%	13%	9%	15%	9%	10%	7%	7%	7%	10%	11%	11%	10%
Very unimportant	14%	7%	9%	18%	4%	15%	14%	6%	6%	7%	8%	10%	11%	18%
Don't Know	3%	2%	1%	4%	3%	3%	3%	1%	1%	8%	1%	3%	1%	3%
Total Important:	56%	56%	63%	53%	53%	57%	56%	65%	69%	57%	64%	57%	59%	53%
Total Unimportant:	24%	18%	22%	27%	20%	25%	24%	13%	13%	14%	18%	21%	22%	28%
Net:	32%	38%	41%	26%	34%	32%	32%	52%	56%	43%	46%	36%	37%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	22%	22%	20%	23%	18%	13%	17%	23%	24%	17%	23%	20%	29%	17%
Quite important	34%	34%	31%	29%	22%	25%	40%	30%	35%	26%	40%	33%	35%	21%
Neither important nor unimportant	17%	18%	18%	25%	18%	18%	16%	20%	15%	19%	16%	18%	17%	19%
Somewhat unimportant	10%	10%	8%	8%	15%	14%	11%	10%	10%	9%	9%	10%	9%	16%
Very unimportant	14%	14%	17%	12%	20%	26%	14%	14%	10%	28%	8%	16%	9%	25%
Don't Know	3%	3%	5%	3%	7%	3%	2%	2%	5%	1%	4%	4%	0%	2%
Total Important:	56%	56%	51%	52%	40%	38%	57%	53%	60%	43%	63%	53%	65%	38%
Total Unimportant:	24%	24%	25%	20%	35%	41%	25%	24%	20%	37%	17%	26%	18%	41%
Net:	32%	32%	26%	33%	5%	-2%	31%	29%	39%	5%	45%	27%	47%	-3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	22%	28%	27%	20%	18%	25%	17%	28%	20%	24%	23%	19%
Quite important	34%	31%	15%	30%	41%	38%	32%	39%	39%	34%	28%	26%
Neither important nor unimportant	17%	15%	15%	15%	13%	17%	18%	16%	22%	18%	18%	22%
Somewhat unimportant	10%	6%	14%	15%	12%	9%	10%	7%	9%	10%	14%	8%
Very unimportant	14%	16%	14%	19%	15%	9%	19%	8%	8%	12%	15%	17%
Don't Know	3%	4%	15%	0%	1%	1%	4%	2%	1%	1%	2%	6%
Total Important:	56%	59%	42%	51%	59%	64%	49%	67%	59%	59%	51%	46%
Total Unimportant:	24%	22%	28%	34%	27%	19%	29%	15%	17%	22%	29%	25%
Net:	32%	37%	14%	16%	32%	45%	20%	51%	42%	37%	22%	21%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	30%	27%	32%	30%	25%	32%	30%	41%	44%	35%	31%	27%	29%	32%
Quite important	38%	42%	39%	35%	28%	38%	38%	38%	36%	29%	44%	42%	41%	34%
Neither important nor unimportant	15%	19%	16%	14%	27%	13%	15%	13%	12%	19%	16%	18%	15%	14%
Somewhat unimportant	6%	4%	6%	6%	6%	5%	6%	5%	3%	4%	4%	6%	7%	5%
Very unimportant	9%	6%	6%	12%	10%	10%	10%	3%	3%	5%	3%	5%	7%	14%
Don't Know	2%	2%	1%	2%	4%	2%	2%	1%	1%	8%	2%	2%	2%	2%
Total Important:	68%	69%	71%	66%	53%	70%	68%	79%	80%	64%	76%	69%	70%	66%
Total Unimportant:	15%	10%	12%	18%	16%	15%	15%	8%	7%	9%	7%	11%	14%	19%
Net:	52%	59%	59%	47%	37%	55%	52%	71%	73%	55%	69%	58%	56%	47%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	30%	35%	22%	26%	33%	19%	26%	27%	33%	24%	36%	31%	38%	22%
Quite important	38%	36%	31%	34%	31%	33%	41%	35%	38%	34%	39%	34%	39%	39%
Neither important nor unimportant	15%	14%	21%	21%	15%	18%	14%	16%	14%	19%	15%	16%	10%	19%
Somewhat unimportant	6%	4%	8%	10%	8%	8%	6%	8%	4%	8%	3%	6%	5%	5%
Very unimportant	9%	10%	12%	7%	8%	19%	11%	12%	8%	15%	4%	8%	7%	13%
Don't Know	2%	2%	7%	1%	5%	3%	2%	2%	2%	1%	2%	4%	1%	2%
Total Important:	68%	71%	52%	60%	64%	52%	67%	63%	72%	58%	75%	65%	77%	61%
Total Unimportant:	15%	14%	20%	17%	16%	27%	17%	20%	12%	22%	7%	14%	11%	18%
Net:	52%	57%	33%	43%	48%	25%	50%	43%	60%	35%	68%	51%	66%	43%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	30%	42%	44%	43%	38%	28%	26%	35%	24%	25%	25%	29%
Quite important	38%	26%	34%	26%	38%	42%	36%	38%	39%	40%	43%	45%
Neither important nor unimportant	15%	16%	9%	16%	11%	16%	16%	16%	21%	12%	13%	14%
Somewhat unimportant	6%	12%	4%	5%	4%	5%	4%	4%	7%	12%	5%	3%
Very unimportant	9%	3%	9%	9%	8%	8%	15%	5%	6%	10%	10%	8%
Don't Know	2%	1%	0%	1%	1%	1%	3%	2%	1%	1%	5%	2%
Total Important:	68%	68%	78%	69%	76%	70%	62%	73%	64%	66%	67%	73%
Total Unimportant:	15%	15%	13%	14%	13%	14%	19%	10%	13%	22%	15%	11%
Net:	52%	53%	65%	55%	63%	56%	43%	63%	50%	44%	52%	62%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	17%	15%	21%	16%	20%	17%	17%	26%	29%	15%	28%	21%	19%	14%
Quite important	27%	30%	34%	23%	18%	27%	27%	35%	36%	20%	30%	32%	31%	23%
Neither important nor unimportant	22%	30%	21%	20%	33%	21%	22%	24%	20%	27%	17%	23%	21%	23%
Somewhat unimportant	9%	11%	8%	9%	23%	8%	9%	8%	7%	6%	10%	9%	9%	9%
Very unimportant	19%	11%	13%	24%	5%	22%	19%	7%	6%	16%	9%	12%	16%	26%
Don't Know	5%	2%	2%	7%	1%	5%	5%	1%	3%	16%	6%	3%	4%	5%
Total Important:	44%	45%	55%	39%	38%	44%	44%	60%	65%	35%	57%	52%	50%	37%
Total Unimportant:	28%	22%	21%	34%	28%	30%	29%	15%	13%	22%	19%	21%	25%	35%
Net:	16%	22%	34%	5%	10%	14%	15%	46%	52%	13%	38%	31%	24%	2%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	17%	21%	14%	14%	20%	9%	13%	13%	21%	12%	22%	16%	23%	14%
Quite important	27%	25%	24%	28%	18%	18%	24%	22%	31%	19%	33%	29%	35%	15%
Neither important nor unimportant	22%	20%	22%	27%	18%	20%	20%	22%	26%	20%	22%	22%	22%	25%
Somewhat unimportant	9%	9%	11%	13%	14%	14%	9%	14%	4%	12%	8%	10%	6%	14%
Very unimportant	19%	19%	21%	14%	21%	35%	25%	23%	13%	31%	11%	17%	13%	27%
Don't Know	5%	6%	8%	5%	9%	4%	9%	6%	4%	5%	3%	5%	0%	5%
Total Important:	44%	46%	38%	41%	38%	27%	37%	35%	53%	31%	55%	46%	58%	29%
Total Unimportant:	28%	28%	32%	27%	35%	49%	34%	38%	17%	43%	20%	28%	19%	41%
Net:	16%	18%	7%	14%	4%	-22%	3%	-3%	36%	-12%	36%	18%	39%	-12%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	17%	24%	24%	20%	18%	14%	13%	26%	12%	23%	25%	10%
Quite important	27%	17%	23%	21%	27%	24%	26%	25%	36%	34%	32%	29%
Neither important nor unimportant	22%	22%	10%	20%	22%	28%	22%	26%	25%	16%	14%	27%
Somewhat unimportant	9%	8%	10%	16%	9%	9%	9%	8%	7%	8%	12%	4%
Very unimportant	19%	23%	23%	22%	20%	20%	24%	9%	14%	14%	14%	26%
Don't Know	5%	5%	11%	1%	4%	4%	6%	5%	5%	3%	2%	4%
Total Important:	44%	41%	47%	41%	45%	39%	39%	51%	49%	58%	58%	39%
Total Unimportant:	28%	32%	33%	38%	29%	29%	33%	17%	21%	22%	26%	31%
Net:	16%	9%	14%	3%	16%	10%	5%	34%	27%	35%	32%	8%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	19%	19%	23%	16%	19%	20%	19%	30%	33%	16%	25%	21%	19%	17%
Quite important	30%	35%	35%	25%	28%	28%	30%	37%	36%	22%	33%	39%	35%	23%
Neither important nor unimportant	18%	21%	16%	18%	28%	18%	18%	19%	16%	26%	21%	20%	14%	19%
Somewhat unimportant	11%	11%	12%	10%	10%	10%	11%	7%	6%	3%	9%	8%	15%	11%
Very unimportant	19%	11%	12%	25%	12%	21%	19%	6%	7%	18%	8%	11%	15%	27%
Don't Know	3%	3%	2%	5%	3%	3%	3%	1%	2%	15%	3%	2%	3%	4%
Total Important:	48%	55%	59%	42%	47%	48%	48%	66%	68%	38%	58%	60%	54%	40%
Total Unimportant:	30%	22%	24%	35%	22%	30%	30%	13%	14%	20%	17%	19%	30%	37%
Net:	18%	33%	35%	7%	25%	18%	18%	53%	55%	18%	41%	41%	24%	3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	19%	17%	19%	15%	25%	9%	13%	18%	22%	11%	26%	21%	24%	12%
Quite important	30%	32%	23%	26%	18%	26%	26%	28%	37%	24%	32%	23%	35%	26%
Neither important nor unimportant	18%	17%	19%	26%	22%	18%	16%	20%	15%	21%	20%	22%	17%	19%
Somewhat unimportant	11%	10%	10%	9%	12%	12%	15%	12%	8%	12%	6%	12%	10%	9%
Very unimportant	19%	21%	23%	20%	20%	33%	26%	20%	14%	30%	9%	17%	12%	27%
Don't Know	3%	3%	6%	4%	4%	2%	3%	2%	4%	3%	6%	5%	1%	6%
Total Important:	48%	49%	42%	41%	43%	35%	40%	47%	58%	35%	59%	44%	60%	38%
Total Unimportant:	30%	31%	34%	29%	31%	45%	42%	31%	22%	41%	15%	29%	23%	37%
Net:	18%	18%	8%	12%	12%	-11%	-2%	15%	36%	-6%	43%	15%	37%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	19%	27%	41%	23%	20%	18%	13%	26%	19%	21%	21%	14%
Quite important	30%	18%	25%	31%	34%	27%	24%	32%	35%	39%	37%	22%
Neither important nor unimportant	18%	19%	8%	9%	18%	20%	22%	21%	15%	11%	19%	25%
Somewhat unimportant	11%	7%	4%	13%	10%	13%	10%	10%	13%	12%	8%	4%
Very unimportant	19%	24%	18%	23%	17%	20%	25%	8%	13%	14%	14%	30%
Don't Know	3%	4%	5%	1%	1%	1%	6%	3%	5%	2%	1%	6%
Total Important:	48%	46%	65%	54%	54%	45%	37%	58%	54%	60%	57%	36%
Total Unimportant:	30%	31%	22%	36%	27%	34%	35%	18%	26%	27%	22%	34%
Net:	18%	15%	43%	17%	27%	11%	2%	40%	27%	34%	35%	2%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	15%	15%	20%	14%	23%	15%	15%	27%	32%	20%	25%	17%	15%	14%
Quite important	27%	33%	33%	22%	27%	25%	27%	36%	37%	14%	27%	36%	30%	22%
Neither important nor unimportant	22%	29%	21%	20%	31%	21%	22%	20%	18%	31%	18%	24%	22%	21%
Somewhat unimportant	9%	8%	9%	9%	7%	9%	9%	9%	6%	4%	12%	8%	10%	9%
Very unimportant	21%	11%	14%	28%	12%	24%	21%	7%	6%	16%	11%	13%	16%	29%
Don't Know	5%	5%	2%	7%	0%	6%	5%	1%	1%	15%	6%	4%	6%	5%
Total Important:	42%	48%	53%	35%	50%	40%	42%	63%	69%	34%	52%	52%	46%	35%
Total Unimportant:	30%	19%	23%	37%	19%	33%	31%	16%	12%	20%	24%	21%	26%	39%
Net:	12%	29%	30%	-2%	31%	7%	11%	47%	57%	14%	29%	31%	20%	-3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	15%	18%	15%	10%	17%	7%	16%	17%	15%	12%	20%	17%	15%	13%
Quite important	27%	27%	26%	18%	23%	12%	30%	21%	29%	19%	29%	26%	35%	15%
Neither important nor unimportant	22%	23%	17%	28%	15%	21%	21%	19%	24%	20%	22%	22%	24%	22%
Somewhat unimportant	9%	6%	9%	16%	10%	10%	7%	13%	8%	6%	8%	10%	8%	13%
Very unimportant	21%	20%	25%	22%	28%	43%	20%	27%	17%	38%	13%	19%	15%	33%
Don't Know	5%	6%	9%	6%	6%	6%	6%	3%	7%	5%	7%	5%	2%	4%
Total Important:	42%	45%	41%	28%	40%	19%	45%	38%	44%	31%	49%	43%	50%	27%
Total Unimportant:	30%	26%	34%	38%	38%	54%	27%	40%	26%	44%	21%	29%	23%	46%
Net:	12%	19%	7%	-10%	1%	-34%	18%	-2%	18%	-13%	29%	14%	27%	-19%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	15%	26%	24%	20%	20%	17%	8%	20%	12%	17%	23%	19%
Quite important	27%	4%	17%	24%	30%	27%	22%	32%	29%	33%	36%	27%
Neither important nor unimportant	22%	32%	23%	15%	13%	25%	22%	26%	26%	27%	16%	21%
Somewhat unimportant	9%	2%	3%	13%	10%	7%	11%	7%	13%	6%	9%	5%
Very unimportant	21%	31%	18%	24%	25%	22%	28%	13%	15%	13%	15%	18%
Don't Know	5%	5%	15%	2%	2%	3%	8%	2%	6%	3%	2%	10%
Total Important:	42%	30%	41%	45%	50%	44%	30%	52%	41%	50%	58%	46%
Total Unimportant:	30%	33%	21%	38%	35%	29%	40%	20%	28%	19%	23%	23%
Net:	12%	-3%	19%	7%	14%	15%	-9%	32%	13%	31%	35%	23%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	26%	27%	30%	25%	22%	29%	26%	35%	39%	27%	38%	31%	27%	23%
Quite important	30%	29%	30%	30%	30%	29%	30%	38%	37%	28%	31%	36%	33%	26%
Neither important nor unimportant	18%	23%	21%	16%	26%	16%	18%	15%	14%	25%	11%	19%	20%	18%
Somewhat unimportant	8%	11%	8%	7%	12%	7%	8%	6%	5%	9%	9%	5%	7%	10%
Very unimportant	14%	6%	10%	18%	9%	15%	14%	5%	4%	2%	5%	7%	10%	21%
Don't Know	3%	3%	1%	4%	0%	4%	3%	1%	1%	8%	5%	3%	2%	3%
Total Important:	56%	57%	60%	55%	52%	58%	56%	73%	76%	55%	70%	66%	61%	49%
Total Unimportant:	22%	18%	18%	25%	21%	22%	22%	11%	10%	11%	14%	12%	17%	30%
Net:	35%	39%	42%	30%	31%	36%	34%	62%	66%	44%	55%	55%	44%	19%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	26%	29%	27%	22%	26%	23%	23%	22%	27%	20%	32%	34%	33%	22%
Quite important	30%	31%	31%	30%	26%	30%	26%	31%	29%	28%	37%	30%	32%	29%
Neither important nor unimportant	18%	17%	15%	23%	18%	15%	21%	18%	20%	19%	15%	14%	15%	16%
Somewhat unimportant	8%	7%	6%	7%	12%	12%	11%	10%	7%	7%	4%	9%	7%	10%
Very unimportant	14%	12%	17%	14%	14%	18%	14%	16%	12%	22%	8%	10%	12%	20%
Don't Know	3%	4%	4%	3%	5%	2%	5%	3%	4%	3%	3%	3%	1%	3%
Total Important:	56%	61%	59%	52%	51%	53%	49%	53%	57%	48%	69%	64%	65%	51%
Total Unimportant:	22%	19%	23%	21%	26%	30%	24%	26%	19%	29%	12%	19%	18%	30%
Net:	35%	42%	36%	32%	25%	23%	25%	27%	38%	19%	57%	45%	47%	22%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	26%	32%	36%	38%	32%	26%	22%	28%	16%	32%	29%	22%
Quite important	30%	24%	29%	28%	35%	33%	26%	32%	30%	29%	32%	28%
Neither important nor unimportant	18%	26%	12%	9%	13%	16%	20%	18%	25%	23%	22%	14%
Somewhat unimportant	8%	3%	5%	9%	9%	8%	6%	8%	14%	5%	6%	12%
Very unimportant	14%	9%	4%	16%	10%	16%	20%	12%	11%	7%	10%	21%
Don't Know	3%	6%	15%	1%	1%	1%	5%	3%	3%	4%	1%	4%
Total Important:	56%	56%	65%	66%	67%	59%	49%	60%	47%	61%	61%	50%
Total Unimportant:	22%	12%	8%	24%	18%	24%	26%	20%	25%	12%	16%	33%
Net:	35%	44%	57%	42%	49%	36%	23%	40%	21%	49%	45%	17%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	18%	19%	22%	16%	21%	18%	18%	29%	30%	20%	30%	18%	18%	17%
Quite important	31%	35%	35%	28%	22%	31%	31%	39%	39%	27%	29%	39%	35%	27%
Neither important nor unimportant	21%	25%	21%	20%	26%	21%	21%	18%	18%	26%	22%	25%	21%	20%
Somewhat unimportant	10%	11%	11%	9%	15%	9%	10%	7%	6%	1%	9%	8%	12%	12%
Very unimportant	15%	7%	10%	20%	14%	17%	15%	6%	5%	11%	6%	7%	11%	22%
Don't Know	4%	3%	2%	5%	1%	4%	4%	2%	2%	14%	5%	3%	4%	4%
Total Important:	49%	54%	57%	44%	43%	49%	49%	68%	69%	47%	59%	57%	53%	43%
Total Unimportant:	25%	18%	21%	30%	29%	26%	26%	13%	11%	12%	15%	15%	23%	33%
Net:	24%	36%	36%	15%	14%	23%	23%	55%	58%	36%	44%	42%	30%	10%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	18%	20%	17%	15%	20%	14%	17%	16%	20%	12%	24%	22%	19%	15%
Quite important	31%	28%	28%	26%	26%	27%	25%	30%	35%	28%	35%	30%	41%	25%
Neither important nor unimportant	21%	23%	23%	29%	22%	20%	20%	26%	16%	22%	23%	22%	22%	21%
Somewhat unimportant	10%	9%	8%	12%	7%	9%	13%	11%	10%	9%	6%	9%	9%	9%
Very unimportant	15%	16%	17%	14%	20%	25%	19%	15%	15%	26%	7%	13%	9%	25%
Don't Know	4%	4%	8%	6%	6%	4%	6%	3%	5%	3%	4%	4%	0%	6%
Total Important:	49%	48%	45%	40%	45%	42%	42%	46%	55%	40%	60%	52%	60%	39%
Total Unimportant:	25%	25%	25%	25%	27%	34%	32%	26%	25%	35%	13%	22%	18%	34%
Net:	24%	23%	20%	15%	18%	8%	10%	20%	30%	5%	46%	30%	42%	5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	18%	16%	25%	19%	25%	19%	13%	22%	14%	21%	22%	13%
Quite important	31%	33%	27%	35%	36%	32%	27%	32%	35%	31%	35%	24%
Neither important nor unimportant	21%	22%	16%	15%	17%	20%	21%	25%	24%	30%	17%	27%
Somewhat unimportant	10%	4%	6%	8%	8%	11%	12%	11%	13%	9%	9%	9%
Very unimportant	15%	20%	17%	20%	12%	16%	21%	9%	11%	5%	13%	25%
Don't Know	4%	5%	10%	2%	2%	1%	7%	2%	4%	3%	3%	2%
Total Important:	49%	49%	52%	54%	61%	52%	40%	54%	48%	52%	57%	38%
Total Unimportant:	25%	24%	22%	29%	20%	27%	33%	20%	24%	14%	22%	33%
Net:	24%	24%	30%	26%	41%	25%	7%	34%	25%	38%	35%	5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	13%	15%	15%	12%	24%	13%	13%	24%	26%	18%	22%	15%	14%	11%
Quite important	29%	34%	37%	25%	25%	28%	29%	36%	37%	23%	29%	34%	32%	27%
Neither important nor unimportant	21%	25%	19%	21%	27%	21%	21%	22%	18%	20%	21%	24%	20%	20%
Somewhat unimportant	13%	11%	13%	14%	12%	13%	13%	10%	10%	12%	15%	9%	14%	15%
Very unimportant	20%	14%	14%	24%	12%	22%	20%	6%	8%	12%	10%	15%	18%	24%
Don't Know	3%	2%	1%	4%	1%	3%	3%	1%	1%	15%	2%	2%	1%	3%
Total Important:	43%	48%	52%	37%	48%	41%	42%	61%	63%	41%	52%	49%	46%	37%
Total Unimportant:	33%	25%	28%	38%	24%	35%	33%	16%	18%	24%	25%	24%	32%	40%
Net:	9%	24%	24%	-2%	24%	6%	9%	44%	46%	17%	27%	25%	14%	-2%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	13%	15%	18%	10%	19%	7%	14%	15%	9%	11%	19%	14%	13%	12%
Quite important	29%	31%	24%	26%	24%	18%	27%	27%	34%	24%	34%	30%	35%	18%
Neither important nor unimportant	21%	20%	25%	26%	10%	18%	16%	24%	23%	19%	18%	20%	24%	26%
Somewhat unimportant	13%	11%	7%	18%	15%	21%	15%	13%	12%	11%	13%	13%	14%	14%
Very unimportant	20%	20%	21%	16%	27%	32%	24%	19%	18%	31%	11%	19%	14%	29%
Don't Know	3%	3%	5%	4%	5%	2%	3%	2%	4%	3%	4%	5%	0%	2%
Total Important:	43%	46%	42%	36%	43%	26%	41%	42%	43%	36%	53%	44%	48%	30%
Total Unimportant:	33%	31%	28%	34%	42%	54%	39%	32%	30%	42%	25%	32%	28%	43%
Net:	9%	16%	14%	2%	1%	-28%	2%	11%	13%	-7%	28%	12%	21%	-13%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	13%	21%	16%	14%	10%	14%	9%	16%	11%	20%	23%	7%
Quite important	29%	20%	26%	26%	30%	27%	26%	35%	34%	39%	32%	24%
Neither important nor unimportant	21%	29%	19%	21%	17%	24%	21%	28%	22%	14%	19%	22%
Somewhat unimportant	13%	6%	12%	15%	15%	14%	15%	5%	18%	12%	9%	20%
Very unimportant	20%	20%	13%	23%	26%	20%	24%	13%	12%	14%	16%	22%
Don't Know	3%	5%	14%	0%	1%	1%	5%	2%	3%	2%	1%	5%
Total Important:	43%	40%	42%	40%	40%	41%	35%	52%	45%	59%	55%	31%
Total Unimportant:	33%	25%	25%	38%	42%	34%	39%	18%	30%	26%	25%	42%
Net:	9%	15%	17%	2%	-1%	6%	-5%	34%	15%	32%	30%	-11%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	14%	19%	17%	11%	24%	13%	14%	25%	32%	16%	26%	14%	15%	11%
Quite important	19%	23%	28%	14%	22%	17%	19%	31%	31%	17%	26%	29%	24%	11%
Neither important nor unimportant	16%	19%	17%	15%	20%	15%	16%	19%	17%	18%	14%	18%	18%	15%
Somewhat unimportant	12%	12%	12%	11%	14%	11%	12%	9%	9%	6%	8%	14%	12%	11%
Very unimportant	33%	22%	23%	42%	19%	37%	34%	13%	9%	28%	22%	20%	25%	45%
Don't Know	6%	4%	3%	8%	1%	6%	6%	2%	2%	15%	3%	4%	5%	7%
Total Important:	33%	42%	45%	24%	45%	30%	32%	56%	63%	32%	52%	44%	40%	22%
Total Unimportant:	45%	35%	35%	53%	33%	48%	45%	23%	18%	34%	31%	35%	37%	57%
Net:	-12%	7%	10%	-29%	13%	-18%	-13%	33%	45%	-2%	22%	9%	2%	-34%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	14%	16%	18%	9%	18%	5%	15%	14%	13%	10%	16%	13%	15%	11%
Quite important	19%	18%	17%	16%	18%	9%	15%	16%	28%	12%	24%	18%	20%	14%
Neither important nor unimportant	16%	16%	17%	23%	15%	10%	11%	14%	18%	15%	24%	17%	18%	15%
Somewhat unimportant	12%	10%	9%	14%	16%	9%	14%	12%	11%	8%	11%	12%	11%	12%
Very unimportant	33%	34%	30%	29%	25%	61%	39%	42%	23%	49%	17%	32%	33%	44%
Don't Know	6%	5%	8%	10%	8%	6%	6%	3%	6%	7%	8%	8%	3%	5%
Total Important:	33%	34%	35%	25%	36%	14%	30%	30%	41%	22%	40%	32%	35%	25%
Total Unimportant:	45%	45%	39%	43%	41%	70%	53%	53%	34%	57%	28%	43%	44%	56%
Net:	-12%	-11%	-4%	-18%	-5%	-56%	-23%	-24%	7%	-35%	12%	-12%	-9%	-31%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	14%	26%	20%	9%	13%	15%	8%	17%	15%	18%	23%	11%
Quite important	19%	5%	19%	16%	21%	18%	15%	17%	21%	29%	31%	18%
Neither important nor unimportant	16%	23%	11%	16%	14%	17%	16%	25%	18%	15%	13%	18%
Somewhat unimportant	12%	14%	11%	12%	11%	10%	11%	15%	17%	11%	10%	7%
Very unimportant	33%	27%	21%	46%	39%	36%	44%	24%	24%	19%	22%	35%
Don't Know	6%	6%	18%	1%	3%	5%	7%	3%	6%	7%	1%	11%
Total Important:	33%	30%	39%	25%	34%	33%	22%	33%	35%	47%	54%	29%
Total Unimportant:	45%	41%	32%	58%	50%	46%	55%	39%	41%	30%	32%	42%
Net:	-12%	-10%	7%	-33%	-16%	-13%	-33%	-5%	-6%	17%	22%	-13%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very important	18%	23%	19%	16%	22%	18%	18%	26%	31%	12%	25%	22%	16%	16%
Quite important	29%	29%	34%	27%	25%	29%	29%	38%	36%	33%	26%	29%	35%	26%
Neither important nor unimportant	21%	25%	20%	19%	24%	19%	21%	20%	17%	23%	23%	21%	21%	20%
Somewhat unimportant	12%	11%	11%	13%	16%	12%	12%	8%	8%	8%	18%	11%	10%	14%
Very unimportant	17%	10%	13%	21%	12%	18%	17%	7%	6%	10%	7%	14%	15%	21%
Don't Know	3%	2%	1%	4%	1%	3%	3%	1%	1%	14%	1%	4%	3%	3%
Total Important:	47%	52%	54%	42%	47%	47%	47%	64%	67%	45%	51%	51%	52%	43%
Total Unimportant:	29%	21%	24%	34%	28%	30%	29%	15%	14%	18%	25%	24%	25%	35%
Net:	18%	31%	29%	8%	19%	16%	17%	49%	53%	27%	27%	27%	26%	8%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very important	18%	21%	18%	11%	22%	10%	21%	17%	17%	15%	20%	19%	18%	15%
Quite important	29%	26%	28%	33%	18%	27%	26%	28%	32%	24%	35%	29%	31%	18%
Neither important nor unimportant	21%	20%	20%	22%	16%	20%	20%	23%	20%	18%	17%	20%	24%	20%
Somewhat unimportant	12%	11%	13%	16%	17%	14%	11%	13%	11%	15%	10%	9%	16%	11%
Very unimportant	17%	18%	16%	13%	21%	27%	20%	16%	15%	25%	12%	18%	11%	32%
Don't Know	3%	4%	6%	5%	6%	2%	3%	2%	4%	3%	4%	5%	0%	4%
Total Important:	47%	47%	45%	44%	40%	37%	46%	46%	50%	39%	55%	48%	49%	33%
Total Unimportant:	29%	29%	29%	29%	38%	41%	30%	29%	26%	41%	23%	27%	27%	43%
Net:	18%	18%	16%	15%	1%	-4%	16%	17%	24%	-1%	33%	21%	22%	-10%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very important	18%	29%	14%	20%	17%	17%	12%	27%	15%	25%	22%	19%
Quite important	29%	16%	32%	23%	30%	29%	27%	35%	32%	27%	34%	27%
Neither important nor unimportant	21%	22%	15%	21%	18%	21%	20%	16%	26%	24%	16%	24%
Somewhat unimportant	12%	8%	9%	12%	14%	14%	13%	9%	13%	11%	15%	7%
Very unimportant	17%	22%	17%	22%	20%	18%	22%	11%	11%	12%	11%	20%
Don't Know	3%	2%	13%	2%	2%	1%	6%	2%	2%	1%	1%	4%
Total Important:	47%	45%	46%	43%	47%	46%	39%	62%	47%	52%	56%	46%
Total Unimportant:	29%	31%	25%	34%	34%	32%	35%	20%	24%	22%	26%	27%
Net:	18%	14%	21%	9%	13%	14%	4%	41%	23%	30%	30%	19%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
None	10%	5%	5%	14%	8%	10%	10%	4%	2%	18%	4%	7%	7%	13%
1-5%	15%	16%	13%	16%	9%	15%	15%	7%	6%	19%	13%	11%	9%	19%
6-10%	17%	17%	18%	16%	13%	16%	17%	13%	10%	15%	17%	20%	19%	15%
11-20%	16%	21%	18%	13%	23%	15%	16%	17%	14%	7%	17%	18%	19%	14%
21-30%	12%	14%	17%	10%	16%	12%	12%	15%	15%	5%	8%	13%	14%	12%
31-40%	8%	9%	10%	7%	8%	8%	8%	13%	12%	7%	10%	11%	8%	7%
41-50%	6%	5%	8%	5%	8%	6%	6%	11%	10%	5%	8%	7%	5%	5%
51-60%	4%	3%	4%	4%	3%	4%	4%	7%	8%	5%	5%	3%	5%	3%
61-70%	3%	2%	2%	4%	4%	3%	3%	5%	7%	2%	6%	3%	4%	2%
71-80%	2%	1%	2%	2%	1%	2%	2%	2%	6%	1%	3%	1%	3%	2%
81-90%	2%	1%	1%	2%	0%	2%	2%	2%	3%	0%	2%	2%	1%	1%
91-100%	1%	1%	0%	2%	1%	2%	1%	1%	3%	3%	2%	1%	2%	1%
Don't know	5%	5%	2%	6%	7%	5%	5%	3%	4%	14%	4%	3%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
None	10%	11%	10%	7%	15%	20%	11%	9%	9%	17%	7%	13%	6%	18%
1-5%	15%	16%	10%	19%	10%	17%	12%	17%	18%	14%	12%	14%	16%	15%
6-10%	17%	15%	13%	18%	17%	11%	20%	15%	20%	16%	17%	14%	13%	16%
11-20%	16%	16%	17%	18%	10%	14%	20%	14%	15%	15%	12%	16%	16%	11%
21-30%	12%	12%	12%	12%	13%	11%	11%	10%	13%	7%	13%	11%	18%	10%
31-40%	8%	5%	10%	9%	10%	5%	7%	8%	8%	6%	9%	7%	10%	7%
41-50%	6%	6%	8%	3%	5%	4%	7%	8%	4%	5%	6%	4%	5%	5%
51-60%	4%	3%	7%	1%	5%	5%	2%	3%	4%	3%	6%	6%	4%	3%
61-70%	3%	3%	3%	1%	2%	1%	2%	4%	2%	3%	4%	3%	4%	3%
71-80%	2%	3%	1%	1%	2%	3%	1%	5%	1%	3%	1%	3%	3%	2%
81-90%	2%	2%	1%	0%	2%	1%	1%	1%	1%	4%	1%	3%	3%	1%
91-100%	1%	2%	1%	0%	3%	2%	2%	2%	0%	0%	3%	2%	1%	2%
Don't know	5%	5%	6%	8%	6%	6%	7%	4%	4%	6%	7%	4%	1%	7%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
None	10%	19%	9%	7%	7%	8%	14%	7%	5%	13%	9%	12%
1-5%	15%	12%	16%	12%	12%	13%	16%	17%	17%	14%	18%	22%
6-10%	17%	6%	2%	13%	13%	21%	17%	9%	21%	22%	22%	26%
11-20%	16%	13%	7%	17%	21%	17%	12%	20%	20%	16%	20%	11%
21-30%	12%	8%	10%	14%	12%	16%	8%	18%	18%	14%	8%	7%
31-40%	8%	8%	4%	10%	17%	8%	5%	12%	7%	9%	4%	2%
41-50%	6%	13%	3%	7%	6%	6%	4%	10%	4%	6%	5%	1%
51-60%	4%	4%	13%	5%	3%	3%	4%	3%	3%	2%	3%	4%
61-70%	3%	5%	7%	7%	1%	4%	3%	1%	1%	3%	3%	4%
71-80%	2%	3%	2%	6%	2%	1%	2%	1%	1%	0%	2%	2%
81-90%	2%	2%	7%	1%	2%	0%	3%	1%	2%	1%	0%	1%
91-100%	1%	2%	14%	1%	1%	2%	1%	1%	0%	0%	0%	1%
Don't know	5%	5%	5%	2%	4%	2%	9%	1%	1%	1%	5%	8%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Through a dedicated app	9%	11%	11%	7%	10%	9%	8%	13%	20%	6%	12%	10%	13%	6%
Amazon Marketplace	8%	10%	12%	6%	12%	7%	8%	15%	18%	6%	8%	15%	8%	5%
Ebay	6%	8%	9%	4%	9%	5%	6%	11%	13%	5%	5%	9%	7%	4%
Google Shopping free listings	5%	5%	7%	5%	7%	6%	5%	12%	15%	2%	10%	7%	5%	4%
Word of mouth	39%	33%	30%	45%	11%	44%	39%	25%	28%	42%	27%	29%	32%	49%
Facebook	34%	38%	32%	34%	28%	35%	34%	37%	35%	35%	34%	42%	35%	31%
Your company website	33%	35%	28%	34%	17%	37%	33%	35%	40%	27%	26%	22%	31%	39%
E-mail	32%	37%	30%	30%	35%	33%	32%	35%	36%	33%	25%	29%	26%	37%
Etsy	3%	4%	5%	2%	2%	3%	3%	5%	7%	4%	9%	6%	3%	1%
Google Search	29%	27%	29%	29%	20%	32%	29%	35%	39%	25%	26%	25%	35%	29%
Instagram	24%	33%	26%	21%	23%	25%	24%	31%	31%	29%	35%	30%	23%	21%
Google Reviews	20%	21%	24%	17%	12%	22%	20%	30%	33%	14%	18%	20%	22%	19%
Mastodon	2%	4%	3%	2%	4%	2%	2%	5%	5%	2%	3%	7%	1%	1%
Google Maps / Google Business Profile / Google My Business / Google Reviews	19%	16%	18%	19%	9%	21%	19%	21%	24%	17%	21%	17%	16%	20%
LinkedIn	17%	21%	18%	15%	11%	18%	17%	22%	29%	19%	17%	16%	16%	17%
YouTube	16%	19%	20%	14%	32%	14%	16%	33%	36%	21%	27%	26%	20%	9%
TikTok	12%	16%	15%	9%	17%	10%	12%	22%	21%	18%	22%	21%	14%	4%
Twitter	10%	13%	11%	9%	10%	10%	10%	20%	22%	8%	13%	17%	13%	6%
None of the above	5%	3%	3%	6%	2%	5%	5%	2%	2%	7%	4%	2%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

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

	Total	Region												
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Through a dedicated app	9%	8%	6%	6%	6%	4%	11%	7%	8%	8%	8%	8%	9%	9%
Amazon Marketplace	8%	7%	7%	3%	6%	1%	7%	11%	8%	7%	9%	5%	11%	8%
Ebay	6%	5%	6%	3%	9%	3%	5%	12%	7%	6%	5%	4%	3%	4%
Google Shopping free listings	5%	4%	5%	6%	6%	6%	3%	9%	5%	6%	7%	4%	7%	4%
Word of mouth	39%	39%	32%	38%	26%	51%	37%	42%	42%	39%	29%	48%	42%	48%
Facebook	34%	38%	31%	33%	28%	37%	33%	24%	35%	31%	49%	43%	35%	32%
Your company website	33%	29%	24%	33%	23%	42%	28%	32%	30%	38%	37%	34%	39%	31%
E-mail	32%	31%	29%	33%	17%	30%	32%	29%	30%	28%	34%	36%	38%	25%
Etsy	3%	4%	2%	0%	2%	2%	7%	3%	2%	7%	3%	1%	1%	4%
Google Search	29%	28%	22%	34%	20%	33%	20%	31%	24%	22%	36%	37%	42%	33%
Instagram	24%	28%	19%	17%	17%	26%	24%	20%	24%	19%	22%	39%	34%	24%
Google Reviews	20%	18%	11%	17%	4%	9%	22%	16%	21%	10%	16%	14%	34%	7%
Mastodon	2%	3%	4%	1%	6%	0%	4%	3%	2%	4%	3%	1%	0%	1%
Google Maps / Google Business Profile / Google My Business / Google Reviews	19%	18%	7%	18%	11%	12%	15%	14%	19%	13%	23%	14%	34%	13%
LinkedIn	17%	14%	12%	8%	19%	10%	25%	11%	15%	20%	9%	21%	19%	17%
YouTube	16%	18%	20%	17%	15%	13%	18%	18%	12%	13%	22%	13%	17%	13%
TikTok	12%	14%	14%	9%	11%	11%	14%	11%	9%	11%	12%	9%	12%	16%
Twitter	10%	8%	10%	5%	13%	4%	10%	9%	10%	9%	15%	7%	13%	11%
None of the above	5%	5%	5%	6%	10%	7%	5%	5%	4%	7%	4%	5%	3%	7%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Through a dedicated app	9%	8%	10%	7%	9%	12%	7%	12%	7%	9%	9%	6%
Amazon Marketplace	8%	19%	6%	6%	8%	11%	4%	10%	6%	12%	17%	3%
Ebay	6%	1%	4%	6%	7%	7%	4%	7%	3%	10%	7%	14%
Google Shopping free listings	5%	5%	2%	8%	8%	6%	2%	9%	7%	8%	3%	3%
Word of mouth	39%	40%	49%	45%	42%	47%	44%	29%	33%	31%	23%	34%
Facebook	34%	49%	49%	37%	38%	35%	30%	40%	28%	36%	38%	36%
Your company website	33%	35%	33%	39%	44%	40%	32%	33%	25%	20%	25%	25%
E-mail	32%	33%	21%	37%	35%	36%	28%	43%	27%	26%	34%	28%
Etsy	3%	4%	0%	2%	3%	3%	2%	4%	5%	6%	6%	3%
Google Search	29%	40%	42%	35%	38%	33%	26%	32%	24%	25%	21%	24%
Instagram	24%	38%	36%	32%	33%	26%	17%	32%	20%	24%	28%	13%
Google Reviews	20%	20%	33%	24%	28%	26%	16%	25%	19%	16%	13%	5%
Mastodon	2%	1%	1%	1%	2%	2%	1%	7%	2%	4%	5%	2%
Google Maps / Google Business Profile / Google My Business / Google Reviews	19%	20%	28%	20%	27%	18%	15%	21%	16%	19%	16%	18%
LinkedIn	17%	15%	19%	19%	20%	21%	16%	17%	13%	11%	13%	19%
YouTube	16%	14%	16%	15%	11%	19%	9%	28%	15%	20%	33%	16%
TikTok	12%	27%	6%	11%	13%	13%	5%	16%	14%	17%	20%	5%
Twitter	10%	6%	10%	12%	10%	13%	8%	19%	9%	7%	12%	10%
None of the above	5%	4%	1%	2%	5%	3%	9%	1%	4%	3%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	59%	63%	60%	57%	52%	61%	59%	66%	72%	35%	63%	59%	62%	59%
My business does not use this	34%	29%	33%	37%	36%	34%	34%	27%	23%	49%	29%	35%	32%	35%
Don't know	6%	8%	7%	5%	12%	5%	6%	6%	5%	16%	8%	6%	5%	6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	59%	59%	54%	69%	49%	57%	48%	47%	63%	52%	71%	60%	75%	58%
My business does not use this	34%	34%	36%	25%	38%	39%	45%	46%	29%	40%	22%	33%	23%	37%
Don't know	6%	6%	10%	6%	13%	4%	7%	7%	7%	8%	7%	7%	2%	5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	59%	49%	71%	67%	63%	69%	56%	58%	53%	65%	54%	47%
My business does not use this	34%	42%	25%	29%	34%	28%	39%	30%	37%	29%	39%	42%
Don't know	6%	9%	4%	4%	4%	3%	5%	11%	10%	6%	8%	11%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	65%	67%	66%	64%	53%	68%	65%	68%	70%	62%	74%	66%	63%	64%
My business does not use this	30%	25%	29%	32%	36%	28%	30%	27%	25%	31%	21%	29%	30%	31%
Don't know	5%	8%	5%	5%	11%	4%	5%	5%	4%	7%	6%	5%	7%	4%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	65%	63%	57%	59%	53%	58%	61%	46%	73%	52%	74%	67%	84%	51%
My business does not use this	30%	31%	37%	33%	36%	38%	31%	49%	21%	43%	20%	27%	15%	47%
Don't know	5%	6%	6%	7%	11%	4%	8%	4%	6%	5%	6%	5%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	65%	66%	75%	65%	66%	74%	61%	71%	57%	65%	64%	60%
My business does not use this	30%	32%	22%	31%	30%	22%	35%	20%	36%	27%	28%	34%
Don't know	5%	2%	3%	4%	4%	4%	4%	9%	7%	8%	8%	5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	51%	53%	57%	48%	47%	52%	51%	62%	66%	34%	57%	52%	53%	50%
My business does not use this	42%	36%	36%	46%	43%	41%	42%	31%	27%	51%	36%	40%	39%	44%
Don't know	7%	11%	7%	6%	10%	6%	7%	7%	7%	15%	8%	8%	9%	5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	51%	49%	47%	55%	39%	44%	40%	50%	55%	42%	56%	53%	68%	38%
My business does not use this	42%	44%	43%	37%	50%	50%	53%	44%	37%	49%	35%	38%	27%	56%
Don't know	7%	7%	10%	8%	12%	6%	7%	6%	8%	9%	9%	9%	5%	7%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	51%	36%	56%	55%	55%	56%	48%	55%	48%	59%	52%	49%
My business does not use this	42%	54%	38%	39%	41%	40%	46%	39%	43%	34%	36%	39%
Don't know	7%	11%	6%	5%	5%	4%	6%	6%	9%	7%	12%	13%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	66%	70%	65%	66%	58%	70%	66%	73%	76%	48%	59%	66%	67%	69%
My business does not use this	28%	23%	30%	29%	31%	26%	28%	21%	20%	38%	33%	28%	28%	27%
Don't know	6%	7%	4%	6%	11%	5%	6%	6%	4%	14%	7%	7%	5%	4%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Region												
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	66%	65%	60%	80%	61%	67%	49%	67%	64%	53%	82%	78%	86%	63%
My business does not use this	28%	29%	36%	14%	29%	28%	45%	28%	28%	41%	13%	18%	11%	33%
Don't know	6%	6%	4%	6%	9%	5%	7%	5%	8%	6%	5%	5%	3%	4%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	66%	60%	77%	83%	71%	71%	67%	68%	60%	63%	58%	60%
My business does not use this	28%	34%	23%	16%	26%	26%	29%	27%	31%	33%	26%	32%
Don't know	6%	6%	0%	1%	3%	3%	4%	5%	9%	4%	16%	8%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	44%	52%	48%	40%	44%	46%	44%	58%	61%	45%	56%	47%	47%	40%
My business does not use this	48%	39%	44%	53%	46%	48%	49%	35%	32%	51%	38%	42%	46%	54%
Don't know	8%	9%	8%	7%	10%	7%	8%	7%	7%	4%	6%	10%	8%	6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	44%	44%	38%	46%	44%	38%	35%	32%	48%	35%	60%	48%	59%	38%
My business does not use this	48%	49%	55%	46%	46%	57%	55%	63%	43%	60%	33%	43%	37%	57%
Don't know	8%	7%	8%	8%	10%	5%	11%	5%	9%	4%	7%	10%	4%	5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	44%	54%	62%	46%	50%	48%	37%	55%	35%	46%	51%	45%
My business does not use this	48%	40%	31%	46%	45%	46%	58%	35%	56%	46%	39%	42%
Don't know	8%	7%	8%	8%	5%	6%	5%	9%	10%	8%	9%	13%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	60%	64%	62%	59%	49%	63%	60%	65%	66%	50%	58%	59%	60%	63%
My business does not use this	34%	27%	35%	36%	43%	32%	34%	30%	28%	39%	37%	35%	35%	33%
Don't know	6%	9%	3%	6%	8%	5%	6%	6%	6%	11%	5%	7%	5%	5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

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

	Total	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	60%	58%	52%	71%	47%	53%	49%	53%	69%	51%	65%	64%	76%	48%
My business does not use this	34%	36%	41%	25%	43%	40%	44%	41%	26%	46%	27%	27%	21%	49%
Don't know	6%	5%	6%	5%	9%	7%	7%	6%	5%	4%	8%	9%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	60%	68%	75%	69%	68%	65%	58%	61%	57%	65%	58%	43%
My business does not use this	34%	29%	21%	26%	29%	30%	39%	33%	37%	32%	31%	42%
Don't know	6%	3%	4%	5%	3%	5%	4%	6%	6%	3%	11%	15%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	40%	42%	45%	36%	40%	40%	39%	57%	59%	42%	45%	41%	44%	36%
My business does not use this	53%	45%	48%	57%	48%	53%	53%	34%	33%	50%	44%	49%	49%	58%
Don't know	8%	13%	7%	6%	12%	7%	8%	9%	8%	8%	11%	10%	7%	6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	40%	42%	34%	39%	36%	33%	23%	39%	41%	36%	61%	40%	54%	30%
My business does not use this	53%	49%	59%	48%	50%	60%	66%	55%	51%	56%	31%	45%	45%	63%
Don't know	8%	9%	7%	13%	14%	7%	11%	6%	7%	8%	8%	14%	1%	7%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	40%	45%	62%	44%	44%	40%	33%	49%	40%	44%	43%	26%
My business does not use this	53%	48%	34%	50%	49%	55%	62%	46%	53%	44%	40%	66%
Don't know	8%	7%	4%	6%	7%	5%	5%	5%	7%	12%	18%	8%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	38%	46%	50%	30%	50%	35%	37%	54%	59%	36%	59%	43%	45%	29%
My business does not use this	55%	42%	46%	63%	44%	58%	55%	38%	35%	47%	35%	51%	49%	63%
Don't know	7%	13%	4%	7%	6%	7%	7%	7%	7%	17%	7%	6%	6%	8%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	38%	40%	40%	37%	41%	21%	34%	32%	37%	29%	38%	34%	56%	32%
My business does not use this	55%	54%	52%	55%	49%	68%	60%	62%	56%	60%	49%	52%	41%	61%
Don't know	7%	6%	8%	9%	11%	11%	6%	6%	7%	11%	13%	14%	3%	7%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	38%	49%	36%	42%	41%	38%	30%	47%	36%	47%	50%	23%
My business does not use this	55%	42%	55%	51%	53%	55%	64%	44%	56%	48%	40%	66%
Don't know	7%	9%	9%	7%	6%	7%	6%	9%	8%	5%	10%	10%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	44%	48%	48%	41%	57%	43%	44%	61%	66%	46%	59%	53%	46%	36%
My business does not use this	51%	44%	46%	55%	37%	52%	51%	33%	29%	50%	35%	42%	49%	58%
Don't know	6%	8%	6%	4%	6%	5%	6%	6%	5%	4%	6%	5%	5%	6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	44%	44%	40%	40%	43%	31%	37%	42%	49%	35%	54%	43%	52%	35%
My business does not use this	51%	51%	51%	51%	48%	62%	56%	54%	46%	59%	41%	49%	46%	60%
Don't know	6%	4%	9%	8%	9%	7%	7%	5%	5%	6%	5%	9%	2%	5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	44%	59%	55%	46%	45%	48%	32%	57%	47%	48%	56%	41%
My business does not use this	51%	32%	43%	51%	51%	48%	65%	35%	44%	47%	34%	50%
Don't know	6%	9%	2%	3%	5%	4%	3%	8%	8%	4%	9%	9%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	35%	36%	48%	28%	39%	34%	34%	55%	57%	40%	42%	42%	42%	27%
My business does not use this	56%	51%	44%	64%	47%	57%	57%	37%	34%	50%	48%	48%	50%	65%
Don't know	9%	14%	8%	8%	14%	9%	9%	8%	9%	10%	10%	10%	8%	8%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	35%	32%	33%	31%	41%	25%	25%	32%	39%	30%	46%	34%	43%	32%
My business does not use this	56%	58%	61%	56%	49%	68%	65%	60%	50%	62%	45%	53%	50%	64%
Don't know	9%	10%	6%	13%	10%	7%	10%	8%	11%	8%	9%	13%	6%	3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	35%	36%	48%	33%	43%	34%	27%	41%	39%	42%	42%	18%
My business does not use this	56%	54%	49%	61%	51%	59%	64%	50%	54%	50%	45%	66%
Don't know	9%	11%	3%	6%	6%	7%	9%	9%	7%	8%	14%	16%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	26%	32%	36%	20%	38%	24%	26%	49%	56%	29%	45%	40%	32%	14%
My business does not use this	65%	54%	56%	73%	52%	68%	66%	41%	36%	63%	48%	53%	59%	77%
Don't know	8%	13%	8%	7%	10%	8%	8%	9%	8%	7%	7%	7%	8%	9%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	26%	27%	30%	21%	31%	15%	27%	25%	27%	23%	36%	19%	26%	21%
My business does not use this	65%	65%	60%	70%	62%	78%	66%	68%	63%	70%	55%	68%	67%	72%
Don't know	8%	8%	10%	10%	8%	7%	7%	7%	9%	7%	10%	13%	8%	7%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	26%	24%	24%	24%	29%	22%	16%	42%	31%	37%	42%	24%
My business does not use this	65%	69%	69%	68%	63%	72%	76%	50%	61%	58%	46%	61%
Don t know	8%	8%	7%	8%	8%	5%	8%	9%	9%	5%	12%	15%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	22%	22%	32%	19%	24%	21%	22%	38%	41%	22%	33%	34%	27%	14%
My business does not use this	66%	60%	59%	71%	60%	69%	66%	49%	45%	61%	59%	55%	62%	75%
Don't know	11%	18%	9%	10%	16%	10%	11%	13%	14%	18%	8%	11%	12%	11%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	22%	22%	30%	18%	33%	11%	15%	25%	20%	23%	28%	19%	32%	20%
My business does not use this	66%	67%	58%	68%	53%	77%	75%	65%	66%	67%	59%	62%	60%	73%
Don't know	11%	11%	12%	14%	13%	12%	10%	10%	14%	10%	13%	19%	8%	8%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	22%	19%	27%	20%	26%	20%	16%	41%	23%	31%	28%	11%
My business does not use this	66%	68%	63%	71%	67%	69%	75%	48%	66%	56%	56%	71%
Don't know	11%	13%	10%	9%	8%	10%	9%	11%	11%	14%	16%	18%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
My business uses this	19%	21%	29%	13%	36%	15%	18%	38%	36%	17%	32%	25%	24%	11%
My business does not use this	70%	64%	59%	76%	54%	73%	70%	51%	52%	63%	59%	65%	63%	78%
Don't know	12%	15%	12%	11%	11%	12%	12%	11%	12%	19%	10%	11%	13%	11%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Region												
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
My business uses this	19%	21%	24%	19%	27%	6%	15%	21%	16%	17%	24%	14%	21%	24%
My business does not use this	70%	67%	63%	69%	62%	84%	74%	70%	69%	71%	63%	68%	71%	69%
Don't know	12%	12%	13%	12%	12%	10%	11%	9%	15%	12%	14%	18%	8%	7%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
My business uses this	19%	13%	18%	13%	16%	14%	13%	29%	23%	30%	35%	8%
My business does not use this	70%	81%	65%	70%	73%	78%	76%	55%	67%	63%	50%	71%
Don't know	12%	6%	17%	16%	11%	8%	10%	16%	10%	8%	15%	21%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Strongly agree	19%	19%	27%	16%	22%	19%	19%	32%	35%	15%	30%	25%	21%	15%
Somewhat agree	32%	36%	34%	29%	29%	32%	32%	41%	38%	28%	32%	32%	39%	28%
Neither agree nor disagree	22%	24%	19%	23%	28%	21%	22%	16%	16%	18%	23%	25%	20%	22%
Somewhat disagree	9%	11%	11%	8%	11%	9%	9%	7%	5%	12%	4%	7%	10%	11%
Strongly disagree	13%	8%	7%	18%	6%	14%	13%	4%	4%	11%	7%	9%	8%	19%
Don't know	5%	2%	2%	6%	4%	4%	5%	1%	2%	16%	3%	3%	3%	5%
Total Agree:	51%	54%	61%	46%	51%	51%	51%	73%	73%	43%	62%	58%	59%	43%
Total Disagree:	22%	20%	18%	25%	17%	24%	23%	10%	9%	23%	11%	15%	18%	29%
Net:	28%	35%	43%	20%	34%	27%	28%	63%	64%	20%	50%	42%	41%	14%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Strongly agree	19%	18%	19%	11%	24%	6%	16%	18%	21%	15%	26%	25%	25%	14%
Somewhat agree	32%	31%	29%	25%	26%	23%	29%	29%	41%	24%	35%	31%	35%	22%
Neither agree nor disagree	22%	23%	19%	25%	22%	19%	23%	23%	22%	23%	20%	24%	21%	19%
Somewhat disagree	9%	11%	11%	14%	8%	10%	14%	10%	5%	13%	7%	7%	6%	6%
Strongly disagree	13%	13%	16%	21%	18%	33%	14%	14%	7%	19%	5%	7%	13%	34%
Don't know	5%	4%	6%	3%	3%	8%	5%	4%	5%	7%	7%	7%	1%	4%
Total Agree:	51%	48%	48%	36%	49%	30%	45%	48%	61%	38%	60%	56%	60%	37%
Total Disagree:	22%	24%	27%	35%	25%	43%	28%	24%	12%	32%	13%	14%	18%	40%
Net:	28%	24%	21%	1%	24%	-13%	17%	24%	49%	6%	48%	43%	41%	-3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Strongly agree	19%	30%	31%	23%	19%	18%	13%	26%	16%	27%	31%	13%
Somewhat agree	32%	10%	24%	35%	32%	33%	28%	33%	41%	36%	29%	26%
Neither agree nor disagree	22%	30%	21%	15%	24%	23%	26%	19%	22%	18%	17%	25%
Somewhat disagree	9%	5%	8%	9%	7%	9%	10%	11%	7%	10%	8%	13%
Strongly disagree	13%	20%	11%	18%	15%	14%	16%	7%	10%	8%	12%	16%
Don't know	5%	6%	5%	1%	4%	3%	6%	4%	4%	2%	2%	7%
Total Agree:	51%	40%	55%	58%	51%	51%	42%	59%	57%	63%	61%	39%
Total Disagree:	22%	24%	19%	26%	21%	22%	26%	18%	17%	17%	20%	29%
Net:	28%	15%	36%	32%	29%	29%	16%	41%	40%	45%	40%	11%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Strongly agree	19%	17%	25%	17%	22%	18%	19%	31%	33%	27%	30%	21%	20%	15%
Somewhat agree	33%	35%	39%	29%	37%	32%	33%	38%	39%	25%	39%	42%	35%	27%
Neither agree nor disagree	24%	30%	19%	25%	25%	25%	24%	20%	18%	23%	21%	20%	23%	27%
Somewhat disagree	9%	9%	10%	9%	5%	10%	9%	6%	5%	5%	3%	7%	9%	11%
Strongly disagree	8%	4%	5%	11%	6%	9%	8%	4%	4%	5%	3%	5%	6%	11%
Don't know	7%	6%	3%	10%	5%	7%	7%	1%	2%	16%	4%	5%	7%	9%
Total Agree:	51%	51%	64%	46%	59%	50%	51%	69%	72%	52%	69%	63%	55%	42%
Total Disagree:	17%	13%	15%	20%	11%	18%	17%	10%	9%	10%	6%	12%	15%	23%
Net:	34%	39%	49%	27%	49%	32%	34%	59%	63%	42%	63%	51%	40%	19%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Strongly agree	19%	21%	21%	16%	30%	10%	17%	15%	15%	15%	27%	21%	27%	15%
Somewhat agree	33%	32%	24%	26%	29%	22%	36%	23%	44%	26%	29%	36%	33%	26%
Neither agree nor disagree	24%	22%	22%	28%	22%	24%	24%	29%	24%	22%	23%	24%	22%	23%
Somewhat disagree	9%	8%	11%	13%	7%	9%	9%	12%	7%	9%	8%	5%	10%	7%
Strongly disagree	8%	8%	13%	11%	7%	18%	5%	14%	6%	12%	5%	6%	6%	13%
Don't know	7%	8%	9%	5%	6%	17%	9%	8%	5%	15%	6%	8%	1%	16%
Total Agree:	51%	54%	46%	43%	58%	32%	53%	37%	59%	42%	57%	58%	60%	41%
Total Disagree:	17%	16%	23%	24%	14%	27%	14%	26%	13%	21%	14%	11%	17%	20%
Net:	34%	37%	22%	19%	44%	6%	39%	11%	46%	21%	43%	46%	43%	21%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Revenue Change											
	Total	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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Strongly agree	19%	24%	28%	20%	20%	17%	14%	22%	15%	27%	22%	22%
Somewhat agree	33%	18%	34%	34%	39%	34%	28%	34%	38%	37%	36%	25%
Neither agree nor disagree	24%	31%	9%	16%	18%	28%	28%	28%	23%	21%	22%	17%
Somewhat disagree	9%	3%	14%	10%	9%	8%	12%	6%	9%	8%	6%	9%
Strongly disagree	8%	16%	7%	15%	7%	9%	8%	6%	5%	5%	8%	10%
Don't know	7%	8%	8%	5%	6%	3%	9%	4%	9%	3%	6%	18%
Total Agree:	51%	42%	62%	54%	59%	51%	43%	56%	53%	64%	58%	47%
Total Disagree:	17%	19%	21%	25%	16%	17%	20%	12%	15%	13%	14%	19%
Net:	34%	23%	41%	29%	43%	35%	22%	44%	39%	51%	44%	28%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Strongly agree	20%	19%	28%	17%	16%	21%	20%	32%	39%	18%	33%	22%	21%	17%
Somewhat agree	35%	39%	37%	33%	34%	36%	35%	39%	38%	26%	38%	37%	42%	32%
Neither agree nor disagree	24%	26%	19%	25%	28%	22%	24%	20%	15%	29%	20%	25%	17%	26%
Somewhat disagree	8%	9%	10%	7%	11%	7%	8%	5%	4%	6%	7%	8%	7%	8%
Strongly disagree	9%	3%	4%	13%	4%	10%	9%	3%	3%	6%	1%	4%	9%	12%
Don't know	4%	4%	2%	6%	6%	4%	4%	1%	1%	15%	2%	3%	4%	5%
Total Agree:	55%	58%	65%	50%	50%	57%	55%	71%	76%	44%	71%	60%	63%	49%
Total Disagree:	17%	12%	14%	19%	15%	17%	17%	8%	7%	12%	8%	12%	15%	21%
Net:	39%	46%	51%	31%	35%	40%	38%	63%	69%	32%	63%	47%	48%	28%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Strongly agree	20%	21%	18%	18%	27%	10%	16%	15%	19%	11%	30%	29%	28%	16%
Somewhat agree	35%	36%	29%	27%	25%	29%	34%	30%	42%	34%	37%	37%	40%	26%
Neither agree nor disagree	24%	22%	28%	25%	22%	26%	24%	28%	24%	22%	18%	19%	23%	22%
Somewhat disagree	8%	8%	8%	12%	7%	7%	13%	9%	5%	8%	7%	2%	3%	7%
Strongly disagree	9%	9%	11%	12%	12%	20%	7%	14%	6%	17%	3%	8%	4%	23%
Don t know	4%	4%	5%	6%	7%	8%	6%	4%	3%	8%	4%	4%	2%	6%
Total Agree:	55%	57%	47%	45%	52%	39%	50%	46%	61%	45%	67%	66%	68%	42%
Total Disagree:	17%	17%	20%	24%	19%	27%	20%	22%	11%	25%	11%	11%	7%	30%
Net:	39%	40%	28%	21%	32%	11%	30%	23%	50%	21%	56%	55%	60%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Strongly agree	20%	28%	36%	21%	23%	21%	15%	25%	18%	22%	25%	14%
Somewhat agree	35%	33%	40%	44%	42%	37%	30%	40%	31%	41%	32%	29%
Neither agree nor disagree	24%	12%	4%	14%	16%	24%	29%	21%	31%	21%	22%	29%
Somewhat disagree	8%	7%	4%	5%	7%	8%	9%	9%	10%	7%	7%	8%
Strongly disagree	9%	17%	9%	14%	7%	8%	11%	3%	5%	6%	11%	10%
Don't know	4%	3%	7%	2%	4%	2%	6%	3%	4%	2%	4%	11%
Total Agree:	55%	61%	76%	65%	66%	59%	45%	64%	50%	64%	57%	43%
Total Disagree:	17%	23%	13%	19%	14%	16%	20%	12%	15%	13%	18%	18%
Net:	39%	37%	63%	45%	52%	43%	25%	52%	34%	51%	39%	26%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Strongly agree	20%	19%	25%	18%	19%	20%	20%	33%	37%	16%	30%	26%	22%	16%
Somewhat agree	29%	37%	38%	23%	39%	28%	29%	40%	36%	23%	32%	33%	34%	26%
Neither agree nor disagree	24%	23%	21%	26%	20%	24%	24%	17%	15%	27%	23%	24%	21%	25%
Somewhat disagree	7%	9%	6%	6%	8%	7%	7%	4%	5%	8%	2%	6%	7%	8%
Strongly disagree	14%	7%	7%	19%	9%	15%	14%	4%	5%	10%	9%	8%	10%	19%
Don't know	6%	5%	3%	8%	5%	6%	6%	2%	2%	16%	4%	3%	6%	7%
Total Agree:	49%	57%	63%	41%	58%	48%	49%	73%	74%	39%	62%	59%	56%	41%
Total Disagree:	20%	16%	14%	25%	17%	22%	21%	8%	10%	18%	11%	13%	17%	27%
Net:	29%	41%	49%	16%	41%	26%	28%	65%	64%	21%	51%	46%	39%	14%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Strongly agree	20%	21%	16%	11%	25%	12%	17%	16%	20%	16%	30%	27%	28%	15%
Somewhat agree	29%	29%	30%	30%	27%	19%	30%	26%	34%	23%	29%	33%	30%	22%
Neither agree nor disagree	24%	23%	22%	23%	20%	24%	25%	23%	27%	27%	23%	22%	23%	18%
Somewhat disagree	7%	7%	12%	10%	7%	7%	6%	10%	7%	6%	8%	3%	5%	4%
Strongly disagree	14%	15%	11%	18%	11%	22%	16%	19%	8%	18%	6%	9%	12%	28%
Don t know	6%	5%	8%	9%	9%	16%	6%	6%	5%	10%	4%	6%	2%	12%
Total Agree:	49%	50%	46%	41%	52%	30%	47%	41%	54%	39%	59%	60%	58%	37%
Total Disagree:	20%	22%	23%	27%	18%	29%	22%	29%	14%	24%	14%	12%	17%	32%
Net:	29%	28%	23%	14%	34%	1%	25%	12%	39%	15%	45%	48%	41%	5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Strongly agree	20%	35%	38%	27%	24%	20%	14%	30%	14%	25%	25%	16%
Somewhat agree	29%	24%	19%	23%	33%	31%	25%	29%	33%	39%	31%	21%
Neither agree nor disagree	24%	16%	6%	21%	18%	24%	28%	28%	26%	20%	23%	25%
Somewhat disagree	7%	2%	4%	4%	5%	7%	8%	5%	9%	7%	9%	10%
Strongly disagree	14%	14%	25%	21%	11%	13%	17%	4%	13%	8%	11%	18%
Don't know	6%	10%	8%	4%	9%	4%	8%	4%	4%	1%	2%	11%
Total Agree:	49%	59%	57%	50%	57%	51%	39%	59%	47%	64%	55%	37%
Total Disagree:	20%	16%	29%	25%	16%	21%	25%	9%	22%	15%	19%	27%
Net:	29%	43%	28%	25%	41%	30%	14%	50%	25%	49%	36%	10%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
I know a lot about AI	14%	11%	23%	11%	16%	14%	14%	25%	35%	12%	25%	19%	16%	9%
I know a moderate amount about AI	35%	39%	39%	32%	44%	34%	35%	44%	43%	37%	39%	40%	38%	31%
I know a little about AI	39%	38%	28%	44%	26%	41%	39%	27%	20%	31%	31%	32%	36%	46%
I know nothing at all about AI	10%	9%	7%	11%	12%	9%	10%	3%	2%	11%	4%	7%	8%	12%
Don t Know	3%	3%	2%	3%	3%	2%	3%	1%	1%	10%	2%	2%	3%	2%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Region												
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
I know a lot about AI	14%	15%	23%	9%	28%	11%	17%	17%	11%	13%	18%	10%	7%	12%
I know a moderate amount about AI	35%	35%	29%	46%	29%	32%	35%	34%	43%	38%	25%	45%	28%	28%
I know a little about AI	39%	39%	37%	32%	29%	45%	35%	39%	33%	38%	43%	36%	53%	47%
I know nothing at all about AI	10%	9%	8%	9%	10%	10%	13%	8%	8%	9%	8%	7%	10%	12%
Don t Know	3%	3%	3%	3%	5%	2%	0%	2%	5%	2%	5%	3%	2%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
I know a lot about AI	14%	23%	18%	13%	13%	12%	8%	18%	16%	21%	21%	14%
I know a moderate amount about AI	35%	45%	38%	42%	37%	38%	30%	33%	36%	43%	31%	29%
I know a little about AI	39%	27%	29%	40%	38%	40%	46%	41%	35%	28%	34%	31%
I know nothing at all about AI	10%	4%	12%	5%	10%	8%	12%	5%	11%	6%	12%	19%
Don t Know	3%	0%	3%	0%	2%	2%	2%	2%	2%	2%	2%	7%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very likely	15%	11%	23%	13%	14%	15%	15%	24%	35%	18%	26%	18%	18%	11%
Somewhat likely	29%	34%	34%	25%	36%	28%	29%	41%	39%	29%	39%	34%	33%	23%
Neither likely or unlikely	22%	26%	18%	22%	28%	21%	22%	20%	15%	19%	19%	21%	21%	23%
Somewhat unlikely	13%	14%	13%	14%	11%	13%	14%	9%	6%	4%	8%	14%	12%	16%
Very unlikely	18%	13%	10%	23%	9%	20%	18%	5%	4%	25%	5%	11%	14%	25%
Don't know	3%	2%	2%	3%	2%	2%	3%	2%	1%	6%	3%	2%	3%	2%
Total Likely:	44%	45%	57%	38%	50%	43%	44%	65%	74%	47%	66%	52%	50%	34%
Total Unlikely:	32%	27%	23%	37%	20%	33%	32%	14%	10%	28%	13%	25%	26%	41%
Net:	12%	18%	34%	1%	30%	10%	12%	52%	64%	19%	53%	27%	24%	-6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(39.B) 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	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very likely	15%	13%	26%	9%	30%	12%	12%	17%	12%	15%	14%	20%	20%	14%
Somewhat likely	29%	32%	27%	33%	25%	26%	30%	26%	27%	24%	26%	30%	35%	27%
Neither likely or unlikely	22%	20%	14%	16%	19%	18%	22%	21%	28%	18%	29%	19%	16%	22%
Somewhat unlikely	13%	13%	16%	19%	10%	13%	14%	13%	11%	13%	10%	14%	17%	10%
Very unlikely	18%	20%	13%	19%	12%	26%	23%	20%	16%	27%	15%	12%	12%	25%
Don't know	3%	3%	5%	3%	4%	4%	0%	3%	5%	3%	5%	5%	0%	2%
Total Likely:	44%	45%	52%	42%	55%	38%	41%	43%	40%	40%	41%	49%	54%	41%
Total Unlikely:	32%	33%	28%	38%	22%	40%	37%	33%	27%	40%	26%	27%	29%	35%
Net:	12%	12%	24%	4%	33%	-2%	5%	10%	13%	0%	15%	23%	25%	6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very likely	15%	24%	23%	20%	19%	15%	9%	22%	11%	18%	21%	14%
Somewhat likely	29%	20%	25%	36%	37%	32%	21%	30%	32%	35%	30%	13%
Neither likely or unlikely	22%	28%	15%	11%	16%	19%	26%	23%	23%	23%	23%	27%
Somewhat unlikely	13%	6%	11%	18%	10%	13%	17%	12%	19%	9%	13%	6%
Very unlikely	18%	22%	23%	15%	16%	20%	24%	11%	13%	13%	12%	33%
Don't know	3%	1%	3%	0%	2%	2%	3%	2%	2%	1%	1%	7%
Total Likely:	44%	43%	48%	56%	55%	47%	30%	52%	43%	53%	51%	27%
Total Unlikely:	32%	28%	33%	33%	26%	32%	41%	23%	32%	22%	25%	39%
Net:	12%	15%	15%	23%	29%	14%	-11%	30%	11%	31%	26%	-12%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Don't know	5%	6%	2%	6%	3%	6%	5%	3%	3%	12%	1%	4%	5%	6%
None of the above - but we use AI for other things	4%	5%	2%	4%	2%	4%	4%	2%	2%	6%	3%	4%	4%	3%
Not applicable - we don't use AI technology at all	38%	27%	23%	49%	15%	44%	39%	15%	9%	43%	23%	20%	30%	53%
Data analysis	20%	24%	30%	14%	20%	20%	20%	36%	40%	9%	17%	25%	24%	16%
Information retrieval (e.g. using AI to search the web or internal company data)	16%	15%	25%	12%	18%	15%	16%	27%	36%	10%	19%	23%	19%	11%
Automate repetitive tasks	15%	20%	19%	12%	21%	15%	15%	29%	37%	11%	23%	19%	18%	12%
Help with drafting/writing documents	15%	15%	18%	14%	16%	15%	15%	26%	26%	14%	23%	17%	18%	12%
Optimise and maximise marketing and sales activity	15%	18%	24%	10%	23%	13%	15%	25%	31%	14%	22%	19%	19%	10%
Automate customer support	14%	17%	20%	10%	18%	13%	14%	27%	34%	9%	23%	19%	17%	10%
Automate other internal systems	13%	15%	20%	9%	31%	11%	13%	22%	30%	10%	20%	18%	15%	9%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

## Public First Poll for Google EU27 (Business Count)

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

	Total	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Don't know	5%	3%	5%	5%	8%	6%	7%	4%	6%	5%	7%	10%	2%	6%
None of the above - but we use AI for other things	4%	4%	3%	3%	3%	5%	4%	4%	2%	2%	5%	4%	4%	7%
Not applicable - we don't use AI technology at all	38%	38%	30%	40%	31%	55%	34%	42%	38%	44%	34%	42%	39%	49%
Data analysis	20%	17%	16%	15%	10%	13%	21%	16%	23%	11%	22%	18%	24%	18%
Information retrieval (e.g. using AI to search the web or internal company data)	16%	16%	15%	14%	10%	9%	18%	15%	14%	17%	18%	11%	20%	9%
Automate repetitive tasks	15%	14%	14%	15%	16%	12%	19%	12%	15%	16%	15%	13%	15%	11%
Help with drafting/writing documents	15%	13%	15%	17%	15%	15%	12%	15%	13%	18%	18%	18%	19%	12%
Optimise and maximise marketing and sales activity	15%	16%	12%	15%	8%	11%	18%	15%	12%	13%	18%	17%	15%	11%
Automate customer support	14%	12%	15%	11%	13%	11%	18%	12%	13%	10%	16%	12%	12%	13%
Automate other internal systems	13%	14%	10%	13%	12%	12%	13%	11%	16%	14%	10%	13%	14%	8%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Don't know	5%	13%	3%	4%	6%	4%	5%	4%	3%	5%	7%	8%
None of the above - but we use AI for other things	4%	11%	2%	3%	2%	6%	3%	6%	5%	2%	2%	2%
Not applicable - we don't use AI technology at all	38%	35%	44%	38%	36%	40%	52%	24%	32%	23%	23%	47%
Data analysis	20%	19%	23%	24%	24%	24%	15%	24%	18%	28%	14%	13%
Information retrieval (e.g. using AI to search the web or internal company data)	16%	12%	10%	18%	17%	18%	13%	21%	21%	16%	19%	9%
Automate repetitive tasks	15%	21%	15%	14%	18%	18%	11%	22%	15%	17%	19%	15%
Help with drafting/writing documents	15%	23%	18%	18%	20%	18%	11%	16%	15%	20%	14%	8%
Optimise and maximise marketing and sales activity	15%	17%	23%	19%	15%	15%	8%	22%	19%	19%	20%	7%
Automate customer support	14%	16%	13%	18%	14%	14%	11%	26%	16%	15%	15%	8%
Automate other internal systems	13%	13%	14%	12%	15%	12%	8%	16%	15%	18%	21%	12%

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Yes, in the next year	15%	14%	21%	13%	17%	16%	15%	26%	37%	15%	32%	16%	17%	12%
Yes, in the next two years	21%	23%	28%	18%	24%	20%	21%	32%	31%	24%	25%	28%	26%	15%
Yes, in the next five years	17%	23%	21%	14%	29%	15%	17%	19%	17%	14%	14%	24%	18%	14%
Yes, in the next ten years	7%	9%	7%	6%	11%	6%	7%	8%	5%	6%	4%	5%	7%	8%
Yes, but not in the next ten years	9%	10%	7%	10%	5%	9%	9%	3%	3%	5%	4%	6%	8%	12%
Don't know	30%	20%	16%	39%	13%	33%	30%	12%	7%	36%	21%	20%	24%	38%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Yes, in the next year	15%	14%	20%	8%	22%	9%	16%	15%	13%	10%	16%	15%	20%	13%
Yes, in the next two years	21%	19%	24%	18%	26%	13%	17%	22%	25%	16%	22%	14%	28%	16%
Yes, in the next five years	17%	19%	13%	18%	11%	9%	22%	15%	16%	18%	20%	19%	14%	13%
Yes, in the next ten years	7%	5%	5%	12%	6%	9%	7%	7%	8%	7%	6%	7%	7%	2%
Yes, but not in the next ten years	9%	8%	8%	14%	5%	14%	11%	12%	9%	11%	5%	5%	5%	13%
Don't know	30%	35%	30%	30%	29%	46%	27%	28%	29%	39%	31%	40%	26%	43%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Yes, in the next year	15%	30%	19%	19%	19%	17%	11%	18%	9%	17%	20%	9%
Yes, in the next two years	21%	25%	19%	29%	22%	22%	15%	29%	21%	23%	33%	15%
Yes, in the next five years	17%	7%	7%	13%	15%	18%	14%	22%	27%	23%	17%	7%
Yes, in the next ten years	7%	1%	7%	4%	8%	5%	7%	8%	12%	10%	5%	8%
Yes, but not in the next ten years	9%	12%	9%	5%	8%	7%	12%	12%	11%	6%	8%	13%
Don't know	30%	26%	38%	30%	27%	32%	40%	11%	20%	20%	17%	47%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	5524	1602	2626	1296	568	4093	1340	1407	2777	74	358	1220	1649	2194
Weighted	4130	873	1322	1936	316	3093	4070	48	13	133	362	1104	1011	1498
Very likely	33%	27%	36%	33%	40%	33%	33%	39%	44%	45%	43%	34%	31%	30%
Somewhat likely	46%	45%	48%	45%	35%	46%	46%	49%	44%	32%	33%	47%	51%	46%
Neither likely nor unlikely	15%	19%	12%	15%	18%	15%	15%	9%	8%	17%	13%	16%	13%	16%
Somewhat unlikely	4%	7%	2%	4%	3%	3%	4%	2%	2%	4%	7%	2%	4%	4%
Very unlikely	2%	1%	1%	3%	2%	2%	2%	0%	2%	0%	4%	1%	1%	3%
Don't know	1%	0%	0%	1%	2%	1%	1%	0%	0%	2%	0%	0%	1%	1%
Total Likely:	79%	73%	85%	78%	75%	79%	79%	88%	88%	77%	76%	81%	82%	76%
Total Unlikely:	6%	8%	3%	6%	5%	6%	6%	3%	4%	4%	11%	3%	5%	7%
Net:	73%	64%	82%	71%	71%	74%	73%	85%	83%	73%	65%	78%	77%	69%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	5524	1442	386	370	425	248	369	1647	364	349	350	300	387	329
Weighted	4130	1354	146	170	51	34	894	488	732	216	437	160	681	122
Very likely	33%	35%	54%	31%	65%	44%	27%	36%	29%	41%	31%	33%	33%	34%
Somewhat likely	46%	45%	30%	45%	20%	34%	49%	38%	54%	36%	52%	46%	45%	43%
Neither likely nor unlikely	15%	12%	12%	19%	12%	14%	18%	19%	11%	19%	15%	12%	13%	14%
Somewhat unlikely	4%	5%	1%	3%	3%	4%	4%	4%	3%	2%	2%	4%	6%	1%
Very unlikely	2%	1%	2%	1%	0%	3%	1%	2%	2%	1%	1%	3%	2%	4%
Don't know	1%	0%	0%	0%	1%	0%	0%	1%	1%	1%	0%	2%	1%	3%
Total Likely:	79%	80%	85%	76%	84%	79%	76%	74%	83%	77%	83%	79%	78%	78%
Total Unlikely:	6%	7%	3%	4%	3%	7%	6%	6%	5%	3%	3%	8%	8%	5%
Net:	73%	74%	81%	72%	82%	71%	70%	68%	78%	74%	80%	71%	70%	73%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Revenue Change											
	Total	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	5524	208	297	715	1041	1031	671	496	443	310	173	82
Weighted	4130	89	69	275	417	645	769	414	485	476	325	90
Very likely	33%	33%	33%	40%	31%	35%	29%	30%	32%	29%	36%	38%
Somewhat likely	46%	35%	52%	37%	48%	47%	43%	51%	42%	57%	45%	45%
Neither likely nor unlikely	15%	32%	15%	8%	16%	11%	19%	17%	18%	8%	15%	17%
Somewhat unlikely	4%	0%	0%	11%	1%	5%	5%	0%	6%	3%	1%	0%
Very unlikely	2%	0%	0%	2%	4%	2%	2%	1%	1%	1%	4%	0%
Don't know	1%	0%	0%	1%	0%	0%	2%	0%	1%	0%	0%	0%
Total Likely:	79%	68%	84%	78%	79%	83%	72%	82%	74%	87%	80%	83%
Total Unlikely:	6%	0%	0%	13%	5%	6%	7%	1%	7%	5%	5%	0%
Net:	73%	68%	84%	65%	74%	76%	65%	81%	67%	82%	76%	83%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	5524	1602	2626	1296	568	4093	1340	1407	2777	74	358	1220	1649	2194
Weighted	4130	873	1322	1936	316	3093	4070	48	13	133	362	1104	1011	1498
Very likely	18%	18%	19%	16%	25%	17%	17%	23%	24%	16%	27%	24%	13%	14%
Somewhat likely	26%	23%	35%	20%	32%	22%	26%	31%	27%	11%	30%	34%	31%	16%
Neither likely nor unlikely	21%	27%	16%	23%	22%	21%	21%	20%	16%	22%	17%	23%	20%	23%
Somewhat unlikely	19%	20%	17%	20%	11%	21%	19%	16%	18%	17%	16%	13%	18%	25%
Very unlikely	15%	11%	13%	19%	8%	19%	16%	10%	14%	34%	9%	6%	17%	21%
Don't know	1%	0%	0%	2%	2%	1%	1%	0%	1%	1%	1%	0%	1%	1%
Total Likely:	43%	42%	54%	36%	57%	38%	43%	54%	50%	27%	57%	58%	44%	30%
Total Unlikely:	35%	31%	30%	39%	19%	39%	35%	26%	33%	50%	25%	19%	35%	46%
Net:	9%	11%	24%	-2%	38%	-1%	8%	28%	18%	-23%	33%	39%	8%	-16%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	5524	1442	386	370	425	248	369	1647	364	349	350	300	387	329
Weighted	4130	1354	146	170	51	34	894	488	732	216	437	160	681	122
Very likely	18%	23%	31%	6%	34%	7%	22%	17%	18%	18%	20%	14%	10%	15%
Somewhat likely	26%	26%	32%	33%	36%	23%	25%	31%	27%	26%	27%	20%	18%	26%
Neither likely nor unlikely	21%	20%	19%	22%	11%	23%	21%	20%	23%	22%	22%	21%	21%	29%
Somewhat unlikely	19%	19%	9%	28%	14%	16%	14%	18%	15%	15%	25%	25%	29%	12%
Very unlikely	15%	12%	8%	9%	4%	29%	18%	13%	16%	18%	6%	20%	21%	17%
Don't know	1%	0%	1%	1%	1%	3%	0%	1%	1%	2%	1%	1%	1%	1%
Total Likely:	43%	49%	63%	39%	70%	29%	48%	48%	45%	44%	47%	34%	28%	41%
Total Unlikely:	35%	31%	17%	37%	18%	45%	31%	31%	32%	32%	31%	45%	50%	29%
Net:	9%	18%	47%	2%	52%	-16%	16%	17%	13%	12%	16%	-11%	-22%	13%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Revenue Change											
	Total	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	5524	208	297	715	1041	1031	671	496	443	310	173	82
Weighted	4130	89	69	275	417	645	769	414	485	476	325	90
Very likely	18%	15%	20%	17%	15%	16%	12%	23%	15%	23%	23%	22%
Somewhat likely	26%	17%	21%	24%	25%	17%	22%	22%	40%	28%	36%	46%
Neither likely nor unlikely	21%	40%	24%	13%	16%	24%	24%	23%	21%	25%	18%	11%
Somewhat unlikely	19%	10%	19%	16%	23%	19%	21%	21%	17%	19%	18%	18%
Very unlikely	15%	18%	15%	28%	21%	24%	20%	9%	6%	6%	2%	2%
Don't know	1%	0%	0%	2%	0%	0%	1%	2%	1%	0%	2%	0%
Total Likely:	43%	32%	42%	40%	40%	33%	34%	45%	55%	51%	59%	68%
Total Unlikely:	35%	28%	34%	45%	44%	43%	40%	30%	24%	25%	20%	21%
Net:	9%	4%	7%	-4%	-4%	-10%	-6%	15%	31%	26%	38%	48%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	5524	1602	2626	1296	568	4093	1340	1407	2777	74	358	1220	1649	2194
Weighted	4130	873	1322	1936	316	3093	4070	48	13	133	362	1104	1011	1498
Very likely	18%	20%	21%	16%	30%	17%	18%	24%	25%	8%	21%	20%	17%	19%
Somewhat likely	35%	33%	36%	36%	24%	35%	35%	35%	34%	34%	45%	40%	38%	28%
Neither likely nor unlikely	31%	31%	32%	32%	27%	34%	31%	30%	26%	26%	29%	25%	33%	36%
Somewhat unlikely	9%	13%	6%	10%	16%	8%	9%	7%	10%	18%	2%	11%	7%	11%
Very unlikely	4%	3%	4%	5%	2%	5%	4%	2%	4%	12%	2%	4%	3%	6%
Don't know	1%	0%	0%	2%	2%	1%	1%	1%	1%	2%	1%	0%	1%	1%
Total Likely:	54%	53%	57%	52%	54%	52%	54%	59%	59%	42%	66%	60%	56%	47%
Total Unlikely:	14%	16%	11%	15%	17%	13%	14%	10%	14%	30%	4%	15%	10%	16%
Net:	40%	38%	47%	37%	36%	38%	40%	50%	46%	13%	62%	45%	46%	30%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	5524	1442	386	370	425	248	369	1647	364	349	350	300	387	329
Weighted	4130	1354	146	170	51	34	894	488	732	216	437	160	681	122
Very likely	18%	24%	21%	17%	34%	14%	20%	23%	17%	15%	22%	16%	15%	8%
Somewhat likely	35%	32%	34%	37%	20%	25%	31%	36%	38%	37%	42%	33%	35%	40%
Neither likely nor unlikely	31%	28%	28%	36%	29%	41%	30%	27%	34%	33%	28%	32%	34%	39%
Somewhat unlikely	9%	12%	6%	6%	9%	12%	16%	8%	6%	6%	6%	10%	10%	4%
Very unlikely	4%	4%	8%	3%	7%	7%	3%	5%	5%	8%	1%	7%	4%	7%
Don't know	1%	0%	3%	1%	1%	1%	0%	2%	1%	1%	1%	2%	1%	3%
Total Likely:	54%	56%	56%	54%	54%	39%	51%	58%	55%	51%	65%	49%	50%	48%
Total Unlikely:	14%	15%	13%	9%	16%	19%	19%	13%	11%	15%	7%	17%	15%	11%
Net:	40%	41%	43%	45%	39%	20%	32%	45%	44%	37%	58%	32%	36%	37%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Revenue Change											
	Total	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	5524	208	297	715	1041	1031	671	496	443	310	173	82
Weighted	4130	89	69	275	417	645	769	414	485	476	325	90
Very likely	18%	25%	15%	16%	18%	19%	15%	22%	17%	19%	25%	13%
Somewhat likely	35%	11%	43%	33%	36%	38%	31%	41%	29%	44%	43%	36%
Neither likely nor unlikely	31%	41%	32%	29%	35%	35%	39%	26%	33%	25%	20%	40%
Somewhat unlikely	9%	22%	8%	14%	7%	4%	10%	6%	15%	8%	10%	6%
Very unlikely	4%	0%	2%	7%	4%	4%	4%	5%	5%	3%	0%	4%
Don't know	1%	2%	0%	1%	0%	0%	1%	1%	2%	1%	2%	2%
Total Likely:	54%	36%	58%	49%	53%	57%	46%	62%	46%	63%	68%	49%
Total Unlikely:	14%	22%	10%	21%	11%	8%	14%	10%	20%	11%	10%	9%
Net:	40%	14%	48%	28%	42%	49%	32%	52%	26%	52%	58%	39%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	5524	1602	2626	1296	568	4093	1340	1407	2777	74	358	1220	1649	2194
Weighted	4130	873	1322	1936	316	3093	4070	48	13	133	362	1104	1011	1498
Very likely	18%	23%	18%	16%	22%	18%	18%	22%	24%	18%	21%	18%	19%	16%
Somewhat likely	36%	33%	40%	34%	33%	35%	36%	40%	35%	32%	41%	36%	38%	33%
Neither likely nor unlikely	30%	32%	25%	32%	29%	30%	30%	23%	22%	37%	28%	30%	29%	30%
Somewhat unlikely	12%	11%	12%	11%	12%	12%	12%	10%	11%	6%	8%	13%	9%	13%
Very unlikely	4%	2%	4%	5%	3%	5%	4%	3%	7%	4%	2%	3%	4%	6%
Don't know	1%	0%	0%	2%	2%	1%	1%	2%	1%	3%	0%	0%	1%	1%
Total Likely:	54%	56%	59%	50%	55%	53%	54%	63%	60%	49%	62%	55%	58%	49%
Total Unlikely:	16%	13%	16%	17%	15%	16%	16%	12%	17%	10%	10%	16%	13%	19%
Net:	38%	43%	42%	33%	40%	37%	38%	51%	42%	40%	52%	39%	44%	30%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	5524	1442	386	370	425	248	369	1647	364	349	350	300	387	329
Weighted	4130	1354	146	170	51	34	894	488	732	216	437	160	681	122
Very likely	18%	19%	16%	11%	18%	10%	18%	20%	18%	21%	28%	19%	14%	9%
Somewhat likely	36%	37%	42%	45%	35%	36%	34%	38%	35%	32%	34%	41%	33%	40%
Neither likely nor unlikely	30%	29%	24%	19%	26%	32%	34%	26%	32%	30%	24%	23%	34%	28%
Somewhat unlikely	12%	12%	11%	18%	16%	13%	10%	11%	9%	11%	12%	11%	14%	12%
Very unlikely	4%	3%	4%	6%	3%	9%	3%	5%	4%	4%	2%	5%	5%	10%
Don't know	1%	0%	2%	1%	3%	1%	0%	0%	2%	1%	1%	1%	1%	1%
Total Likely:	54%	56%	58%	55%	53%	45%	52%	59%	53%	53%	61%	60%	47%	49%
Total Unlikely:	16%	15%	15%	24%	18%	21%	13%	16%	13%	16%	14%	16%	19%	22%
Net:	38%	42%	42%	32%	35%	24%	39%	43%	40%	38%	47%	43%	28%	27%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Revenue Change											
	Total	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	5524	208	297	715	1041	1031	671	496	443	310	173	82
Weighted	4130	89	69	275	417	645	769	414	485	476	325	90
Very likely	18%	15%	34%	14%	15%	20%	13%	28%	13%	24%	13%	31%
Somewhat likely	36%	34%	29%	36%	39%	29%	34%	26%	42%	41%	53%	22%
Neither likely nor unlikely	30%	39%	18%	31%	29%	29%	37%	35%	30%	21%	20%	26%
Somewhat unlikely	12%	7%	14%	11%	12%	18%	11%	7%	8%	12%	11%	16%
Very unlikely	4%	5%	6%	8%	6%	4%	5%	2%	5%	2%	1%	3%
Don't know	1%	0%	0%	1%	0%	0%	0%	3%	1%	0%	1%	2%
Total Likely:	54%	49%	62%	49%	53%	49%	47%	53%	55%	65%	66%	53%
Total Unlikely:	16%	12%	20%	19%	18%	22%	16%	9%	13%	14%	12%	19%
Net:	38%	37%	43%	30%	35%	27%	31%	45%	42%	51%	54%	34%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	5524	1602	2626	1296	568	4093	1340	1407	2777	74	358	1220	1649	2194
Weighted	4130	873	1322	1936	316	3093	4070	48	13	133	362	1104	1011	1498
Very likely	15%	17%	16%	14%	24%	15%	15%	20%	22%	14%	22%	19%	13%	13%
Somewhat likely	29%	30%	34%	25%	24%	28%	29%	34%	32%	13%	34%	35%	27%	26%
Neither likely nor unlikely	25%	26%	20%	28%	34%	24%	25%	24%	22%	32%	25%	20%	28%	26%
Somewhat unlikely	18%	21%	17%	18%	10%	19%	18%	14%	14%	13%	13%	18%	20%	19%
Very unlikely	11%	5%	12%	13%	5%	13%	11%	7%	9%	22%	7%	7%	11%	15%
Don't know	1%	0%	2%	2%	3%	1%	1%	1%	1%	6%	0%	2%	1%	1%
Total Likely:	44%	47%	50%	40%	48%	43%	44%	54%	55%	27%	55%	54%	40%	39%
Total Unlikely:	29%	26%	29%	31%	15%	32%	29%	21%	22%	35%	19%	24%	31%	34%
Net:	15%	21%	21%	9%	33%	11%	15%	33%	32%	-8%	36%	30%	9%	5%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	5524	1442	386	370	425	248	369	1647	364	349	350	300	387	329
Weighted	4130	1354	146	170	51	34	894	488	732	216	437	160	681	122
Very likely	15%	17%	14%	15%	20%	15%	16%	20%	10%	16%	27%	16%	10%	12%
Somewhat likely	29%	34%	37%	24%	29%	17%	30%	29%	35%	29%	24%	34%	25%	23%
Neither likely nor unlikely	25%	21%	28%	25%	27%	34%	20%	25%	32%	30%	23%	27%	20%	34%
Somewhat unlikely	18%	18%	9%	19%	14%	14%	22%	15%	13%	13%	18%	18%	25%	14%
Very unlikely	11%	10%	11%	16%	8%	19%	10%	10%	9%	10%	7%	6%	17%	16%
Don't know	1%	1%	2%	0%	1%	0%	2%	1%	1%	1%	1%	0%	3%	1%
Total Likely:	44%	51%	50%	39%	49%	32%	46%	49%	45%	45%	51%	49%	35%	35%
Total Unlikely:	29%	27%	20%	35%	22%	33%	33%	25%	22%	24%	25%	24%	42%	30%
Net:	15%	23%	30%	4%	27%	-1%	14%	24%	22%	21%	26%	25%	-7%	5%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Revenue Change											
	Total	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	5524	208	297	715	1041	1031	671	496	443	310	173	82
Weighted	4130	89	69	275	417	645	769	414	485	476	325	90
Very likely	15%	19%	28%	13%	14%	14%	11%	12%	10%	21%	26%	26%
Somewhat likely	29%	5%	19%	28%	21%	25%	25%	44%	44%	29%	35%	20%
Neither likely nor unlikely	25%	16%	17%	26%	31%	20%	30%	24%	22%	27%	17%	34%
Somewhat unlikely	18%	43%	28%	22%	15%	26%	19%	15%	12%	15%	18%	8%
Very unlikely	11%	17%	7%	11%	18%	16%	15%	3%	6%	9%	3%	10%
Don't know	1%	0%	0%	0%	0%	0%	0%	3%	6%	0%	2%	2%
Total Likely:	44%	23%	47%	41%	35%	39%	37%	55%	54%	49%	61%	46%
Total Unlikely:	29%	60%	35%	33%	34%	41%	33%	18%	18%	24%	20%	19%
Net:	15%	-37%	12%	8%	1%	-2%	3%	37%	36%	26%	40%	27%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	5524	1602	2626	1296	568	4093	1340	1407	2777	74	358	1220	1649	2194
Weighted	4130	873	1322	1936	316	3093	4070	48	13	133	362	1104	1011	1498
Very likely	25%	22%	30%	22%	21%	26%	25%	29%	35%	25%	30%	21%	22%	29%
Somewhat likely	41%	44%	36%	42%	38%	41%	41%	45%	47%	43%	30%	39%	47%	40%
Neither likely nor unlikely	23%	24%	22%	24%	28%	23%	23%	18%	13%	25%	24%	27%	21%	22%
Somewhat unlikely	7%	8%	6%	6%	7%	5%	7%	7%	4%	2%	11%	10%	3%	6%
Very unlikely	3%	2%	3%	4%	3%	3%	3%	1%	1%	4%	3%	2%	5%	3%
Don't know	2%	0%	2%	2%	3%	2%	2%	1%	1%	1%	1%	2%	3%	1%
Total Likely:	66%	66%	67%	64%	59%	68%	65%	74%	81%	68%	60%	60%	69%	69%
Total Unlikely:	10%	10%	9%	10%	10%	8%	10%	8%	5%	6%	15%	12%	8%	9%
Net:	56%	57%	57%	54%	49%	60%	56%	66%	76%	61%	46%	48%	60%	60%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	5524	1442	386	370	425	248	369	1647	364	349	350	300	387	329
Weighted	4130	1354	146	170	51	34	894	488	732	216	437	160	681	122
Very likely	25%	24%	19%	24%	19%	24%	30%	22%	22%	26%	21%	28%	27%	24%
Somewhat likely	41%	43%	34%	43%	41%	46%	39%	35%	42%	29%	41%	54%	50%	25%
Neither likely nor unlikely	23%	23%	29%	24%	19%	15%	18%	31%	27%	29%	25%	15%	17%	26%
Somewhat unlikely	7%	6%	6%	6%	12%	10%	9%	8%	5%	7%	9%	3%	3%	13%
Very unlikely	3%	3%	9%	3%	4%	4%	1%	4%	4%	5%	2%	1%	2%	10%
Don't know	2%	2%	3%	0%	5%	1%	3%	1%	1%	3%	3%	0%	1%	1%
Total Likely:	66%	66%	54%	67%	59%	70%	69%	57%	64%	55%	61%	82%	77%	49%
Total Unlikely:	10%	9%	14%	9%	16%	14%	10%	12%	8%	12%	10%	3%	5%	24%
Net:	56%	57%	39%	58%	44%	56%	59%	45%	56%	43%	51%	78%	72%	26%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Revenue Change											
	Total	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	5524	208	297	715	1041	1031	671	496	443	310	173	82
Weighted	4130	89	69	275	417	645	769	414	485	476	325	90
Very likely	25%	29%	36%	23%	39%	27%	18%	30%	18%	27%	14%	20%
Somewhat likely	41%	12%	45%	41%	36%	47%	37%	40%	37%	40%	55%	42%
Neither likely nor unlikely	23%	26%	13%	18%	17%	19%	33%	21%	27%	26%	21%	11%
Somewhat unlikely	7%	15%	3%	9%	6%	5%	5%	6%	12%	6%	5%	9%
Very unlikely	3%	18%	1%	7%	2%	1%	3%	1%	2%	2%	3%	17%
Don't know	2%	0%	3%	1%	0%	1%	4%	2%	3%	0%	2%	0%
Total Likely:	66%	41%	81%	64%	75%	74%	55%	70%	56%	67%	69%	62%
Total Unlikely:	10%	32%	4%	16%	8%	7%	8%	7%	14%	8%	8%	27%
Net:	56%	9%	77%	48%	68%	67%	47%	62%	42%	59%	62%	35%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	5524	1602	2626	1296	568	4093	1340	1407	2777	74	358	1220	1649	2194
Weighted	4130	873	1322	1936	316	3093	4070	48	13	133	362	1104	1011	1498
Very likely	23%	19%	28%	21%	24%	24%	23%	32%	35%	14%	35%	26%	21%	21%
Somewhat likely	38%	39%	43%	35%	35%	37%	38%	45%	44%	46%	26%	40%	39%	39%
Neither likely nor unlikely	25%	28%	17%	29%	25%	26%	25%	17%	14%	28%	31%	21%	26%	26%
Somewhat unlikely	7%	7%	8%	7%	7%	7%	7%	4%	4%	2%	6%	10%	7%	7%
Very unlikely	5%	4%	3%	7%	7%	5%	5%	2%	2%	7%	2%	2%	7%	7%
Don't know	1%	1%	0%	2%	2%	1%	1%	1%	1%	4%	1%	0%	2%	1%
Total Likely:	61%	59%	71%	56%	59%	61%	61%	76%	79%	60%	61%	66%	60%	59%
Total Unlikely:	12%	12%	11%	14%	14%	12%	13%	6%	6%	9%	7%	13%	13%	14%
Net:	49%	47%	60%	42%	45%	49%	49%	70%	74%	51%	54%	54%	46%	46%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	5524	1442	386	370	425	248	369	1647	364	349	350	300	387	329
Weighted	4130	1354	146	170	51	34	894	488	732	216	437	160	681	122
Very likely	23%	26%	15%	21%	23%	25%	21%	25%	22%	27%	28%	23%	23%	20%
Somewhat likely	38%	38%	37%	33%	37%	29%	37%	38%	35%	25%	36%	44%	49%	41%
Neither likely nor unlikely	25%	22%	26%	22%	19%	25%	28%	26%	31%	27%	22%	21%	18%	21%
Somewhat unlikely	7%	7%	14%	15%	9%	8%	7%	8%	6%	10%	10%	7%	3%	3%
Very unlikely	5%	7%	8%	6%	8%	11%	6%	3%	4%	5%	3%	3%	6%	12%
Don't know	1%	1%	0%	3%	4%	3%	0%	0%	1%	5%	1%	3%	1%	4%
Total Likely:	61%	63%	52%	54%	59%	54%	59%	63%	58%	53%	64%	67%	72%	61%
Total Unlikely:	12%	14%	22%	21%	17%	18%	13%	11%	10%	15%	14%	9%	9%	14%
Net:	49%	50%	30%	34%	42%	36%	45%	52%	48%	37%	50%	58%	63%	46%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Revenue Change											
	Total	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	5524	208	297	715	1041	1031	671	496	443	310	173	82
Weighted	4130	89	69	275	417	645	769	414	485	476	325	90
Very likely	23%	23%	31%	24%	24%	25%	17%	30%	15%	24%	30%	16%
Somewhat likely	38%	24%	43%	32%	46%	39%	33%	36%	42%	43%	41%	37%
Neither likely nor unlikely	25%	25%	14%	26%	22%	21%	34%	28%	27%	22%	15%	27%
Somewhat unlikely	7%	17%	11%	8%	6%	10%	6%	2%	9%	8%	9%	6%
Very unlikely	5%	8%	1%	6%	2%	5%	9%	3%	5%	2%	5%	11%
Don't know	1%	3%	0%	4%	0%	1%	1%	2%	2%	1%	1%	2%
Total Likely:	61%	48%	74%	57%	70%	64%	50%	66%	57%	67%	70%	54%
Total Unlikely:	12%	24%	12%	13%	8%	15%	15%	5%	14%	10%	14%	17%
Net:	49%	23%	62%	43%	62%	48%	35%	62%	43%	57%	57%	37%

*Note:*

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

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very familiar	15%	13%	25%	11%	16%	13%	15%	24%	34%	15%	29%	24%	16%	8%
Somewhat familiar	25%	30%	34%	20%	37%	24%	25%	40%	39%	22%	30%	31%	35%	18%
Neither familiar or unfamiliar	20%	24%	13%	21%	28%	20%	20%	18%	15%	31%	20%	19%	18%	20%
Somewhat unfamiliar	17%	14%	14%	19%	11%	19%	17%	10%	6%	9%	8%	11%	16%	22%
Very unfamiliar	21%	15%	12%	26%	7%	22%	21%	8%	5%	19%	9%	13%	14%	29%
Don't know	3%	4%	2%	3%	1%	2%	3%	1%	1%	4%	3%	2%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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?

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very familiar	15%	16%	31%	9%	30%	7%	18%	20%	12%	18%	12%	10%	9%	13%
Somewhat familiar	25%	24%	20%	28%	24%	19%	22%	23%	32%	25%	30%	26%	22%	22%
Neither familiar or unfamiliar	20%	19%	18%	18%	13%	14%	22%	19%	21%	14%	25%	13%	19%	16%
Somewhat unfamiliar	17%	16%	5%	18%	9%	20%	18%	14%	16%	11%	17%	22%	23%	19%
Very unfamiliar	21%	22%	21%	24%	21%	36%	16%	23%	15%	30%	13%	25%	27%	28%
Don't know	3%	3%	4%	2%	2%	4%	3%	1%	3%	3%	3%	4%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very familiar	15%	21%	14%	14%	10%	13%	9%	23%	16%	26%	25%	17%
Somewhat familiar	25%	30%	32%	28%	31%	24%	20%	29%	33%	29%	31%	8%
Neither familiar or unfamiliar	20%	24%	9%	20%	17%	24%	20%	23%	20%	17%	18%	17%
Somewhat unfamiliar	17%	9%	10%	18%	20%	19%	20%	15%	18%	13%	9%	14%
Very unfamiliar	21%	16%	33%	20%	22%	19%	28%	9%	13%	15%	17%	31%
Don't know	3%	0%	2%	1%	1%	1%	3%	2%	2%	1%	1%	15%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very likely	14%	12%	22%	11%	15%	14%	14%	23%	31%	14%	27%	17%	17%	10%
Somewhat likely	28%	31%	32%	26%	33%	28%	28%	42%	44%	35%	34%	33%	32%	23%
Neither likely or unlikely	22%	25%	22%	21%	24%	21%	22%	19%	15%	18%	18%	27%	23%	21%
Somewhat unlikely	11%	14%	10%	10%	13%	11%	11%	7%	5%	7%	8%	7%	12%	13%
Very unlikely	18%	13%	11%	23%	10%	20%	18%	5%	3%	14%	6%	13%	12%	26%
Don't know	7%	5%	3%	9%	5%	6%	7%	3%	2%	12%	6%	4%	5%	8%
Total Likely:	42%	43%	54%	37%	48%	42%	42%	65%	75%	50%	61%	50%	48%	33%
Total Unlikely:	29%	27%	21%	33%	23%	31%	29%	12%	8%	20%	14%	20%	24%	38%
Net:	13%	16%	33%	3%	25%	11%	13%	52%	67%	29%	47%	30%	24%	-5%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very likely	14%	14%	24%	7%	24%	8%	9%	16%	16%	13%	17%	13%	15%	13%
Somewhat likely	28%	27%	23%	22%	23%	15%	29%	21%	31%	21%	27%	37%	38%	22%
Neither likely or unlikely	22%	21%	17%	23%	14%	14%	23%	23%	23%	21%	30%	18%	20%	18%
Somewhat unlikely	11%	11%	13%	16%	11%	12%	13%	13%	7%	8%	10%	9%	11%	9%
Very unlikely	18%	19%	15%	21%	22%	38%	20%	21%	17%	30%	10%	12%	11%	29%
Don't know	7%	7%	8%	10%	5%	12%	6%	5%	7%	7%	5%	11%	5%	9%
Total Likely:	42%	41%	47%	29%	48%	24%	38%	37%	46%	34%	45%	50%	53%	35%
Total Unlikely:	29%	30%	28%	37%	33%	50%	33%	34%	23%	38%	20%	21%	22%	38%
Net:	13%	11%	18%	-8%	15%	-27%	5%	3%	23%	-4%	25%	30%	31%	-3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

(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?

	Revenue Change											
	Total	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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very likely	14%	17%	29%	20%	16%	12%	10%	20%	9%	18%	21%	13%
Somewhat likely	28%	27%	20%	32%	35%	33%	21%	26%	31%	34%	32%	21%
Neither likely or unlikely	22%	28%	13%	18%	19%	22%	23%	30%	30%	22%	19%	10%
Somewhat unlikely	11%	5%	5%	12%	10%	11%	13%	9%	15%	8%	4%	14%
Very unlikely	18%	21%	28%	13%	14%	16%	24%	12%	11%	15%	24%	31%
Don't know	7%	2%	7%	4%	6%	6%	9%	3%	5%	3%	1%	11%
Total Likely:	42%	44%	48%	52%	51%	45%	31%	46%	39%	52%	52%	34%
Total Unlikely:	29%	26%	32%	26%	25%	27%	38%	21%	26%	23%	28%	45%
Net:	13%	18%	16%	27%	27%	18%	-7%	25%	13%	29%	24%	-11%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Don't know	6%	6%	2%	7%	2%	6%	6%	3%	3%	17%	5%	4%	5%	6%
None of the above - but we use AI for other things	5%	8%	4%	5%	7%	5%	5%	7%	5%	5%	6%	7%	4%	5%
Not applicable - we don't use AI technology at all	40%	29%	27%	49%	22%	44%	40%	15%	10%	35%	18%	22%	33%	54%
Data analysis	22%	27%	30%	17%	25%	21%	22%	36%	44%	16%	22%	28%	29%	17%
Help with drafting/writing documents	19%	20%	25%	16%	18%	19%	19%	30%	35%	24%	31%	22%	21%	15%
Information retrieval (e.g. using AI to search the web or internal company data)	19%	19%	27%	15%	19%	18%	19%	34%	41%	14%	33%	27%	22%	13%
Automate customer support	16%	22%	24%	11%	19%	16%	16%	30%	37%	16%	20%	20%	17%	14%
Generating pictures, design or video	16%	21%	22%	12%	24%	15%	16%	27%	32%	15%	22%	20%	21%	11%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Don't know	6%	4%	5%	7%	7%	7%	7%	3%	8%	4%	6%	9%	2%	6%
None of the above - but we use AI for other things	5%	6%	3%	5%	5%	6%	6%	5%	5%	6%	5%	4%	6%	5%
Not applicable - we don't use AI technology at all	40%	38%	32%	44%	34%	56%	40%	42%	35%	47%	34%	42%	39%	48%
Data analysis	22%	23%	17%	15%	20%	12%	28%	19%	24%	12%	28%	19%	21%	21%
Help with drafting/writing documents	19%	19%	16%	18%	19%	15%	16%	18%	19%	18%	22%	19%	23%	18%
Information retrieval (e.g. using AI to search the web or internal company data)	19%	19%	21%	16%	14%	7%	18%	18%	20%	18%	23%	14%	21%	15%
Automate customer support	16%	16%	19%	14%	17%	10%	17%	16%	14%	12%	21%	20%	16%	15%
Generating pictures, design or video	16%	16%	17%	15%	14%	15%	9%	17%	19%	17%	20%	20%	19%	13%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

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

	Revenue Change											
	Total	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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Don't know	6%	19%	8%	7%	6%	6%	5%	4%	3%	2%	3%	6%
None of the above - but we use AI for other things	5%	3%	8%	4%	2%	7%	5%	6%	6%	7%	1%	2%
Not applicable - we don't use AI technology at all	40%	39%	40%	36%	37%	40%	53%	25%	37%	27%	24%	49%
Data analysis	22%	7%	15%	23%	32%	27%	16%	30%	21%	28%	22%	12%
Help with drafting/writing documents	19%	14%	26%	20%	20%	21%	13%	25%	16%	24%	27%	17%
Information retrieval (e.g. using AI to search the web or internal company data)	19%	16%	26%	19%	19%	21%	12%	33%	22%	20%	21%	15%
Automate customer support	16%	16%	17%	18%	18%	19%	10%	23%	16%	18%	22%	15%
Generating pictures, design or video	16%	10%	18%	18%	19%	16%	12%	28%	14%	17%	22%	14%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Don't know	8%	8%	5%	10%	3%	9%	8%	4%	4%	12%	2%	5%	7%	11%
Data analysis	34%	40%	41%	29%	45%	34%	34%	46%	54%	34%	40%	36%	36%	31%
Help with drafting/writing documents	31%	30%	38%	28%	27%	32%	31%	40%	44%	31%	38%	38%	35%	25%
Automate customer support	25%	24%	30%	23%	22%	27%	24%	39%	46%	24%	36%	22%	29%	22%
Not applicable - we don't use AI technology at all	25%	17%	15%	33%	11%	27%	25%	8%	6%	28%	13%	15%	21%	33%
Generating pictures, design or video	24%	27%	26%	23%	21%	26%	24%	31%	35%	24%	33%	24%	29%	22%
Information retrieval (e.g. using AI to search the web or internal company data)	23%	25%	26%	21%	24%	23%	23%	36%	37%	25%	25%	20%	26%	23%
None of the above - but we use AI for other things	2%	3%	1%	2%	7%	2%	2%	4%	2%	0%	2%	3%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Don't know	8%	5%	8%	10%	5%	12%	9%	5%	10%	6%	7%	12%	6%	11%
Data analysis	34%	29%	21%	35%	25%	20%	27%	33%	34%	26%	41%	38%	48%	33%
Help with drafting/writing documents	31%	33%	24%	24%	27%	23%	30%	36%	29%	30%	30%	35%	39%	24%
Automate customer support	25%	21%	26%	23%	31%	17%	17%	24%	24%	17%	35%	35%	32%	22%
Not applicable - we don't use AI technology at all	25%	27%	20%	28%	23%	38%	30%	26%	23%	32%	19%	22%	19%	34%
Generating pictures, design or video	24%	24%	19%	26%	18%	22%	16%	25%	22%	23%	29%	34%	34%	26%
Information retrieval (e.g. using AI to search the web or internal company data)	23%	21%	14%	26%	16%	14%	19%	24%	20%	20%	29%	22%	31%	21%
None of the above - but we use AI for other things	2%	3%	3%	2%	1%	4%	4%	3%	2%	3%	2%	2%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Don't know	8%	22%	13%	9%	7%	7%	9%	8%	6%	3%	3%	5%
Data analysis	34%	31%	39%	43%	45%	39%	27%	44%	33%	31%	43%	17%
Help with drafting/writing documents	31%	20%	21%	35%	35%	38%	24%	36%	33%	38%	27%	23%
Automate customer support	25%	16%	28%	35%	36%	27%	18%	26%	20%	27%	31%	21%
Not applicable - we don't use AI technology at all	25%	22%	27%	23%	19%	22%	38%	13%	20%	15%	18%	43%
Generating pictures, design or video	24%	17%	28%	27%	27%	28%	19%	35%	26%	26%	25%	19%
Information retrieval (e.g. using AI to search the web or internal company data)	23%	26%	25%	30%	25%	29%	20%	26%	22%	22%	18%	9%
None of the above - but we use AI for other things	2%	1%	3%	2%	2%	2%	1%	2%	6%	1%	3%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Much easier	20%	17%	25%	18%	17%	21%	19%	30%	35%	27%	33%	21%	21%	16%
A little easier	35%	46%	37%	31%	43%	35%	35%	43%	44%	23%	35%	40%	37%	34%
Make no difference either way	18%	17%	20%	17%	18%	17%	18%	15%	11%	14%	14%	16%	18%	20%
A little more difficult	4%	6%	6%	3%	12%	3%	4%	4%	4%	2%	5%	6%	6%	3%
Much more difficult	2%	1%	2%	2%	5%	2%	2%	2%	1%	2%	3%	2%	2%	2%
Not applicable - we don't use Google Search at our business	12%	7%	5%	17%	2%	13%	12%	2%	3%	21%	6%	8%	10%	15%
Don't know	9%	7%	3%	12%	3%	9%	9%	3%	2%	12%	2%	7%	8%	11%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Much easier	20%	18%	21%	15%	29%	12%	12%	21%	19%	17%	30%	23%	24%	16%
A little easier	35%	36%	31%	38%	23%	30%	35%	31%	36%	26%	37%	40%	44%	33%
Make no difference either way	18%	17%	22%	21%	15%	16%	16%	23%	20%	19%	14%	12%	16%	15%
A little more difficult	4%	5%	5%	4%	5%	4%	7%	4%	5%	5%	3%	2%	3%	2%
Much more difficult	2%	2%	1%	4%	4%	2%	0%	2%	3%	3%	1%	1%	3%	3%
Not applicable - we don't use Google Search at our business	12%	14%	11%	6%	18%	19%	19%	12%	10%	19%	5%	9%	6%	18%
Don't know	9%	7%	8%	12%	8%	17%	11%	6%	8%	11%	8%	13%	5%	14%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Much easier	20%	15%	28%	22%	20%	21%	17%	23%	12%	23%	32%	19%
A little easier	35%	17%	26%	43%	43%	40%	31%	42%	40%	34%	36%	24%
Make no difference either way	18%	28%	21%	14%	16%	19%	21%	14%	19%	20%	10%	19%
A little more difficult	4%	3%	1%	3%	2%	2%	4%	3%	9%	9%	10%	1%
Much more difficult	2%	0%	0%	2%	1%	1%	2%	5%	2%	2%	1%	1%
Not applicable - we don't use Google Search at our business	12%	13%	12%	8%	9%	8%	19%	11%	11%	7%	8%	16%
Don't know	9%	23%	11%	8%	9%	9%	7%	2%	6%	5%	4%	20%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Much easier	15%	14%	21%	14%	15%	16%	15%	26%	30%	13%	27%	16%	15%	14%
A little easier	33%	35%	38%	30%	34%	33%	33%	39%	41%	25%	35%	34%	39%	29%
Make no difference either way	19%	22%	18%	19%	19%	18%	19%	20%	16%	16%	21%	22%	18%	19%
A little more difficult	6%	10%	8%	4%	15%	4%	6%	6%	4%	3%	7%	9%	4%	5%
Much more difficult	3%	4%	5%	2%	9%	2%	3%	3%	2%	2%	2%	4%	4%	3%
Not applicable - we don't use Google Workspace at our business	16%	9%	6%	22%	6%	17%	16%	3%	4%	27%	5%	9%	14%	20%
Don't know	8%	5%	4%	10%	2%	9%	8%	3%	3%	13%	4%	5%	7%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Much easier	15%	13%	20%	10%	24%	10%	9%	14%	16%	13%	20%	22%	23%	11%
A little easier	33%	33%	30%	30%	21%	24%	30%	29%	36%	23%	37%	35%	40%	32%
Make no difference either way	19%	19%	17%	20%	18%	17%	21%	24%	19%	19%	15%	15%	18%	16%
A little more difficult	6%	8%	6%	6%	6%	4%	8%	7%	4%	7%	7%	2%	4%	5%
Much more difficult	3%	3%	4%	5%	2%	3%	4%	2%	5%	3%	2%	1%	3%	1%
Not applicable - we don't use Google Workspace at our business	16%	18%	16%	13%	19%	26%	21%	19%	12%	26%	8%	14%	7%	24%
Don't know	8%	6%	8%	16%	10%	15%	7%	5%	8%	8%	9%	11%	6%	12%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Much easier	15%	17%	30%	21%	24%	15%	12%	17%	10%	15%	19%	19%
A little easier	33%	28%	21%	38%	41%	36%	29%	36%	30%	40%	31%	17%
Make no difference either way	19%	14%	19%	12%	11%	23%	21%	23%	21%	24%	14%	24%
A little more difficult	6%	1%	2%	3%	2%	1%	5%	9%	12%	9%	11%	8%
Much more difficult	3%	0%	0%	5%	0%	1%	2%	5%	8%	4%	9%	6%
Not applicable - we don't use Google Workspace at our business	16%	17%	17%	13%	14%	14%	24%	9%	12%	6%	11%	20%
Don't know	8%	22%	11%	9%	8%	10%	8%	2%	7%	2%	5%	6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very familiar	8%	9%	14%	6%	11%	8%	8%	19%	28%	5%	19%	11%	10%	5%
Somewhat familiar	20%	23%	26%	17%	28%	19%	20%	33%	34%	21%	28%	23%	28%	15%
Neither familiar nor unfamiliar	25%	27%	25%	25%	22%	26%	25%	24%	19%	19%	21%	29%	22%	26%
Somewhat unfamiliar	21%	22%	18%	23%	25%	22%	21%	14%	12%	17%	16%	19%	20%	24%
Very unfamiliar	21%	17%	13%	26%	9%	23%	22%	8%	6%	35%	13%	14%	17%	27%
Don't know	3%	4%	4%	3%	4%	3%	3%	1%	2%	3%	3%	4%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very familiar	8%	9%	23%	4%	23%	4%	7%	13%	7%	9%	11%	8%	4%	8%
Somewhat familiar	20%	19%	22%	28%	14%	18%	16%	18%	27%	21%	22%	21%	19%	19%
Neither familiar nor unfamiliar	25%	23%	15%	21%	16%	16%	31%	22%	24%	19%	32%	16%	29%	20%
Somewhat unfamiliar	21%	24%	16%	20%	18%	27%	20%	22%	20%	15%	24%	25%	28%	18%
Very unfamiliar	21%	22%	20%	23%	24%	32%	23%	24%	19%	31%	8%	26%	19%	32%
Don t know	3%	3%	4%	5%	4%	2%	4%	2%	3%	5%	3%	4%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very familiar	8%	19%	12%	8%	7%	9%	4%	11%	10%	10%	15%	8%
Somewhat familiar	20%	20%	30%	31%	28%	22%	15%	20%	21%	22%	16%	18%
Neither familiar nor unfamiliar	25%	28%	16%	18%	25%	24%	26%	32%	25%	34%	24%	13%
Somewhat unfamiliar	21%	14%	11%	20%	18%	23%	23%	22%	19%	25%	22%	26%
Very unfamiliar	21%	17%	26%	22%	19%	19%	29%	11%	21%	8%	15%	28%
Don't know	3%	1%	5%	1%	3%	2%	2%	4%	4%	2%	8%	7%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very good description	13%	14%	18%	11%	14%	13%	13%	23%	31%	8%	18%	15%	14%	12%
Good description	30%	29%	37%	26%	37%	28%	29%	36%	36%	22%	37%	35%	33%	25%
Neither a good nor bad description	28%	30%	25%	28%	29%	28%	28%	25%	21%	25%	23%	28%	24%	30%
Bad description	7%	10%	8%	5%	10%	6%	7%	7%	5%	10%	8%	7%	8%	6%
Very bad description	4%	4%	2%	4%	2%	4%	4%	2%	2%	4%	1%	4%	4%	3%
Don t know	19%	14%	10%	25%	8%	21%	20%	6%	5%	30%	13%	11%	17%	24%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very good description	13%	12%	12%	11%	20%	6%	10%	13%	14%	6%	23%	10%	15%	8%
Good description	30%	30%	21%	26%	26%	30%	30%	29%	36%	21%	28%	24%	35%	19%
Neither a good nor bad description	28%	30%	25%	33%	16%	22%	34%	30%	23%	31%	29%	24%	23%	26%
Bad description	7%	6%	10%	7%	5%	8%	7%	5%	5%	8%	7%	7%	9%	9%
Very bad description	4%	3%	6%	2%	8%	4%	4%	4%	4%	5%	3%	3%	1%	4%
Don t know	19%	20%	25%	22%	25%	30%	16%	19%	18%	29%	10%	32%	17%	35%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very good description	13%	16%	15%	18%	14%	16%	10%	20%	10%	10%	14%	11%
Good description	30%	11%	45%	30%	33%	28%	24%	38%	34%	38%	36%	18%
Neither a good nor bad description	28%	32%	9%	24%	31%	28%	29%	22%	28%	32%	27%	31%
Bad description	7%	4%	4%	8%	7%	7%	5%	8%	10%	7%	7%	5%
Very bad description	4%	15%	1%	3%	2%	5%	4%	3%	4%	2%	2%	10%
Don t know	19%	22%	27%	17%	13%	17%	28%	10%	15%	11%	13%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very good description	12%	13%	18%	9%	15%	11%	12%	20%	29%	10%	20%	15%	13%	8%
Good description	30%	33%	36%	27%	35%	31%	30%	39%	39%	25%	35%	35%	31%	28%
Neither a good nor bad description	28%	26%	26%	29%	25%	27%	28%	23%	20%	27%	21%	29%	30%	27%
Bad description	7%	8%	9%	6%	12%	6%	7%	7%	5%	3%	9%	5%	7%	8%
Very bad description	4%	5%	3%	5%	6%	5%	4%	3%	2%	2%	1%	5%	4%	5%
Don t know	19%	15%	9%	25%	7%	21%	19%	6%	5%	34%	14%	11%	14%	24%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very good description	12%	12%	12%	8%	20%	5%	8%	14%	14%	11%	15%	12%	12%	10%
Good description	30%	30%	17%	27%	20%	19%	36%	25%	35%	21%	30%	27%	36%	18%
Neither a good nor bad description	28%	28%	34%	33%	24%	26%	28%	26%	26%	26%	34%	23%	27%	24%
Bad description	7%	5%	8%	7%	5%	11%	6%	11%	5%	9%	7%	4%	7%	5%
Very bad description	4%	5%	5%	5%	7%	9%	7%	5%	3%	5%	2%	2%	2%	5%
Don t know	19%	20%	25%	21%	24%	30%	15%	18%	17%	28%	11%	32%	16%	37%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very good description	12%	10%	20%	18%	19%	13%	7%	17%	8%	8%	14%	10%
Good description	30%	12%	15%	36%	30%	34%	23%	39%	31%	41%	38%	22%
Neither a good nor bad description	28%	31%	32%	21%	27%	26%	30%	27%	32%	31%	25%	22%
Bad description	7%	13%	3%	5%	7%	5%	7%	6%	11%	6%	6%	15%
Very bad description	4%	11%	2%	4%	1%	4%	5%	1%	4%	6%	9%	6%
Don t know	19%	23%	28%	16%	16%	18%	27%	9%	14%	7%	8%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very good description	12%	13%	19%	8%	13%	12%	12%	21%	27%	11%	20%	17%	12%	9%
Good description	32%	31%	39%	30%	36%	31%	32%	40%	42%	16%	43%	34%	36%	30%
Neither a good nor bad description	26%	32%	21%	27%	25%	27%	27%	24%	20%	19%	17%	29%	24%	29%
Bad description	6%	8%	7%	6%	15%	6%	6%	6%	5%	13%	4%	8%	8%	5%
Very bad description	3%	3%	4%	3%	4%	3%	3%	3%	2%	7%	4%	3%	4%	3%
Don t know	19%	13%	9%	26%	8%	21%	20%	6%	5%	35%	13%	10%	16%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very good description	12%	11%	18%	11%	18%	9%	12%	14%	12%	9%	17%	8%	9%	7%
Good description	32%	35%	26%	30%	32%	25%	35%	31%	34%	25%	37%	26%	36%	21%
Neither a good nor bad description	26%	24%	25%	27%	16%	26%	25%	25%	29%	28%	28%	28%	26%	23%
Bad description	6%	6%	6%	7%	6%	7%	8%	7%	3%	8%	5%	5%	9%	5%
Very bad description	3%	3%	6%	3%	5%	4%	3%	3%	4%	2%	2%	5%	2%	4%
Don t know	19%	20%	19%	21%	24%	29%	17%	19%	18%	27%	10%	30%	18%	39%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very good description	12%	12%	18%	15%	11%	17%	9%	17%	9%	13%	12%	9%
Good description	32%	28%	29%	33%	39%	34%	29%	36%	32%	37%	39%	23%
Neither a good nor bad description	26%	20%	20%	25%	25%	26%	25%	29%	31%	29%	27%	28%
Bad description	6%	6%	2%	8%	7%	5%	6%	6%	9%	8%	7%	8%
Very bad description	3%	9%	5%	2%	2%	2%	2%	4%	6%	2%	4%	3%
Don't know	19%	24%	26%	16%	16%	17%	28%	9%	13%	11%	10%	29%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very good description	11%	12%	16%	8%	13%	11%	11%	21%	28%	6%	11%	10%	13%	10%
Good description	30%	31%	37%	26%	35%	28%	30%	40%	38%	20%	44%	38%	29%	25%
Neither a good nor bad description	28%	30%	26%	29%	24%	29%	28%	22%	21%	23%	23%	31%	27%	29%
Bad description	7%	9%	6%	6%	17%	5%	7%	8%	6%	6%	6%	7%	9%	6%
Very bad description	5%	4%	5%	5%	3%	5%	5%	2%	2%	5%	2%	3%	6%	6%
Don t know	20%	14%	10%	26%	8%	22%	20%	7%	4%	39%	14%	11%	16%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very good description	11%	10%	14%	6%	18%	5%	8%	13%	13%	9%	15%	10%	9%	7%
Good description	30%	30%	21%	26%	23%	20%	31%	26%	36%	21%	28%	27%	35%	19%
Neither a good nor bad description	28%	27%	22%	34%	23%	27%	31%	27%	23%	26%	35%	25%	30%	25%
Bad description	7%	8%	11%	5%	9%	10%	5%	8%	6%	12%	8%	5%	5%	5%
Very bad description	5%	5%	8%	7%	5%	6%	6%	7%	5%	4%	2%	2%	4%	7%
Don t know	20%	20%	25%	21%	22%	32%	19%	20%	17%	27%	11%	30%	18%	37%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very good description	11%	10%	16%	10%	18%	11%	9%	16%	7%	14%	7%	5%
Good description	30%	23%	23%	38%	33%	33%	22%	37%	30%	37%	35%	27%
Neither a good nor bad description	28%	31%	27%	25%	27%	29%	29%	23%	34%	28%	30%	22%
Bad description	7%	1%	2%	4%	4%	6%	6%	10%	10%	8%	10%	6%
Very bad description	5%	9%	4%	6%	3%	1%	5%	4%	5%	6%	10%	11%
Don t know	20%	26%	28%	16%	16%	19%	29%	11%	15%	7%	7%	29%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very good description	11%	11%	19%	8%	15%	10%	11%	21%	27%	10%	15%	14%	12%	9%
Good description	26%	26%	33%	23%	35%	24%	26%	36%	35%	15%	32%	31%	27%	23%
Neither a good nor bad description	28%	32%	23%	28%	24%	28%	28%	24%	22%	22%	27%	29%	28%	28%
Bad description	11%	12%	10%	11%	12%	11%	11%	10%	8%	8%	8%	10%	10%	12%
Very bad description	6%	4%	5%	6%	2%	6%	6%	2%	3%	7%	4%	5%	6%	6%
Don t know	19%	15%	9%	24%	12%	20%	19%	7%	5%	38%	14%	11%	16%	23%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very good description	11%	14%	11%	9%	20%	5%	11%	13%	13%	11%	12%	8%	11%	5%
Good description	26%	26%	24%	24%	20%	20%	28%	22%	30%	17%	23%	27%	31%	15%
Neither a good nor bad description	28%	24%	27%	34%	16%	29%	29%	25%	26%	26%	41%	22%	24%	26%
Bad description	11%	12%	8%	8%	12%	12%	9%	13%	10%	15%	8%	9%	14%	8%
Very bad description	6%	4%	9%	5%	7%	6%	9%	8%	3%	5%	2%	3%	4%	10%
Don t know	19%	21%	21%	20%	26%	29%	15%	19%	18%	26%	13%	30%	16%	37%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very good description	11%	16%	5%	13%	12%	13%	6%	22%	10%	16%	16%	5%
Good description	26%	14%	22%	26%	28%	28%	22%	31%	26%	36%	29%	23%
Neither a good nor bad description	28%	28%	29%	32%	26%	29%	29%	29%	30%	24%	30%	20%
Bad description	11%	8%	12%	9%	20%	10%	10%	6%	12%	9%	7%	17%
Very bad description	6%	9%	7%	5%	3%	4%	6%	2%	7%	7%	11%	8%
Don t know	19%	24%	25%	15%	12%	16%	28%	12%	16%	9%	8%	27%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very good description	12%	13%	19%	8%	18%	10%	12%	20%	24%	7%	17%	17%	11%	10%
Good description	25%	22%	33%	21%	36%	23%	24%	34%	35%	20%	33%	28%	28%	20%
Neither a good nor bad description	30%	35%	24%	31%	24%	32%	30%	29%	25%	31%	25%	31%	29%	31%
Bad description	9%	11%	9%	8%	10%	8%	9%	7%	8%	6%	5%	8%	10%	9%
Very bad description	5%	5%	4%	5%	3%	5%	5%	3%	3%	2%	5%	3%	6%	5%
Don t know	20%	14%	10%	27%	9%	22%	20%	7%	5%	35%	15%	12%	16%	26%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very good description	12%	13%	14%	7%	20%	6%	13%	15%	12%	10%	13%	11%	9%	8%
Good description	25%	23%	21%	25%	27%	17%	21%	20%	29%	22%	25%	20%	32%	19%
Neither a good nor bad description	30%	30%	23%	29%	19%	28%	36%	29%	30%	24%	37%	23%	29%	19%
Bad description	9%	9%	8%	10%	5%	10%	8%	10%	7%	11%	7%	9%	9%	8%
Very bad description	5%	4%	10%	3%	8%	7%	4%	7%	6%	5%	3%	2%	1%	6%
Don t know	20%	21%	24%	25%	21%	32%	17%	19%	15%	28%	15%	34%	20%	39%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very good description	12%	12%	15%	15%	15%	8%	8%	24%	8%	16%	15%	11%
Good description	25%	17%	16%	34%	28%	24%	16%	22%	29%	37%	33%	23%
Neither a good nor bad description	30%	35%	28%	20%	30%	33%	34%	28%	32%	28%	29%	18%
Bad description	9%	2%	11%	9%	8%	10%	7%	12%	9%	10%	7%	16%
Very bad description	5%	9%	3%	5%	3%	4%	6%	3%	6%	3%	4%	9%
Don't know	20%	25%	28%	17%	17%	21%	28%	11%	16%	7%	11%	22%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very good description	13%	14%	20%	10%	22%	12%	13%	24%	29%	16%	22%	16%	16%	9%
Good description	28%	28%	36%	24%	30%	27%	28%	37%	40%	15%	31%	35%	30%	24%
Neither a good nor bad description	28%	32%	24%	29%	23%	29%	28%	24%	20%	21%	23%	29%	27%	31%
Bad description	6%	9%	6%	5%	14%	5%	6%	7%	4%	8%	7%	6%	6%	6%
Very bad description	4%	2%	3%	5%	2%	4%	4%	2%	2%	4%	2%	1%	5%	5%
Don't know	21%	14%	12%	27%	9%	23%	21%	6%	5%	36%	16%	13%	16%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very good description	13%	17%	14%	7%	21%	7%	12%	15%	15%	9%	18%	9%	15%	8%
Good description	28%	26%	22%	27%	22%	18%	31%	24%	29%	22%	25%	30%	34%	18%
Neither a good nor bad description	28%	26%	23%	32%	19%	25%	31%	25%	29%	24%	36%	22%	27%	23%
Bad description	6%	7%	8%	7%	8%	10%	6%	10%	4%	10%	7%	5%	3%	7%
Very bad description	4%	3%	5%	3%	5%	7%	4%	7%	2%	4%	2%	2%	3%	6%
Don t know	21%	22%	27%	24%	24%	34%	16%	20%	19%	31%	12%	32%	19%	38%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very good description	13%	14%	13%	15%	15%	14%	8%	19%	13%	16%	15%	14%
Good description	28%	16%	20%	31%	33%	28%	19%	34%	29%	45%	35%	23%
Neither a good nor bad description	28%	31%	31%	24%	30%	30%	33%	28%	30%	24%	22%	23%
Bad description	6%	3%	5%	6%	4%	5%	6%	6%	9%	5%	14%	6%
Very bad description	4%	9%	3%	3%	2%	3%	5%	2%	5%	2%	6%	5%
Don t know	21%	25%	27%	20%	16%	20%	30%	11%	14%	9%	8%	28%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very good description	9%	10%	15%	7%	18%	8%	9%	15%	23%	7%	16%	11%	12%	7%
Good description	24%	25%	30%	22%	31%	23%	24%	36%	35%	14%	34%	28%	24%	22%
Neither a good nor bad description	31%	33%	26%	32%	20%	32%	31%	30%	25%	31%	20%	33%	31%	32%
Bad description	10%	14%	14%	8%	19%	9%	10%	9%	10%	3%	13%	14%	12%	8%
Very bad description	5%	4%	4%	6%	4%	6%	5%	3%	2%	9%	2%	3%	6%	6%
Don t know	20%	13%	10%	26%	7%	21%	20%	7%	5%	36%	15%	10%	15%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very good description	9%	9%	13%	6%	22%	7%	8%	11%	11%	6%	12%	7%	9%	5%
Good description	24%	23%	17%	19%	16%	14%	26%	27%	25%	18%	28%	20%	29%	16%
Neither a good nor bad description	31%	32%	27%	31%	19%	28%	32%	30%	32%	32%	37%	28%	30%	20%
Bad description	10%	11%	14%	18%	12%	12%	13%	8%	8%	11%	9%	10%	8%	13%
Very bad description	5%	5%	6%	7%	10%	9%	6%	5%	5%	5%	2%	3%	5%	8%
Don t know	20%	20%	23%	20%	21%	31%	15%	19%	19%	27%	12%	31%	19%	38%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very good description	9%	11%	12%	6%	12%	10%	6%	18%	7%	10%	16%	8%
Good description	24%	8%	14%	32%	25%	29%	19%	20%	28%	37%	24%	18%
Neither a good nor bad description	31%	38%	41%	30%	33%	28%	34%	32%	32%	29%	29%	27%
Bad description	10%	11%	4%	7%	10%	11%	8%	14%	12%	13%	16%	11%
Very bad description	5%	9%	3%	6%	3%	5%	6%	3%	6%	4%	6%	7%
Don t know	20%	23%	25%	18%	17%	17%	28%	12%	14%	7%	8%	29%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very good description	10%	9%	13%	9%	14%	10%	10%	14%	18%	7%	15%	13%	11%	8%
Good description	20%	24%	27%	16%	34%	17%	20%	28%	26%	13%	37%	27%	22%	14%
Neither a good nor bad description	26%	27%	23%	27%	25%	27%	26%	26%	22%	23%	23%	23%	25%	28%
Bad description	17%	18%	18%	17%	13%	18%	17%	16%	16%	12%	8%	18%	18%	18%
Very bad description	7%	7%	9%	6%	5%	8%	7%	8%	13%	9%	3%	7%	8%	8%
Don t know	19%	14%	10%	25%	9%	21%	20%	7%	5%	35%	13%	12%	15%	24%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very good description	10%	11%	16%	7%	18%	6%	12%	11%	9%	10%	10%	7%	9%	8%
Good description	20%	21%	25%	18%	27%	11%	27%	22%	17%	16%	17%	14%	19%	16%
Neither a good nor bad description	26%	25%	17%	23%	17%	24%	27%	27%	30%	22%	34%	21%	21%	23%
Bad description	17%	18%	11%	25%	8%	18%	15%	14%	18%	20%	17%	19%	23%	7%
Very bad description	7%	5%	8%	7%	6%	9%	4%	7%	10%	3%	7%	9%	10%	9%
Don t know	19%	20%	23%	21%	24%	31%	15%	19%	17%	28%	14%	31%	19%	37%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very good description	10%	19%	11%	6%	11%	8%	7%	17%	9%	15%	18%	14%
Good description	20%	15%	21%	20%	20%	15%	16%	22%	31%	28%	24%	13%
Neither a good nor bad description	26%	32%	15%	30%	23%	26%	26%	26%	25%	30%	29%	21%
Bad description	17%	6%	19%	17%	17%	27%	18%	17%	13%	15%	15%	11%
Very bad description	7%	5%	7%	8%	11%	6%	7%	9%	8%	4%	5%	14%
Don t know	19%	23%	27%	19%	19%	18%	26%	10%	14%	8%	9%	27%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Very good description	8%	9%	14%	6%	13%	7%	8%	16%	16%	9%	15%	13%	9%	5%
Good description	17%	22%	22%	13%	33%	14%	17%	22%	24%	11%	24%	26%	18%	12%
Neither a good nor bad description	27%	29%	24%	28%	21%	27%	27%	28%	21%	24%	22%	29%	28%	27%
Bad description	19%	18%	17%	20%	20%	20%	19%	19%	21%	11%	15%	16%	17%	22%
Very bad description	8%	6%	12%	7%	6%	8%	8%	7%	13%	8%	9%	5%	9%	8%
Don t know	21%	16%	11%	27%	8%	23%	21%	7%	6%	38%	15%	12%	18%	25%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Very good description	8%	9%	16%	4%	11%	3%	12%	10%	5%	7%	11%	8%	6%	5%
Good description	17%	18%	16%	12%	23%	15%	19%	17%	18%	14%	17%	14%	18%	14%
Neither a good nor bad description	27%	27%	27%	36%	20%	26%	23%	27%	30%	30%	33%	26%	26%	20%
Bad description	19%	16%	10%	20%	14%	15%	18%	18%	21%	16%	20%	17%	24%	14%
Very bad description	8%	8%	8%	6%	9%	9%	9%	8%	9%	5%	6%	4%	8%	8%
Don t know	21%	22%	23%	22%	23%	33%	20%	20%	18%	29%	12%	33%	19%	40%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(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	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Very good description	8%	8%	10%	6%	11%	9%	6%	10%	6%	11%	14%	6%
Good description	17%	7%	10%	19%	12%	12%	10%	20%	28%	32%	29%	9%
Neither a good nor bad description	27%	35%	31%	29%	26%	28%	27%	31%	24%	26%	26%	38%
Bad description	19%	12%	15%	17%	26%	24%	20%	20%	18%	15%	12%	18%
Very bad description	8%	15%	7%	14%	6%	7%	8%	9%	7%	8%	8%	5%
Don t know	21%	22%	27%	15%	19%	20%	29%	10%	17%	9%	11%	23%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

(66.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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	7713	2279	3137	2297	758	5819	2702	1803	3208	125	442	1498	2027	3570
Weighted	7713	1449	1900	4364	447	6067	7636	62	15	250	510	1614	1659	3621
Other form of cyber attack	9%	12%	13%	6%	23%	7%	9%	16%	18%	10%	12%	13%	8%	7%
Phishing emails	32%	39%	35%	29%	26%	33%	32%	37%	37%	16%	31%	35%	37%	31%
Payment fraud	17%	18%	20%	15%	20%	15%	17%	23%	24%	8%	24%	23%	18%	13%
Data loss	14%	20%	21%	10%	24%	12%	14%	24%	25%	8%	16%	22%	16%	10%
Hacking or security breach	14%	17%	20%	11%	17%	14%	14%	24%	27%	7%	18%	23%	14%	10%
Ransomware or malware	13%	15%	19%	10%	24%	12%	13%	21%	21%	7%	21%	14%	17%	11%
None of the above	38%	26%	25%	47%	14%	43%	38%	22%	22%	55%	26%	25%	30%	48%
Don't know	4%	6%	2%	4%	2%	4%	4%	2%	3%	14%	3%	3%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

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

	Total	Woman-led business		Region										
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	7713	2119	512	526	511	494	496	2068	518	526	524	514	509	515
Weighted	7713	2595	254	386	85	108	1620	933	1357	494	756	332	1095	293
Other form of cyber attack	9%	10%	11%	13%	16%	9%	7%	9%	8%	9%	12%	4%	*	16%
Phishing emails	32%	27%	31%	44%	26%	35%	33%	22%	36%	37%	30%	33%	*	28%
Payment fraud	17%	21%	20%	19%	18%	9%	19%	14%	15%	14%	19%	14%	*	18%
Data loss	14%	13%	13%	15%	16%	10%	16%	14%	14%	15%	15%	12%	*	13%
Hacking or security breach	14%	16%	10%	20%	13%	12%	16%	12%	12%	15%	16%	11%	*	19%
Ransomware or malware	13%	13%	17%	24%	10%	10%	10%	12%	15%	13%	15%	12%	*	10%
None of the above	38%	39%	26%	24%	29%	44%	36%	49%	38%	37%	37%	41%	*	40%
Don't know	4%	4%	5%	6%	4%	4%	2%	2%	4%	3%	6%	8%	*	3%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

## Public First Poll for Google EU27 (Business Count)

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

	Total	Revenue Change										
		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	7713	249	364	874	1290	1334	1280	632	600	434	253	148
Weighted	7713	145	151	449	738	1132	1887	596	842	747	466	282
Other form of cyber attack	9%	6%	4%	13%	12%	6%	4%	14%	15%	10%	11%	8%
Phishing emails	32%	34%	25%	39%	37%	37%	27%	30%	37%	33%	38%	35%
Payment fraud	17%	19%	23%	23%	13%	21%	9%	31%	20%	20%	14%	14%
Data loss	14%	16%	12%	8%	18%	12%	10%	20%	23%	14%	24%	13%
Hacking or security breach	14%	5%	16%	19%	17%	15%	10%	18%	17%	19%	16%	10%
Ransomware or malware	13%	9%	11%	10%	17%	12%	11%	21%	13%	17%	17%	9%
None of the above	38%	33%	43%	41%	36%	43%	51%	26%	24%	28%	22%	28%
Don't know	4%	11%	4%	1%	3%	3%	4%	4%	3%	2%	3%	9%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(67.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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	1526	473	712	341	193	1062	331	417	778	17	94	378	516	510
Weighted	954	263	328	363	103	602	938	13	3	18	71	320	222	317
Nothing	8%	6%	8%	10%	26%	8%	8%	2%	9%	0%	5%	6%	1%	17%
Under 100	7%	4%	6%	10%	3%	9%	7%	6%	3%	9%	15%	7%	8%	4%
100- 500	14%	17%	11%	14%	22%	13%	14%	3%	3%	0%	12%	10%	14%	18%
500 - 1,000	16%	18%	20%	11%	12%	9%	16%	11%	3%	7%	17%	24%	13%	10%
1,000 - 2,000	5%	5%	6%	4%	2%	4%	5%	8%	7%	0%	2%	9%	4%	3%
2,000 - 5,000	6%	2%	8%	6%	5%	6%	6%	7%	5%	0%	2%	7%	4%	7%
5,000 - 10,000	5%	2%	8%	3%	2%	6%	5%	7%	10%	0%	0%	3%	10%	4%
10,000 - 20,000	4%	7%	2%	5%	2%	5%	4%	5%	9%	0%	1%	2%	3%	9%
20,000 - 100,000	5%	1%	9%	3%	1%	6%	5%	10%	11%	0%	1%	5%	5%	6%
100,000 - 1 million	3%	4%	3%	2%	0%	3%	3%	7%	4%	0%	13%	2%	2%	2%
1 million - 5 million	2%	5%	1%	1%	2%	2%	2%	3%	4%	0%	0%	6%	0%	0%
5 million - 10 million	1%	1%	1%	0%	0%	1%	1%	1%	5%	0%	5%	1%	0%	0%
10 million - 20 million	1%	0%	3%	0%	0%	1%	1%	1%	5%	9%	0%	0%	3%	1%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%	0%
Don't know	2%	5%	1%	2%	1%	3%	2%	3%	3%	0%	2%	1%	1%	5%

Note:

BASE: Have experienced data loss

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(67.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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	1526	429	126	119	105	79	105	468	98	110	113	106	0	97
Weighted	954	296	33	58	13	11	267	126	186	74	110	39	0	37
Nothing	8%	10%	0%	0%	0%	3%	15%	6%	12%	3%	0%	11%	*	4%
Under 100	7%	7%	10%	0%	0%	13%	5%	6%	12%	21%	0%	7%	*	0%
100- 500	14%	19%	10%	0%	0%	22%	20%	15%	24%	6%	0%	14%	*	0%
500 - 1,000	16%	15%	15%	0%	0%	19%	30%	14%	21%	6%	0%	7%	*	0%
1,000 - 2,000	5%	9%	0%	0%	0%	10%	0%	11%	9%	12%	0%	18%	*	0%
2,000 - 5,000	6%	2%	15%	0%	0%	10%	10%	6%	3%	3%	0%	14%	*	0%
5,000 - 10,000	5%	3%	10%	0%	0%	0%	5%	4%	3%	15%	0%	14%	*	0%
10,000 - 20,000	4%	5%	10%	0%	0%	6%	5%	6%	6%	9%	0%	0%	*	0%
20,000 - 100,000	5%	1%	5%	0%	0%	16%	5%	9%	3%	12%	0%	4%	*	0%
100,000 - 1 million	3%	3%	15%	0%	0%	0%	0%	10%	3%	3%	0%	0%	*	0%
1 million - 5 million	2%	1%	5%	0%	0%	0%	0%	5%	3%	0%	0%	0%	*	0%
5 million - 10 million	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	*	0%
10 million - 20 million	1%	0%	5%	0%	0%	0%	0%	0%	3%	3%	0%	0%	*	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
Don't know	2%	2%	0%	9%	0%	0%	0%	7%	0%	6%	0%	11%	*	0%

Note:

BASE: Have experienced data loss

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(67.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	Revenue Change										
		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	1526	72	87	171	261	255	177	147	159	100	53	31
Weighted	954	23	15	29	111	112	162	101	173	92	94	33
Nothing	8%	0%	15%	0%	12%	28%	9%	0%	1%	4%	9%	0%
Under 100	7%	57%	0%	8%	0%	4%	8%	4%	5%	6%	8%	17%
100- 500	14%	0%	11%	0%	19%	0%	9%	15%	15%	26%	24%	27%
500 - 1,000	16%	0%	2%	2%	22%	6%	16%	15%	27%	10%	23%	1%
1,000 - 2,000	5%	1%	9%	1%	4%	5%	1%	10%	9%	7%	2%	5%
2,000 - 5,000	6%	8%	0%	5%	2%	1%	11%	2%	10%	0%	10%	0%
5,000 - 10,000	5%	0%	9%	13%	13%	2%	9%	2%	1%	2%	0%	7%
10,000 - 20,000	4%	0%	38%	14%	2%	13%	0%	3%	1%	4%	6%	5%
20,000 - 100,000	5%	0%	0%	14%	7%	4%	1%	4%	10%	5%	0%	0%
100,000 - 1 million	3%	8%	12%	14%	0%	5%	5%	4%	1%	0%	0%	0%
1 million - 5 million	2%	0%	1%	0%	2%	1%	0%	13%	0%	0%	2%	0%
5 million - 10 million	1%	0%	1%	0%	2%	0%	0%	2%	0%	2%	0%	0%
10 million - 20 million	1%	0%	0%	0%	2%	5%	0%	0%	0%	0%	0%	5%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	0%	0%	0%	6%	2%	4%	0%	2%	2%	0%	0%

*Note:*

BASE: Have experienced data loss

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(68.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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	1381	416	651	314	170	964	323	347	711	13	86	291	428	554
Weighted	878	195	300	384	101	597	864	11	3	16	92	210	236	322
Nothing	11%	17%	3%	14%	4%	14%	11%	9%	8%	2%	5%	4%	9%	19%
Under 100	9%	5%	5%	14%	0%	10%	9%	2%	1%	0%	11%	18%	2%	7%
100- 500	14%	15%	17%	12%	32%	11%	15%	7%	4%	0%	4%	5%	23%	18%
500 - 1,000	9%	7%	12%	9%	7%	9%	9%	7%	6%	9%	14%	15%	4%	8%
1,000 - 2,000	9%	7%	14%	7%	7%	9%	9%	7%	4%	9%	16%	4%	18%	5%
2,000 - 5,000	8%	10%	7%	7%	2%	10%	8%	5%	4%	0%	17%	4%	7%	9%
5,000 - 10,000	3%	1%	4%	2%	3%	3%	3%	12%	5%	0%	2%	2%	2%	4%
10,000 - 20,000	3%	3%	4%	2%	2%	2%	3%	7%	6%	14%	2%	4%	2%	2%
20,000 - 100,000	5%	1%	11%	1%	16%	3%	5%	10%	8%	0%	4%	4%	10%	2%
100,000 - 1 million	3%	8%	1%	1%	0%	3%	3%	7%	7%	10%	0%	10%	0%	0%
1 million - 5 million	2%	1%	3%	1%	6%	1%	2%	2%	6%	0%	2%	2%	2%	1%
5 million - 10 million	1%	0%	2%	0%	0%	1%	1%	1%	6%	0%	6%	2%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	1%	4%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%
Don't know	2%	4%	1%	3%	2%	3%	2%	3%	5%	0%	0%	1%	0%	6%

Note:

BASE: Have experienced ransomware or malware

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(68.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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	1381	385	121	142	100	63	78	403	100	105	81	85	0	103
Weighted	878	297	44	91	9	11	161	111	203	65	113	40	0	31
Nothing	11%	7%	4%	19%	23%	24%	8%	11%	3%	14%	20%	7%	*	26%
Under 100	9%	6%	0%	0%	0%	14%	8%	6%	19%	17%	0%	14%	*	0%
100- 500	14%	35%	4%	0%	0%	17%	41%	14%	17%	3%	0%	14%	*	0%
500 - 1,000	9%	6%	11%	0%	0%	7%	0%	8%	28%	7%	0%	17%	*	0%
1,000 - 2,000	9%	5%	18%	0%	0%	7%	17%	5%	14%	7%	0%	21%	*	0%
2,000 - 5,000	8%	4%	7%	0%	0%	4%	16%	2%	14%	10%	0%	7%	*	0%
5,000 - 10,000	3%	3%	7%	0%	0%	3%	0%	5%	3%	10%	0%	4%	*	0%
10,000 - 20,000	3%	2%	15%	0%	0%	3%	0%	10%	0%	7%	0%	3%	*	0%
20,000 - 100,000	5%	3%	11%	0%	0%	14%	0%	19%	3%	7%	0%	7%	*	0%
100,000 - 1 million	3%	0%	11%	0%	0%	3%	8%	3%	0%	0%	0%	0%	*	0%
1 million - 5 million	2%	2%	7%	0%	0%	0%	0%	3%	0%	10%	0%	0%	*	0%
5 million - 10 million	1%	0%	0%	0%	0%	0%	0%	8%	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	2%	2%	4%	6%	0%	3%	0%	6%	0%	7%	0%	7%	*	0%

Note:

BASE: Have experienced ransomware or malware

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(68.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	Revenue Change										
		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	1381	66	89	190	234	246	155	117	111	79	44	23
Weighted	878	12	14	39	107	106	186	107	96	109	68	24
Nothing	11%	1%	15%	11%	3%	9%	18%	9%	12%	10%	3%	23%
Under 100	9%	0%	0%	3%	2%	8%	15%	2%	2%	21%	8%	23%
100- 500	14%	0%	0%	1%	10%	14%	10%	28%	8%	19%	36%	0%
500 - 1,000	9%	0%	12%	0%	5%	15%	4%	14%	15%	9%	13%	0%
1,000 - 2,000	9%	1%	0%	8%	25%	5%	7%	5%	6%	17%	2%	7%
2,000 - 5,000	8%	13%	40%	18%	18%	15%	6%	0%	4%	0%	0%	23%
5,000 - 10,000	3%	0%	0%	15%	3%	4%	2%	4%	0%	0%	3%	0%
10,000 - 20,000	3%	33%	0%	1%	2%	5%	2%	2%	6%	0%	2%	0%
20,000 - 100,000	5%	0%	0%	1%	4%	6%	4%	3%	4%	0%	23%	1%
100,000 - 1 million	3%	0%	0%	2%	0%	2%	3%	12%	0%	2%	0%	0%
1 million - 5 million	2%	19%	13%	6%	4%	0%	0%	2%	0%	1%	0%	0%
5 million - 10 million	1%	0%	1%	0%	5%	0%	1%	2%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	0%	18%	7%	5%	0%	4%	0%	0%	0%	0%	7%

*Note:*

BASE: Have experienced ransomware or malware

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(69.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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	1563	503	727	333	192	1087	340	408	815	14	92	329	502	621
Weighted	949	223	313	413	71	691	932	13	4	15	81	344	198	311
Nothing	14%	12%	9%	18%	9%	15%	14%	8%	8%	2%	15%	6%	18%	20%
Under 100	4%	1%	2%	8%	0%	5%	4%	6%	3%	0%	4%	5%	2%	6%
100- 500	14%	17%	20%	9%	21%	15%	15%	3%	3%	0%	10%	25%	11%	7%
500 - 1,000	13%	17%	13%	11%	21%	10%	13%	9%	4%	0%	9%	19%	12%	10%
1,000 - 2,000	7%	2%	9%	8%	3%	8%	7%	4%	6%	0%	7%	7%	6%	7%
2,000 - 5,000	4%	4%	5%	3%	0%	4%	4%	5%	6%	12%	2%	3%	1%	6%
5,000 - 10,000	5%	2%	7%	5%	0%	4%	5%	10%	6%	0%	5%	3%	8%	5%
10,000 - 20,000	3%	1%	8%	1%	5%	3%	3%	6%	5%	0%	5%	2%	3%	5%
20,000 - 100,000	3%	4%	4%	3%	3%	4%	3%	6%	8%	0%	2%	3%	10%	1%
100,000 - 1 million	3%	9%	1%	1%	3%	3%	3%	9%	5%	0%	2%	7%	1%	1%
1 million - 5 million	1%	0%	1%	0%	3%	0%	1%	2%	5%	0%	0%	1%	1%	0%
5 million - 10 million	1%	0%	2%	1%	0%	1%	1%	2%	7%	0%	4%	2%	0%	0%
10 million - 20 million	0%	1%	1%	0%	0%	1%	0%	1%	3%	0%	2%	0%	0%	1%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%
Don't know	5%	12%	3%	2%	2%	5%	5%	4%	9%	9%	0%	1%	1%	12%

Note:

BASE: Have experienced hacking or security breach

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(69.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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	1563	447	100	163	123	84	124	436	88	122	103	84	0	136
Weighted	949	354	26	76	11	13	254	115	164	75	121	37	0	56
Nothing	14%	15%	12%	23%	23%	22%	11%	11%	14%	15%	19%	18%	*	6%
Under 100	4%	3%	0%	0%	0%	5%	5%	9%	7%	3%	0%	7%	*	0%
100- 500	14%	18%	12%	0%	0%	5%	31%	8%	20%	12%	0%	7%	*	0%
500 - 1,000	13%	16%	6%	0%	0%	19%	26%	9%	21%	12%	0%	4%	*	0%
1,000 - 2,000	7%	4%	6%	0%	0%	3%	5%	12%	17%	3%	0%	11%	*	0%
2,000 - 5,000	4%	3%	12%	0%	0%	5%	0%	8%	7%	9%	0%	15%	*	0%
5,000 - 10,000	5%	6%	7%	0%	0%	5%	5%	8%	4%	15%	0%	11%	*	0%
10,000 - 20,000	3%	2%	18%	0%	0%	3%	5%	8%	0%	6%	0%	0%	*	0%
20,000 - 100,000	3%	7%	19%	0%	0%	19%	0%	2%	10%	6%	0%	4%	*	0%
100,000 - 1 million	3%	2%	7%	0%	0%	3%	5%	6%	0%	6%	0%	7%	*	0%
1 million - 5 million	1%	0%	0%	0%	0%	0%	0%	3%	0%	3%	0%	0%	*	0%
5 million - 10 million	1%	0%	0%	0%	0%	0%	0%	6%	0%	3%	0%	0%	*	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	3%	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%	6%	0%	13%	0%	11%	5%	8%	0%	6%	0%	15%	*	0%

Note:

BASE: Have experienced hacking or security breach

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(69.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	Revenue Change										
		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	1563	57	99	219	287	277	163	127	149	82	48	23
Weighted	949	7	19	71	104	134	171	93	129	120	63	27
Nothing	14%	0%	38%	12%	7%	6%	25%	21%	7%	8%	1%	56%
Under 100	4%	0%	0%	0%	1%	2%	11%	0%	4%	9%	2%	0%
100- 500	14%	0%	46%	16%	15%	7%	9%	19%	16%	28%	10%	0%
500 - 1,000	13%	0%	12%	0%	3%	40%	4%	9%	9%	7%	47%	1%
1,000 - 2,000	7%	23%	0%	12%	0%	9%	16%	6%	3%	0%	3%	7%
2,000 - 5,000	4%	0%	0%	9%	2%	2%	1%	0%	4%	4%	11%	22%
5,000 - 10,000	5%	0%	0%	8%	8%	13%	4%	2%	0%	1%	3%	11%
10,000 - 20,000	3%	1%	0%	0%	2%	1%	1%	2%	5%	15%	0%	1%
20,000 - 100,000	3%	0%	0%	0%	13%	1%	0%	1%	10%	2%	0%	1%
100,000 - 1 million	3%	19%	0%	3%	2%	4%	0%	15%	1%	2%	3%	1%
1 million - 5 million	1%	0%	0%	3%	0%	0%	1%	2%	0%	0%	0%	0%
5 million - 10 million	1%	0%	0%	0%	2%	0%	0%	6%	2%	0%	0%	0%
10 million - 20 million	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	5%	0%	2%	0%	20%	2%	4%	2%	4%	0%	0%	0%

*Note:*

BASE: Have experienced hacking or security breach

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(70.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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	2386	805	927	654	239	1816	772	574	1040	28	113	415	658	1161
Weighted	2143	523	544	1076	108	1680	2118	20	5	35	136	514	524	927
Nothing	42%	29%	27%	55%	25%	47%	42%	17%	16%	31%	45%	29%	34%	52%
Under 100	8%	4%	10%	9%	5%	9%	8%	5%	3%	12%	13%	8%	7%	8%
100- 500	7%	9%	9%	5%	0%	6%	7%	7%	4%	0%	3%	11%	9%	5%
500 - 1,000	7%	8%	9%	5%	5%	5%	7%	8%	4%	10%	9%	10%	7%	4%
1,000 - 2,000	5%	4%	10%	3%	0%	5%	5%	7%	7%	0%	7%	6%	6%	4%
2,000 - 5,000	5%	6%	6%	4%	2%	5%	5%	8%	7%	0%	2%	7%	7%	3%
5,000 - 10,000	3%	4%	4%	1%	7%	2%	3%	7%	7%	0%	2%	3%	4%	1%
10,000 - 20,000	1%	1%	1%	0%	0%	1%	1%	4%	6%	0%	0%	0%	1%	1%
20,000 - 100,000	2%	3%	5%	1%	11%	2%	2%	5%	7%	0%	2%	3%	4%	1%
100,000 - 1 million	2%	3%	2%	1%	2%	2%	2%	2%	4%	0%	0%	5%	1%	0%
1 million - 5 million	1%	3%	0%	0%	12%	0%	1%	2%	3%	0%	0%	0%	0%	1%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	1%	3%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	1%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	6%	11%	5%	3%	5%	5%	6%	4%	8%	4%	0%	2%	5%	9%

Note:

BASE: Have experienced phishing emails

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(70.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?

	Woman-led business		Region											
	Total	Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	2386	597	171	200	129	185	197	589	186	193	179	190	0	167
Weighted	2143	611	78	169	22	37	533	210	493	183	227	108	0	83
Nothing	42%	25%	50%	34%	38%	63%	37%	32%	46%	54%	36%	43%	*	51%
Under 100	8%	7%	4%	0%	0%	8%	10%	8%	12%	11%	0%	13%	*	0%
100- 500	7%	14%	4%	0%	0%	5%	15%	6%	7%	5%	0%	9%	*	0%
500 - 1,000	7%	10%	4%	0%	0%	6%	10%	10%	9%	6%	0%	8%	*	0%
1,000 - 2,000	5%	5%	2%	0%	0%	3%	8%	9%	7%	5%	0%	4%	*	0%
2,000 - 5,000	5%	5%	10%	0%	0%	2%	5%	8%	9%	2%	0%	3%	*	0%
5,000 - 10,000	3%	4%	8%	0%	0%	0%	3%	5%	3%	3%	0%	3%	*	0%
10,000 - 20,000	1%	0%	2%	0%	0%	1%	0%	2%	0%	1%	0%	4%	*	0%
20,000 - 100,000	2%	2%	8%	0%	0%	4%	3%	5%	1%	6%	0%	3%	*	0%
100,000 - 1 million	2%	1%	6%	0%	0%	1%	2%	3%	1%	0%	0%	3%	*	0%
1 million - 5 million	1%	2%	0%	0%	0%	0%	2%	1%	0%	0%	0%	0%	*	0%
5 million - 10 million	0%	0%	0%	0%	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%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
Don't know	6%	8%	0%	18%	0%	8%	5%	9%	3%	6%	0%	10%	*	0%

*Note:*

BASE: Have experienced phishing emails

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(70.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	Revenue Change										
		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	2386	85	120	303	423	430	344	162	195	142	71	44
Weighted	2143	47	31	147	230	334	449	148	270	211	150	93
Nothing	42%	76%	22%	38%	40%	45%	57%	20%	36%	25%	21%	70%
Under 100	8%	0%	5%	11%	5%	3%	5%	6%	12%	22%	12%	3%
100- 500	7%	0%	6%	5%	9%	6%	4%	0%	6%	13%	20%	6%
500 - 1,000	7%	4%	0%	2%	5%	5%	5%	20%	10%	8%	7%	0%
1,000 - 2,000	5%	0%	1%	7%	5%	6%	3%	6%	5%	7%	11%	0%
2,000 - 5,000	5%	0%	23%	5%	2%	6%	4%	2%	1%	11%	9%	10%
5,000 - 10,000	3%	0%	5%	3%	5%	5%	1%	9%	1%	0%	2%	0%
10,000 - 20,000	1%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%	0%
20,000 - 100,000	2%	4%	0%	3%	3%	1%	4%	0%	6%	1%	1%	0%
100,000 - 1 million	2%	3%	0%	0%	1%	4%	0%	11%	0%	0%	0%	0%
1 million - 5 million	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	9%	0%
5 million - 10 million	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	6%	5%	14%	4%	11%	3%	5%	12%	4%	2%	0%	4%

*Note:*

BASE: Have experienced phishing emails

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(71.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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	1499	451	652	396	180	1048	377	396	726	18	106	364	476	529
Weighted	1099	239	311	549	83	768	1083	13	3	16	105	344	252	380
Nothing	12%	7%	6%	17%	2%	14%	12%	4%	3%	19%	8%	11%	8%	16%
Under 100	6%	1%	6%	8%	7%	5%	6%	2%	3%	11%	15%	5%	6%	3%
100- 500	9%	7%	16%	6%	22%	6%	9%	11%	2%	0%	15%	11%	9%	6%
500 - 1,000	14%	13%	14%	15%	5%	10%	15%	6%	5%	11%	10%	21%	11%	12%
1,000 - 2,000	13%	10%	16%	12%	2%	16%	13%	9%	8%	0%	10%	11%	15%	14%
2,000 - 5,000	10%	7%	14%	8%	16%	11%	10%	7%	7%	0%	4%	4%	7%	19%
5,000 - 10,000	4%	5%	5%	3%	5%	5%	4%	9%	7%	0%	2%	4%	3%	6%
10,000 - 20,000	3%	5%	3%	3%	7%	3%	3%	3%	8%	0%	2%	5%	5%	1%
20,000 - 100,000	3%	4%	3%	2%	2%	2%	3%	8%	12%	0%	2%	4%	4%	1%
100,000 - 1 million	3%	9%	2%	1%	6%	3%	3%	7%	5%	0%	6%	6%	2%	0%
1 million - 5 million	1%	1%	1%	0%	2%	0%	0%	3%	4%	0%	2%	1%	1%	0%
5 million - 10 million	0%	0%	1%	0%	3%	0%	0%	1%	5%	10%	0%	0%	1%	0%
10 million - 20 million	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	2%	0%	0%	0%
Over 20 million	0%	0%	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%
Don't know	1%	2%	0%	1%	0%	1%	1%	2%	5%	0%	0%	1%	1%	1%

Note:

BASE: Have experienced payment fraud

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(71.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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	1499	412	127	138	117	76	118	391	86	112	114	83	0	137
Weighted	1099	470	52	74	15	9	306	129	202	70	143	47	0	51
Nothing	12%	12%	9%	20%	9%	34%	13%	8%	6%	6%	13%	18%	*	25%
Under 100	6%	6%	3%	0%	0%	8%	9%	5%	8%	3%	0%	15%	*	0%
100- 500	9%	8%	3%	0%	0%	11%	9%	19%	17%	16%	0%	9%	*	0%
500 - 1,000	14%	20%	0%	0%	0%	8%	30%	14%	14%	19%	0%	15%	*	0%
1,000 - 2,000	13%	9%	15%	0%	0%	4%	17%	12%	25%	10%	0%	12%	*	0%
2,000 - 5,000	10%	15%	12%	0%	0%	15%	17%	11%	11%	10%	0%	6%	*	0%
5,000 - 10,000	4%	5%	19%	0%	0%	0%	0%	6%	8%	10%	0%	9%	*	0%
10,000 - 20,000	3%	1%	9%	0%	0%	4%	0%	11%	6%	0%	0%	12%	*	0%
20,000 - 100,000	3%	3%	16%	0%	0%	12%	0%	7%	3%	7%	0%	0%	*	0%
100,000 - 1 million	3%	3%	10%	0%	0%	0%	4%	0%	3%	10%	0%	3%	*	0%
1 million - 5 million	1%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	*	0%
5 million - 10 million	0%	0%	3%	0%	0%	0%	0%	0%	0%	3%	0%	0%	*	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	*	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	*	0%
Don't know	1%	1%	0%	3%	0%	4%	0%	1%	0%	3%	0%	3%	*	0%

*Note:*

BASE: Have experienced payment fraud

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(71.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	Revenue Change										
		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	1499	71	89	198	277	253	150	148	138	90	45	29
Weighted	1099	27	28	88	80	194	155	157	149	127	54	36
Nothing	12%	6%	51%	9%	7%	6%	14%	15%	12%	14%	3%	9%
Under 100	6%	0%	1%	10%	0%	7%	1%	2%	10%	4%	13%	20%
100- 500	9%	1%	27%	6%	11%	11%	2%	8%	15%	9%	17%	0%
500 - 1,000	14%	0%	6%	10%	7%	19%	10%	21%	5%	27%	7%	36%
1,000 - 2,000	13%	48%	0%	27%	15%	18%	22%	6%	2%	1%	12%	5%
2,000 - 5,000	10%	0%	12%	4%	1%	17%	11%	6%	8%	15%	10%	16%
5,000 - 10,000	4%	0%	0%	3%	12%	3%	9%	1%	7%	0%	0%	0%
10,000 - 20,000	3%	0%	0%	5%	4%	1%	5%	1%	7%	0%	10%	5%
20,000 - 100,000	3%	0%	0%	0%	7%	0%	0%	4%	6%	4%	3%	0%
100,000 - 1 million	3%	0%	0%	0%	2%	2%	5%	11%	2%	0%	0%	0%
1 million - 5 million	1%	7%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
5 million - 10 million	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	3%	0%
10 million - 20 million	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	0%	0%	0%	9%	1%	0%	0%	0%	0%	0%	0%

*Note:*

BASE: Have experienced payment fraud

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(72.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	1-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	1098	324	535	239	137	760	240	294	564	13	70	285	313	406
Weighted	599	160	200	238	95	367	588	9	3	21	53	195	111	216
Nothing	9%	4%	2%	19%	2%	13%	9%	6%	4%	0%	10%	1%	4%	20%
Under 100	3%	4%	2%	4%	6%	3%	3%	2%	4%	8%	3%	4%	3%	3%
100- 500	13%	17%	17%	8%	21%	9%	14%	4%	7%	2%	14%	22%	0%	12%
500 - 1,000	10%	11%	19%	3%	16%	6%	10%	5%	4%	1%	0%	9%	18%	10%
1,000 - 2,000	6%	6%	8%	6%	10%	4%	6%	10%	4%	0%	8%	6%	8%	6%
2,000 - 5,000	9%	4%	14%	9%	8%	10%	9%	13%	6%	0%	8%	10%	11%	9%
5,000 - 10,000	2%	3%	2%	1%	2%	2%	2%	5%	10%	0%	3%	0%	5%	1%
10,000 - 20,000	2%	2%	2%	1%	2%	2%	2%	6%	10%	0%	3%	1%	0%	3%
20,000 - 100,000	3%	2%	5%	2%	4%	2%	3%	6%	6%	0%	0%	5%	4%	2%
100,000 - 1 million	5%	12%	0%	4%	8%	5%	5%	5%	5%	0%	0%	14%	0%	1%
1 million - 5 million	2%	1%	4%	1%	2%	2%	2%	5%	7%	0%	7%	3%	2%	0%
5 million - 10 million	1%	0%	3%	1%	0%	2%	1%	3%	4%	0%	14%	0%	0%	0%
10 million - 20 million	0%	0%	0%	1%	0%	0%	0%	0%	4%	0%	0%	1%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	2%	3%	0%	0%	0%	0%	0%
Don't know	4%	7%	3%	3%	5%	4%	4%	4%	7%	0%	0%	1%	5%	8%

Note:

BASE: Have experienced other forms of cyberattack

Fieldwork: 6th Jun - 20th May 2023

Data weighted by business size (number of employees) and country to be representative of the European Union

(72.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	Woman-led business	Region											
		Woman-led business	Belgium	Czechia	Denmark	Finland	France	Germany	Italy	Netherlands	Poland	Portugal	Spain	Sweden
Unweighted	1098	302	95	92	78	66	73	346	63	80	63	41	0	101
Weighted	599	230	28	51	14	9	108	82	113	45	90	13	0	46
Nothing	9%	2%	0%	5%	0%	12%	0%	6%	20%	10%	8%	22%	*	17%
Under 100	3%	2%	6%	0%	0%	11%	0%	2%	10%	5%	0%	11%	*	0%
100- 500	13%	21%	6%	0%	0%	11%	37%	6%	25%	10%	0%	0%	*	0%
500 - 1,000	10%	19%	6%	0%	0%	12%	37%	19%	0%	5%	0%	11%	*	0%
1,000 - 2,000	6%	5%	17%	0%	0%	12%	0%	11%	15%	15%	0%	0%	*	0%
2,000 - 5,000	9%	6%	0%	0%	0%	15%	13%	17%	15%	15%	0%	22%	*	0%
5,000 - 10,000	2%	1%	6%	0%	0%	12%	0%	4%	0%	5%	0%	11%	*	0%
10,000 - 20,000	2%	1%	12%	0%	0%	4%	0%	5%	0%	5%	0%	0%	*	0%
20,000 - 100,000	3%	4%	18%	0%	0%	4%	0%	9%	0%	10%	0%	0%	*	0%
100,000 - 1 million	5%	4%	23%	0%	0%	4%	12%	0%	5%	5%	0%	0%	*	0%
1 million - 5 million	2%	1%	6%	0%	0%	0%	0%	9%	0%	5%	0%	0%	*	0%
5 million - 10 million	1%	1%	0%	0%	0%	0%	0%	7%	0%	5%	0%	0%	*	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	*	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
Don't know	4%	4%	0%	15%	0%	4%	0%	2%	10%	5%	0%	22%	*	0%

Note:

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Fieldwork: 6th Jun - 20th May 2023

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(72.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	Revenue Change										
		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	1098	63	67	151	178	173	109	98	120	69	31	19
Weighted	599	8	4	48	73	54	72	71	113	66	44	20
Nothing	9%	46%	32%	16%	2%	3%	15%	4%	15%	0%	5%	28%
Under 100	3%	0%	0%	3%	1%	0%	0%	3%	2%	17%	4%	0%
100- 500	13%	0%	9%	4%	18%	4%	11%	16%	15%	1%	46%	27%
500 - 1,000	10%	0%	1%	3%	18%	3%	6%	1%	6%	25%	8%	0%
1,000 - 2,000	6%	20%	0%	0%	0%	12%	18%	0%	10%	6%	5%	2%
2,000 - 5,000	9%	21%	1%	7%	11%	7%	9%	10%	18%	4%	1%	10%
5,000 - 10,000	2%	0%	0%	8%	1%	0%	2%	3%	2%	0%	0%	0%
10,000 - 20,000	2%	0%	0%	8%	1%	0%	2%	3%	0%	0%	4%	0%
20,000 - 100,000	3%	1%	1%	4%	1%	3%	2%	0%	7%	5%	0%	0%
100,000 - 1 million	5%	0%	0%	0%	10%	0%	2%	19%	3%	3%	0%	2%
1 million - 5 million	2%	0%	37%	5%	2%	0%	0%	3%	0%	3%	4%	0%
5 million - 10 million	1%	1%	1%	5%	7%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	4%	0%	0%	0%	7%	10%	7%	2%	5%	0%	0%	0%

*Note:*

BASE: Have experienced other forms of cyberattack

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