

Public First Poll for Google Switzerland (Business Count)

Fieldwork: 18th Jul - 1st Aug 2023
Interview method: Online Survey
Population represented: Senior business decision makers in Switzerland
Sample size: 514

Methodology:

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

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

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35	To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile	106
36	To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business	109
37	To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers	112

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

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

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

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

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

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

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

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

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

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

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

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

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

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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	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Vast majority of our customers (75% +)	73%	66%	65%	78%	55%	74%	74%	68%	55%	53%	48%	73%	71%	52%	86%
Significant majority of our customers (50-74%)	12%	19%	23%	8%	35%	12%	11%	20%	27%	23%	0%	3%	17%	20%	7%
Significant proportion of our customers (25-49%)	7%	14%	9%	5%	1%	7%	7%	6%	9%	14%	52%	24%	6%	12%	3%
Minority of our customers (10-24%)	2%	1%	0%	2%	8%	2%	1%	3%	7%	5%	0%	0%	2%	0%	3%
Very small number of our customers (1-9%)	3%	0%	3%	4%	0%	3%	3%	2%	3%	5%	0%	0%	0%	12%	1%
None of our customers	2%	0%	0%	3%	0%	1%	2%	0%	0%	0%	0%	0%	3%	4%	1%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Vast majority of our customers (75% +)	73%	81%	76%	81%	96%	67%	57%	37%	61%	75%	91%	79%	74%	58%	63%
Significant majority of our customers (50-74%)	12%	7%	4%	9%	0%	16%	40%	41%	16%	9%	5%	10%	16%	27%	6%
Significant proportion of our customers (25-49%)	7%	8%	9%	1%	0%	5%	3%	21%	11%	5%	4%	10%	5%	10%	7%
Minority of our customers (10-24%)	2%	0%	7%	0%	0%	2%	0%	1%	1%	3%	0%	0%	4%	1%	7%
Very small number of our customers (1-9%)	3%	2%	0%	9%	4%	10%	0%	1%	5%	6%	0%	0%	0%	5%	6%
None of our customers	2%	1%	5%	0%	0%	0%	0%	0%	5%	2%	0%	0%	0%	0%	12%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Vast majority of our customers (75% +)	73%	69%	71%	56%	55%	77%	87%	72%	76%	68%	86%	100%	100%
Significant majority of our customers (50-74%)	12%	17%	6%	29%	35%	18%	0%	4%	13%	0%	14%	0%	0%
Significant proportion of our customers (25-49%)	7%	8%	21%	15%	10%	0%	1%	9%	10%	23%	0%	0%	0%
Minority of our customers (10-24%)	2%	1%	0%	0%	0%	4%	4%	3%	0%	0%	0%	0%	0%
Very small number of our customers (1-9%)	3%	1%	3%	0%	0%	0%	5%	8%	1%	9%	0%	0%	0%
None of our customers	2%	3%	0%	0%	0%	0%	3%	3%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Vast majority of our customers (75% +)	20%	25%	35%	14%	49%	21%	19%	24%	26%	29%	0%	4%	21%	21%	20%
Significant majority of our customers (50-74%)	12%	30%	22%	4%	9%	11%	10%	24%	36%	26%	0%	28%	20%	13%	4%
Significant proportion of our customers (25-49%)	11%	22%	6%	9%	7%	11%	11%	10%	12%	16%	52%	13%	8%	24%	6%
Minority of our customers (10-24%)	11%	5%	9%	13%	25%	12%	10%	12%	13%	16%	0%	1%	4%	16%	13%
Very small number of our customers (1-9%)	22%	17%	14%	26%	3%	22%	23%	17%	7%	9%	48%	19%	22%	12%	27%
None of our customers	25%	2%	14%	34%	7%	24%	26%	13%	7%	4%	0%	36%	25%	14%	29%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Vast majority of our customers (75% +)	20%	14%	10%	28%	27%	12%	36%	38%	17%	17%	28%	10%	20%	26%	19%
Significant majority of our customers (50-74%)	12%	6%	6%	0%	5%	13%	41%	38%	24%	9%	6%	6%	14%	16%	2%
Significant proportion of our customers (25-49%)	11%	7%	13%	3%	6%	16%	9%	21%	10%	6%	8%	16%	13%	13%	26%
Minority of our customers (10-24%)	11%	4%	18%	15%	13%	15%	5%	1%	3%	16%	4%	20%	17%	5%	12%
Very small number of our customers (1-9%)	22%	23%	33%	43%	18%	28%	5%	2%	18%	16%	31%	19%	28%	25%	18%
None of our customers	25%	46%	19%	11%	32%	15%	5%	1%	28%	36%	23%	30%	9%	15%	24%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Vast majority of our customers (75% +)	20%	22%	11%	24%	33%	23%	12%	19%	16%	2%	23%	22%	33%
Significant majority of our customers (50-74%)	12%	8%	1%	38%	17%	25%	1%	5%	2%	25%	0%	0%	0%
Significant proportion of our customers (25-49%)	11%	13%	21%	9%	26%	6%	17%	8%	22%	1%	0%	0%	0%
Minority of our customers (10-24%)	11%	5%	3%	11%	7%	6%	9%	16%	2%	8%	13%	40%	0%
Very small number of our customers (1-9%)	22%	22%	44%	14%	6%	30%	34%	16%	37%	13%	54%	38%	17%
None of our customers	25%	30%	21%	4%	13%	10%	28%	37%	22%	52%	10%	0%	50%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Vast majority of our customers (75% +)	15%	16%	31%	10%	4%	15%	14%	24%	27%	24%	0%	12%	23%	24%	6%
Significant majority of our customers (50-74%)	8%	25%	14%	1%	6%	9%	7%	15%	24%	30%	0%	3%	11%	20%	0%
Significant proportion of our customers (25-49%)	8%	16%	10%	4%	18%	7%	7%	9%	17%	15%	0%	0%	18%	4%	4%
Minority of our customers (10-24%)	5%	4%	6%	4%	38%	4%	4%	7%	10%	10%	0%	14%	1%	8%	4%
Very small number of our customers (1-9%)	19%	24%	4%	21%	28%	18%	19%	17%	9%	16%	52%	18%	17%	19%	20%
None of our customers	47%	15%	36%	59%	7%	47%	49%	27%	12%	5%	48%	53%	30%	25%	67%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Vast majority of our customers (75% +)	15%	10%	7%	0%	1%	26%	28%	38%	24%	11%	6%	15%	13%	17%	25%
Significant majority of our customers (50-74%)	8%	0%	0%	0%	13%	2%	35%	33%	14%	12%	5%	0%	12%	4%	0%
Significant proportion of our customers (25-49%)	8%	5%	5%	2%	4%	8%	18%	21%	19%	5%	1%	1%	5%	10%	18%
Minority of our customers (10-24%)	5%	3%	2%	3%	13%	6%	4%	0%	1%	3%	4%	11%	8%	0%	8%
Very small number of our customers (1-9%)	19%	17%	26%	44%	11%	18%	6%	7%	7%	24%	16%	43%	18%	15%	1%
None of our customers	47%	65%	60%	52%	58%	40%	8%	1%	35%	45%	68%	30%	44%	54%	48%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Vast majority of our customers (75% +)	15%	16%	1%	34%	23%	17%	6%	9%	17%	9%	10%	0%	17%
Significant majority of our customers (50-74%)	8%	8%	3%	19%	25%	14%	0%	2%	0%	1%	0%	1%	0%
Significant proportion of our customers (25-49%)	8%	7%	5%	18%	13%	15%	5%	6%	2%	0%	0%	0%	0%
Minority of our customers (10-24%)	5%	6%	5%	0%	1%	9%	13%	5%	4%	1%	0%	0%	0%
Very small number of our customers (1-9%)	19%	13%	49%	16%	18%	13%	19%	16%	3%	25%	47%	40%	0%
None of our customers	47%	50%	36%	13%	20%	32%	57%	62%	74%	64%	44%	59%	83%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Direct negotiation and/or sales	50%	57%	56%	46%	18%	55%	50%	50%	45%	45%	100%	46%	48%	45%	53%
Online (directly)	43%	47%	48%	41%	71%	42%	43%	45%	47%	51%	100%	38%	49%	37%	42%
Physical store or location	34%	54%	35%	28%	26%	32%	33%	35%	48%	42%	0%	50%	41%	37%	26%
Telephone order	31%	36%	42%	27%	47%	34%	31%	33%	34%	36%	48%	26%	38%	35%	25%
Online (through a third party)	26%	35%	41%	19%	32%	26%	25%	35%	40%	44%	0%	16%	35%	33%	18%
Mail order	16%	31%	16%	11%	35%	16%	16%	13%	24%	41%	48%	3%	27%	18%	9%
None of the above - we do not sell to customers or clients	10%	0%	5%	15%	8%	11%	11%	6%	4%	6%	0%	11%	2%	20%	11%
Don't Know	0%	0%	1%	0%	1%	0%	0%	3%	1%	1%	0%	0%	0%	0%	1%
Other (Please Specify)	3%	0%	1%	4%	0%	3%	3%	3%	1%	2%	0%	1%	0%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Direct negotiation and/or sales	50%	41%	42%	71%	60%	60%	43%	52%	39%	55%	55%	58%	47%	43%	50%
Online (directly)	43%	55%	34%	32%	44%	36%	55%	52%	44%	34%	48%	49%	55%	33%	39%
Physical store or location	34%	26%	35%	29%	32%	28%	31%	64%	46%	40%	32%	27%	22%	36%	16%
Telephone order	31%	33%	27%	19%	24%	29%	44%	50%	26%	13%	39%	49%	46%	23%	26%
Online (through a third party)	26%	27%	10%	31%	26%	24%	69%	34%	27%	16%	33%	35%	30%	17%	22%
Mail order	16%	7%	17%	20%	9%	11%	12%	48%	29%	5%	19%	10%	20%	16%	7%
None of the above - we do not sell to customers or clients	10%	13%	21%	1%	8%	12%	0%	0%	10%	13%	9%	1%	8%	19%	18%
Don't Know	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Other (Please Specify)	3%	3%	0%	7%	5%	0%	1%	0%	0%	3%	4%	5%	4%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Direct negotiation and/or sales	50%	39%	65%	43%	46%	67%	52%	45%	56%	48%	42%	40%	50%
Online (directly)	43%	43%	73%	57%	53%	55%	38%	34%	50%	23%	26%	59%	17%
Physical store or location	34%	42%	34%	55%	45%	36%	38%	19%	47%	32%	62%	21%	0%
Telephone order	31%	36%	24%	54%	33%	23%	24%	26%	42%	31%	24%	3%	50%
Online (through a third party)	26%	21%	29%	38%	36%	34%	19%	21%	14%	20%	10%	22%	33%
Mail order	16%	17%	29%	43%	24%	28%	1%	3%	2%	3%	24%	3%	50%
None of the above - we do not sell to customers or clients	10%	15%	0%	0%	4%	0%	11%	25%	11%	2%	9%	0%	33%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other (Please Specify)	3%	2%	0%	0%	5%	0%	1%	0%	2%	15%	0%	18%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	329	133	102	94	15	276	84	70	79	96	2	15	93	105	114
Weighted	288	68	52	168	1	242	254	27	5	1	5	16	89	66	113
Started selling online in the last year	16%	18%	13%	17%	47%	19%	17%	13%	20%	9%	100%	71%	8%	13%	13%
During the Covid-19 pandemic (2020 to 2021)	18%	22%	12%	18%	12%	16%	17%	26%	29%	23%	0%	8%	29%	19%	11%
Started selling online between 2015 and 2020	37%	42%	45%	32%	37%	32%	37%	33%	37%	44%	0%	18%	57%	37%	25%
Started selling online before 2015	23%	13%	24%	26%	4%	26%	23%	24%	8%	24%	0%	4%	3%	27%	39%
Don't know	7%	5%	7%	7%	0%	6%	7%	3%	5%	0%	0%	0%	3%	4%	12%

Note:

BASE: Sell goods online directly or through a third party

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	329	28	17	11	39	81	47	98	82	71	57	31	43	27	18
Weighted	288	79	36	16	35	41	14	52	60	44	56	46	42	25	15
Started selling online in the last year	16%	13%	27%	1%	13%	20%	1%	27%	22%	24%	13%	14%	17%	1%	14%
During the Covid-19 pandemic (2020 to 2021)	18%	25%	17%	5%	39%	11%	39%	2%	19%	10%	22%	16%	24%	5%	29%
Started selling online between 2015 and 2020	37%	37%	27%	43%	16%	26%	9%	67%	54%	28%	48%	28%	28%	24%	19%
Started selling online before 2015	23%	13%	28%	33%	33%	34%	51%	4%	3%	31%	10%	28%	25%	59%	38%
Don't know	7%	12%	0%	17%	0%	9%	0%	0%	1%	6%	6%	14%	6%	11%	0%

Note:

BASE: Sell goods online directly or through a third party

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	329	84	12	60	78	58	31	37	21	10	4	5	3
Weighted	288	92	9	44	49	42	29	53	13	6	10	8	5
Started selling online in the last year	16%	29%	35%	18%	15%	11%	12%	21%	17%	2%	0%	1%	0%
During the Covid-19 pandemic (2020 to 2021)	18%	23%	1%	3%	26%	22%	12%	19%	36%	70%	0%	0%	100%
Started selling online between 2015 and 2020	37%	39%	63%	64%	28%	31%	49%	24%	4%	20%	71%	32%	0%
Started selling online before 2015	23%	9%	0%	15%	21%	28%	16%	29%	43%	8%	29%	34%	0%
Don't know	7%	0%	1%	0%	11%	8%	11%	7%	0%	0%	0%	32%	0%

Note:

BASE: Sell goods online directly or through a third party

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Influencer marketing	8%	11%	11%	7%	7%	7%	8%	14%	11%	23%	100%	17%	9%	4%	7%
Social media advertising	44%	73%	47%	35%	72%	43%	44%	41%	51%	61%	100%	64%	59%	39%	33%
Video advertising	22%	55%	42%	8%	17%	22%	21%	32%	44%	43%	100%	40%	34%	26%	9%
Paid search advertising	20%	26%	20%	17%	69%	20%	19%	25%	29%	41%	48%	19%	16%	14%	24%
Don't know	2%	4%	1%	2%	1%	2%	2%	3%	2%	2%	0%	0%	3%	3%	2%
Native advertising	18%	19%	30%	15%	2%	19%	17%	28%	31%	35%	100%	25%	23%	23%	10%
Display advertising on third party websites	13%	28%	31%	4%	18%	13%	12%	21%	41%	48%	0%	14%	20%	19%	6%
Affiliate marketing	13%	26%	26%	5%	30%	14%	11%	25%	29%	38%	52%	25%	22%	16%	3%
None of the above	42%	11%	28%	54%	11%	44%	44%	21%	11%	4%	0%	8%	26%	49%	54%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Influencer marketing	8%	11%	7%	20%	4%	7%	8%	10%	7%	7%	10%	9%	12%	1%	19%
Social media advertising	44%	44%	33%	39%	55%	30%	47%	84%	60%	34%	44%	54%	49%	26%	28%
Video advertising	22%	11%	9%	20%	17%	25%	69%	60%	31%	17%	22%	26%	28%	13%	13%
Paid search advertising	20%	14%	21%	29%	18%	32%	27%	16%	21%	4%	27%	29%	32%	11%	14%
Don't know	2%	1%	0%	9%	6%	0%	0%	0%	1%	0%	4%	0%	0%	5%	6%
Native advertising	18%	12%	13%	22%	12%	14%	32%	49%	32%	15%	13%	24%	17%	12%	1%
Display advertising on third party websites	13%	8%	0%	12%	18%	23%	36%	25%	15%	12%	14%	16%	13%	7%	13%
Affiliate marketing	13%	9%	5%	1%	4%	6%	17%	54%	21%	13%	9%	6%	9%	16%	13%
None of the above	42%	49%	55%	43%	31%	43%	6%	3%	24%	53%	41%	40%	38%	54%	48%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Influencer marketing	8%	8%	49%	2%	6%	12%	10%	4%	8%	27%	12%	0%	0%
Social media advertising	44%	53%	62%	73%	65%	64%	33%	27%	39%	26%	36%	42%	17%
Video advertising	22%	15%	50%	42%	38%	48%	25%	3%	2%	26%	12%	1%	0%
Paid search advertising	20%	19%	34%	19%	17%	23%	22%	16%	3%	24%	39%	19%	0%
Don't know	2%	3%	0%	0%	4%	1%	0%	5%	0%	0%	0%	0%	0%
Native advertising	18%	24%	50%	44%	28%	35%	3%	3%	2%	14%	13%	23%	0%
Display advertising on third party websites	13%	11%	35%	28%	17%	22%	12%	3%	13%	14%	12%	0%	0%
Affiliate marketing	13%	15%	28%	38%	28%	8%	5%	8%	3%	7%	0%	0%	0%
None of the above	42%	34%	35%	11%	14%	20%	62%	58%	58%	30%	50%	38%	83%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	73%	50%	62%	83%	54%	75%	75%	59%	48%	44%	100%	60%	65%	72%	80%
Quite important	18%	28%	23%	13%	14%	16%	17%	24%	38%	33%	0%	3%	22%	13%	19%
Neither important nor unimportant	6%	17%	14%	1%	29%	7%	5%	13%	14%	15%	0%	20%	10%	9%	0%
Somewhat unimportant	2%	5%	0%	1%	0%	1%	2%	0%	0%	4%	0%	15%	3%	0%	0%
Very unimportant	2%	0%	1%	2%	3%	2%	2%	4%	0%	4%	0%	2%	0%	6%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	91%	78%	85%	96%	68%	91%	91%	84%	86%	77%	100%	63%	88%	85%	99%
Total Unimportant:	3%	5%	2%	3%	3%	3%	3%	4%	0%	8%	0%	17%	3%	6%	0%
Net:	87%	72%	83%	93%	65%	88%	88%	80%	86%	68%	100%	45%	85%	78%	99%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	73%	71%	93%	90%	68%	70%	38%	52%	58%	81%	68%	88%	79%	75%	61%
Quite important	18%	20%	4%	10%	26%	23%	48%	17%	25%	11%	24%	6%	14%	17%	32%
Neither important nor unimportant	6%	0%	0%	0%	6%	3%	13%	31%	11%	6%	4%	6%	8%	3%	0%
Somewhat unimportant	2%	7%	0%	0%	0%	0%	0%	0%	5%	0%	4%	0%	0%	0%	0%
Very unimportant	2%	2%	2%	0%	0%	5%	1%	0%	1%	2%	0%	1%	0%	5%	7%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	91%	91%	98%	100%	94%	93%	85%	68%	83%	92%	92%	94%	92%	92%	93%
Total Unimportant:	3%	9%	2%	0%	0%	5%	1%	0%	6%	2%	4%	1%	0%	5%	7%
Net:	87%	83%	96%	100%	94%	88%	84%	68%	77%	89%	88%	93%	92%	86%	87%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	73%	65%	91%	50%	57%	82%	73%	85%	73%	39%	77%	99%	100%
Quite important	18%	23%	8%	24%	29%	14%	12%	11%	25%	39%	23%	0%	0%
Neither important nor unimportant	6%	7%	1%	25%	14%	3%	6%	0%	1%	2%	0%	1%	0%
Somewhat unimportant	2%	2%	0%	0%	0%	0%	6%	0%	0%	20%	0%	0%	0%
Very unimportant	2%	3%	0%	0%	0%	1%	3%	4%	0%	0%	0%	0%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	91%	88%	99%	74%	86%	96%	85%	95%	98%	78%	100%	99%	100%
Total Unimportant:	3%	5%	0%	0%	0%	1%	9%	4%	0%	20%	0%	0%	0%
Net:	87%	83%	99%	74%	86%	95%	75%	91%	98%	59%	100%	99%	100%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	35%	44%	35%	32%	51%	34%	35%	38%	34%	45%	0%	38%	40%	43%	28%
Quite important	26%	35%	29%	23%	12%	28%	25%	28%	40%	33%	0%	24%	28%	22%	28%
Neither important nor unimportant	17%	14%	21%	16%	35%	16%	17%	16%	21%	15%	0%	20%	23%	10%	16%
Somewhat unimportant	8%	3%	8%	9%	0%	8%	8%	6%	3%	3%	48%	15%	4%	3%	10%
Very unimportant	14%	4%	7%	19%	1%	13%	15%	11%	2%	5%	52%	2%	6%	21%	17%
Don't Know	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%
Total Important:	61%	79%	64%	55%	63%	62%	60%	66%	73%	78%	0%	62%	68%	66%	55%
Total Unimportant:	22%	7%	15%	28%	1%	21%	23%	17%	6%	8%	100%	17%	9%	25%	27%
Net:	39%	72%	49%	27%	62%	41%	37%	49%	68%	70%	-100%	45%	59%	41%	28%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	35%	21%	46%	31%	28%	45%	32%	53%	38%	28%	40%	35%	31%	37%	36%
Quite important	26%	31%	17%	11%	39%	20%	23%	33%	28%	30%	20%	26%	30%	18%	33%
Neither important nor unimportant	17%	27%	9%	16%	17%	8%	42%	12%	9%	14%	31%	24%	16%	11%	0%
Somewhat unimportant	8%	8%	5%	16%	7%	14%	2%	0%	16%	3%	1%	14%	12%	5%	1%
Very unimportant	14%	12%	22%	26%	9%	14%	1%	2%	9%	23%	7%	1%	11%	29%	30%
Don't Know	1%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%	0%
Total Important:	61%	53%	63%	42%	67%	65%	55%	86%	66%	58%	60%	60%	61%	55%	69%
Total Unimportant:	22%	21%	27%	42%	16%	28%	3%	2%	25%	26%	8%	15%	23%	34%	31%
Net:	39%	32%	36%	0%	51%	37%	52%	84%	41%	32%	52%	46%	38%	21%	38%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	35%	39%	54%	37%	48%	45%	19%	22%	60%	35%	58%	18%	67%
Quite important	26%	28%	2%	41%	28%	8%	14%	33%	27%	49%	23%	62%	0%
Neither important nor unimportant	17%	21%	21%	13%	14%	25%	38%	16%	2%	2%	0%	20%	33%
Somewhat unimportant	8%	5%	0%	8%	5%	7%	10%	6%	11%	0%	10%	0%	0%
Very unimportant	14%	8%	23%	0%	4%	15%	19%	23%	0%	14%	9%	0%	0%
Don't Know	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Total Important:	61%	67%	56%	78%	76%	53%	33%	55%	87%	84%	81%	80%	67%
Total Unimportant:	22%	13%	23%	9%	10%	22%	28%	29%	11%	14%	19%	0%	0%
Net:	39%	54%	33%	69%	66%	31%	5%	26%	76%	70%	61%	80%	67%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	23%	39%	36%	15%	2%	23%	22%	32%	39%	29%	100%	52%	23%	24%	17%
Quite important	31%	43%	27%	28%	63%	30%	31%	28%	38%	40%	0%	24%	38%	30%	28%
Neither important nor unimportant	20%	14%	26%	20%	31%	20%	21%	12%	14%	18%	0%	19%	21%	15%	23%
Somewhat unimportant	11%	3%	2%	15%	3%	10%	11%	11%	5%	7%	0%	0%	10%	5%	15%
Very unimportant	15%	1%	10%	21%	2%	17%	15%	16%	3%	5%	0%	4%	8%	26%	16%
Don't Know	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%
Total Important:	54%	82%	63%	43%	65%	53%	53%	61%	77%	70%	100%	76%	61%	54%	45%
Total Unimportant:	26%	4%	11%	36%	4%	27%	26%	27%	8%	13%	0%	4%	18%	31%	31%
Net:	28%	78%	51%	7%	61%	26%	27%	34%	69%	57%	100%	72%	43%	23%	14%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	23%	22%	20%	21%	11%	24%	54%	39%	21%	28%	34%	21%	27%	11%	2%
Quite important	31%	31%	26%	10%	45%	31%	31%	40%	46%	32%	26%	29%	18%	24%	37%
Neither important nor unimportant	20%	26%	8%	27%	29%	14%	6%	17%	12%	14%	20%	29%	35%	21%	19%
Somewhat unimportant	11%	7%	16%	32%	10%	3%	7%	1%	13%	10%	8%	15%	12%	10%	1%
Very unimportant	15%	14%	30%	10%	5%	28%	4%	2%	8%	16%	12%	6%	9%	34%	42%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Total Important:	54%	53%	46%	31%	56%	55%	84%	80%	66%	60%	60%	51%	45%	35%	39%
Total Unimportant:	26%	21%	46%	42%	16%	31%	10%	3%	21%	26%	20%	21%	21%	44%	43%
Net:	28%	32%	0%	-11%	40%	24%	74%	77%	45%	34%	40%	30%	24%	-9%	-4%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	23%	23%	22%	29%	30%	26%	14%	16%	13%	35%	27%	21%	33%
Quite important	31%	39%	6%	55%	51%	43%	10%	20%	70%	2%	14%	3%	67%
Neither important nor unimportant	20%	20%	55%	7%	12%	24%	36%	24%	2%	26%	20%	37%	0%
Somewhat unimportant	11%	9%	0%	8%	6%	3%	25%	8%	11%	11%	10%	20%	0%
Very unimportant	15%	9%	17%	0%	1%	5%	15%	31%	4%	25%	29%	20%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	54%	62%	28%	84%	82%	68%	24%	36%	83%	38%	40%	23%	100%
Total Unimportant:	26%	18%	17%	9%	7%	8%	40%	39%	14%	36%	39%	40%	0%
Net:	28%	44%	10%	75%	75%	60%	-16%	-3%	69%	2%	1%	-17%	100%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	31%	29%	43%	28%	52%	28%	30%	38%	33%	33%	0%	35%	41%	26%	26%
Quite important	40%	44%	29%	42%	13%	42%	40%	40%	37%	45%	48%	45%	42%	35%	41%
Neither important nor unimportant	13%	18%	17%	11%	30%	13%	13%	11%	22%	14%	52%	2%	15%	13%	13%
Somewhat unimportant	6%	3%	1%	9%	4%	7%	7%	3%	4%	4%	0%	0%	2%	7%	10%
Very unimportant	9%	6%	9%	10%	1%	9%	9%	7%	3%	3%	0%	18%	0%	18%	10%
Don't Know	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%
Total Important:	71%	73%	73%	70%	65%	71%	71%	78%	70%	78%	48%	80%	83%	62%	68%
Total Unimportant:	16%	9%	10%	19%	5%	16%	16%	10%	8%	8%	0%	18%	2%	25%	19%
Net:	56%	64%	63%	51%	60%	54%	54%	68%	63%	70%	48%	62%	81%	36%	48%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	31%	35%	15%	39%	36%	37%	36%	31%	37%	21%	37%	35%	34%	24%	27%
Quite important	40%	42%	49%	26%	27%	32%	55%	50%	40%	49%	40%	45%	38%	31%	30%
Neither important nor unimportant	13%	11%	13%	9%	27%	7%	6%	17%	12%	15%	9%	19%	11%	10%	20%
Somewhat unimportant	6%	0%	10%	9%	10%	14%	0%	1%	6%	8%	7%	0%	8%	10%	6%
Very unimportant	9%	12%	13%	18%	0%	10%	2%	1%	6%	8%	8%	1%	9%	25%	18%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	71%	76%	64%	64%	63%	69%	92%	81%	76%	70%	76%	80%	71%	55%	56%
Total Unimportant:	16%	12%	23%	27%	10%	24%	2%	2%	12%	15%	15%	1%	17%	35%	24%
Net:	56%	64%	41%	37%	53%	45%	89%	79%	64%	54%	61%	78%	55%	20%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	31%	43%	40%	41%	26%	37%	48%	16%	29%	37%	21%	39%	50%
Quite important	40%	39%	21%	48%	46%	42%	38%	43%	34%	8%	46%	21%	33%
Neither important nor unimportant	13%	12%	36%	11%	28%	6%	5%	12%	24%	24%	19%	0%	0%
Somewhat unimportant	6%	3%	0%	0%	0%	4%	0%	10%	9%	11%	13%	20%	17%
Very unimportant	9%	3%	3%	0%	0%	11%	8%	20%	3%	20%	0%	20%	0%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	71%	82%	61%	89%	72%	79%	87%	59%	64%	45%	67%	60%	83%
Total Unimportant:	16%	6%	3%	0%	0%	16%	9%	30%	13%	31%	13%	40%	17%
Net:	56%	77%	59%	88%	72%	63%	78%	29%	51%	14%	54%	20%	66%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	12%	35%	10%	6%	48%	13%	11%	17%	30%	37%	0%	14%	18%	14%	7%
Quite important	22%	18%	48%	16%	37%	21%	21%	30%	42%	29%	0%	11%	35%	25%	14%
Neither important nor unimportant	19%	27%	12%	19%	5%	18%	19%	21%	15%	20%	100%	31%	20%	16%	17%
Somewhat unimportant	12%	11%	9%	14%	5%	12%	13%	4%	5%	9%	0%	1%	3%	11%	21%
Very unimportant	28%	8%	20%	36%	5%	29%	29%	26%	7%	4%	0%	18%	18%	32%	35%
Don't Know	6%	1%	0%	9%	0%	7%	7%	3%	1%	1%	0%	23%	6%	2%	6%
Total Important:	34%	54%	58%	22%	85%	34%	32%	47%	72%	66%	0%	26%	53%	39%	21%
Total Unimportant:	41%	19%	30%	50%	11%	40%	42%	30%	12%	13%	0%	20%	21%	43%	56%
Net:	-7%	35%	28%	-29%	74%	-6%	-11%	17%	60%	53%	0%	6%	32%	-3%	-35%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	12%	5%	0%	2%	9%	19%	24%	43%	18%	7%	10%	16%	14%	6%	19%
Quite important	22%	26%	17%	28%	19%	18%	38%	29%	31%	19%	32%	20%	18%	7%	9%
Neither important nor unimportant	19%	24%	17%	10%	14%	9%	26%	25%	14%	22%	16%	15%	27%	28%	12%
Somewhat unimportant	12%	3%	24%	24%	21%	15%	1%	1%	5%	6%	12%	20%	20%	19%	18%
Very unimportant	28%	25%	38%	27%	36%	36%	10%	2%	26%	36%	31%	21%	13%	35%	36%
Don't Know	6%	16%	3%	9%	0%	3%	2%	0%	6%	11%	0%	10%	8%	5%	6%
Total Important:	34%	32%	17%	30%	28%	37%	62%	72%	50%	26%	41%	35%	32%	13%	28%
Total Unimportant:	41%	29%	62%	52%	58%	52%	11%	3%	31%	42%	43%	40%	33%	54%	54%
Net:	-7%	3%	-45%	-22%	-30%	-15%	51%	69%	19%	-16%	-2%	-5%	-1%	-41%	-26%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	12%	18%	5%	31%	17%	17%	6%	7%	2%	11%	12%	21%	17%
Quite important	22%	22%	35%	44%	23%	31%	27%	16%	18%	6%	14%	21%	0%
Neither important nor unimportant	19%	19%	42%	12%	29%	18%	16%	16%	33%	24%	0%	20%	33%
Somewhat unimportant	12%	11%	1%	14%	10%	11%	14%	9%	24%	10%	31%	18%	50%
Very unimportant	28%	23%	17%	0%	18%	19%	22%	49%	12%	49%	41%	20%	0%
Don't Know	6%	7%	0%	0%	4%	4%	15%	3%	11%	0%	1%	0%	0%
Total Important:	34%	40%	40%	74%	40%	48%	34%	23%	20%	17%	26%	42%	17%
Total Unimportant:	41%	34%	18%	14%	28%	30%	35%	58%	35%	59%	73%	38%	50%
Net:	-7%	6%	22%	60%	12%	18%	-2%	-35%	-15%	-41%	-47%	3%	-33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	16%	28%	24%	10%	53%	15%	14%	31%	33%	38%	0%	20%	25%	16%	9%
Quite important	19%	12%	43%	15%	27%	20%	18%	26%	45%	36%	48%	33%	18%	20%	17%
Neither important nor unimportant	20%	37%	9%	18%	8%	20%	21%	15%	13%	11%	0%	37%	16%	17%	23%
Somewhat unimportant	14%	17%	8%	14%	4%	14%	15%	6%	2%	6%	52%	8%	20%	9%	12%
Very unimportant	27%	2%	16%	38%	8%	28%	28%	20%	7%	7%	0%	2%	13%	38%	35%
Don't Know	4%	3%	0%	5%	0%	3%	4%	2%	0%	3%	0%	0%	9%	1%	4%
Total Important:	35%	41%	66%	24%	80%	35%	32%	57%	78%	74%	48%	53%	43%	36%	26%
Total Unimportant:	41%	19%	24%	52%	12%	42%	43%	27%	9%	13%	52%	10%	33%	47%	47%
Net:	-6%	22%	42%	-27%	68%	-7%	-11%	30%	70%	61%	-4%	42%	10%	-10%	-21%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	16%	12%	3%	13%	9%	30%	47%	28%	27%	8%	20%	11%	14%	12%	8%
Quite important	19%	14%	22%	19%	18%	18%	32%	32%	16%	23%	10%	25%	25%	17%	26%
Neither important nor unimportant	20%	20%	20%	24%	18%	14%	13%	33%	22%	7%	16%	39%	28%	21%	19%
Somewhat unimportant	14%	21%	17%	9%	23%	5%	4%	4%	6%	13%	26%	9%	19%	6%	12%
Very unimportant	27%	23%	38%	27%	33%	32%	4%	3%	19%	39%	27%	16%	13%	44%	36%
Don't Know	4%	10%	0%	8%	0%	1%	0%	0%	10%	10%	0%	0%	0%	1%	0%
Total Important:	35%	26%	25%	33%	27%	48%	79%	60%	43%	32%	30%	36%	39%	29%	33%
Total Unimportant:	41%	44%	55%	36%	56%	37%	7%	7%	25%	51%	53%	25%	33%	49%	48%
Net:	-6%	-18%	-30%	-3%	-29%	12%	72%	53%	18%	-20%	-23%	10%	6%	-21%	-15%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	16%	23%	35%	33%	19%	25%	17%	10%	4%	4%	0%	1%	0%
Quite important	19%	19%	6%	47%	23%	20%	2%	13%	26%	20%	14%	18%	17%
Neither important nor unimportant	20%	20%	1%	19%	33%	13%	29%	13%	7%	47%	48%	38%	0%
Somewhat unimportant	14%	14%	41%	0%	12%	12%	26%	15%	24%	16%	0%	20%	33%
Very unimportant	27%	17%	17%	1%	6%	22%	21%	48%	29%	13%	38%	20%	50%
Don't Know	4%	7%	0%	0%	7%	9%	4%	1%	10%	0%	0%	3%	0%
Total Important:	35%	42%	41%	80%	42%	45%	20%	23%	30%	24%	14%	19%	17%
Total Unimportant:	41%	30%	58%	1%	18%	34%	47%	63%	53%	29%	38%	40%	83%
Net:	-6%	12%	-17%	79%	24%	11%	-28%	-40%	-23%	-5%	-25%	-21%	-66%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	16%	28%	31%	9%	3%	16%	15%	21%	36%	49%	0%	29%	20%	25%	9%
Quite important	14%	36%	21%	6%	21%	16%	13%	25%	33%	30%	48%	13%	25%	16%	7%
Neither important nor unimportant	13%	18%	16%	11%	27%	12%	13%	12%	17%	6%	52%	18%	8%	12%	15%
Somewhat unimportant	15%	6%	10%	19%	2%	16%	16%	4%	3%	9%	0%	1%	17%	7%	19%
Very unimportant	36%	8%	21%	48%	46%	35%	37%	33%	11%	6%	0%	40%	24%	37%	43%
Don't Know	5%	4%	1%	7%	0%	5%	6%	5%	0%	0%	0%	0%	6%	3%	7%
Total Important:	31%	64%	52%	16%	25%	32%	28%	46%	69%	79%	48%	41%	44%	41%	15%
Total Unimportant:	51%	15%	31%	67%	48%	51%	53%	37%	14%	15%	0%	41%	41%	44%	63%
Net:	-20%	49%	20%	-51%	-24%	-19%	-24%	9%	55%	64%	48%	0%	3%	-3%	-47%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	16%	14%	0%	4%	19%	22%	30%	43%	26%	10%	16%	20%	16%	12%	8%
Quite important	14%	12%	3%	1%	10%	10%	48%	45%	19%	11%	13%	11%	22%	12%	12%
Neither important nor unimportant	13%	9%	24%	24%	15%	7%	8%	9%	7%	22%	16%	10%	6%	15%	13%
Somewhat unimportant	15%	7%	27%	27%	21%	16%	2%	1%	10%	8%	15%	24%	17%	20%	19%
Very unimportant	36%	44%	46%	37%	34%	44%	10%	2%	32%	39%	35%	31%	37%	41%	42%
Don't Know	5%	15%	0%	8%	1%	1%	2%	0%	6%	10%	4%	5%	4%	0%	7%
Total Important:	31%	26%	3%	5%	29%	32%	78%	88%	44%	22%	29%	31%	38%	24%	20%
Total Unimportant:	51%	51%	73%	63%	55%	60%	12%	3%	43%	46%	50%	55%	53%	60%	61%
Net:	-20%	-25%	-70%	-58%	-26%	-28%	66%	84%	2%	-25%	-21%	-24%	-16%	-36%	-40%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	16%	18%	1%	26%	40%	20%	18%	10%	2%	0%	12%	19%	0%
Quite important	14%	17%	1%	44%	21%	23%	2%	6%	18%	2%	0%	3%	17%
Neither important nor unimportant	13%	11%	27%	9%	6%	7%	20%	5%	36%	36%	10%	38%	33%
Somewhat unimportant	15%	14%	0%	19%	13%	24%	9%	12%	22%	0%	37%	20%	17%
Very unimportant	36%	32%	72%	0%	19%	17%	40%	63%	12%	59%	39%	20%	0%
Don't Know	5%	7%	0%	0%	0%	9%	10%	4%	10%	2%	1%	0%	33%
Total Important:	31%	35%	2%	71%	61%	43%	20%	16%	21%	3%	12%	22%	17%
Total Unimportant:	51%	47%	72%	20%	32%	41%	50%	75%	33%	59%	76%	40%	17%
Net:	-20%	-12%	-70%	51%	29%	2%	-30%	-59%	-12%	-56%	-64%	-18%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	23%	23%	36%	19%	7%	23%	23%	22%	36%	34%	48%	37%	30%	26%	14%
Quite important	33%	37%	37%	31%	33%	30%	33%	35%	43%	34%	52%	39%	46%	18%	32%
Neither important nor unimportant	13%	28%	9%	10%	54%	13%	12%	19%	12%	18%	0%	22%	9%	15%	14%
Somewhat unimportant	12%	7%	12%	14%	1%	13%	12%	10%	6%	11%	0%	1%	12%	10%	15%
Very unimportant	18%	5%	7%	25%	5%	19%	19%	14%	3%	3%	0%	1%	4%	29%	24%
Don't Know	1%	0%	0%	2%	0%	1%	1%	0%	0%	0%	0%	0%	0%	2%	1%
Total Important:	56%	60%	73%	51%	40%	54%	56%	56%	79%	68%	100%	76%	76%	44%	46%
Total Unimportant:	30%	12%	19%	38%	6%	33%	31%	25%	9%	14%	0%	2%	16%	39%	39%
Net:	26%	48%	54%	12%	34%	21%	25%	31%	70%	54%	100%	74%	60%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	23%	26%	9%	12%	27%	25%	33%	42%	28%	16%	28%	25%	29%	17%	8%
Quite important	33%	32%	44%	27%	25%	31%	22%	34%	38%	39%	25%	39%	33%	27%	25%
Neither important nor unimportant	13%	8%	15%	25%	9%	3%	39%	22%	18%	9%	6%	16%	13%	10%	30%
Somewhat unimportant	12%	15%	9%	11%	23%	11%	3%	0%	2%	15%	26%	6%	12%	5%	12%
Very unimportant	18%	18%	23%	26%	12%	30%	3%	2%	13%	16%	15%	14%	13%	40%	24%
Don't Know	1%	0%	0%	0%	4%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%
Total Important:	56%	58%	53%	38%	52%	56%	55%	75%	66%	54%	53%	64%	62%	44%	33%
Total Unimportant:	30%	34%	32%	37%	36%	41%	6%	3%	16%	31%	41%	20%	25%	46%	36%
Net:	26%	25%	21%	2%	16%	15%	49%	73%	50%	23%	12%	44%	37%	-2%	-3%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	23%	36%	2%	48%	28%	24%	19%	17%	28%	14%	0%	39%	17%
Quite important	33%	31%	71%	28%	43%	37%	35%	22%	51%	13%	55%	42%	0%
Neither important nor unimportant	13%	8%	25%	24%	12%	14%	9%	7%	7%	22%	12%	18%	33%
Somewhat unimportant	12%	13%	0%	0%	6%	10%	25%	17%	11%	15%	13%	0%	50%
Very unimportant	18%	9%	3%	0%	11%	11%	12%	38%	3%	37%	20%	0%	0%
Don't Know	1%	3%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%
Total Important:	56%	67%	73%	75%	71%	61%	54%	38%	79%	27%	55%	82%	17%
Total Unimportant:	30%	22%	3%	0%	17%	21%	37%	55%	14%	52%	33%	0%	50%
Net:	26%	45%	70%	75%	54%	41%	18%	-17%	65%	-25%	21%	82%	-33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	16%	31%	23%	9%	13%	16%	15%	18%	34%	33%	48%	11%	21%	23%	8%
Quite important	31%	39%	37%	28%	25%	33%	31%	38%	36%	39%	52%	49%	42%	21%	27%
Neither important nor unimportant	19%	13%	20%	21%	51%	17%	19%	17%	20%	17%	0%	22%	21%	14%	21%
Somewhat unimportant	12%	13%	10%	13%	5%	12%	13%	5%	6%	7%	0%	8%	7%	10%	18%
Very unimportant	17%	3%	9%	23%	6%	19%	17%	19%	5%	4%	0%	2%	3%	29%	22%
Don't Know	5%	0%	1%	7%	0%	3%	5%	4%	0%	0%	0%	8%	7%	2%	4%
Total Important:	47%	70%	59%	37%	38%	48%	46%	55%	70%	72%	100%	60%	62%	45%	35%
Total Unimportant:	29%	16%	20%	36%	11%	31%	30%	24%	10%	11%	0%	10%	10%	39%	40%
Net:	18%	55%	40%	1%	27%	17%	16%	31%	60%	62%	100%	50%	52%	6%	-4%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	16%	7%	2%	7%	13%	20%	27%	47%	23%	12%	18%	10%	17%	10%	13%
Quite important	31%	28%	38%	36%	27%	26%	43%	41%	34%	20%	27%	34%	45%	38%	32%
Neither important nor unimportant	19%	38%	20%	10%	13%	6%	26%	8%	23%	19%	19%	30%	14%	7%	19%
Somewhat unimportant	12%	10%	12%	37%	28%	12%	0%	1%	2%	18%	18%	9%	11%	15%	13%
Very unimportant	17%	12%	28%	10%	14%	32%	4%	2%	13%	16%	16%	17%	9%	30%	24%
Don't Know	5%	6%	0%	0%	5%	4%	0%	0%	6%	15%	1%	0%	4%	0%	0%
Total Important:	47%	35%	40%	43%	40%	46%	70%	89%	57%	32%	45%	44%	62%	48%	45%
Total Unimportant:	29%	22%	39%	47%	42%	44%	4%	3%	14%	34%	35%	26%	20%	45%	37%
Net:	18%	13%	1%	-3%	-2%	2%	66%	86%	42%	-1%	10%	18%	42%	3%	8%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	16%	19%	2%	27%	34%	20%	10%	6%	1%	5%	12%	18%	17%
Quite important	31%	28%	26%	55%	40%	39%	27%	22%	30%	59%	31%	1%	33%
Neither important nor unimportant	19%	30%	6%	13%	8%	14%	37%	22%	21%	0%	23%	41%	33%
Somewhat unimportant	12%	8%	49%	6%	4%	10%	9%	9%	47%	34%	13%	20%	17%
Very unimportant	17%	7%	17%	0%	6%	6%	13%	41%	2%	0%	20%	20%	0%
Don't Know	5%	7%	0%	0%	7%	10%	4%	0%	0%	2%	0%	0%	0%
Total Important:	47%	47%	28%	81%	74%	59%	37%	28%	31%	64%	43%	19%	50%
Total Unimportant:	29%	15%	67%	6%	11%	17%	22%	50%	49%	34%	33%	40%	17%
Net:	18%	32%	-39%	75%	63%	42%	15%	-22%	-18%	29%	10%	-21%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	11%	26%	22%	3%	3%	11%	10%	17%	33%	34%	0%	5%	16%	17%	6%
Quite important	27%	42%	23%	23%	70%	28%	26%	28%	34%	34%	52%	64%	28%	21%	23%
Neither important nor unimportant	21%	16%	28%	20%	24%	19%	20%	23%	24%	18%	48%	4%	29%	12%	21%
Somewhat unimportant	19%	12%	10%	23%	1%	17%	19%	12%	5%	9%	0%	23%	19%	14%	20%
Very unimportant	23%	3%	17%	31%	2%	26%	24%	19%	4%	5%	0%	3%	8%	36%	30%
Don't Know	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Total Important:	38%	69%	45%	26%	73%	39%	36%	45%	67%	69%	52%	70%	44%	38%	29%
Total Unimportant:	42%	15%	27%	54%	3%	42%	44%	31%	9%	14%	0%	27%	27%	50%	50%
Net:	-4%	54%	18%	-27%	71%	-4%	-7%	14%	58%	55%	52%	43%	17%	-12%	-22%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	11%	4%	0%	0%	8%	20%	15%	39%	18%	7%	13%	2%	13%	11%	6%
Quite important	27%	28%	24%	11%	34%	20%	62%	32%	27%	31%	27%	38%	22%	17%	13%
Neither important nor unimportant	21%	25%	12%	47%	11%	11%	8%	26%	24%	17%	17%	16%	15%	31%	32%
Somewhat unimportant	19%	19%	29%	7%	39%	9%	8%	1%	22%	13%	19%	28%	25%	6%	13%
Very unimportant	23%	25%	35%	35%	8%	39%	7%	2%	9%	31%	23%	15%	24%	35%	36%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Total Important:	38%	31%	24%	11%	42%	41%	77%	71%	45%	39%	41%	40%	35%	28%	19%
Total Unimportant:	42%	44%	64%	42%	47%	48%	15%	3%	31%	44%	42%	44%	49%	40%	49%
Net:	-4%	-13%	-40%	-31%	-5%	-8%	62%	68%	14%	-6%	-2%	-4%	-14%	-12%	-30%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	11%	12%	6%	27%	24%	17%	1%	9%	1%	0%	1%	1%	0%
Quite important	27%	31%	27%	30%	37%	33%	30%	25%	17%	2%	14%	22%	17%
Neither important nor unimportant	21%	22%	1%	23%	19%	15%	15%	12%	36%	49%	56%	0%	17%
Somewhat unimportant	19%	16%	21%	19%	9%	16%	24%	19%	12%	49%	0%	38%	33%
Very unimportant	23%	18%	46%	0%	11%	19%	30%	35%	34%	0%	29%	38%	33%
Don't Know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Important:	38%	44%	33%	57%	61%	50%	30%	34%	18%	2%	15%	23%	17%
Total Unimportant:	42%	34%	67%	20%	20%	34%	54%	54%	45%	49%	29%	77%	66%
Net:	-4%	10%	-34%	37%	41%	16%	-24%	-20%	-27%	-47%	-14%	-54%	-49%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	12%	30%	24%	4%	6%	13%	11%	19%	31%	40%	0%	19%	17%	20%	4%
Quite important	12%	25%	19%	6%	52%	11%	11%	23%	35%	31%	52%	20%	22%	8%	6%
Neither important nor unimportant	9%	20%	11%	6%	30%	10%	9%	11%	19%	13%	48%	6%	9%	16%	6%
Somewhat unimportant	8%	13%	8%	6%	1%	9%	8%	6%	2%	8%	0%	9%	0%	5%	15%
Very unimportant	54%	11%	36%	71%	11%	53%	56%	35%	13%	8%	0%	38%	44%	48%	66%
Don't Know	5%	1%	1%	7%	0%	3%	5%	5%	1%	1%	0%	8%	8%	3%	3%
Total Important:	24%	55%	44%	10%	58%	24%	22%	42%	66%	70%	52%	39%	39%	29%	10%
Total Unimportant:	62%	24%	44%	77%	12%	63%	65%	41%	15%	16%	0%	47%	44%	52%	81%
Net:	-38%	30%	-1%	-67%	46%	-38%	-43%	0%	51%	55%	52%	-8%	-5%	-24%	-71%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	12%	4%	2%	2%	7%	11%	47%	48%	9%	11%	12%	10%	9%	22%	19%
Quite important	12%	7%	5%	0%	18%	20%	24%	21%	27%	10%	10%	6%	16%	1%	7%
Neither important nor unimportant	9%	7%	8%	2%	13%	6%	10%	23%	11%	9%	5%	20%	12%	2%	1%
Somewhat unimportant	8%	7%	8%	10%	13%	3%	2%	5%	1%	11%	7%	10%	12%	10%	6%
Very unimportant	54%	63%	75%	86%	47%	58%	10%	4%	41%	52%	65%	55%	50%	65%	50%
Don't Know	5%	13%	2%	0%	1%	1%	6%	0%	11%	8%	0%	0%	0%	1%	18%
Total Important:	24%	11%	7%	2%	25%	31%	72%	68%	35%	21%	22%	16%	25%	23%	26%
Total Unimportant:	62%	70%	83%	96%	60%	62%	12%	9%	42%	63%	72%	65%	62%	74%	55%
Net:	-38%	-59%	-76%	-94%	-35%	-30%	60%	59%	-7%	-42%	-50%	-49%	-37%	-51%	-30%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	12%	20%	2%	31%	25%	27%	7%	3%	8%	1%	0%	1%	17%
Quite important	12%	8%	32%	23%	25%	15%	11%	0%	15%	25%	0%	22%	0%
Neither important nor unimportant	9%	3%	0%	28%	15%	4%	6%	8%	3%	1%	0%	18%	0%
Somewhat unimportant	8%	5%	0%	10%	7%	9%	5%	5%	25%	1%	13%	20%	0%
Very unimportant	54%	54%	67%	9%	21%	35%	68%	80%	48%	70%	86%	38%	83%
Don't Know	5%	11%	0%	0%	7%	10%	3%	4%	0%	0%	0%	0%	0%
Total Important:	24%	27%	33%	54%	50%	42%	18%	3%	23%	27%	0%	23%	17%
Total Unimportant:	62%	59%	67%	19%	28%	44%	73%	85%	74%	72%	100%	58%	83%
Net:	-38%	-32%	-33%	35%	22%	-2%	-55%	-82%	-50%	-45%	-99%	-35%	-66%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very important	17%	31%	25%	11%	13%	17%	16%	24%	31%	34%	0%	1%	18%	20%	18%
Quite important	30%	38%	50%	22%	9%	32%	30%	30%	40%	35%	48%	25%	29%	33%	30%
Neither important nor unimportant	15%	18%	12%	16%	37%	15%	15%	21%	22%	15%	52%	14%	21%	10%	14%
Somewhat unimportant	14%	7%	6%	19%	40%	14%	15%	12%	2%	10%	0%	21%	14%	16%	13%
Very unimportant	21%	6%	7%	29%	2%	22%	22%	12%	4%	6%	0%	39%	12%	21%	25%
Don't Know	2%	0%	0%	3%	0%	0%	2%	1%	1%	0%	0%	0%	7%	0%	0%
Total Important:	47%	69%	75%	33%	22%	49%	46%	54%	71%	69%	48%	26%	46%	53%	48%
Total Unimportant:	36%	13%	13%	48%	41%	36%	37%	24%	6%	16%	0%	60%	26%	37%	38%
Net:	12%	56%	62%	-15%	-19%	13%	9%	30%	65%	53%	48%	-34%	21%	16%	9%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very important	17%	7%	1%	11%	34%	31%	62%	26%	9%	16%	21%	29%	13%	16%	14%
Quite important	30%	32%	16%	32%	21%	23%	23%	62%	31%	28%	21%	34%	53%	28%	13%
Neither important nor unimportant	15%	22%	14%	11%	10%	10%	10%	11%	15%	19%	13%	25%	10%	1%	30%
Somewhat unimportant	14%	9%	32%	29%	14%	12%	5%	1%	12%	13%	20%	6%	13%	25%	12%
Very unimportant	21%	26%	37%	17%	22%	24%	0%	1%	24%	23%	26%	5%	11%	30%	30%
Don't Know	2%	4%	0%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	1%	0%
Total Important:	47%	39%	17%	43%	54%	53%	85%	87%	40%	44%	42%	63%	66%	44%	28%
Total Unimportant:	36%	35%	69%	46%	35%	37%	5%	1%	35%	36%	46%	11%	24%	54%	42%
Net:	12%	5%	-52%	-3%	19%	17%	80%	86%	5%	8%	-4%	52%	42%	-10%	-15%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very important	17%	17%	7%	23%	26%	39%	11%	12%	2%	15%	23%	18%	0%
Quite important	30%	27%	1%	43%	51%	22%	33%	22%	46%	26%	0%	43%	33%
Neither important nor unimportant	15%	19%	23%	20%	11%	9%	40%	14%	18%	3%	1%	0%	17%
Somewhat unimportant	14%	13%	48%	14%	10%	10%	1%	15%	21%	11%	24%	20%	50%
Very unimportant	21%	21%	21%	0%	2%	11%	15%	37%	13%	45%	52%	18%	0%
Don't Know	2%	3%	0%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%
Total Important:	47%	44%	8%	67%	78%	61%	44%	33%	48%	41%	23%	62%	33%
Total Unimportant:	36%	34%	69%	14%	11%	21%	16%	52%	34%	56%	76%	38%	50%
Net:	12%	10%	-61%	53%	66%	40%	28%	-19%	14%	-14%	-53%	23%	-17%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
None	10%	0%	2%	15%	1%	11%	11%	0%	2%	1%	0%	8%	2%	18%	11%
1-5%	13%	10%	12%	14%	11%	13%	13%	11%	9%	5%	0%	19%	9%	3%	19%
6-10%	15%	3%	10%	20%	25%	14%	16%	10%	3%	8%	0%	2%	15%	5%	22%
11-20%	7%	4%	4%	8%	0%	7%	7%	5%	6%	2%	0%	0%	7%	5%	8%
21-30%	11%	6%	17%	11%	1%	11%	11%	13%	2%	8%	0%	1%	5%	13%	15%
31-40%	6%	6%	1%	7%	1%	4%	6%	4%	3%	5%	0%	15%	4%	3%	7%
41-50%	6%	4%	10%	5%	8%	6%	5%	7%	17%	10%	52%	16%	5%	3%	4%
51-60%	9%	21%	18%	3%	9%	10%	8%	19%	27%	20%	0%	18%	16%	9%	4%
61-70%	9%	24%	16%	3%	42%	10%	9%	15%	17%	14%	0%	4%	18%	10%	5%
71-80%	7%	15%	8%	4%	0%	6%	7%	8%	11%	18%	0%	3%	11%	16%	0%
81-90%	3%	6%	1%	3%	0%	3%	3%	4%	2%	3%	0%	12%	0%	6%	2%
91-100%	2%	0%	0%	2%	0%	2%	2%	1%	1%	1%	48%	0%	2%	0%	1%
Don't know	4%	0%	1%	5%	2%	4%	4%	3%	1%	5%	0%	0%	5%	6%	2%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
None	10%	15%	17%	9%	4%	6%	0%	0%	5%	15%	4%	5%	11%	14%	24%
1-5%	13%	19%	7%	9%	20%	20%	4%	1%	2%	8%	26%	15%	18%	6%	18%
6-10%	15%	17%	23%	28%	17%	15%	0%	1%	17%	11%	27%	14%	0%	19%	6%
11-20%	7%	4%	14%	2%	11%	4%	5%	5%	5%	13%	0%	10%	5%	5%	7%
21-30%	11%	14%	11%	26%	9%	14%	4%	0%	7%	6%	16%	15%	12%	10%	13%
31-40%	6%	8%	6%	16%	1%	10%	2%	0%	10%	1%	8%	5%	9%	5%	0%
41-50%	6%	7%	5%	8%	2%	5%	2%	7%	6%	9%	1%	5%	12%	0%	7%
51-60%	9%	5%	3%	0%	1%	7%	32%	30%	16%	14%	5%	10%	5%	1%	7%
61-70%	9%	0%	6%	1%	17%	8%	41%	25%	13%	6%	9%	6%	12%	16%	1%
71-80%	7%	4%	0%	0%	0%	5%	8%	28%	17%	4%	0%	5%	4%	11%	7%
81-90%	3%	2%	4%	1%	9%	1%	2%	1%	0%	5%	4%	5%	4%	1%	0%
91-100%	2%	3%	0%	0%	5%	1%	0%	0%	1%	0%	0%	5%	4%	0%	6%
Don't know	4%	2%	3%	0%	4%	4%	0%	1%	1%	7%	0%	0%	4%	10%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
None	10%	5%	21%	0%	0%	9%	17%	22%	9%	0%	0%	0%	17%
1-5%	13%	11%	0%	0%	9%	16%	10%	19%	11%	24%	19%	0%	33%
6-10%	15%	15%	29%	13%	17%	17%	13%	15%	13%	25%	13%	20%	0%
11-20%	7%	10%	0%	0%	5%	1%	4%	11%	12%	1%	23%	40%	0%
21-30%	11%	13%	15%	0%	6%	5%	17%	12%	36%	13%	15%	37%	0%
31-40%	6%	7%	1%	5%	9%	1%	5%	6%	0%	20%	19%	0%	0%
41-50%	6%	7%	21%	6%	6%	7%	5%	2%	0%	10%	0%	0%	0%
51-60%	9%	11%	3%	36%	15%	8%	1%	3%	1%	3%	0%	0%	0%
61-70%	9%	9%	11%	21%	18%	22%	10%	0%	14%	1%	0%	1%	0%
71-80%	7%	4%	0%	18%	10%	7%	6%	2%	0%	0%	10%	3%	0%
81-90%	3%	5%	1%	1%	1%	5%	10%	2%	2%	0%	0%	0%	33%
91-100%	2%	0%	0%	0%	5%	0%	0%	0%	0%	2%	0%	0%	17%
Don't know	4%	3%	0%	0%	0%	1%	4%	6%	2%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Twitter	9%	12%	16%	6%	10%	8%	9%	3%	22%	25%	0%	0%	17%	11%	5%
Through a dedicated app	8%	13%	19%	4%	9%	8%	8%	10%	14%	15%	0%	9%	5%	18%	5%
Google Shopping free listings	7%	19%	4%	4%	8%	5%	7%	5%	14%	20%	0%	26%	3%	8%	6%
YouTube	6%	7%	6%	6%	46%	6%	5%	14%	26%	33%	52%	3%	13%	2%	4%
Amazon Marketplace	6%	14%	19%	1%	8%	7%	6%	8%	20%	29%	0%	22%	8%	13%	0%
Ebay	6%	11%	17%	1%	5%	7%	5%	12%	18%	18%	0%	0%	12%	11%	0%
Word of mouth	55%	37%	49%	61%	50%	56%	57%	39%	27%	27%	48%	40%	41%	55%	65%
Your company website	45%	38%	42%	48%	11%	45%	46%	37%	24%	33%	52%	55%	35%	48%	49%
TikTok	4%	12%	5%	2%	6%	4%	4%	7%	18%	22%	48%	11%	9%	1%	2%
E-mail	33%	31%	32%	34%	17%	36%	34%	31%	30%	27%	52%	12%	25%	35%	40%
Google Search	32%	30%	19%	36%	6%	31%	32%	32%	26%	33%	100%	28%	28%	30%	35%
Mastodon	3%	8%	7%	1%	2%	3%	3%	3%	5%	10%	0%	2%	7%	5%	0%
Facebook	29%	22%	28%	31%	7%	27%	29%	29%	25%	30%	100%	38%	37%	24%	23%
Instagram	29%	27%	17%	33%	68%	24%	30%	21%	31%	39%	52%	27%	46%	18%	24%
Google Maps / Google Business Profile / Google My Business / Google Reviews	23%	17%	23%	25%	46%	21%	23%	26%	15%	17%	0%	29%	28%	18%	22%
LinkedIn	20%	19%	23%	20%	69%	20%	20%	24%	19%	31%	52%	36%	11%	21%	22%
Google Reviews	18%	36%	12%	15%	9%	19%	19%	15%	18%	21%	0%	28%	18%	21%	17%
Etsy	1%	4%	2%	0%	1%	1%	1%	6%	10%	10%	0%	0%	1%	3%	0%
None of the above	6%	0%	9%	6%	0%	7%	6%	1%	1%	2%	0%	0%	4%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Twitter	9%	3%	12%	0%	4%	7%	1%	28%	27%	1%	4%	10%	15%	0%	0%
Through a dedicated app	8%	3%	3%	1%	1%	11%	20%	28%	6%	11%	8%	10%	14%	1%	0%
Google Shopping free listings	7%	4%	5%	0%	6%	10%	4%	17%	11%	1%	8%	10%	9%	6%	1%
YouTube	6%	5%	6%	2%	1%	9%	19%	6%	7%	4%	7%	6%	16%	0%	1%
Amazon Marketplace	6%	0%	0%	1%	14%	9%	21%	18%	7%	6%	8%	5%	9%	1%	8%
Ebay	6%	0%	0%	0%	5%	3%	20%	29%	12%	7%	5%	0%	8%	1%	0%
Word of mouth	55%	54%	73%	63%	56%	55%	14%	27%	31%	58%	52%	68%	65%	64%	56%
Your company website	45%	54%	41%	80%	40%	42%	13%	34%	43%	55%	40%	44%	50%	35%	51%
TikTok	4%	4%	0%	1%	6%	6%	33%	5%	2%	1%	1%	10%	12%	5%	6%
E-mail	33%	27%	21%	55%	45%	45%	33%	28%	19%	34%	39%	57%	27%	28%	26%
Google Search	32%	42%	34%	33%	36%	18%	8%	29%	47%	19%	30%	40%	39%	25%	20%
Mastodon	3%	0%	0%	0%	0%	6%	6%	15%	10%	1%	0%	0%	4%	5%	0%
Facebook	29%	34%	33%	2%	34%	22%	36%	25%	24%	34%	37%	21%	37%	10%	37%
Instagram	29%	34%	37%	22%	37%	20%	21%	15%	39%	25%	29%	34%	22%	21%	38%
Google Maps / Google Business Profile / Google My Business / Google Reviews	23%	24%	26%	37%	20%	22%	13%	19%	30%	22%	31%	20%	26%	6%	14%
LinkedIn	20%	25%	13%	26%	29%	27%	17%	12%	21%	27%	13%	29%	29%	6%	8%
Google Reviews	18%	14%	13%	19%	24%	22%	22%	25%	22%	11%	24%	20%	10%	25%	14%
Etsy	1%	0%	0%	0%	0%	1%	0%	8%	2%	0%	1%	0%	0%	6%	0%
None of the above	6%	10%	7%	0%	0%	11%	0%	0%	1%	7%	15%	0%	0%	5%	12%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Twitter	9%	7%	0%	29%	9%	11%	12%	0%	1%	3%	9%	18%	0%
Through a dedicated app	8%	8%	0%	21%	18%	7%	7%	6%	3%	1%	0%	0%	0%
Google Shopping free listings	7%	5%	1%	17%	11%	6%	7%	0%	0%	21%	13%	0%	0%
YouTube	6%	7%	26%	8%	7%	7%	5%	6%	2%	4%	0%	0%	0%
Amazon Marketplace	6%	4%	1%	17%	14%	9%	13%	0%	2%	0%	0%	0%	0%
Ebay	6%	5%	1%	33%	8%	7%	0%	0%	0%	0%	0%	0%	0%
Word of mouth	55%	54%	23%	30%	35%	64%	52%	65%	61%	50%	67%	99%	67%
Your company website	45%	54%	93%	51%	33%	45%	45%	46%	60%	12%	45%	79%	33%
TikTok	4%	6%	1%	2%	6%	19%	6%	0%	2%	4%	0%	0%	0%
E-mail	33%	17%	88%	24%	23%	31%	32%	42%	27%	34%	36%	38%	33%
Google Search	32%	44%	24%	33%	35%	14%	38%	34%	29%	28%	23%	40%	33%
Mastodon	3%	3%	0%	21%	6%	0%	0%	0%	0%	0%	0%	0%	0%
Facebook	29%	38%	36%	26%	28%	39%	22%	22%	34%	17%	47%	42%	17%
Instagram	29%	39%	70%	20%	28%	48%	19%	26%	15%	16%	46%	39%	17%
Google Maps / Google Business Profile / Google My Business / Google Reviews	23%	27%	39%	47%	9%	24%	15%	16%	49%	14%	15%	41%	33%
LinkedIn	20%	17%	49%	10%	25%	19%	20%	22%	27%	1%	9%	58%	0%
Google Reviews	18%	23%	2%	29%	22%	19%	13%	12%	25%	24%	26%	0%	0%
Etsy	1%	2%	5%	2%	6%	1%	0%	0%	0%	0%	0%	0%	0%
None of the above	6%	4%	0%	0%	0%	0%	12%	10%	0%	0%	10%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	51%	64%	55%	47%	54%	55%	51%	54%	60%	58%	100%	37%	53%	62%	46%
My business does not use this	44%	30%	45%	48%	26%	41%	45%	40%	38%	36%	0%	54%	47%	38%	46%
Don't know	5%	6%	0%	5%	20%	4%	4%	6%	3%	7%	0%	9%	0%	1%	9%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	51%	39%	49%	81%	50%	66%	59%	60%	44%	39%	60%	46%	62%	52%	76%
My business does not use this	44%	57%	42%	8%	44%	33%	41%	40%	54%	58%	32%	54%	34%	33%	24%
Don't know	5%	5%	9%	10%	5%	1%	0%	0%	1%	3%	7%	1%	4%	15%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	51%	51%	71%	45%	61%	63%	58%	45%	50%	36%	39%	82%	67%
My business does not use this	44%	46%	29%	55%	34%	37%	40%	51%	48%	53%	42%	18%	0%
Don't know	5%	3%	0%	0%	4%	0%	2%	3%	1%	11%	19%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	49%	60%	52%	45%	61%	49%	50%	44%	56%	49%	52%	62%	61%	54%	37%
My business does not use this	49%	38%	45%	53%	38%	50%	49%	53%	39%	45%	48%	38%	36%	45%	60%
Don't know	2%	2%	2%	2%	1%	2%	2%	4%	5%	5%	0%	0%	3%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	49%	48%	52%	64%	36%	42%	73%	56%	53%	51%	42%	49%	48%	48%	63%
My business does not use this	49%	52%	42%	36%	64%	57%	27%	43%	47%	49%	58%	46%	47%	52%	31%
Don't know	2%	0%	6%	0%	0%	1%	1%	0%	1%	0%	0%	5%	5%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	49%	47%	70%	62%	58%	48%	46%	29%	31%	67%	70%	63%	100%
My business does not use this	49%	53%	30%	38%	42%	52%	46%	71%	69%	31%	21%	37%	0%
Don't know	2%	0%	0%	0%	0%	0%	9%	0%	0%	1%	9%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	40%	45%	50%	36%	40%	42%	39%	46%	65%	50%	48%	78%	31%	52%	35%
My business does not use this	54%	44%	47%	59%	55%	53%	55%	49%	30%	36%	52%	21%	62%	47%	58%
Don't know	5%	10%	3%	5%	5%	5%	6%	5%	5%	14%	0%	1%	7%	0%	8%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	40%	50%	33%	48%	30%	52%	58%	36%	34%	29%	52%	36%	42%	51%	43%
My business does not use this	54%	50%	60%	34%	56%	47%	40%	62%	65%	64%	40%	59%	49%	43%	57%
Don't know	5%	0%	6%	18%	15%	0%	2%	1%	0%	8%	7%	5%	9%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	40%	34%	36%	24%	46%	46%	40%	39%	35%	25%	46%	81%	100%
My business does not use this	54%	63%	64%	76%	54%	51%	50%	51%	63%	64%	45%	19%	0%
Don't know	5%	2%	0%	0%	0%	2%	10%	10%	2%	12%	9%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	71%	72%	67%	71%	59%	73%	71%	65%	64%	66%	100%	55%	65%	69%	77%
My business does not use this	25%	26%	28%	24%	11%	22%	25%	24%	31%	25%	0%	36%	31%	30%	18%
Don't know	4%	2%	5%	5%	30%	4%	4%	10%	6%	9%	0%	9%	4%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	71%	68%	75%	90%	82%	68%	60%	71%	58%	51%	84%	88%	80%	76%	65%
My business does not use this	25%	28%	20%	1%	14%	29%	35%	29%	41%	38%	16%	11%	15%	12%	35%
Don't know	4%	4%	6%	9%	4%	2%	5%	1%	1%	11%	1%	1%	5%	12%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	71%	79%	79%	71%	67%	85%	76%	72%	61%	44%	80%	79%	100%
My business does not use this	25%	17%	21%	28%	26%	14%	24%	25%	38%	34%	11%	21%	0%
Don't know	4%	3%	0%	0%	7%	1%	1%	3%	1%	22%	9%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	21%	13%	30%	21%	78%	20%	20%	26%	44%	41%	0%	18%	23%	17%	23%
My business does not use this	57%	29%	38%	70%	21%	57%	58%	49%	39%	35%	52%	45%	45%	53%	68%
Don't know	22%	58%	32%	9%	1%	24%	22%	25%	18%	24%	48%	37%	32%	30%	10%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	21%	24%	18%	46%	18%	30%	14%	11%	15%	24%	17%	30%	31%	7%	28%
My business does not use this	57%	67%	76%	54%	52%	64%	31%	6%	55%	58%	59%	60%	33%	71%	66%
Don't know	22%	9%	6%	0%	30%	6%	55%	83%	30%	18%	23%	10%	36%	22%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	21%	21%	36%	26%	17%	22%	29%	16%	25%	30%	12%	82%	0%
My business does not use this	57%	55%	59%	19%	47%	47%	59%	74%	61%	49%	79%	18%	67%
Don't know	22%	24%	5%	55%	36%	32%	12%	10%	14%	21%	9%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	59%	57%	49%	62%	79%	59%	59%	56%	57%	61%	48%	43%	62%	45%	66%
My business does not use this	37%	38%	50%	33%	20%	37%	37%	39%	37%	32%	52%	56%	35%	52%	28%
Don't know	4%	5%	1%	5%	1%	4%	4%	5%	6%	7%	0%	1%	3%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	59%	63%	54%	75%	66%	55%	47%	60%	62%	48%	64%	65%	64%	55%	57%
My business does not use this	37%	35%	38%	16%	25%	44%	48%	39%	38%	49%	32%	31%	28%	37%	37%
Don't know	4%	1%	9%	9%	9%	1%	5%	1%	0%	3%	4%	5%	8%	8%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	59%	62%	41%	59%	77%	63%	47%	57%	61%	33%	67%	60%	100%
My business does not use this	37%	36%	59%	41%	22%	35%	47%	36%	39%	55%	24%	20%	0%
Don't know	4%	3%	0%	1%	0%	2%	6%	7%	0%	11%	9%	20%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	46%	55%	58%	40%	24%	45%	45%	50%	60%	51%	52%	59%	57%	41%	39%
My business does not use this	47%	36%	40%	51%	56%	47%	48%	40%	33%	40%	0%	38%	37%	56%	50%
Don't know	8%	9%	2%	8%	20%	8%	7%	10%	8%	9%	48%	2%	7%	3%	10%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	46%	43%	41%	64%	39%	48%	53%	66%	51%	48%	44%	54%	38%	38%	40%
My business does not use this	47%	49%	52%	36%	41%	49%	47%	34%	47%	47%	40%	41%	45%	62%	54%
Don't know	8%	8%	7%	0%	20%	3%	1%	0%	2%	6%	16%	5%	16%	1%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	46%	50%	56%	72%	55%	65%	48%	32%	25%	62%	35%	38%	0%
My business does not use this	47%	43%	44%	28%	45%	34%	42%	56%	57%	38%	56%	62%	67%
Don't know	8%	6%	0%	0%	0%	1%	11%	12%	17%	0%	9%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	16%	6%	14%	19%	13%	16%	15%	18%	26%	33%	0%	5%	15%	10%	21%
My business does not use this	62%	32%	52%	73%	82%	59%	63%	53%	42%	32%	100%	75%	48%	57%	69%
Don't know	23%	62%	34%	8%	5%	25%	22%	29%	31%	36%	0%	20%	36%	33%	10%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	16%	14%	23%	20%	18%	23%	9%	3%	8%	12%	13%	40%	20%	12%	8%
My business does not use this	62%	81%	71%	63%	50%	70%	28%	14%	59%	64%	66%	50%	51%	64%	86%
Don't know	23%	5%	6%	16%	32%	8%	63%	83%	33%	24%	21%	10%	29%	25%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	16%	15%	30%	12%	29%	14%	16%	16%	2%	19%	0%	38%	0%
My business does not use this	62%	59%	65%	32%	26%	53%	63%	75%	98%	69%	91%	62%	67%
Don't know	23%	26%	6%	55%	45%	33%	21%	8%	0%	11%	9%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	33%	53%	37%	26%	62%	32%	32%	40%	58%	63%	100%	47%	44%	38%	21%
My business does not use this	63%	41%	59%	70%	15%	64%	64%	53%	35%	32%	0%	50%	51%	61%	74%
Don't know	4%	5%	4%	3%	23%	3%	3%	6%	7%	5%	0%	2%	5%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	33%	26%	15%	56%	28%	32%	68%	56%	39%	33%	23%	21%	45%	36%	49%
My business does not use this	63%	74%	79%	43%	59%	67%	28%	43%	61%	61%	73%	79%	47%	58%	51%
Don't know	4%	0%	6%	1%	13%	2%	4%	1%	0%	6%	4%	1%	9%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	33%	34%	56%	49%	58%	52%	22%	16%	10%	26%	10%	43%	0%
My business does not use this	63%	64%	44%	50%	42%	47%	78%	76%	87%	72%	81%	38%	100%
Don't know	4%	2%	0%	1%	0%	1%	0%	8%	3%	1%	9%	18%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	21%	17%	26%	20%	60%	17%	20%	27%	37%	38%	100%	30%	21%	10%	22%
My business does not use this	57%	28%	36%	71%	13%	57%	59%	43%	31%	28%	0%	47%	48%	57%	65%
Don't know	23%	56%	38%	9%	27%	26%	22%	30%	32%	35%	0%	23%	31%	33%	13%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	21%	17%	19%	32%	24%	36%	9%	14%	31%	13%	20%	21%	33%	7%	15%
My business does not use this	57%	77%	73%	59%	46%	57%	26%	5%	41%	63%	63%	69%	35%	63%	73%
Don't know	23%	5%	8%	9%	31%	8%	65%	81%	28%	24%	17%	10%	33%	30%	12%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	21%	24%	56%	40%	11%	26%	26%	9%	15%	26%	24%	18%	0%
My business does not use this	57%	50%	38%	13%	40%	40%	64%	82%	76%	61%	55%	79%	67%
Don't know	23%	26%	6%	47%	50%	34%	10%	9%	9%	13%	21%	3%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	9%	13%	15%	6%	81%	7%	7%	19%	48%	46%	0%	21%	12%	8%	5%
My business does not use this	68%	29%	52%	83%	19%	68%	70%	56%	31%	31%	100%	59%	53%	62%	81%
Don't know	23%	58%	32%	11%	1%	25%	23%	25%	21%	23%	0%	20%	35%	30%	14%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	9%	7%	1%	24%	1%	24%	13%	7%	14%	3%	14%	11%	5%	6%	2%
My business does not use this	68%	79%	94%	68%	72%	70%	32%	4%	50%	79%	67%	74%	66%	67%	81%
Don't know	23%	14%	4%	9%	27%	6%	55%	88%	36%	18%	19%	14%	29%	27%	18%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	9%	6%	35%	19%	11%	3%	9%	3%	4%	25%	10%	3%	0%
My business does not use this	68%	64%	60%	26%	46%	59%	82%	85%	96%	62%	69%	78%	67%
Don't know	23%	30%	5%	55%	44%	37%	9%	11%	0%	13%	21%	18%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	5%	7%	11%	3%	35%	5%	3%	22%	35%	36%	0%	8%	4%	8%	4%
My business does not use this	68%	30%	46%	85%	56%	66%	70%	52%	41%	33%	52%	72%	59%	57%	79%
Don't know	27%	63%	44%	12%	9%	29%	27%	27%	24%	31%	48%	20%	38%	35%	17%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	5%	1%	3%	3%	1%	14%	18%	7%	4%	2%	10%	2%	5%	3%	13%
My business does not use this	68%	86%	82%	80%	63%	75%	27%	10%	65%	72%	67%	79%	54%	61%	80%
Don't know	27%	12%	15%	17%	36%	11%	55%	83%	31%	26%	24%	19%	41%	35%	7%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	5%	4%	1%	8%	4%	6%	12%	5%	3%	2%	0%	0%	0%
My business does not use this	68%	64%	94%	38%	47%	41%	73%	80%	96%	85%	91%	82%	67%
Don't know	27%	32%	5%	54%	49%	54%	15%	15%	1%	13%	9%	18%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
My business uses this	13%	26%	40%	2%	11%	13%	11%	22%	44%	41%	0%	14%	25%	14%	4%
My business does not use this	78%	65%	59%	87%	62%	80%	79%	69%	45%	48%	100%	84%	62%	83%	84%
Don't know	9%	9%	1%	12%	27%	7%	9%	9%	11%	11%	0%	2%	13%	3%	12%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
My business uses this	13%	0%	2%	1%	9%	22%	53%	43%	26%	11%	13%	2%	16%	7%	7%
My business does not use this	78%	85%	89%	89%	76%	75%	47%	56%	62%	84%	76%	88%	71%	86%	87%
Don't know	9%	15%	9%	10%	15%	3%	0%	1%	12%	5%	11%	11%	13%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
My business uses this	13%	13%	7%	48%	22%	18%	7%	5%	3%	0%	0%	1%	0%
My business does not use this	78%	74%	93%	51%	70%	75%	79%	83%	94%	87%	91%	81%	67%
Don't know	9%	13%	0%	0%	8%	7%	14%	12%	3%	13%	9%	18%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Strongly agree	16%	32%	21%	11%	10%	14%	15%	26%	40%	29%	0%	21%	28%	15%	10%
Somewhat agree	21%	21%	34%	17%	34%	19%	19%	32%	35%	45%	0%	19%	29%	18%	17%
Neither agree nor disagree	21%	33%	23%	17%	48%	22%	22%	18%	18%	15%	100%	32%	16%	16%	24%
Somewhat disagree	13%	10%	5%	16%	2%	15%	14%	7%	1%	3%	0%	21%	14%	11%	14%
Strongly disagree	23%	2%	16%	31%	5%	25%	24%	13%	6%	5%	0%	0%	10%	34%	30%
Don't know	5%	1%	1%	8%	1%	5%	5%	4%	1%	4%	0%	8%	4%	5%	5%
Total Agree:	37%	54%	55%	27%	44%	33%	34%	58%	75%	73%	0%	40%	56%	34%	27%
Total Disagree:	37%	12%	21%	48%	7%	40%	39%	20%	7%	8%	0%	21%	24%	45%	43%
Net:	0%	41%	33%	-20%	37%	-6%	-4%	38%	68%	65%	0%	19%	33%	-11%	-17%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Strongly agree	16%	13%	3%	21%	17%	20%	21%	33%	26%	11%	23%	12%	9%	18%	8%
Somewhat agree	21%	17%	21%	9%	16%	24%	49%	34%	42%	11%	12%	15%	33%	12%	19%
Neither agree nor disagree	21%	17%	24%	33%	24%	17%	25%	26%	14%	20%	19%	29%	29%	21%	24%
Somewhat disagree	13%	20%	13%	18%	17%	5%	0%	5%	0%	18%	23%	9%	16%	10%	18%
Strongly disagree	23%	23%	34%	18%	26%	33%	4%	2%	19%	28%	19%	24%	10%	39%	30%
Don't know	5%	10%	6%	0%	0%	1%	0%	1%	0%	13%	4%	10%	5%	0%	0%
Total Agree:	37%	30%	24%	31%	33%	44%	70%	67%	67%	21%	35%	27%	42%	31%	28%
Total Disagree:	37%	43%	46%	36%	44%	37%	4%	7%	19%	46%	42%	34%	25%	49%	48%
Net:	0%	-13%	-23%	-6%	-11%	6%	66%	60%	49%	-25%	-7%	-7%	16%	-18%	-20%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Strongly agree	16%	20%	31%	23%	26%	26%	18%	9%	2%	24%	0%	1%	17%
Somewhat agree	21%	26%	21%	53%	16%	33%	14%	15%	5%	4%	0%	57%	0%
Neither agree nor disagree	21%	20%	25%	13%	38%	23%	26%	20%	8%	20%	37%	0%	0%
Somewhat disagree	13%	14%	3%	0%	14%	8%	7%	13%	55%	11%	12%	3%	66%
Strongly disagree	23%	17%	0%	0%	5%	10%	26%	42%	30%	26%	41%	40%	17%
Don't know	5%	4%	21%	11%	0%	1%	9%	1%	0%	15%	9%	0%	0%
Total Agree:	37%	46%	51%	76%	43%	59%	32%	24%	7%	28%	0%	58%	17%
Total Disagree:	37%	31%	3%	0%	20%	18%	32%	56%	85%	38%	53%	42%	83%
Net:	0%	15%	49%	76%	23%	41%	0%	-32%	-79%	-10%	-53%	15%	-66%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Strongly agree	17%	23%	30%	12%	53%	14%	16%	25%	37%	47%	48%	28%	28%	18%	7%
Somewhat agree	22%	40%	26%	15%	3%	23%	20%	35%	35%	28%	0%	22%	28%	24%	18%
Neither agree nor disagree	14%	25%	13%	11%	34%	15%	14%	13%	12%	9%	0%	19%	16%	11%	14%
Somewhat disagree	13%	3%	17%	16%	3%	15%	14%	13%	4%	6%	52%	3%	9%	15%	16%
Strongly disagree	20%	2%	9%	27%	2%	20%	21%	10%	6%	5%	0%	11%	13%	22%	24%
Don't know	14%	7%	4%	18%	5%	13%	15%	5%	6%	4%	0%	16%	6%	10%	20%
Total Agree:	39%	63%	56%	27%	56%	37%	36%	60%	72%	75%	48%	50%	56%	42%	25%
Total Disagree:	33%	5%	26%	43%	5%	35%	35%	22%	10%	11%	52%	14%	22%	37%	40%
Net:	6%	58%	30%	-16%	51%	2%	2%	37%	62%	64%	-4%	36%	35%	4%	-15%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Strongly agree	17%	18%	2%	12%	8%	29%	39%	28%	26%	8%	32%	11%	13%	7%	13%
Somewhat agree	22%	16%	20%	18%	22%	9%	39%	52%	37%	21%	10%	25%	34%	13%	4%
Neither agree nor disagree	14%	15%	11%	8%	19%	11%	20%	17%	7%	17%	9%	24%	15%	15%	18%
Somewhat disagree	13%	8%	19%	26%	21%	17%	1%	2%	7%	18%	8%	25%	9%	11%	24%
Strongly disagree	20%	28%	25%	27%	11%	30%	0%	1%	23%	15%	26%	14%	13%	25%	18%
Don't know	14%	15%	23%	10%	19%	4%	2%	0%	1%	20%	15%	1%	16%	29%	24%
Total Agree:	39%	34%	22%	30%	30%	38%	78%	80%	63%	30%	41%	36%	47%	20%	16%
Total Disagree:	33%	35%	44%	52%	32%	47%	1%	3%	30%	33%	34%	39%	22%	36%	41%
Net:	6%	-1%	-22%	-22%	-3%	-9%	78%	77%	33%	-3%	7%	-3%	25%	-17%	-25%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Strongly agree	17%	19%	49%	26%	27%	20%	13%	9%	17%	26%	0%	1%	0%
Somewhat agree	22%	23%	6%	51%	39%	31%	22%	8%	18%	3%	14%	0%	0%
Neither agree nor disagree	14%	15%	3%	18%	8%	15%	32%	13%	19%	2%	11%	18%	0%
Somewhat disagree	13%	11%	21%	6%	13%	14%	1%	13%	23%	18%	13%	61%	50%
Strongly disagree	20%	25%	0%	0%	1%	14%	21%	30%	23%	42%	54%	20%	50%
Don't know	14%	6%	21%	0%	11%	7%	11%	27%	0%	10%	9%	0%	0%
Total Agree:	39%	42%	56%	77%	67%	51%	35%	16%	35%	28%	14%	1%	0%
Total Disagree:	33%	37%	21%	6%	14%	27%	22%	44%	46%	60%	67%	81%	100%
Net:	6%	5%	35%	71%	53%	24%	12%	-28%	-12%	-32%	-53%	-80%	-100%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Strongly agree	16%	22%	27%	11%	47%	14%	15%	26%	30%	40%	48%	23%	26%	18%	7%
Somewhat agree	24%	32%	28%	21%	11%	25%	23%	31%	41%	34%	0%	24%	32%	21%	22%
Neither agree nor disagree	27%	32%	21%	26%	30%	28%	28%	18%	16%	11%	52%	1%	25%	24%	32%
Somewhat disagree	11%	10%	10%	11%	9%	10%	11%	7%	6%	8%	0%	25%	9%	7%	12%
Strongly disagree	19%	3%	12%	25%	2%	21%	19%	16%	4%	5%	0%	11%	7%	27%	23%
Don t know	4%	0%	1%	5%	1%	4%	4%	2%	2%	3%	0%	16%	2%	3%	4%
Total Agree:	40%	55%	56%	32%	59%	38%	38%	57%	72%	74%	48%	47%	58%	39%	28%
Total Disagree:	29%	13%	22%	36%	11%	30%	30%	23%	10%	13%	0%	36%	16%	34%	35%
Net:	11%	42%	33%	-5%	48%	8%	7%	33%	62%	61%	48%	10%	42%	5%	-7%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Strongly agree	16%	16%	0%	5%	13%	28%	7%	34%	41%	5%	17%	6%	16%	7%	8%
Somewhat agree	24%	20%	20%	42%	16%	17%	80%	37%	17%	24%	21%	44%	25%	17%	24%
Neither agree nor disagree	27%	25%	36%	35%	43%	10%	9%	27%	12%	30%	35%	15%	36%	30%	37%
Somewhat disagree	11%	13%	11%	9%	15%	17%	4%	0%	26%	11%	5%	10%	4%	6%	7%
Strongly disagree	19%	23%	27%	10%	13%	24%	0%	2%	3%	20%	23%	25%	14%	30%	24%
Don t know	4%	4%	5%	0%	0%	4%	0%	0%	1%	10%	0%	0%	4%	10%	0%
Total Agree:	40%	36%	20%	46%	29%	45%	87%	71%	58%	29%	38%	50%	41%	24%	33%
Total Disagree:	29%	35%	39%	18%	28%	41%	4%	2%	29%	31%	27%	35%	19%	36%	30%
Net:	11%	1%	-18%	28%	1%	4%	83%	69%	29%	-2%	10%	16%	23%	-11%	2%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Strongly agree	16%	23%	11%	25%	32%	24%	8%	9%	4%	7%	0%	1%	0%
Somewhat agree	24%	29%	33%	49%	36%	23%	30%	7%	11%	36%	36%	18%	17%
Neither agree nor disagree	27%	20%	35%	21%	16%	36%	29%	32%	61%	0%	1%	78%	33%
Somewhat disagree	11%	7%	0%	4%	0%	16%	9%	19%	1%	43%	13%	3%	0%
Strongly disagree	19%	19%	0%	0%	12%	1%	20%	31%	23%	15%	40%	0%	50%
Don t know	4%	2%	21%	0%	4%	0%	4%	2%	0%	0%	9%	0%	0%
Total Agree:	40%	51%	44%	74%	68%	47%	38%	16%	15%	43%	36%	19%	17%
Total Disagree:	29%	26%	0%	5%	12%	17%	29%	50%	24%	57%	54%	3%	50%
Net:	11%	25%	44%	70%	56%	30%	9%	-34%	-10%	-15%	-17%	17%	-33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Strongly agree	18%	30%	46%	7%	43%	17%	15%	37%	46%	41%	0%	27%	27%	22%	9%
Somewhat agree	19%	34%	18%	14%	37%	20%	18%	24%	31%	30%	0%	5%	24%	22%	16%
Neither agree nor disagree	16%	20%	9%	17%	8%	13%	16%	13%	9%	12%	100%	18%	11%	13%	19%
Somewhat disagree	12%	7%	9%	14%	5%	13%	13%	9%	4%	7%	0%	8%	15%	11%	12%
Strongly disagree	29%	8%	15%	39%	6%	30%	31%	14%	9%	5%	0%	11%	19%	32%	36%
Don t know	7%	1%	3%	9%	1%	6%	7%	4%	2%	5%	0%	32%	4%	0%	8%
Total Agree:	36%	64%	64%	21%	80%	38%	33%	61%	77%	71%	0%	31%	50%	44%	25%
Total Disagree:	41%	16%	24%	53%	11%	43%	43%	22%	12%	13%	0%	19%	34%	43%	48%
Net:	-4%	48%	40%	-32%	70%	-5%	-10%	39%	64%	58%	0%	12%	16%	1%	-23%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Strongly agree	18%	8%	0%	4%	8%	33%	58%	48%	31%	14%	16%	16%	13%	18%	8%
Somewhat agree	19%	12%	10%	36%	32%	10%	28%	38%	18%	18%	23%	15%	29%	11%	14%
Neither agree nor disagree	16%	33%	13%	18%	9%	10%	7%	8%	17%	14%	12%	10%	23%	17%	30%
Somewhat disagree	12%	3%	30%	16%	23%	6%	6%	0%	11%	11%	19%	19%	1%	10%	6%
Strongly disagree	29%	32%	41%	18%	28%	40%	1%	6%	17%	33%	23%	39%	29%	34%	36%
Don't know	7%	13%	5%	9%	0%	1%	0%	0%	6%	10%	7%	1%	5%	10%	6%
Total Agree:	36%	20%	11%	39%	40%	43%	86%	86%	49%	32%	39%	31%	41%	29%	22%
Total Disagree:	41%	34%	71%	34%	51%	46%	7%	6%	29%	44%	42%	58%	31%	45%	42%
Net:	-4%	-14%	-60%	5%	-10%	-3%	78%	80%	20%	-11%	-3%	-27%	11%	-16%	-20%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Strongly agree	18%	16%	12%	41%	27%	22%	14%	11%	2%	26%	0%	0%	0%
Somewhat agree	19%	19%	32%	40%	24%	30%	18%	4%	41%	14%	10%	39%	0%
Neither agree nor disagree	16%	17%	21%	1%	20%	17%	17%	23%	9%	20%	14%	20%	17%
Somewhat disagree	12%	10%	0%	18%	0%	12%	10%	20%	1%	2%	15%	0%	33%
Strongly disagree	29%	31%	15%	1%	25%	18%	33%	39%	35%	24%	52%	41%	50%
Don t know	7%	7%	21%	0%	4%	0%	8%	3%	11%	15%	9%	0%	0%
Total Agree:	36%	36%	44%	81%	51%	52%	32%	15%	43%	39%	10%	39%	0%
Total Disagree:	41%	41%	15%	18%	25%	31%	43%	59%	36%	26%	67%	41%	83%
Net:	-4%	-5%	29%	63%	27%	22%	-11%	-44%	7%	13%	-57%	-2%	-83%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
I know a lot about AI	14%	28%	28%	6%	6%	15%	12%	26%	44%	26%	52%	33%	22%	20%	3%
I know a moderate amount about AI	33%	40%	45%	27%	57%	36%	32%	38%	41%	46%	0%	26%	34%	35%	33%
I know a little about AI	42%	23%	23%	52%	33%	41%	44%	31%	12%	24%	48%	18%	34%	37%	52%
I know nothing at all about AI	10%	9%	2%	12%	4%	8%	11%	5%	3%	3%	0%	23%	11%	8%	9%
Don t Know	1%	0%	2%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	3%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
I know a lot about AI	14%	8%	7%	2%	2%	17%	34%	49%	27%	10%	10%	6%	16%	18%	7%
I know a moderate amount about AI	33%	24%	28%	9%	48%	35%	55%	48%	33%	29%	33%	54%	26%	12%	49%
I know a little about AI	42%	50%	55%	80%	32%	43%	10%	3%	34%	45%	43%	25%	46%	65%	38%
I know nothing at all about AI	10%	18%	10%	8%	10%	5%	1%	0%	6%	13%	15%	15%	8%	5%	0%
Don't Know	1%	0%	0%	0%	7%	0%	0%	0%	0%	2%	0%	0%	4%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
I know a lot about AI	14%	14%	28%	40%	18%	23%	9%	4%	1%	5%	0%	1%	33%
I know a moderate amount about AI	33%	25%	22%	35%	58%	29%	41%	23%	47%	21%	22%	40%	0%
I know a little about AI	42%	48%	50%	24%	25%	37%	33%	63%	50%	28%	69%	22%	34%
I know nothing at all about AI	10%	11%	0%	0%	0%	7%	15%	10%	1%	46%	9%	18%	33%
Don't Know	1%	1%	0%	0%	0%	5%	3%	0%	0%	0%	0%	18%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very likely	18%	27%	27%	13%	43%	19%	17%	26%	37%	31%	52%	30%	17%	29%	11%
Somewhat likely	28%	42%	46%	20%	36%	28%	27%	40%	42%	46%	48%	15%	42%	24%	24%
Neither likely or unlikely	12%	11%	11%	12%	11%	11%	11%	14%	6%	15%	0%	18%	6%	10%	15%
Somewhat unlikely	13%	8%	2%	17%	1%	11%	13%	6%	9%	6%	0%	11%	13%	5%	17%
Very unlikely	27%	12%	15%	35%	10%	28%	29%	13%	6%	2%	0%	26%	21%	30%	31%
Don't know	2%	0%	0%	3%	0%	2%	2%	1%	0%	0%	0%	0%	2%	2%	3%
Total Likely:	46%	69%	72%	33%	78%	48%	44%	66%	80%	77%	100%	45%	59%	53%	34%
Total Unlikely:	40%	20%	17%	52%	11%	39%	43%	19%	15%	8%	0%	37%	33%	35%	48%
Net:	6%	49%	56%	-19%	68%	9%	1%	47%	65%	70%	100%	8%	25%	18%	-14%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very likely	18%	11%	10%	10%	10%	22%	40%	43%	29%	20%	19%	15%	14%	12%	1%
Somewhat likely	28%	20%	17%	11%	37%	36%	55%	48%	35%	20%	17%	36%	44%	18%	44%
Neither likely or unlikely	12%	8%	18%	21%	10%	16%	3%	8%	8%	9%	19%	20%	2%	10%	13%
Somewhat unlikely	13%	15%	19%	1%	17%	15%	1%	1%	21%	8%	15%	5%	16%	10%	7%
Very unlikely	27%	42%	37%	58%	18%	11%	1%	0%	7%	40%	26%	24%	17%	50%	35%
Don't know	2%	4%	0%	0%	9%	0%	0%	0%	0%	3%	4%	0%	8%	0%	0%
Total Likely:	46%	31%	27%	21%	47%	58%	95%	91%	64%	40%	36%	51%	58%	30%	45%
Total Unlikely:	40%	57%	56%	59%	35%	26%	1%	1%	28%	48%	42%	30%	33%	60%	43%
Net:	6%	-26%	-29%	-38%	12%	32%	94%	89%	36%	-8%	-6%	21%	25%	-31%	2%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very likely	18%	20%	27%	29%	39%	20%	15%	6%	12%	3%	0%	1%	33%
Somewhat likely	28%	21%	23%	46%	47%	40%	26%	22%	7%	23%	2%	20%	17%
Neither likely or unlikely	12%	5%	29%	7%	2%	9%	7%	13%	8%	20%	47%	40%	0%
Somewhat unlikely	13%	17%	0%	8%	7%	21%	6%	22%	26%	1%	13%	3%	0%
Very unlikely	27%	36%	21%	10%	5%	11%	42%	36%	33%	53%	38%	18%	50%
Don't know	2%	1%	0%	0%	0%	0%	4%	2%	14%	0%	0%	18%	0%
Total Likely:	46%	41%	50%	75%	86%	60%	41%	28%	19%	26%	2%	21%	50%
Total Unlikely:	40%	53%	21%	18%	11%	31%	48%	57%	59%	54%	52%	21%	50%
Net:	6%	-11%	30%	58%	75%	29%	-7%	-29%	-40%	-28%	-50%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

Public First Poll for Google Switzerland (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	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
None of the above - but we use AI for other things	5%	3%	4%	6%	1%	4%	5%	1%	3%	3%	0%	25%	3%	2%	4%
Not applicable - we don't use AI technology at all	49%	20%	31%	62%	9%	48%	51%	28%	13%	9%	0%	27%	32%	45%	65%
Don't know	4%	4%	1%	5%	4%	3%	4%	3%	2%	4%	0%	1%	7%	0%	4%
Help with drafting/writing documents	26%	27%	37%	22%	31%	28%	26%	26%	31%	34%	100%	24%	32%	26%	21%
Automate repetitive tasks	20%	32%	38%	11%	7%	19%	19%	25%	30%	27%	52%	28%	19%	32%	12%
Data analysis	17%	35%	13%	13%	46%	16%	16%	22%	29%	38%	48%	21%	32%	13%	8%
Information retrieval (e.g. using AI to search the web or internal company data)	17%	31%	17%	14%	28%	19%	17%	20%	31%	24%	100%	11%	33%	17%	7%
Automate customer support	13%	29%	19%	6%	12%	14%	12%	21%	29%	26%	52%	3%	15%	22%	7%
Optimise and maximise marketing and sales activity	12%	27%	12%	7%	70%	12%	11%	19%	25%	25%	52%	16%	13%	21%	5%
Automate other internal systems	12%	27%	21%	5%	14%	13%	11%	21%	30%	31%	52%	4%	17%	19%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

Public First Poll for Google Switzerland (Business Count)

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
None of the above - but we use AI for other things	5%	11%	0%	0%	5%	0%	0%	1%	10%	5%	4%	5%	4%	0%	0%
Not applicable - we don't use AI technology at all	49%	61%	63%	61%	51%	49%	5%	3%	30%	52%	63%	45%	42%	60%	50%
Don't know	4%	4%	9%	0%	4%	1%	3%	0%	5%	2%	1%	5%	4%	10%	0%
Help with drafting/writing documents	26%	19%	22%	38%	23%	29%	43%	39%	27%	25%	17%	39%	36%	10%	30%
Automate repetitive tasks	20%	14%	10%	18%	13%	22%	39%	52%	27%	18%	9%	19%	32%	17%	18%
Data analysis	17%	12%	13%	14%	21%	19%	46%	29%	29%	10%	11%	22%	17%	11%	24%
Information retrieval (e.g. using AI to search the web or internal company data)	17%	11%	14%	1%	18%	14%	29%	49%	25%	18%	10%	25%	16%	10%	18%
Automate customer support	13%	7%	10%	3%	1%	13%	15%	47%	10%	9%	13%	15%	24%	11%	7%
Optimise and maximise marketing and sales activity	12%	6%	8%	7%	11%	10%	26%	32%	15%	10%	5%	19%	8%	12%	19%
Automate other internal systems	12%	7%	3%	0%	10%	10%	24%	46%	20%	8%	9%	20%	8%	11%	1%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

Public First Poll for Google Switzerland (Business Count)

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
None of the above - but we use AI for other things	5%	4%	21%	5%	1%	1%	0%	7%	0%	0%	0%	0%	0%
Not applicable - we don't use AI technology at all	49%	56%	3%	24%	12%	40%	60%	68%	73%	55%	64%	58%	67%
Don't know	4%	6%	0%	0%	12%	1%	4%	5%	0%	0%	0%	18%	0%
Help with drafting/writing documents	26%	24%	65%	27%	51%	32%	24%	14%	15%	18%	24%	20%	33%
Automate repetitive tasks	20%	13%	41%	27%	41%	25%	16%	13%	3%	28%	23%	3%	0%
Data analysis	17%	13%	49%	27%	20%	27%	4%	12%	12%	25%	12%	3%	33%
Information retrieval (e.g. using AI to search the web or internal company data)	17%	17%	36%	44%	31%	32%	8%	7%	4%	2%	13%	0%	0%
Automate customer support	13%	14%	36%	24%	24%	20%	13%	7%	3%	0%	12%	0%	0%
Optimise and maximise marketing and sales activity	12%	7%	45%	19%	22%	23%	14%	3%	1%	4%	0%	0%	0%
Automate other internal systems	12%	9%	22%	23%	37%	19%	0%	5%	0%	0%	12%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Yes, in the next year	15%	32%	21%	8%	65%	15%	15%	15%	29%	23%	52%	16%	19%	17%	10%
Yes, in the next two years	21%	33%	40%	12%	4%	22%	19%	40%	39%	44%	48%	29%	25%	32%	10%
Yes, in the next five years	9%	8%	15%	7%	17%	9%	8%	15%	14%	20%	0%	17%	4%	4%	13%
Yes, in the next ten years	3%	4%	1%	3%	7%	2%	3%	1%	5%	3%	0%	1%	0%	6%	3%
Yes, but not in the next ten years	9%	3%	6%	12%	3%	10%	10%	3%	4%	3%	0%	13%	9%	2%	12%
Don't know	44%	20%	17%	58%	4%	42%	46%	26%	9%	7%	0%	24%	42%	38%	51%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Yes, in the next year	15%	5%	13%	0%	6%	17%	22%	47%	25%	7%	23%	10%	4%	20%	6%
Yes, in the next two years	21%	17%	3%	18%	20%	30%	66%	43%	28%	27%	11%	20%	32%	9%	10%
Yes, in the next five years	9%	7%	10%	1%	9%	17%	7%	4%	6%	6%	10%	20%	9%	2%	7%
Yes, in the next ten years	3%	3%	7%	0%	6%	1%	0%	0%	0%	0%	4%	15%	0%	0%	0%
Yes, but not in the next ten years	9%	15%	16%	9%	7%	8%	0%	0%	6%	10%	8%	14%	16%	5%	6%
Don't know	44%	54%	52%	72%	52%	27%	5%	6%	34%	49%	45%	21%	39%	64%	72%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Yes, in the next year	15%	20%	29%	38%	24%	11%	6%	12%	2%	2%	0%	1%	33%
Yes, in the next two years	21%	15%	6%	32%	45%	38%	19%	3%	27%	7%	0%	40%	0%
Yes, in the next five years	9%	6%	0%	7%	4%	14%	0%	6%	15%	37%	27%	0%	0%
Yes, in the next ten years	3%	2%	0%	5%	0%	1%	6%	3%	14%	0%	0%	0%	0%
Yes, but not in the next ten years	9%	11%	1%	13%	0%	10%	11%	9%	9%	15%	18%	20%	0%
Don't know	44%	46%	64%	5%	27%	26%	58%	67%	33%	40%	54%	39%	67%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	345	144	121	80	17	292	61	76	95	113	2	19	106	118	100
Weighted	228	71	66	91	1	203	190	30	7	2	5	19	69	59	76
Very likely	41%	53%	44%	30%	4%	43%	39%	53%	58%	56%	0%	14%	49%	56%	32%
Somewhat likely	35%	37%	45%	25%	47%	36%	35%	30%	37%	37%	0%	31%	37%	32%	38%
Neither likely nor unlikely	11%	10%	5%	16%	44%	9%	11%	12%	4%	6%	48%	30%	2%	7%	15%
Somewhat unlikely	5%	0%	6%	8%	4%	6%	5%	4%	1%	0%	0%	0%	5%	5%	6%
Very unlikely	7%	0%	0%	18%	0%	5%	9%	0%	0%	1%	52%	25%	7%	0%	6%
Don't know	1%	0%	0%	3%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	3%
Total Likely:	76%	90%	89%	55%	51%	79%	74%	83%	95%	93%	0%	45%	86%	88%	70%
Total Unlikely:	12%	0%	6%	26%	4%	10%	14%	4%	1%	1%	52%	25%	12%	5%	12%
Net:	64%	90%	84%	28%	47%	69%	60%	79%	94%	91%	-52%	20%	73%	83%	59%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	345	13	12	6	35	98	60	117	98	83	63	30	34	24	13
Weighted	228	36	24	6	23	50	16	66	57	42	42	34	28	18	7
Very likely	41%	27%	38%	22%	42%	50%	60%	45%	45%	29%	49%	23%	32%	76%	67%
Somewhat likely	35%	23%	22%	78%	34%	27%	31%	52%	24%	57%	31%	29%	51%	22%	7%
Neither likely nor unlikely	11%	31%	15%	0%	14%	9%	7%	2%	12%	2%	11%	28%	8%	2%	0%
Somewhat unlikely	5%	0%	15%	0%	0%	14%	2%	1%	1%	0%	9%	19%	1%	0%	0%
Very unlikely	7%	19%	11%	0%	10%	0%	0%	0%	17%	6%	0%	0%	8%	0%	26%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%	0%	0%
Total Likely:	76%	51%	60%	100%	75%	78%	91%	97%	70%	86%	80%	52%	82%	98%	74%
Total Unlikely:	12%	19%	25%	0%	11%	14%	2%	1%	18%	6%	9%	19%	9%	0%	26%
Net:	64%	32%	35%	100%	65%	64%	89%	96%	52%	80%	71%	33%	73%	98%	47%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	345	87	12	73	94	62	29	26	22	13	4	3	2
Weighted	228	71	4	46	48	35	15	27	11	11	7	5	4
Very likely	41%	42%	18%	35%	68%	56%	36%	40%	10%	31%	0%	2%	99%
Somewhat likely	35%	36%	10%	55%	22%	31%	61%	14%	90%	5%	51%	98%	0%
Neither likely nor unlikely	11%	10%	14%	9%	3%	2%	1%	37%	0%	43%	0%	0%	1%
Somewhat unlikely	5%	5%	0%	0%	7%	11%	2%	2%	0%	0%	49%	0%	0%
Very unlikely	7%	7%	58%	0%	0%	0%	0%	7%	0%	21%	0%	0%	0%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	76%	78%	28%	91%	90%	87%	97%	54%	100%	36%	51%	100%	99%
Total Unlikely:	12%	12%	58%	0%	7%	11%	2%	9%	0%	21%	49%	0%	0%
Net:	64%	66%	-30%	91%	84%	76%	95%	46%	100%	15%	1%	100%	99%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	345	144	121	80	17	292	61	76	95	113	2	19	106	118	100
Weighted	228	71	66	91	1	203	190	30	7	2	5	19	69	59	76
Very likely	20%	22%	29%	13%	61%	22%	20%	19%	34%	33%	0%	36%	28%	22%	10%
Somewhat likely	25%	40%	27%	11%	8%	23%	22%	37%	40%	37%	0%	6%	45%	33%	5%
Neither likely nor unlikely	14%	21%	16%	9%	26%	16%	14%	18%	18%	16%	0%	7%	10%	25%	12%
Somewhat unlikely	13%	2%	11%	23%	6%	15%	13%	14%	6%	7%	0%	0%	5%	1%	35%
Very unlikely	24%	14%	17%	37%	0%	21%	27%	12%	2%	7%	100%	27%	12%	18%	34%
Don't know	3%	0%	0%	8%	0%	4%	4%	0%	0%	0%	0%	25%	0%	0%	4%
Total Likely:	45%	63%	56%	23%	69%	45%	42%	56%	74%	70%	0%	42%	73%	55%	15%
Total Unlikely:	37%	17%	28%	60%	6%	36%	40%	26%	8%	14%	100%	27%	17%	19%	69%
Net:	8%	46%	28%	-36%	63%	10%	2%	31%	66%	55%	-100%	15%	56%	36%	-53%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	345	13	12	6	35	98	60	117	98	83	63	30	34	24	13
Weighted	228	36	24	6	23	50	16	66	57	42	42	34	28	18	7
Very likely	20%	2%	0%	0%	30%	14%	39%	40%	17%	22%	18%	19%	36%	18%	7%
Somewhat likely	25%	10%	11%	7%	37%	21%	45%	35%	34%	27%	14%	13%	11%	58%	27%
Neither likely nor unlikely	14%	9%	5%	0%	3%	22%	14%	22%	19%	4%	30%	10%	8%	4%	10%
Somewhat unlikely	13%	21%	13%	93%	2%	23%	1%	2%	4%	25%	3%	39%	9%	2%	0%
Very unlikely	24%	44%	60%	0%	28%	20%	2%	1%	18%	22%	35%	19%	36%	2%	56%
Don't know	3%	14%	12%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	15%	0%
Total Likely:	45%	12%	11%	7%	67%	35%	83%	75%	50%	49%	32%	32%	47%	76%	34%
Total Unlikely:	37%	65%	73%	93%	30%	43%	2%	3%	22%	47%	38%	58%	44%	4%	56%
Net:	8%	-54%	-63%	-86%	37%	-7%	81%	72%	29%	1%	-6%	-26%	3%	72%	-22%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	345	87	12	73	94	62	29	26	22	13	4	3	2
Weighted	228	71	4	46	48	35	15	27	11	11	7	5	4
Very likely	20%	23%	17%	47%	15%	26%	22%	13%	3%	7%	0%	0%	0%
Somewhat likely	25%	32%	18%	34%	43%	40%	3%	0%	5%	5%	1%	51%	0%
Neither likely nor unlikely	14%	16%	0%	18%	14%	5%	28%	28%	5%	4%	49%	0%	0%
Somewhat unlikely	13%	9%	0%	0%	13%	21%	43%	16%	31%	0%	0%	49%	1%
Very unlikely	24%	9%	65%	0%	9%	8%	4%	43%	56%	83%	50%	0%	99%
Don't know	3%	11%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	45%	55%	34%	82%	58%	67%	25%	14%	8%	12%	1%	51%	0%
Total Unlikely:	37%	18%	65%	0%	22%	29%	47%	59%	87%	83%	50%	49%	100%
Net:	8%	36%	-31%	82%	36%	38%	-22%	-45%	-79%	-71%	-49%	2%	-100%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	345	144	121	80	17	292	61	76	95	113	2	19	106	118	100
Weighted	228	71	66	91	1	203	190	30	7	2	5	19	69	59	76
Very likely	20%	31%	26%	6%	4%	19%	19%	19%	37%	38%	0%	17%	37%	19%	6%
Somewhat likely	28%	43%	24%	20%	9%	29%	28%	33%	34%	23%	48%	35%	32%	31%	21%
Neither likely nor unlikely	26%	15%	37%	27%	39%	27%	25%	36%	26%	31%	0%	20%	15%	45%	26%
Somewhat unlikely	13%	10%	13%	17%	2%	15%	15%	7%	3%	4%	0%	0%	4%	6%	33%
Very unlikely	9%	1%	0%	22%	46%	6%	10%	5%	1%	4%	52%	3%	13%	0%	11%
Don't know	3%	0%	0%	8%	0%	4%	4%	0%	0%	0%	0%	25%	0%	0%	4%
Total Likely:	48%	75%	50%	26%	12%	48%	47%	52%	71%	61%	48%	51%	69%	50%	27%
Total Unlikely:	22%	10%	13%	38%	48%	21%	25%	12%	3%	8%	52%	3%	17%	6%	44%
Net:	26%	64%	37%	-12%	-36%	26%	22%	40%	67%	54%	-4%	48%	52%	44%	-16%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	345	13	12	6	35	98	60	117	98	83	63	30	34	24	13
Weighted	228	36	24	6	23	50	16	66	57	42	42	34	28	18	7
Very likely	20%	1%	2%	0%	42%	27%	16%	27%	39%	11%	30%	10%	1%	4%	7%
Somewhat likely	28%	46%	20%	37%	3%	13%	54%	39%	33%	14%	13%	10%	78%	39%	30%
Neither likely nor unlikely	26%	25%	28%	17%	4%	35%	25%	32%	6%	44%	40%	31%	10%	41%	7%
Somewhat unlikely	13%	7%	13%	40%	37%	25%	4%	1%	3%	19%	9%	38%	8%	0%	30%
Very unlikely	9%	7%	25%	6%	14%	0%	2%	1%	10%	12%	8%	11%	2%	0%	26%
Don't know	3%	14%	12%	0%	0%	0%	0%	0%	9%	0%	0%	0%	0%	15%	0%
Total Likely:	48%	47%	21%	37%	45%	40%	70%	66%	72%	25%	43%	20%	79%	43%	37%
Total Unlikely:	22%	14%	39%	46%	52%	25%	6%	2%	13%	31%	17%	49%	10%	0%	56%
Net:	26%	33%	-17%	-9%	-7%	15%	64%	65%	60%	-6%	26%	-28%	69%	43%	-19%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	345	87	12	73	94	62	29	26	22	13	4	3	2
Weighted	228	71	4	46	48	35	15	27	11	11	7	5	4
Very likely	20%	36%	18%	42%	23%	5%	49%	13%	2%	4%	0%	2%	0%
Somewhat likely	28%	17%	8%	24%	29%	47%	19%	34%	1%	56%	1%	49%	0%
Neither likely nor unlikely	26%	22%	2%	27%	30%	28%	7%	31%	37%	0%	50%	49%	99%
Somewhat unlikely	13%	9%	0%	0%	12%	20%	22%	14%	56%	39%	0%	0%	1%
Very unlikely	9%	5%	72%	7%	0%	0%	2%	8%	4%	0%	49%	0%	0%
Don't know	3%	11%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	48%	53%	26%	66%	52%	52%	68%	47%	3%	61%	1%	51%	0%
Total Unlikely:	22%	14%	72%	7%	12%	20%	24%	22%	60%	39%	49%	0%	1%
Net:	26%	39%	-46%	59%	40%	31%	44%	25%	-57%	21%	-49%	51%	-1%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	345	144	121	80	17	292	61	76	95	113	2	19	106	118	100
Weighted	228	71	66	91	1	203	190	30	7	2	5	19	69	59	76
Very likely	26%	31%	27%	22%	46%	28%	27%	22%	20%	28%	0%	36%	33%	33%	15%
Somewhat likely	28%	27%	32%	25%	19%	27%	26%	34%	43%	47%	0%	16%	36%	31%	22%
Neither likely nor unlikely	25%	26%	25%	24%	32%	25%	25%	26%	27%	17%	48%	20%	21%	29%	26%
Somewhat unlikely	16%	15%	15%	17%	2%	15%	16%	15%	10%	5%	52%	27%	10%	1%	27%
Very unlikely	4%	1%	0%	8%	0%	3%	4%	3%	0%	3%	0%	0%	0%	5%	7%
Don't know	1%	0%	0%	3%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	4%
Total Likely:	54%	59%	60%	47%	65%	55%	53%	56%	63%	75%	0%	52%	69%	65%	37%
Total Unlikely:	19%	15%	15%	26%	2%	18%	20%	18%	10%	8%	52%	27%	10%	7%	34%
Net:	35%	43%	45%	21%	63%	37%	33%	38%	54%	67%	-52%	25%	59%	58%	3%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	345	13	12	6	35	98	60	117	98	83	63	30	34	24	13
Weighted	228	36	24	6	23	50	16	66	57	42	42	34	28	18	7
Very likely	26%	43%	0%	0%	28%	21%	14%	39%	40%	11%	28%	29%	10%	37%	26%
Somewhat likely	28%	8%	21%	17%	30%	22%	47%	32%	34%	51%	23%	2%	28%	20%	17%
Neither likely nor unlikely	25%	23%	41%	40%	16%	22%	33%	25%	14%	24%	29%	30%	43%	26%	0%
Somewhat unlikely	16%	21%	27%	6%	26%	28%	0%	3%	11%	14%	21%	30%	10%	2%	30%
Very unlikely	4%	5%	0%	37%	0%	6%	6%	0%	1%	0%	0%	10%	9%	0%	26%
Don't know	1%	0%	12%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	15%	0%
Total Likely:	54%	52%	21%	17%	58%	43%	61%	72%	74%	62%	51%	31%	38%	57%	44%
Total Unlikely:	19%	26%	27%	43%	26%	34%	6%	3%	12%	14%	21%	39%	19%	2%	56%
Net:	35%	26%	-7%	-27%	32%	9%	55%	69%	62%	48%	30%	-8%	19%	55%	-12%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	345	87	12	73	94	62	29	26	22	13	4	3	2
Weighted	228	71	4	46	48	35	15	27	11	11	7	5	4
Very likely	26%	39%	16%	30%	29%	35%	27%	39%	1%	1%	1%	2%	0%
Somewhat likely	28%	18%	9%	40%	26%	34%	9%	2%	30%	15%	49%	49%	0%
Neither likely nor unlikely	25%	32%	16%	29%	25%	17%	23%	48%	29%	0%	0%	0%	99%
Somewhat unlikely	16%	7%	58%	0%	8%	12%	24%	5%	40%	85%	50%	49%	0%
Very unlikely	4%	0%	0%	0%	7%	2%	18%	7%	0%	0%	0%	0%	1%
Don't know	1%	4%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	54%	57%	26%	70%	55%	69%	35%	40%	31%	15%	50%	51%	0%
Total Unlikely:	19%	7%	58%	0%	15%	14%	42%	12%	41%	85%	50%	49%	1%
Net:	35%	50%	-32%	70%	39%	55%	-7%	29%	-10%	-69%	0%	2%	-1%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	345	144	121	80	17	292	61	76	95	113	2	19	106	118	100
Weighted	228	71	66	91	1	203	190	30	7	2	5	19	69	59	76
Very likely	24%	31%	34%	11%	52%	25%	22%	28%	34%	40%	0%	36%	28%	35%	9%
Somewhat likely	24%	28%	31%	17%	15%	23%	23%	29%	43%	41%	0%	9%	34%	39%	10%
Neither likely nor unlikely	18%	25%	12%	17%	27%	20%	17%	25%	18%	12%	48%	4%	22%	14%	20%
Somewhat unlikely	11%	3%	14%	15%	4%	12%	12%	7%	2%	5%	0%	0%	0%	0%	33%
Very unlikely	22%	13%	9%	37%	1%	19%	24%	12%	3%	2%	52%	52%	16%	12%	25%
Don't know	1%	0%	0%	3%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	4%
Total Likely:	48%	59%	65%	27%	67%	48%	45%	56%	76%	81%	0%	44%	62%	74%	19%
Total Unlikely:	33%	16%	23%	52%	5%	31%	36%	18%	5%	7%	52%	52%	16%	12%	58%
Net:	15%	43%	41%	-25%	62%	18%	9%	38%	71%	74%	-52%	-8%	46%	62%	-39%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	345	13	12	6	35	98	60	117	98	83	63	30	34	24	13
Weighted	228	36	24	6	23	50	16	66	57	42	42	34	28	18	7
Very likely	24%	2%	0%	6%	32%	15%	50%	46%	8%	36%	22%	11%	35%	51%	37%
Somewhat likely	24%	10%	27%	1%	37%	30%	18%	29%	41%	14%	28%	21%	11%	11%	30%
Neither likely nor unlikely	18%	30%	3%	10%	2%	19%	26%	23%	21%	18%	23%	10%	18%	21%	3%
Somewhat unlikely	11%	0%	23%	40%	13%	27%	0%	1%	1%	13%	1%	38%	17%	2%	3%
Very unlikely	22%	58%	35%	43%	16%	9%	6%	2%	29%	19%	26%	20%	19%	0%	26%
Don't know	1%	0%	12%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	15%	0%
Total Likely:	48%	12%	27%	7%	69%	45%	68%	74%	49%	50%	50%	32%	46%	61%	67%
Total Unlikely:	33%	58%	58%	83%	28%	36%	6%	3%	30%	32%	27%	58%	36%	2%	30%
Net:	15%	-46%	-32%	-76%	41%	9%	63%	72%	18%	18%	22%	-26%	10%	59%	37%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	345	87	12	73	94	62	29	26	22	13	4	3	2
Weighted	228	71	4	46	48	35	15	27	11	11	7	5	4
Very likely	24%	28%	15%	41%	24%	41%	25%	13%	5%	5%	1%	0%	0%
Somewhat likely	24%	20%	18%	35%	36%	20%	26%	2%	3%	27%	0%	51%	99%
Neither likely nor unlikely	18%	27%	2%	23%	13%	16%	8%	29%	33%	4%	49%	0%	1%
Somewhat unlikely	11%	9%	0%	0%	14%	18%	23%	12%	23%	21%	1%	0%	0%
Very unlikely	22%	13%	65%	0%	7%	5%	18%	44%	36%	43%	49%	49%	0%
Don't know	1%	4%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	48%	48%	33%	77%	61%	60%	51%	16%	8%	32%	1%	51%	99%
Total Unlikely:	33%	21%	66%	0%	21%	23%	41%	56%	60%	64%	50%	49%	0%
Net:	15%	27%	-33%	77%	40%	37%	10%	-40%	-52%	-32%	-49%	2%	99%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	345	144	121	80	17	292	61	76	95	113	2	19	106	118	100
Weighted	228	71	66	91	1	203	190	30	7	2	5	19	69	59	76
Very likely	32%	44%	34%	22%	53%	30%	31%	37%	40%	35%	0%	11%	38%	47%	22%
Somewhat likely	41%	36%	47%	41%	17%	44%	42%	36%	41%	44%	48%	58%	45%	33%	39%
Neither likely nor unlikely	18%	20%	13%	20%	30%	17%	18%	17%	16%	19%	0%	28%	11%	19%	22%
Somewhat unlikely	3%	0%	6%	4%	1%	4%	3%	4%	3%	2%	0%	0%	0%	0%	10%
Very unlikely	4%	0%	0%	9%	0%	3%	4%	3%	0%	0%	52%	0%	5%	1%	3%
Don't know	1%	0%	0%	4%	0%	2%	1%	3%	0%	0%	0%	2%	1%	0%	3%
Total Likely:	73%	80%	81%	63%	70%	74%	73%	73%	81%	79%	48%	70%	83%	80%	62%
Total Unlikely:	7%	0%	6%	14%	1%	7%	8%	7%	3%	2%	52%	0%	5%	1%	13%
Net:	66%	80%	75%	49%	69%	67%	66%	67%	78%	77%	-4%	70%	78%	79%	49%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	345	13	12	6	35	98	60	117	98	83	63	30	34	24	13
Weighted	228	36	24	6	23	50	16	66	57	42	42	34	28	18	7
Very likely	32%	29%	20%	10%	26%	31%	39%	38%	52%	21%	38%	11%	37%	24%	10%
Somewhat likely	41%	43%	39%	77%	36%	26%	50%	53%	34%	56%	41%	20%	54%	55%	30%
Neither likely nor unlikely	18%	23%	16%	0%	37%	28%	11%	7%	12%	10%	12%	48%	8%	22%	27%
Somewhat unlikely	3%	0%	0%	0%	0%	15%	0%	0%	1%	0%	0%	19%	0%	0%	7%
Very unlikely	4%	5%	25%	0%	0%	0%	0%	1%	1%	7%	8%	0%	0%	0%	26%
Don't know	1%	0%	0%	13%	0%	0%	0%	0%	0%	6%	0%	2%	0%	0%	0%
Total Likely:	73%	72%	59%	87%	63%	57%	88%	91%	85%	77%	80%	31%	91%	78%	40%
Total Unlikely:	7%	5%	25%	0%	0%	15%	0%	1%	2%	7%	8%	19%	0%	0%	33%
Net:	66%	67%	33%	87%	63%	42%	88%	90%	83%	70%	71%	12%	91%	78%	7%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	345	87	12	73	94	62	29	26	22	13	4	3	2
Weighted	228	71	4	46	48	35	15	27	11	11	7	5	4
Very likely	32%	28%	19%	38%	44%	29%	33%	49%	3%	7%	0%	0%	0%
Somewhat likely	41%	50%	2%	53%	32%	41%	44%	5%	86%	27%	50%	100%	100%
Neither likely nor unlikely	18%	15%	14%	9%	17%	29%	1%	37%	3%	64%	0%	0%	0%
Somewhat unlikely	3%	1%	0%	0%	7%	0%	23%	2%	0%	2%	1%	0%	0%
Very unlikely	4%	5%	65%	0%	0%	2%	0%	7%	0%	0%	49%	0%	0%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%
Total Likely:	73%	78%	21%	91%	76%	70%	76%	54%	89%	34%	50%	100%	100%
Total Unlikely:	7%	6%	65%	0%	7%	2%	23%	9%	0%	2%	50%	0%	0%
Net:	66%	72%	-45%	91%	69%	68%	53%	45%	89%	32%	0%	100%	100%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	345	144	121	80	17	292	61	76	95	113	2	19	106	118	100
Weighted	228	71	66	91	1	203	190	30	7	2	5	19	69	59	76
Very likely	29%	28%	55%	12%	10%	30%	29%	28%	40%	42%	0%	15%	52%	29%	15%
Somewhat likely	35%	51%	31%	26%	42%	34%	32%	50%	47%	44%	48%	28%	39%	44%	25%
Neither likely nor unlikely	9%	10%	3%	13%	5%	10%	9%	12%	11%	11%	0%	2%	1%	15%	15%
Somewhat unlikely	13%	12%	12%	15%	0%	12%	14%	7%	1%	1%	0%	25%	0%	5%	28%
Very unlikely	10%	0%	0%	24%	43%	10%	11%	3%	0%	2%	52%	30%	9%	6%	6%
Don't know	4%	0%	0%	10%	0%	4%	5%	0%	0%	0%	0%	0%	0%	0%	12%
Total Likely:	64%	78%	85%	38%	52%	64%	61%	78%	87%	86%	48%	43%	90%	73%	40%
Total Unlikely:	23%	12%	12%	39%	43%	22%	26%	10%	1%	3%	52%	55%	9%	11%	34%
Net:	42%	66%	74%	-1%	9%	42%	35%	69%	86%	82%	-4%	-12%	81%	62%	6%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	345	13	12	6	35	98	60	117	98	83	63	30	34	24	13
Weighted	228	36	24	6	23	50	16	66	57	42	42	34	28	18	7
Very likely	29%	20%	12%	0%	6%	32%	24%	55%	45%	24%	29%	10%	43%	17%	3%
Somewhat likely	35%	16%	13%	56%	52%	30%	69%	37%	25%	35%	24%	51%	30%	65%	40%
Neither likely nor unlikely	9%	7%	10%	1%	1%	20%	6%	8%	9%	10%	12%	10%	9%	2%	3%
Somewhat unlikely	13%	30%	13%	37%	30%	11%	2%	1%	11%	12%	9%	28%	9%	0%	26%
Very unlikely	10%	27%	40%	6%	10%	0%	0%	0%	10%	12%	17%	1%	8%	0%	27%
Don't know	4%	0%	12%	0%	0%	7%	0%	0%	0%	6%	8%	0%	0%	15%	0%
Total Likely:	64%	36%	25%	56%	58%	62%	93%	91%	70%	59%	53%	61%	74%	82%	44%
Total Unlikely:	23%	57%	54%	43%	40%	11%	2%	1%	20%	24%	26%	30%	18%	0%	53%
Net:	42%	-21%	-29%	13%	18%	51%	91%	90%	50%	35%	27%	31%	56%	82%	-9%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	345	87	12	73	94	62	29	26	22	13	4	3	2
Weighted	228	71	4	46	48	35	15	27	11	11	7	5	4
Very likely	29%	35%	18%	68%	19%	23%	27%	47%	2%	9%	0%	2%	1%
Somewhat likely	35%	31%	10%	25%	54%	60%	52%	4%	10%	7%	0%	49%	0%
Neither likely nor unlikely	9%	10%	0%	0%	21%	7%	3%	16%	28%	3%	1%	0%	0%
Somewhat unlikely	13%	9%	0%	7%	0%	10%	18%	26%	56%	59%	0%	0%	0%
Very unlikely	10%	12%	72%	0%	0%	0%	0%	7%	4%	21%	49%	49%	99%
Don't know	4%	4%	0%	0%	6%	0%	0%	0%	0%	0%	49%	0%	0%
Total Likely:	64%	65%	28%	93%	73%	83%	79%	51%	12%	17%	0%	51%	1%
Total Unlikely:	23%	21%	72%	7%	0%	10%	18%	33%	60%	80%	49%	49%	99%
Net:	42%	45%	-44%	85%	73%	72%	62%	19%	-48%	-64%	-49%	2%	-99%

Note:

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

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very familiar	8%	17%	10%	5%	14%	9%	7%	16%	45%	21%	100%	37%	4%	13%	3%
Somewhat familiar	31%	55%	62%	15%	74%	31%	29%	47%	38%	55%	0%	26%	45%	33%	22%
Neither familiar or unfamiliar	13%	3%	11%	16%	5%	14%	13%	11%	4%	8%	0%	11%	8%	19%	13%
Somewhat unfamiliar	18%	13%	9%	22%	4%	19%	19%	10%	6%	7%	0%	9%	16%	10%	26%
Very unfamiliar	29%	12%	8%	39%	4%	26%	30%	14%	7%	6%	0%	16%	26%	23%	36%
Don't know	2%	0%	0%	3%	0%	1%	2%	1%	0%	2%	0%	0%	2%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very familiar	8%	10%	3%	3%	7%	4%	31%	19%	12%	10%	1%	11%	5%	15%	6%
Somewhat familiar	31%	16%	11%	15%	30%	40%	58%	77%	48%	25%	24%	34%	41%	9%	26%
Neither familiar or unfamiliar	13%	19%	19%	1%	1%	23%	4%	1%	1%	16%	19%	19%	9%	7%	21%
Somewhat unfamiliar	18%	19%	21%	38%	24%	17%	2%	1%	16%	24%	23%	16%	13%	15%	18%
Very unfamiliar	29%	33%	43%	43%	35%	17%	5%	1%	23%	25%	33%	15%	29%	49%	30%
Don't know	2%	3%	3%	0%	4%	0%	0%	0%	0%	0%	0%	5%	4%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very familiar	8%	9%	22%	8%	19%	8%	7%	4%	2%	3%	0%	1%	0%
Somewhat familiar	31%	21%	11%	67%	44%	50%	27%	12%	11%	35%	12%	20%	0%
Neither familiar or unfamiliar	13%	15%	17%	7%	9%	1%	10%	21%	24%	24%	10%	40%	0%
Somewhat unfamiliar	18%	12%	29%	18%	17%	7%	20%	21%	23%	15%	25%	3%	17%
Very unfamiliar	29%	39%	21%	0%	12%	34%	29%	39%	40%	23%	53%	18%	83%
Don t know	2%	4%	0%	0%	0%	0%	6%	2%	0%	0%	0%	18%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very likely	14%	21%	31%	8%	10%	14%	13%	19%	40%	29%	52%	28%	21%	19%	5%
Somewhat likely	25%	43%	32%	18%	69%	27%	23%	46%	38%	44%	48%	27%	26%	32%	21%
Neither likely or unlikely	14%	12%	16%	14%	14%	15%	14%	12%	10%	15%	0%	1%	12%	17%	16%
Somewhat unlikely	13%	9%	7%	16%	1%	12%	14%	12%	3%	2%	0%	17%	11%	3%	19%
Very unlikely	26%	13%	9%	34%	6%	25%	28%	5%	8%	6%	0%	19%	25%	22%	30%
Don't know	8%	2%	5%	10%	1%	8%	8%	7%	1%	3%	0%	8%	5%	7%	10%
Total Likely:	39%	64%	63%	26%	78%	41%	36%	65%	78%	74%	100%	55%	47%	51%	25%
Total Unlikely:	39%	23%	16%	50%	7%	36%	42%	17%	11%	8%	0%	36%	36%	25%	49%
Net:	0%	41%	47%	-24%	72%	4%	-6%	48%	67%	65%	100%	18%	10%	26%	-23%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very likely	14%	11%	3%	2%	2%	17%	32%	45%	32%	14%	16%	5%	9%	2%	7%
Somewhat likely	25%	11%	17%	18%	36%	30%	46%	47%	23%	29%	18%	27%	40%	18%	21%
Neither likely or unlikely	14%	7%	25%	1%	12%	32%	19%	6%	11%	1%	12%	38%	11%	15%	24%
Somewhat unlikely	13%	19%	14%	20%	16%	10%	0%	1%	17%	13%	9%	14%	16%	11%	13%
Very unlikely	26%	37%	38%	42%	25%	8%	1%	0%	16%	35%	29%	10%	17%	48%	24%
Don't know	8%	15%	4%	17%	9%	2%	3%	1%	1%	8%	16%	5%	8%	5%	12%
Total Likely:	39%	22%	20%	20%	38%	47%	78%	92%	55%	43%	34%	32%	48%	20%	28%
Total Unlikely:	39%	56%	52%	62%	41%	19%	1%	1%	34%	48%	38%	24%	33%	59%	36%
Net:	0%	-35%	-32%	-43%	-4%	29%	77%	91%	21%	-5%	-4%	8%	16%	-39%	-9%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very likely	14%	15%	23%	50%	18%	6%	3%	10%	0%	3%	0%	1%	0%
Somewhat likely	25%	15%	28%	30%	49%	34%	21%	14%	17%	16%	15%	20%	33%
Neither likely or unlikely	14%	14%	0%	6%	1%	17%	22%	20%	9%	8%	47%	18%	17%
Somewhat unlikely	13%	7%	29%	8%	13%	21%	0%	16%	23%	20%	0%	42%	0%
Very unlikely	26%	39%	21%	5%	18%	21%	33%	36%	36%	51%	28%	0%	0%
Don't know	8%	10%	1%	0%	1%	1%	21%	5%	14%	3%	10%	18%	50%
Total Likely:	39%	30%	50%	81%	67%	40%	24%	24%	17%	19%	15%	21%	33%
Total Unlikely:	39%	46%	49%	14%	32%	42%	34%	52%	59%	71%	28%	42%	0%
Net:	0%	-16%	1%	67%	35%	-1%	-10%	-28%	-42%	-52%	-13%	-22%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Don't know	5%	3%	8%	5%	1%	5%	6%	1%	2%	7%	0%	0%	7%	3%	6%
Not applicable - we don't use AI technology at all	47%	25%	15%	61%	10%	46%	49%	34%	10%	10%	0%	22%	33%	40%	63%
Help with drafting/writing documents	27%	32%	40%	22%	18%	28%	27%	28%	36%	33%	100%	28%	39%	26%	18%
Information retrieval (e.g. using AI to search the web or internal company data)	26%	39%	40%	19%	28%	28%	26%	28%	41%	47%	100%	21%	31%	34%	18%
Generating pictures, design or video	23%	34%	37%	16%	61%	22%	22%	27%	27%	28%	100%	46%	29%	29%	11%
Data analysis	19%	42%	31%	9%	55%	20%	18%	26%	40%	39%	0%	14%	25%	28%	12%
Automate customer support	18%	30%	42%	8%	23%	20%	18%	16%	39%	35%	52%	22%	22%	19%	13%
None of the above - but we use AI for other things	1%	1%	1%	2%	0%	1%	1%	3%	6%	0%	0%	8%	0%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Don't know	5%	7%	7%	7%	0%	5%	2%	0%	0%	3%	7%	9%	9%	5%	6%
Not applicable - we don't use AI technology at all	47%	47%	71%	62%	67%	36%	7%	2%	35%	45%	57%	40%	42%	70%	38%
Help with drafting/writing documents	27%	31%	19%	28%	15%	21%	46%	46%	31%	37%	13%	24%	36%	11%	43%
Information retrieval (e.g. using AI to search the web or internal company data)	26%	25%	13%	8%	23%	38%	53%	49%	17%	34%	20%	39%	29%	16%	31%
Generating pictures, design or video	23%	20%	17%	12%	10%	14%	40%	61%	42%	28%	6%	20%	32%	9%	18%
Data analysis	19%	11%	7%	8%	23%	24%	57%	44%	23%	15%	17%	29%	13%	16%	18%
Automate customer support	18%	10%	10%	10%	12%	22%	17%	58%	24%	12%	13%	29%	20%	10%	19%
None of the above - but we use AI for other things	1%	4%	0%	0%	0%	1%	5%	0%	1%	5%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Don't know	5%	11%	0%	0%	4%	6%	16%	4%	0%	0%	14%	18%	0%
Not applicable - we don't use AI technology at all	47%	47%	3%	19%	18%	41%	43%	67%	63%	55%	74%	38%	83%
Help with drafting/writing documents	27%	20%	65%	49%	25%	30%	25%	16%	30%	40%	0%	41%	17%
Information retrieval (e.g. using AI to search the web or internal company data)	26%	25%	42%	32%	58%	43%	22%	17%	22%	3%	0%	22%	17%
Generating pictures, design or video	23%	25%	41%	51%	29%	19%	10%	12%	33%	22%	12%	21%	0%
Data analysis	19%	17%	25%	44%	41%	23%	12%	11%	9%	4%	12%	3%	0%
Automate customer support	18%	17%	36%	43%	33%	27%	17%	11%	1%	9%	0%	0%	0%
None of the above - but we use AI for other things	1%	2%	21%	0%	1%	1%	0%	2%	2%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Don't know	5%	6%	4%	5%	1%	4%	6%	1%	3%	4%	0%	8%	10%	4%	2%
Help with drafting/writing documents	48%	58%	57%	42%	21%	47%	48%	42%	52%	45%	100%	27%	57%	49%	43%
Information retrieval (e.g. using AI to search the web or internal company data)	40%	47%	50%	36%	49%	40%	40%	46%	44%	41%	100%	30%	47%	49%	32%
Generating pictures, design or video	38%	54%	42%	33%	77%	38%	38%	42%	43%	45%	100%	52%	37%	50%	30%
Data analysis	36%	49%	42%	31%	73%	37%	35%	46%	39%	51%	100%	60%	35%	31%	34%
None of the above - but we use AI for other things	3%	0%	4%	3%	1%	2%	3%	0%	0%	1%	0%	8%	0%	5%	2%
Not applicable - we don't use AI technology at all	27%	8%	9%	37%	1%	28%	29%	15%	4%	5%	0%	1%	22%	16%	40%
Automate customer support	21%	28%	31%	16%	47%	22%	19%	40%	38%	39%	100%	23%	22%	21%	18%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Don't know	5%	11%	3%	0%	0%	4%	2%	0%	5%	8%	4%	5%	8%	0%	6%
Help with drafting/writing documents	48%	37%	36%	72%	44%	60%	69%	68%	59%	40%	42%	53%	50%	46%	44%
Information retrieval (e.g. using AI to search the web or internal company data)	40%	30%	27%	47%	36%	53%	46%	70%	56%	36%	30%	50%	38%	35%	34%
Generating pictures, design or video	38%	35%	32%	38%	44%	21%	75%	67%	38%	28%	34%	50%	49%	42%	36%
Data analysis	36%	32%	34%	39%	42%	39%	54%	38%	34%	35%	37%	44%	35%	27%	45%
None of the above - but we use AI for other things	3%	7%	5%	0%	0%	0%	0%	0%	5%	5%	0%	5%	0%	0%	0%
Not applicable - we don't use AI technology at all	27%	33%	44%	26%	34%	11%	0%	0%	12%	36%	34%	16%	24%	34%	36%
Automate customer support	21%	14%	16%	22%	20%	34%	18%	27%	21%	18%	18%	29%	29%	11%	19%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Don't know	5%	5%	1%	0%	7%	5%	16%	4%	0%	0%	1%	0%	0%
Help with drafting/writing documents	48%	39%	69%	62%	62%	63%	35%	40%	45%	16%	60%	40%	17%
Information retrieval (e.g. using AI to search the web or internal company data)	40%	29%	70%	65%	60%	38%	40%	25%	30%	34%	47%	20%	50%
Generating pictures, design or video	38%	32%	44%	48%	49%	45%	36%	25%	74%	11%	44%	41%	17%
Data analysis	36%	34%	77%	34%	38%	49%	22%	28%	49%	45%	36%	23%	50%
None of the above - but we use AI for other things	3%	2%	21%	8%	0%	0%	0%	5%	0%	0%	0%	0%	0%
Not applicable - we don't use AI technology at all	27%	35%	0%	5%	4%	11%	26%	45%	22%	53%	28%	37%	50%
Automate customer support	21%	16%	77%	17%	36%	20%	22%	14%	17%	15%	0%	41%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Much easier	14%	15%	21%	12%	3%	14%	14%	15%	39%	29%	52%	20%	12%	20%	11%
A little easier	38%	55%	54%	28%	62%	40%	36%	54%	48%	44%	0%	42%	50%	40%	29%
Make no difference either way	22%	23%	18%	22%	25%	20%	22%	19%	7%	15%	48%	19%	13%	17%	29%
A little more difficult	3%	3%	0%	3%	7%	2%	3%	1%	2%	5%	0%	11%	2%	3%	2%
Much more difficult	1%	0%	0%	2%	1%	1%	1%	1%	0%	1%	0%	0%	2%	3%	0%
Not applicable - we don't use Google Search at our business	13%	3%	7%	17%	1%	12%	13%	7%	2%	4%	0%	0%	4%	9%	22%
Don't know	10%	0%	1%	15%	1%	10%	11%	4%	2%	2%	0%	8%	18%	9%	7%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Much easier	14%	13%	14%	2%	6%	24%	33%	14%	24%	8%	16%	20%	6%	11%	13%
A little easier	38%	27%	11%	54%	51%	45%	60%	75%	52%	34%	35%	36%	37%	28%	39%
Make no difference either way	22%	25%	44%	27%	14%	8%	6%	10%	16%	17%	17%	29%	33%	37%	1%
A little more difficult	3%	3%	0%	9%	0%	5%	0%	0%	0%	3%	7%	0%	0%	5%	0%
Much more difficult	1%	0%	3%	0%	0%	4%	0%	0%	0%	0%	0%	5%	0%	5%	0%
Not applicable - we don't use Google Search at our business	13%	13%	17%	7%	14%	12%	0%	0%	7%	20%	8%	1%	19%	14%	30%
Don't know	10%	19%	11%	1%	14%	1%	0%	0%	1%	18%	18%	10%	4%	0%	18%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Much easier	14%	9%	22%	11%	22%	14%	16%	12%	0%	3%	0%	20%	33%
A little easier	38%	37%	39%	70%	56%	49%	36%	16%	62%	19%	51%	22%	17%
Make no difference either way	22%	22%	3%	19%	10%	22%	17%	35%	28%	33%	21%	21%	0%
A little more difficult	3%	4%	0%	0%	5%	0%	0%	6%	0%	0%	0%	0%	0%
Much more difficult	1%	2%	0%	0%	5%	0%	0%	2%	0%	0%	0%	0%	0%
Not applicable - we don't use Google Search at our business	13%	13%	0%	0%	3%	9%	11%	19%	9%	19%	28%	18%	0%
Don't know	10%	13%	36%	0%	0%	6%	20%	10%	0%	26%	0%	18%	50%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Much easier	19%	33%	43%	8%	54%	18%	17%	32%	49%	41%	52%	27%	22%	32%	8%
A little easier	32%	38%	34%	30%	13%	35%	31%	41%	37%	31%	0%	39%	39%	22%	33%
Make no difference either way	15%	16%	9%	16%	28%	14%	16%	10%	9%	16%	48%	1%	8%	14%	22%
A little more difficult	2%	0%	4%	2%	2%	3%	2%	1%	1%	4%	0%	8%	6%	0%	0%
Much more difficult	1%	3%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	3%	0%
Not applicable - we don't use Google Workspace at our business	21%	8%	8%	29%	0%	20%	23%	9%	1%	5%	0%	15%	16%	12%	30%
Don't know	10%	1%	1%	15%	2%	10%	10%	6%	4%	4%	0%	9%	8%	18%	7%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Much easier	19%	5%	14%	0%	11%	29%	48%	48%	23%	20%	24%	6%	18%	14%	21%
A little easier	32%	34%	22%	50%	29%	36%	32%	46%	47%	25%	26%	46%	26%	26%	25%
Make no difference either way	15%	9%	23%	25%	24%	15%	17%	5%	13%	8%	15%	24%	19%	21%	6%
A little more difficult	2%	5%	3%	0%	0%	0%	0%	0%	0%	5%	4%	0%	0%	5%	0%
Much more difficult	1%	0%	0%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%
Not applicable - we don't use Google Workspace at our business	21%	35%	25%	16%	23%	13%	3%	0%	12%	23%	30%	5%	27%	29%	24%
Don't know	10%	12%	13%	1%	12%	7%	0%	0%	5%	18%	1%	20%	9%	0%	24%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Woman-led business		Revenue Change										
	Total	Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Much easier	19%	18%	32%	39%	30%	20%	17%	10%	11%	4%	0%	20%	33%
A little easier	32%	36%	32%	38%	41%	52%	27%	21%	55%	19%	37%	21%	17%
Make no difference either way	15%	9%	0%	13%	5%	13%	12%	27%	3%	14%	34%	22%	0%
A little more difficult	2%	4%	0%	4%	0%	0%	6%	2%	0%	0%	0%	0%	0%
Much more difficult	1%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%
Not applicable - we don't use Google Workspace at our business	21%	24%	15%	0%	3%	15%	21%	31%	23%	61%	28%	18%	33%
Don't know	10%	8%	21%	6%	16%	0%	17%	9%	7%	1%	0%	18%	17%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very familiar	8%	24%	18%	1%	9%	8%	7%	12%	39%	31%	52%	11%	11%	18%	0%
Somewhat familiar	22%	41%	43%	11%	18%	23%	20%	39%	41%	37%	0%	29%	30%	30%	13%
Neither familiar nor unfamiliar	16%	8%	12%	19%	27%	16%	16%	16%	5%	13%	48%	16%	12%	14%	19%
Somewhat unfamiliar	18%	10%	11%	22%	39%	18%	18%	19%	7%	9%	0%	27%	9%	14%	24%
Very unfamiliar	34%	18%	13%	44%	7%	32%	36%	12%	7%	8%	0%	16%	38%	24%	39%
Don t know	2%	0%	2%	3%	0%	2%	2%	1%	1%	2%	0%	0%	0%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very familiar	8%	0%	3%	0%	2%	9%	15%	42%	20%	9%	5%	0%	4%	12%	1%
Somewhat familiar	22%	17%	3%	12%	23%	20%	69%	53%	28%	15%	18%	36%	28%	13%	13%
Neither familiar nor unfamiliar	16%	17%	27%	9%	13%	27%	10%	1%	7%	17%	17%	29%	16%	6%	31%
Somewhat unfamiliar	18%	23%	22%	17%	18%	15%	6%	2%	14%	24%	20%	14%	7%	15%	36%
Very unfamiliar	34%	39%	39%	63%	43%	28%	0%	1%	33%	35%	37%	20%	45%	45%	13%
Don't know	2%	3%	6%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	10%	6%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very familiar	8%	6%	22%	28%	25%	9%	1%	0%	1%	2%	0%	0%	0%
Somewhat familiar	22%	22%	6%	48%	32%	36%	23%	15%	4%	4%	12%	1%	0%
Neither familiar nor unfamiliar	16%	10%	17%	6%	14%	15%	23%	13%	22%	42%	0%	42%	33%
Somewhat unfamiliar	18%	14%	5%	13%	8%	6%	13%	18%	48%	15%	25%	20%	34%
Very unfamiliar	34%	47%	50%	5%	16%	35%	37%	52%	25%	38%	62%	37%	0%
Don't know	2%	2%	0%	0%	4%	0%	3%	2%	0%	0%	0%	0%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very good description	13%	22%	39%	3%	47%	14%	12%	20%	31%	32%	52%	14%	21%	21%	3%
Good description	26%	33%	23%	25%	29%	26%	25%	35%	41%	37%	48%	13%	32%	27%	23%
Neither a good nor bad description	27%	25%	20%	29%	20%	25%	27%	21%	16%	16%	0%	56%	22%	21%	28%
Bad description	8%	12%	4%	7%	1%	8%	8%	6%	2%	5%	0%	0%	5%	8%	10%
Very bad description	3%	0%	7%	3%	2%	3%	3%	3%	1%	1%	0%	1%	0%	3%	5%
Don t know	24%	9%	7%	33%	1%	24%	25%	15%	8%	7%	0%	16%	20%	21%	30%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very good description	13%	3%	9%	1%	12%	17%	50%	34%	19%	16%	13%	1%	16%	12%	6%
Good description	26%	32%	15%	27%	11%	34%	39%	42%	36%	23%	24%	25%	25%	22%	22%
Neither a good nor bad description	27%	29%	20%	35%	44%	18%	6%	18%	26%	12%	27%	52%	28%	26%	19%
Bad description	8%	5%	17%	0%	6%	9%	4%	5%	1%	10%	8%	15%	5%	5%	12%
Very bad description	3%	2%	0%	1%	4%	3%	0%	0%	1%	8%	0%	0%	4%	0%	12%
Don t know	24%	28%	38%	36%	22%	19%	1%	1%	18%	31%	29%	6%	21%	35%	30%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very good description	13%	10%	34%	30%	22%	28%	7%	5%	2%	2%	0%	0%	33%
Good description	26%	28%	1%	35%	41%	32%	27%	16%	36%	5%	24%	41%	17%
Neither a good nor bad description	27%	28%	16%	23%	22%	9%	38%	31%	24%	52%	22%	3%	0%
Bad description	8%	5%	0%	0%	9%	5%	1%	4%	37%	3%	34%	20%	17%
Very bad description	3%	2%	0%	0%	1%	1%	3%	4%	0%	7%	10%	0%	0%
Don't know	24%	27%	49%	12%	5%	26%	24%	40%	1%	30%	10%	37%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very good description	13%	32%	19%	5%	4%	15%	12%	21%	31%	39%	52%	12%	19%	10%	9%
Good description	25%	32%	49%	16%	22%	25%	23%	34%	40%	30%	0%	28%	27%	34%	19%
Neither a good nor bad description	27%	17%	17%	33%	31%	25%	28%	22%	16%	18%	0%	16%	27%	33%	27%
Bad description	7%	4%	1%	9%	41%	7%	7%	6%	4%	4%	48%	2%	8%	3%	8%
Very bad description	7%	8%	5%	8%	1%	7%	8%	2%	1%	1%	0%	17%	5%	5%	9%
Don t know	21%	6%	9%	29%	2%	22%	22%	15%	8%	8%	0%	24%	14%	16%	28%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very good description	13%	5%	5%	19%	10%	11%	45%	37%	19%	13%	6%	10%	13%	16%	13%
Good description	25%	17%	14%	1%	26%	39%	45%	48%	32%	22%	25%	20%	30%	21%	15%
Neither a good nor bad description	27%	31%	47%	17%	31%	23%	10%	9%	29%	17%	32%	49%	23%	22%	13%
Bad description	7%	6%	10%	25%	1%	6%	0%	0%	6%	5%	1%	10%	8%	11%	18%
Very bad description	7%	13%	0%	11%	12%	2%	0%	5%	5%	15%	7%	5%	4%	5%	6%
Don t know	21%	28%	24%	28%	20%	18%	1%	0%	8%	28%	30%	6%	21%	25%	36%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very good description	13%	14%	22%	26%	19%	28%	16%	5%	2%	13%	0%	0%	0%
Good description	25%	24%	4%	37%	41%	25%	28%	25%	22%	2%	11%	22%	0%
Neither a good nor bad description	27%	29%	5%	27%	33%	21%	18%	28%	60%	25%	25%	41%	50%
Bad description	7%	5%	20%	5%	0%	1%	9%	5%	12%	0%	9%	0%	17%
Very bad description	7%	9%	0%	0%	0%	5%	6%	6%	2%	42%	32%	0%	0%
Don t know	21%	19%	49%	4%	7%	20%	22%	30%	1%	18%	23%	37%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very good description	14%	27%	32%	6%	27%	15%	13%	21%	28%	25%	52%	30%	18%	17%	7%
Good description	29%	36%	38%	25%	58%	31%	28%	39%	44%	43%	48%	11%	38%	33%	23%
Neither a good nor bad description	26%	18%	23%	29%	9%	25%	26%	24%	15%	23%	0%	8%	27%	20%	31%
Bad description	7%	8%	1%	8%	4%	7%	7%	5%	4%	2%	0%	11%	2%	15%	6%
Very bad description	4%	5%	3%	3%	2%	3%	4%	1%	1%	1%	0%	15%	2%	2%	4%
Don t know	20%	6%	4%	29%	1%	19%	22%	10%	8%	7%	0%	24%	13%	13%	29%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very good description	14%	7%	3%	1%	6%	26%	64%	37%	25%	10%	20%	11%	8%	6%	7%
Good description	29%	25%	35%	11%	32%	27%	20%	48%	23%	32%	26%	30%	42%	27%	25%
Neither a good nor bad description	26%	24%	32%	51%	24%	22%	11%	14%	30%	14%	24%	39%	21%	36%	19%
Bad description	7%	10%	4%	17%	6%	12%	2%	0%	6%	6%	8%	9%	4%	10%	6%
Very bad description	4%	7%	3%	0%	4%	0%	0%	0%	5%	5%	4%	0%	4%	5%	0%
Don t know	20%	29%	23%	19%	28%	12%	3%	0%	11%	33%	18%	11%	21%	15%	42%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very good description	14%	20%	21%	46%	16%	19%	12%	6%	3%	0%	0%	0%	0%
Good description	29%	29%	14%	29%	33%	40%	31%	15%	53%	48%	26%	41%	33%
Neither a good nor bad description	26%	24%	15%	7%	34%	27%	28%	32%	29%	17%	45%	20%	0%
Bad description	7%	7%	0%	5%	10%	1%	4%	12%	12%	0%	9%	3%	17%
Very bad description	4%	3%	0%	0%	0%	0%	0%	6%	0%	20%	0%	0%	33%
Don't know	20%	17%	49%	12%	7%	13%	24%	28%	1%	16%	20%	37%	17%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very good description	10%	22%	19%	3%	11%	11%	8%	20%	41%	34%	52%	13%	9%	13%	6%
Good description	24%	30%	40%	18%	16%	24%	23%	32%	33%	33%	0%	25%	29%	27%	20%
Neither a good nor bad description	28%	29%	23%	29%	30%	27%	29%	29%	13%	20%	0%	20%	26%	39%	26%
Bad description	12%	5%	3%	16%	41%	12%	12%	5%	5%	6%	48%	2%	15%	2%	15%
Very bad description	6%	8%	5%	6%	2%	5%	7%	0%	1%	2%	0%	15%	3%	5%	8%
Don t know	20%	6%	10%	27%	1%	21%	21%	13%	8%	5%	0%	24%	18%	14%	25%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very good description	10%	3%	3%	0%	7%	16%	28%	29%	16%	4%	13%	10%	5%	8%	8%
Good description	24%	11%	19%	18%	29%	31%	60%	42%	31%	26%	22%	15%	27%	21%	20%
Neither a good nor bad description	28%	24%	41%	45%	22%	32%	10%	23%	34%	17%	21%	45%	31%	40%	7%
Bad description	12%	17%	14%	9%	17%	8%	0%	0%	6%	15%	11%	15%	8%	6%	30%
Very bad description	6%	13%	0%	0%	8%	0%	0%	5%	5%	13%	7%	5%	4%	0%	6%
Don t know	20%	31%	24%	28%	18%	13%	1%	0%	8%	26%	26%	10%	25%	25%	30%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very good description	10%	9%	26%	23%	17%	16%	7%	6%	1%	0%	0%	0%	0%
Good description	24%	21%	3%	44%	21%	27%	20%	29%	11%	19%	11%	41%	0%
Neither a good nor bad description	28%	30%	1%	23%	50%	27%	33%	22%	49%	13%	36%	22%	33%
Bad description	12%	14%	20%	5%	8%	5%	11%	5%	37%	18%	22%	0%	17%
Very bad description	6%	7%	0%	0%	0%	5%	3%	6%	0%	34%	22%	0%	33%
Don't know	20%	19%	49%	4%	4%	20%	26%	33%	1%	16%	10%	37%	17%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very good description	10%	11%	27%	5%	17%	10%	8%	20%	31%	27%	52%	2%	14%	13%	5%
Good description	22%	45%	30%	13%	25%	23%	21%	28%	37%	37%	0%	32%	24%	23%	19%
Neither a good nor bad description	27%	31%	28%	26%	12%	26%	28%	27%	18%	20%	0%	39%	31%	30%	23%
Bad description	10%	8%	1%	13%	5%	11%	11%	9%	4%	8%	48%	0%	7%	5%	16%
Very bad description	10%	0%	5%	15%	41%	10%	11%	4%	2%	2%	0%	2%	12%	13%	10%
Don t know	21%	6%	8%	28%	1%	21%	22%	12%	8%	6%	0%	24%	13%	16%	28%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very good description	10%	5%	3%	10%	6%	16%	11%	27%	8%	12%	7%	10%	17%	6%	2%
Good description	22%	10%	21%	18%	29%	22%	67%	38%	31%	13%	24%	16%	26%	21%	19%
Neither a good nor bad description	27%	32%	26%	17%	19%	35%	18%	28%	40%	18%	35%	34%	19%	18%	13%
Bad description	10%	8%	12%	17%	17%	6%	4%	6%	6%	11%	5%	19%	9%	10%	24%
Very bad description	10%	15%	13%	9%	12%	8%	0%	0%	6%	18%	11%	10%	4%	10%	12%
Don t know	21%	29%	26%	28%	17%	13%	1%	0%	7%	28%	18%	11%	25%	34%	30%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very good description	10%	5%	22%	28%	16%	12%	2%	6%	2%	14%	0%	1%	0%
Good description	22%	26%	3%	47%	28%	23%	25%	15%	12%	16%	0%	20%	33%
Neither a good nor bad description	27%	28%	6%	10%	39%	25%	39%	29%	29%	30%	37%	42%	17%
Bad description	10%	5%	15%	11%	8%	6%	1%	3%	44%	2%	33%	0%	17%
Very bad description	10%	18%	5%	0%	5%	20%	6%	10%	11%	22%	19%	0%	33%
Don't know	21%	18%	49%	4%	4%	14%	28%	36%	1%	16%	10%	37%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very good description	12%	32%	24%	3%	2%	14%	11%	17%	42%	33%	52%	2%	20%	20%	4%
Good description	19%	29%	33%	13%	41%	19%	19%	26%	30%	32%	0%	24%	20%	14%	21%
Neither a good nor bad description	26%	15%	26%	29%	9%	26%	26%	26%	16%	17%	0%	30%	19%	37%	25%
Bad description	11%	17%	4%	11%	42%	10%	11%	14%	2%	7%	48%	19%	11%	9%	11%
Very bad description	6%	0%	7%	8%	1%	7%	7%	3%	1%	3%	0%	1%	8%	5%	7%
Don t know	25%	6%	6%	35%	5%	23%	26%	14%	11%	8%	0%	24%	21%	16%	32%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very good description	12%	0%	5%	10%	9%	8%	26%	55%	24%	9%	10%	2%	17%	16%	2%
Good description	19%	12%	10%	7%	33%	36%	20%	29%	20%	16%	16%	39%	14%	13%	18%
Neither a good nor bad description	26%	29%	37%	27%	14%	25%	48%	10%	31%	17%	21%	38%	35%	21%	19%
Bad description	11%	12%	10%	28%	11%	13%	2%	6%	7%	11%	9%	15%	9%	15%	24%
Very bad description	6%	15%	0%	9%	8%	1%	0%	0%	1%	16%	11%	0%	4%	5%	0%
Don t know	25%	32%	38%	19%	25%	17%	4%	1%	18%	31%	33%	5%	21%	30%	37%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very good description	12%	14%	28%	33%	35%	14%	1%	2%	12%	2%	10%	0%	0%
Good description	19%	16%	0%	24%	20%	24%	32%	24%	12%	2%	11%	21%	0%
Neither a good nor bad description	26%	27%	1%	24%	19%	27%	27%	33%	31%	15%	10%	40%	50%
Bad description	11%	5%	22%	1%	18%	1%	6%	3%	29%	38%	36%	0%	17%
Very bad description	6%	9%	0%	0%	1%	5%	12%	6%	0%	26%	10%	0%	0%
Don t know	25%	28%	49%	18%	7%	29%	22%	32%	17%	18%	23%	39%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very good description	14%	20%	37%	6%	5%	15%	12%	27%	31%	35%	52%	23%	17%	15%	9%
Good description	23%	45%	20%	17%	79%	22%	21%	36%	42%	28%	0%	24%	27%	29%	17%
Neither a good nor bad description	23%	17%	28%	23%	10%	23%	23%	17%	11%	21%	0%	14%	21%	30%	22%
Bad description	9%	5%	1%	12%	4%	7%	9%	7%	5%	6%	48%	0%	12%	6%	9%
Very bad description	7%	5%	6%	8%	1%	7%	8%	1%	1%	1%	0%	15%	5%	5%	8%
Don t know	25%	8%	9%	34%	2%	26%	27%	12%	9%	9%	0%	24%	18%	16%	34%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very good description	14%	3%	5%	10%	22%	27%	18%	29%	16%	15%	18%	6%	22%	6%	6%
Good description	23%	15%	15%	11%	29%	17%	70%	51%	47%	13%	14%	21%	16%	25%	16%
Neither a good nor bad description	23%	25%	25%	34%	7%	33%	7%	15%	8%	26%	27%	39%	20%	24%	13%
Bad description	9%	12%	14%	9%	7%	3%	0%	5%	17%	3%	0%	14%	9%	10%	18%
Very bad description	7%	16%	3%	0%	8%	3%	0%	0%	5%	12%	11%	5%	4%	0%	6%
Don't know	25%	29%	37%	36%	28%	17%	4%	0%	7%	31%	29%	15%	29%	35%	42%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very good description	14%	11%	26%	22%	26%	18%	22%	6%	27%	4%	0%	0%	0%
Good description	23%	23%	8%	44%	37%	21%	6%	26%	16%	4%	11%	23%	0%
Neither a good nor bad description	23%	24%	3%	11%	22%	22%	33%	19%	43%	25%	22%	40%	50%
Bad description	9%	8%	15%	14%	5%	14%	5%	3%	12%	0%	21%	0%	17%
Very bad description	7%	9%	0%	0%	0%	0%	6%	12%	0%	42%	10%	0%	0%
Don t know	25%	25%	49%	10%	11%	25%	28%	33%	1%	25%	36%	37%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very good description	11%	21%	30%	4%	13%	12%	10%	21%	27%	29%	52%	13%	13%	21%	4%
Good description	19%	29%	18%	16%	8%	18%	17%	34%	40%	32%	48%	19%	21%	15%	19%
Neither a good nor bad description	29%	22%	37%	29%	68%	30%	30%	22%	20%	24%	0%	15%	41%	31%	23%
Bad description	11%	9%	2%	15%	10%	13%	12%	12%	5%	7%	0%	13%	9%	11%	14%
Very bad description	7%	11%	5%	6%	1%	5%	8%	0%	1%	1%	0%	15%	5%	7%	7%
Don t know	23%	8%	8%	31%	1%	22%	24%	11%	8%	8%	0%	24%	12%	16%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very good description	11%	3%	3%	1%	1%	15%	35%	48%	20%	10%	13%	6%	14%	7%	1%
Good description	19%	13%	14%	27%	20%	24%	33%	24%	22%	16%	16%	16%	25%	32%	2%
Neither a good nor bad description	29%	30%	21%	16%	40%	42%	23%	22%	30%	15%	34%	48%	28%	17%	37%
Bad description	11%	10%	33%	12%	4%	4%	6%	5%	7%	14%	5%	24%	5%	14%	18%
Very bad description	7%	13%	0%	9%	13%	2%	0%	0%	10%	13%	4%	0%	4%	5%	12%
Don t know	23%	32%	29%	36%	22%	13%	3%	0%	12%	33%	29%	6%	25%	25%	30%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very good description	11%	8%	22%	36%	33%	10%	2%	4%	2%	0%	0%	1%	0%
Good description	19%	16%	8%	14%	30%	19%	8%	17%	13%	16%	34%	20%	0%
Neither a good nor bad description	29%	33%	20%	33%	24%	30%	47%	28%	22%	41%	24%	0%	50%
Bad description	11%	15%	0%	6%	8%	1%	11%	15%	32%	0%	22%	42%	17%
Very bad description	7%	7%	0%	0%	4%	13%	0%	7%	14%	27%	0%	0%	0%
Don't know	23%	20%	49%	12%	1%	25%	32%	30%	16%	16%	19%	37%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very good description	12%	22%	19%	7%	26%	14%	11%	19%	28%	35%	0%	2%	25%	14%	5%
Good description	20%	30%	29%	15%	7%	19%	19%	28%	26%	30%	0%	31%	21%	31%	13%
Neither a good nor bad description	27%	30%	26%	27%	27%	29%	28%	16%	25%	15%	100%	35%	25%	22%	28%
Bad description	12%	7%	10%	14%	39%	12%	12%	15%	9%	11%	0%	15%	10%	13%	13%
Very bad description	6%	5%	8%	7%	0%	6%	6%	9%	4%	4%	0%	1%	7%	6%	7%
Don t know	22%	6%	8%	30%	1%	21%	23%	13%	8%	7%	0%	16%	11%	13%	34%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very good description	12%	13%	4%	0%	6%	6%	11%	42%	20%	13%	15%	1%	5%	17%	8%
Good description	20%	12%	17%	18%	13%	21%	30%	45%	25%	29%	22%	16%	8%	12%	19%
Neither a good nor bad description	27%	31%	29%	20%	36%	31%	48%	9%	23%	16%	24%	53%	32%	21%	31%
Bad description	12%	22%	13%	10%	11%	14%	2%	2%	13%	13%	13%	15%	16%	1%	13%
Very bad description	6%	0%	6%	24%	8%	10%	6%	1%	7%	8%	4%	0%	9%	15%	0%
Don t know	22%	23%	31%	28%	27%	17%	3%	0%	12%	21%	22%	15%	29%	34%	30%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very good description	12%	22%	6%	29%	16%	18%	12%	2%	1%	22%	10%	3%	33%
Good description	20%	19%	16%	35%	27%	17%	10%	13%	13%	24%	23%	0%	50%
Neither a good nor bad description	27%	27%	21%	22%	29%	28%	31%	27%	48%	3%	48%	20%	17%
Bad description	12%	8%	5%	6%	13%	21%	13%	18%	1%	4%	9%	40%	0%
Very bad description	6%	3%	3%	1%	6%	2%	11%	8%	10%	11%	11%	0%	0%
Don t know	22%	20%	49%	8%	10%	14%	24%	33%	25%	36%	0%	37%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Role at Organization			Public or Private Sector		Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Public	Private	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Very good description	8%	20%	18%	1%	4%	9%	7%	14%	27%	30%	0%	12%	10%	16%	2%
Good description	14%	30%	27%	6%	37%	12%	13%	25%	28%	29%	0%	20%	24%	14%	8%
Neither a good nor bad description	23%	30%	20%	22%	14%	23%	24%	19%	22%	22%	52%	24%	28%	27%	18%
Bad description	22%	12%	18%	26%	8%	24%	22%	25%	12%	11%	0%	18%	22%	12%	28%
Very bad description	10%	1%	13%	11%	37%	9%	10%	6%	2%	2%	48%	2%	7%	13%	10%
Don t know	23%	6%	5%	33%	1%	23%	25%	11%	9%	7%	0%	24%	9%	18%	35%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Very good description	8%	0%	0%	0%	1%	7%	29%	41%	8%	12%	12%	1%	1%	11%	1%
Good description	14%	10%	14%	9%	12%	13%	49%	26%	26%	8%	5%	6%	13%	28%	24%
Neither a good nor bad description	23%	27%	18%	35%	14%	25%	7%	25%	23%	15%	24%	44%	28%	16%	8%
Bad description	22%	23%	34%	28%	32%	18%	12%	7%	20%	16%	29%	29%	21%	11%	31%
Very bad description	10%	6%	7%	1%	13%	24%	2%	0%	11%	10%	8%	10%	12%	5%	12%
Don t know	23%	34%	27%	27%	28%	13%	1%	0%	12%	38%	22%	10%	25%	30%	24%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business		Revenue Change									
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Very good description	8%	12%	1%	31%	17%	10%	0%	3%	0%	0%	0%	1%	0%
Good description	14%	12%	6%	23%	33%	22%	10%	5%	13%	20%	10%	0%	17%
Neither a good nor bad description	23%	25%	22%	22%	25%	22%	40%	21%	34%	16%	11%	20%	0%
Bad description	22%	24%	17%	11%	8%	9%	16%	27%	27%	46%	58%	42%	50%
Very bad description	10%	6%	5%	0%	10%	14%	12%	12%	25%	2%	1%	0%	0%
Don't know	23%	21%	49%	12%	7%	23%	22%	32%	1%	16%	19%	37%	33%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	514	197	149	168	24	425	156	109	117	132	2	25	135	145	207
Weighted	514	97	87	330	2	445	461	43	8	2	5	31	142	111	225
Phishing emails	35%	26%	56%	32%	46%	36%	35%	33%	35%	45%	48%	29%	42%	34%	32%
Hacking or security breach	17%	37%	28%	8%	29%	18%	16%	23%	32%	28%	0%	24%	21%	25%	9%
Data loss	15%	28%	22%	10%	29%	16%	15%	12%	26%	31%	0%	28%	12%	20%	14%
Payment fraud	14%	26%	25%	8%	12%	17%	14%	13%	31%	33%	0%	27%	21%	18%	7%
Ransomware or malware	12%	28%	14%	7%	21%	13%	10%	25%	37%	36%	0%	12%	10%	25%	7%
Other form of cyber attack	11%	22%	17%	6%	4%	12%	9%	19%	22%	23%	0%	4%	15%	16%	6%
None of the above	42%	28%	20%	52%	42%	39%	44%	25%	11%	6%	52%	38%	35%	35%	50%
Don't know	3%	1%	1%	4%	0%	3%	3%	5%	1%	3%	0%	0%	2%	7%	2%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	514	47	40	18	52	130	66	138	119	120	91	47	62	48	27
Weighted	514	126	94	32	66	78	17	70	95	102	98	68	62	58	31
Phishing emails	35%	39%	38%	35%	19%	30%	49%	55%	36%	42%	39%	29%	45%	18%	19%
Hacking or security breach	17%	8%	10%	1%	22%	10%	47%	49%	21%	14%	16%	24%	13%	16%	7%
Data loss	15%	9%	9%	10%	10%	25%	19%	36%	17%	10%	24%	6%	16%	15%	19%
Payment fraud	14%	7%	9%	9%	21%	7%	20%	45%	19%	14%	16%	14%	20%	7%	0%
Ransomware or malware	12%	8%	13%	1%	6%	6%	34%	35%	15%	11%	10%	11%	9%	21%	1%
Other form of cyber attack	11%	7%	3%	0%	1%	15%	27%	36%	25%	8%	9%	0%	9%	10%	7%
None of the above	42%	53%	45%	55%	51%	33%	7%	2%	29%	43%	43%	50%	33%	49%	61%
Don't know	3%	2%	6%	0%	5%	1%	0%	0%	1%	7%	0%	5%	0%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

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

	Total	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	514	135	16	78	109	78	54	76	30	23	12	7	5
Weighted	514	170	12	60	67	55	59	127	25	24	27	13	11
Phishing emails	35%	32%	65%	62%	48%	46%	17%	21%	39%	11%	27%	79%	83%
Hacking or security breach	17%	16%	22%	23%	45%	18%	18%	1%	18%	11%	21%	1%	33%
Data loss	15%	18%	1%	36%	16%	5%	7%	12%	25%	15%	12%	19%	33%
Payment fraud	14%	14%	21%	32%	39%	10%	6%	4%	1%	13%	0%	20%	66%
Ransomware or malware	12%	10%	27%	15%	26%	14%	1%	11%	3%	4%	1%	23%	33%
Other form of cyber attack	11%	10%	6%	27%	16%	13%	8%	11%	0%	4%	0%	0%	0%
None of the above	42%	41%	28%	11%	18%	31%	53%	61%	35%	71%	64%	0%	17%
Don't know	3%	5%	0%	5%	0%	0%	4%	3%	2%	0%	0%	20%	0%

Note:

BASE: All Respondents

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	105	44	35	26	7	86	23	15	29	38	0	7	28	37	33
Weighted	78	27	19	32	0	70	70	5	2	1	0	9	17	22	30
Nothing	10%	0%	13%	17%	0%	9%	11%	0%	7%	2%	*	0%	1%	0%	26%
Under 100 fr.	0%	0%	0%	0%	13%	0%	0%	0%	3%	0%	*	0%	0%	0%	0%
100 fr. - 500 fr.	10%	2%	2%	22%	0%	12%	10%	24%	5%	2%	*	60%	5%	0%	6%
500 fr. - 1000 fr.	6%	0%	23%	1%	67%	6%	5%	18%	2%	2%	*	4%	0%	18%	1%
1000 fr. - 2000 fr.	9%	0%	1%	22%	0%	11%	10%	0%	9%	3%	*	0%	1%	0%	23%
2000 fr.- 5000 fr.	5%	12%	4%	0%	0%	5%	5%	12%	0%	7%	*	0%	0%	1%	12%
5000 fr. - 10 000 fr.	4%	1%	0%	9%	4%	5%	3%	8%	14%	18%	*	5%	1%	1%	8%
10 000 fr. - 20 000 fr.	3%	9%	0%	0%	4%	4%	3%	0%	7%	14%	*	0%	1%	11%	0%
20 000 fr. - 100 000 fr.	15%	20%	0%	20%	0%	17%	17%	0%	0%	2%	*	0%	11%	16%	21%
100 000 fr. - 1 million fr.	1%	1%	1%	1%	3%	1%	0%	12%	8%	11%	*	0%	2%	2%	0%
1 million fr. - 5 million fr.	14%	19%	29%	0%	0%	8%	14%	11%	23%	7%	*	3%	62%	1%	0%
5 million fr. - 10 million fr.	4%	11%	1%	0%	0%	4%	4%	0%	23%	12%	*	0%	16%	2%	0%
10 million fr. - 20 million fr.	17%	22%	27%	7%	0%	19%	19%	9%	0%	10%	*	29%	0%	48%	2%
More than 20 million fr.	0%	0%	0%	0%	4%	0%	0%	0%	0%	3%	*	0%	0%	0%	0%
Don't know	0%	1%	0%	0%	3%	0%	0%	6%	0%	8%	*	0%	0%	0%	1%

Note:

BASE: Have experienced data loss

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	105	5	6	3	10	26	16	39	33	24	20	7	9	6	6
Weighted	78	11	9	3	7	20	3	25	16	10	23	4	10	9	6
Nothing	10%	17%	27%	0%	1%	18%	1%	0%	1%	0%	15%	0%	24%	0%	32%
Under 100 fr.	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
100 fr. - 500 fr.	10%	48%	29%	0%	0%	0%	0%	0%	31%	3%	4%	0%	0%	0%	32%
500 fr. - 1000 fr.	6%	0%	4%	0%	1%	21%	0%	0%	0%	6%	15%	0%	3%	0%	0%
1000 fr. - 2000 fr.	9%	32%	0%	0%	2%	19%	0%	0%	1%	0%	31%	0%	0%	0%	0%
2000 fr.- 5000 fr.	5%	3%	0%	0%	0%	2%	1%	13%	0%	6%	0%	85%	0%	0%	0%
5000 fr. - 10 000 fr.	4%	0%	0%	14%	36%	2%	1%	0%	2%	1%	0%	11%	23%	0%	0%
10 000 fr. - 20 000 fr.	3%	0%	0%	0%	0%	0%	3%	9%	1%	0%	0%	0%	23%	1%	0%
20 000 fr. - 100 000 fr.	15%	0%	40%	86%	54%	9%	0%	0%	0%	0%	31%	0%	0%	32%	32%
100 000 fr. - 1 million fr.	1%	0%	0%	0%	5%	2%	3%	0%	1%	6%	0%	0%	0%	0%	0%
1 million fr. - 5 million fr.	14%	0%	0%	0%	0%	26%	11%	21%	62%	1%	0%	0%	0%	5%	5%
5 million fr. - 10 million fr.	4%	0%	0%	0%	0%	0%	3%	12%	2%	25%	1%	2%	0%	0%	0%
10 million fr. - 20 million fr.	17%	0%	0%	0%	0%	0%	78%	43%	0%	50%	2%	0%	23%	63%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%

Note:

BASE: Have experienced data loss

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	105	32	4	32	22	8	7	8	12	6	1	2	2
Weighted	78	30	0	21	10	3	4	15	6	4	3	2	4
Nothing	10%	12%	0%	0%	0%	1%	2%	51%	0%	0%	0%	0%	0%
Under 100 fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
100 fr. - 500 fr.	10%	24%	0%	0%	4%	16%	0%	0%	29%	12%	0%	0%	0%
500 fr. - 1000 fr.	6%	0%	0%	0%	3%	0%	87%	0%	6%	9%	0%	0%	0%
1000 fr. - 2000 fr.	9%	12%	0%	0%	1%	0%	0%	48%	0%	0%	0%	0%	0%
2000 fr.- 5000 fr.	5%	0%	18%	0%	3%	0%	8%	0%	0%	0%	100%	0%	0%
5000 fr. - 10 000 fr.	4%	1%	0%	0%	1%	5%	0%	0%	8%	3%	0%	96%	0%
10 000 fr. - 20 000 fr.	3%	0%	0%	11%	0%	0%	0%	0%	0%	0%	0%	4%	0%
20 000 fr. - 100 000 fr.	15%	0%	0%	0%	0%	67%	0%	0%	56%	76%	0%	0%	99%
100 000 fr. - 1 million fr.	1%	0%	69%	1%	6%	0%	0%	0%	0%	0%	0%	0%	0%
1 million fr. - 5 million fr.	14%	16%	0%	49%	2%	1%	1%	1%	0%	0%	0%	0%	0%
5 million fr. - 10 million fr.	4%	9%	0%	13%	3%	0%	0%	0%	0%	0%	0%	0%	0%
10 million fr. - 20 million fr.	17%	26%	13%	25%	77%	0%	0%	0%	0%	0%	0%	0%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	11%	0%	0%	0%	0%	0%	0%	1%

Note:

BASE: Have experienced data loss

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	130	60	41	29	9	104	15	28	42	45	0	7	40	53	30
Weighted	61	27	12	21	0	59	47	11	3	1	0	4	15	27	15
Nothing	8%	1%	6%	18%	0%	8%	8%	12%	0%	0%	*	0%	0%	1%	30%
Under 100 fr.	7%	1%	5%	15%	18%	7%	7%	8%	2%	0%	*	0%	0%	2%	23%
100 fr. - 500 fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
500 fr. - 1000 fr.	16%	0%	27%	30%	14%	17%	20%	3%	8%	2%	*	0%	1%	36%	0%
1000 fr. - 2000 fr.	0%	0%	1%	0%	0%	0%	0%	0%	3%	3%	*	0%	1%	0%	0%
2000 fr. - 5000 fr.	1%	1%	3%	0%	22%	1%	0%	3%	11%	10%	*	0%	4%	0%	0%
5000 fr. - 10 000 fr.	2%	0%	4%	2%	0%	2%	0%	8%	3%	6%	*	11%	0%	0%	3%
10 000 fr. - 20 000 fr.	14%	29%	8%	0%	4%	14%	16%	6%	16%	6%	*	11%	20%	9%	20%
20 000 fr. - 100 000 fr.	1%	1%	4%	0%	6%	1%	0%	3%	6%	13%	*	0%	0%	2%	1%
100 000 fr. - 1 million fr.	11%	19%	4%	4%	27%	9%	10%	11%	15%	9%	*	0%	41%	2%	0%
1 million fr. - 5 million fr.	6%	6%	8%	4%	0%	6%	0%	28%	12%	22%	*	11%	7%	5%	3%
5 million fr. - 10 million fr.	16%	31%	9%	2%	0%	17%	16%	15%	22%	9%	*	0%	11%	31%	0%
10 million fr. - 20 million fr.	9%	10%	22%	0%	6%	9%	11%	3%	2%	10%	*	1%	16%	12%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Don't know	9%	0%	0%	25%	3%	9%	11%	0%	0%	10%	*	66%	0%	0%	19%

Note:

BASE: Have experienced ransomware or malware

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	130	4	5	1	15	39	20	45	43	32	22	8	12	11	2
Weighted	61	10	12	0	4	5	6	24	14	11	9	8	6	12	0
Nothing	8%	37%	0%	0%	0%	14%	6%	1%	0%	6%	42%	0%	0%	0%	50%
Under 100 fr.	7%	0%	27%	0%	16%	0%	0%	1%	4%	0%	0%	42%	5%	0%	0%
100 fr. - 500 fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
500 fr. - 1000 fr.	16%	33%	51%	0%	0%	3%	6%	0%	1%	26%	38%	42%	0%	0%	0%
1000 fr. - 2000 fr.	0%	0%	0%	0%	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%
2000 fr.- 5000 fr.	1%	0%	0%	0%	1%	8%	5%	0%	2%	0%	0%	0%	6%	1%	0%
5000 fr. - 10 000 fr.	2%	0%	0%	100%	3%	10%	0%	0%	1%	0%	5%	5%	0%	0%	0%
10 000 fr. - 20 000 fr.	14%	0%	0%	0%	69%	13%	48%	10%	2%	23%	2%	5%	43%	23%	50%
20 000 fr. - 100 000 fr.	1%	3%	0%	0%	2%	3%	1%	0%	2%	3%	0%	0%	0%	0%	0%
100 000 fr. - 1 million fr.	11%	0%	0%	0%	9%	23%	2%	20%	36%	4%	5%	5%	0%	0%	0%
1 million fr. - 5 million fr.	6%	0%	0%	0%	0%	20%	19%	6%	10%	6%	7%	0%	1%	6%	0%
5 million fr. - 10 million fr.	16%	0%	0%	0%	0%	3%	8%	39%	41%	7%	2%	0%	1%	26%	0%
10 million fr. - 20 million fr.	9%	0%	0%	0%	0%	0%	6%	21%	0%	3%	0%	0%	44%	23%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	9%	26%	23%	0%	0%	0%	0%	0%	0%	22%	0%	0%	0%	23%	0%

Note:

BASE: Have experienced ransomware or malware

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	Woman-led business					Revenue Change							
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	130	36	4	28	37	19	12	13	6	5	1	3	1	
Weighted	61	17	3	9	17	8	1	15	1	1	0	3	4	
Nothing	8%	1%	0%	0%	2%	0%	30%	28%	0%	0%	100%	0%	0%	
Under 100 fr.	7%	19%	0%	0%	0%	0%	0%	29%	0%	0%	0%	0%	0%	
100 fr. - 500 fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
500 fr. - 1000 fr.	16%	0%	0%	0%	3%	0%	0%	23%	13%	0%	0%	86%	100%	
1000 fr. - 2000 fr.	0%	1%	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	0%	
2000 fr.- 5000 fr.	1%	1%	0%	0%	2%	2%	3%	0%	16%	2%	0%	3%	0%	
5000 fr. - 10 000 fr.	2%	0%	0%	0%	1%	0%	0%	0%	58%	47%	0%	0%	0%	
10 000 fr. - 20 000 fr.	14%	1%	2%	27%	0%	75%	45%	1%	0%	0%	0%	0%	0%	
20 000 fr. - 100 000 fr.	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	11%	0%	
100 000 fr. - 1 million fr.	11%	30%	3%	55%	5%	1%	0%	1%	0%	47%	0%	0%	0%	
1 million fr. - 5 million fr.	6%	3%	18%	10%	5%	14%	12%	0%	0%	1%	0%	0%	0%	
5 million fr. - 10 million fr.	16%	26%	0%	3%	53%	6%	8%	0%	0%	0%	0%	0%	0%	
10 million fr. - 20 million fr.	9%	17%	0%	4%	30%	0%	0%	0%	0%	0%	0%	0%	0%	
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Don't know	9%	0%	77%	0%	0%	0%	3%	19%	0%	2%	0%	0%	0%	

Note:

BASE: Have experienced ransomware or malware

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	120	57	39	24	7	104	23	25	36	36	0	6	34	41	39
Weighted	85	36	24	25	0	79	72	10	3	1	0	7	30	27	21
Nothing	12%	1%	6%	33%	0%	13%	11%	20%	0%	0%	*	0%	9%	0%	36%
Under 100 fr.	11%	0%	3%	33%	0%	5%	11%	9%	0%	0%	*	4%	27%	2%	0%
100 fr. - 500 fr.	5%	0%	0%	15%	0%	5%	5%	3%	0%	2%	*	0%	0%	14%	0%
500 fr. - 1000 fr.	0%	0%	2%	0%	66%	0%	0%	3%	3%	3%	*	4%	0%	0%	0%
1000 fr. - 2000 fr.	4%	2%	10%	0%	13%	4%	3%	13%	8%	4%	*	0%	1%	3%	10%
2000 fr. - 5000 fr.	1%	1%	1%	0%	0%	1%	0%	3%	7%	0%	*	0%	1%	1%	0%
5000 fr. - 10 000 fr.	9%	19%	0%	2%	3%	9%	9%	4%	4%	8%	*	5%	0%	0%	33%
10 000 fr. - 20 000 fr.	8%	9%	14%	0%	0%	8%	9%	0%	4%	17%	*	43%	0%	0%	16%
20 000 fr. - 100 000 fr.	3%	7%	1%	0%	10%	3%	3%	0%	12%	10%	*	0%	8%	0%	1%
100 000 fr. - 1 million fr.	5%	8%	2%	3%	0%	5%	4%	14%	16%	12%	*	0%	12%	2%	2%
1 million fr. - 5 million fr.	8%	17%	3%	1%	0%	9%	8%	9%	21%	11%	*	8%	2%	22%	0%
5 million fr. - 10 million fr.	27%	33%	44%	1%	0%	29%	29%	13%	17%	11%	*	0%	38%	42%	0%
10 million fr. - 20 million fr.	5%	2%	15%	0%	4%	5%	5%	6%	5%	10%	*	0%	2%	13%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Don't know	4%	1%	0%	10%	3%	4%	4%	3%	5%	12%	*	34%	0%	0%	2%

Note:

BASE: Have experienced hacking or security breach

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	120	3	4	2	15	31	18	46	38	32	21	8	9	8	4
Weighted	85	10	9	0	14	8	8	34	20	14	16	17	8	9	2
Nothing	12%	26%	25%	0%	22%	10%	4%	1%	3%	21%	3%	19%	37%	0%	0%
Under 100 fr.	11%	49%	34%	0%	6%	0%	0%	0%	28%	2%	0%	19%	0%	0%	0%
100 fr. - 500 fr.	5%	0%	38%	0%	0%	0%	4%	0%	0%	2%	23%	0%	0%	0%	0%
500 fr. - 1000 fr.	0%	0%	3%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%	0%	0%
1000 fr. - 2000 fr.	4%	0%	0%	0%	2%	29%	8%	0%	4%	5%	0%	0%	0%	1%	88%
2000 fr.- 5000 fr.	1%	0%	0%	0%	0%	2%	4%	0%	1%	2%	0%	0%	0%	0%	0%
5000 fr. - 10 000 fr.	9%	0%	0%	89%	26%	0%	0%	9%	1%	0%	23%	22%	0%	0%	0%
10 000 fr. - 20 000 fr.	8%	0%	0%	0%	23%	42%	0%	0%	1%	0%	0%	39%	0%	0%	0%
20 000 fr. - 100 000 fr.	3%	0%	0%	11%	1%	1%	29%	0%	0%	1%	1%	0%	29%	0%	0%
100 000 fr. - 1 million fr.	5%	0%	0%	0%	19%	10%	4%	1%	2%	21%	4%	0%	0%	4%	11%
1 million fr. - 5 million fr.	8%	0%	0%	0%	0%	2%	7%	18%	4%	3%	1%	0%	1%	61%	0%
5 million fr. - 10 million fr.	27%	0%	0%	0%	0%	2%	41%	56%	54%	21%	23%	0%	29%	34%	0%
10 million fr. - 20 million fr.	5%	0%	0%	0%	0%	1%	0%	12%	3%	0%	23%	0%	0%	0%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	4%	26%	0%	0%	0%	1%	0%	1%	0%	19%	1%	0%	4%	0%	0%

Note:

BASE: Have experienced hacking or security breach

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	Woman-led business					Revenue Change							
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%	
Unweighted	120	34	5	28	35	13	13	5	9	6	2	1	2	
Weighted	85	28	3	14	30	10	10	1	4	3	6	0	4	
Nothing	12%	0%	0%	0%	19%	0%	3%	51%	0%	12%	42%	0%	0%	
Under 100 fr.	11%	19%	0%	0%	17%	0%	31%	42%	0%	0%	0%	0%	0%	
100 fr. - 500 fr.	5%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	99%	
500 fr. - 1000 fr.	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%	0%	0%	0%	
1000 fr. - 2000 fr.	4%	2%	0%	0%	4%	3%	0%	0%	1%	67%	0%	0%	0%	
2000 fr.- 5000 fr.	1%	1%	0%	0%	1%	0%	0%	0%	0%	3%	0%	100%	0%	
5000 fr. - 10 000 fr.	9%	0%	0%	0%	0%	1%	0%	0%	89%	0%	58%	0%	0%	
10 000 fr. - 20 000 fr.	8%	12%	0%	1%	0%	0%	62%	1%	0%	0%	0%	0%	0%	
20 000 fr. - 100 000 fr.	3%	9%	3%	1%	0%	24%	0%	0%	1%	0%	0%	0%	0%	
100 000 fr. - 1 million fr.	5%	2%	3%	2%	1%	29%	2%	6%	0%	16%	0%	0%	0%	
1 million fr. - 5 million fr.	8%	22%	0%	2%	20%	9%	0%	0%	0%	0%	0%	0%	0%	
5 million fr. - 10 million fr.	27%	33%	0%	63%	37%	29%	0%	0%	0%	0%	0%	0%	0%	
10 million fr. - 20 million fr.	5%	0%	1%	30%	0%	1%	0%	0%	0%	0%	0%	0%	0%	
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Don't know	4%	0%	94%	0%	0%	4%	1%	0%	0%	1%	0%	0%	1%	

Note:

BASE: Have experienced hacking or security breach

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	195	73	66	56	13	166	54	38	43	60	1	10	50	59	75
Weighted	180	25	49	106	1	159	162	14	3	1	2	9	59	37	72
Nothing	36%	20%	21%	46%	10%	34%	36%	36%	17%	6%	100%	4%	29%	10%	56%
Under 100 fr.	13%	0%	0%	23%	0%	12%	15%	2%	2%	1%	0%	4%	14%	16%	13%
100 fr. - 500 fr.	6%	2%	0%	10%	6%	7%	6%	5%	2%	3%	0%	0%	5%	1%	11%
500 fr. - 1000 fr.	2%	1%	1%	3%	58%	2%	1%	5%	6%	8%	0%	4%	0%	1%	3%
1000 fr. - 2000 fr.	3%	0%	10%	0%	6%	3%	2%	11%	2%	2%	0%	0%	1%	10%	1%
2000 fr.- 5000 fr.	3%	3%	0%	5%	0%	4%	3%	2%	19%	6%	0%	0%	0%	2%	7%
5000 fr. - 10 000 fr.	5%	0%	5%	6%	0%	6%	5%	4%	2%	5%	0%	0%	0%	10%	8%
10 000 fr. - 20 000 fr.	2%	0%	7%	0%	4%	2%	2%	0%	4%	7%	0%	0%	6%	0%	0%
20 000 fr. - 100 000 fr.	3%	20%	0%	0%	0%	3%	3%	0%	2%	10%	0%	0%	8%	0%	0%
100 000 fr. - 1 million fr.	0%	0%	0%	0%	1%	0%	0%	0%	4%	9%	0%	0%	0%	0%	0%
1 million fr. - 5 million fr.	5%	17%	8%	0%	0%	5%	4%	13%	11%	11%	0%	3%	3%	17%	0%
5 million fr. - 10 million fr.	10%	1%	32%	2%	12%	9%	10%	14%	20%	15%	0%	28%	11%	25%	0%
10 million fr. - 20 million fr.	9%	32%	15%	0%	0%	10%	9%	2%	9%	2%	0%	1%	22%	7%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	3%	0%	5%	2%	4%	3%	4%	2%	15%	0%	57%	0%	0%	1%

Note:

BASE: Have experienced phishing emails

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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?

	Total	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	195	18	16	6	12	41	28	72	40	56	38	14	26	14	7
Weighted	180	50	36	11	12	24	8	38	34	43	38	20	28	10	6
Nothing	36%	48%	50%	26%	30%	45%	15%	10%	34%	32%	31%	50%	37%	31%	65%
Under 100 fr.	13%	17%	33%	31%	0%	0%	0%	0%	14%	7%	28%	16%	8%	1%	0%
100 fr. - 500 fr.	6%	10%	9%	20%	0%	1%	0%	0%	0%	12%	1%	0%	9%	27%	0%
500 fr. - 1000 fr.	2%	0%	1%	0%	19%	2%	0%	0%	0%	1%	0%	0%	8%	4%	0%
1000 fr. - 2000 fr.	3%	7%	0%	0%	0%	3%	6%	0%	0%	2%	1%	16%	1%	0%	4%
2000 fr.- 5000 fr.	3%	0%	7%	23%	1%	2%	0%	0%	1%	7%	0%	0%	8%	0%	0%
5000 fr. - 10 000 fr.	5%	0%	0%	0%	29%	21%	8%	0%	2%	0%	9%	16%	0%	0%	31%
10 000 fr. - 20 000 fr.	2%	7%	0%	0%	0%	1%	0%	0%	0%	0%	9%	0%	0%	0%	0%
20 000 fr. - 100 000 fr.	3%	0%	0%	0%	21%	0%	29%	0%	0%	6%	0%	0%	8%	0%	0%
100 000 fr. - 1 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 million fr. - 5 million fr.	5%	0%	0%	0%	0%	2%	36%	13%	2%	8%	9%	0%	1%	3%	0%
5 million fr. - 10 million fr.	10%	0%	0%	0%	0%	21%	1%	35%	17%	13%	10%	0%	9%	7%	0%
10 million fr. - 20 million fr.	9%	0%	0%	0%	0%	0%	0%	40%	28%	1%	0%	0%	8%	27%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	10%	0%	0%	0%	0%	4%	1%	0%	13%	0%	0%	1%	0%	0%

Note:

BASE: Have experienced phishing emails

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	195	53	7	30	49	31	20	22	12	6	4	5	4
Weighted	180	55	8	37	32	25	10	26	10	3	7	10	9
Nothing	36%	36%	24%	14%	20%	54%	12%	60%	30%	0%	95%	26%	60%
Under 100 fr.	13%	15%	44%	0%	16%	0%	23%	26%	0%	0%	0%	25%	40%
100 fr. - 500 fr.	6%	11%	0%	0%	10%	0%	23%	0%	26%	16%	0%	25%	0%
500 fr. - 1000 fr.	2%	0%	0%	0%	1%	0%	0%	0%	3%	0%	0%	23%	0%
1000 fr. - 2000 fr.	3%	0%	0%	0%	2%	0%	4%	12%	2%	16%	0%	0%	0%
2000 fr.- 5000 fr.	3%	1%	0%	0%	9%	10%	1%	0%	1%	0%	0%	0%	0%
5000 fr. - 10 000 fr.	5%	1%	0%	0%	12%	0%	0%	0%	37%	67%	0%	0%	0%
10 000 fr. - 20 000 fr.	2%	7%	0%	0%	0%	0%	35%	0%	0%	0%	0%	0%	0%
20 000 fr. - 100 000 fr.	3%	4%	0%	0%	0%	19%	0%	0%	0%	0%	0%	0%	0%
100 000 fr. - 1 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
1 million fr. - 5 million fr.	5%	9%	0%	7%	16%	3%	1%	0%	0%	0%	0%	0%	0%
5 million fr. - 10 million fr.	10%	7%	0%	39%	11%	1%	0%	0%	0%	0%	0%	0%	0%
10 million fr. - 20 million fr.	9%	10%	0%	33%	1%	11%	1%	0%	0%	0%	0%	0%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	0%	32%	7%	0%	1%	0%	0%	0%	1%	4%	0%	0%

Note:

BASE: Have experienced phishing emails

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	113	50	42	21	8	97	21	14	34	44	0	5	37	45	26
Weighted	75	25	22	28	0	74	66	6	2	1	0	8	30	20	16
Nothing	16%	0%	11%	33%	0%	16%	18%	0%	0%	4%	*	0%	8%	0%	58%
Under 100 fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
100 fr. - 500 fr.	11%	0%	0%	30%	0%	11%	13%	0%	0%	0%	*	0%	0%	30%	15%
500 fr. - 1000 fr.	2%	2%	2%	2%	33%	2%	0%	19%	10%	9%	*	0%	0%	5%	2%
1000 fr. - 2000 fr.	4%	0%	0%	11%	0%	4%	4%	6%	6%	2%	*	30%	0%	2%	0%
2000 fr. - 5000 fr.	1%	0%	2%	0%	24%	1%	0%	6%	11%	3%	*	0%	0%	1%	2%
5000 fr. - 10 000 fr.	9%	13%	0%	12%	11%	9%	10%	0%	0%	12%	*	38%	0%	16%	0%
10 000 fr. - 20 000 fr.	3%	10%	0%	0%	0%	3%	4%	0%	5%	6%	*	0%	8%	0%	1%
20 000 fr. - 100 000 fr.	11%	20%	1%	10%	11%	11%	12%	0%	15%	13%	*	0%	16%	2%	18%
100 000 fr. - 1 million fr.	0%	0%	1%	0%	11%	0%	0%	0%	12%	10%	*	0%	1%	0%	1%
1 million fr. - 5 million fr.	16%	16%	37%	0%	0%	16%	15%	28%	21%	16%	*	31%	4%	40%	0%
5 million fr. - 10 million fr.	25%	35%	46%	0%	11%	25%	26%	25%	11%	19%	*	0%	60%	1%	3%
10 million fr. - 20 million fr.	2%	3%	0%	2%	0%	1%	0%	17%	9%	0%	*	1%	1%	4%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	*	0%	0%	0%	0%

Note:

BASE: Have experienced payment fraud

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	113	3	5	1	15	32	14	43	35	26	19	9	14	9	1
Weighted	75	9	9	3	14	6	3	31	18	14	16	10	12	4	0
Nothing	16%	71%	27%	0%	23%	0%	0%	0%	0%	18%	23%	33%	19%	0%	0%
Under 100 fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
100 fr. - 500 fr.	11%	0%	69%	0%	17%	0%	0%	0%	0%	18%	23%	0%	19%	0%	0%
500 fr. - 1000 fr.	2%	0%	4%	0%	0%	11%	10%	0%	1%	3%	3%	0%	2%	0%	100%
1000 fr. - 2000 fr.	4%	29%	0%	0%	0%	9%	0%	0%	1%	18%	0%	0%	0%	8%	0%
2000 fr.- 5000 fr.	1%	0%	0%	0%	1%	8%	0%	0%	1%	3%	0%	0%	0%	0%	0%
5000 fr. - 10 000 fr.	9%	0%	0%	0%	23%	57%	0%	0%	0%	0%	0%	65%	0%	0%	0%
10 000 fr. - 20 000 fr.	3%	0%	0%	0%	0%	2%	71%	0%	0%	0%	1%	0%	19%	0%	0%
20 000 fr. - 100 000 fr.	11%	0%	0%	100%	36%	4%	0%	0%	29%	1%	0%	0%	0%	65%	0%
100 000 fr. - 1 million fr.	0%	0%	0%	0%	1%	2%	0%	0%	1%	1%	0%	1%	0%	0%	0%
1 million fr. - 5 million fr.	16%	0%	0%	0%	0%	5%	3%	37%	5%	22%	46%	0%	0%	9%	0%
5 million fr. - 10 million fr.	25%	0%	0%	0%	0%	0%	0%	60%	58%	18%	4%	1%	39%	8%	0%
10 million fr. - 20 million fr.	2%	0%	0%	0%	0%	1%	15%	2%	4%	0%	1%	0%	0%	8%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Have experienced payment fraud

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	113	30	1	31	35	19	7	6	5	6	0	1	2
Weighted	75	24	3	19	26	6	4	5	0	3	0	3	7
Nothing	16%	0%	0%	0%	22%	0%	0%	49%	0%	0%	*	0%	50%
Under 100 fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%
100 fr. - 500 fr.	11%	10%	0%	0%	0%	0%	0%	49%	0%	0%	*	100%	50%
500 fr. - 1000 fr.	2%	1%	0%	0%	4%	0%	8%	1%	10%	0%	*	0%	0%
1000 fr. - 2000 fr.	4%	0%	100%	0%	2%	0%	0%	0%	41%	0%	*	0%	0%
2000 fr.- 5000 fr.	1%	1%	0%	0%	1%	1%	0%	0%	41%	10%	*	0%	0%
5000 fr. - 10 000 fr.	9%	14%	0%	0%	13%	0%	89%	0%	0%	0%	*	0%	0%
10 000 fr. - 20 000 fr.	3%	10%	0%	0%	0%	42%	0%	0%	0%	0%	*	0%	0%
20 000 fr. - 100 000 fr.	11%	1%	0%	1%	19%	5%	0%	0%	0%	86%	*	0%	0%
100 000 fr. - 1 million fr.	0%	1%	0%	1%	0%	0%	0%	0%	0%	3%	*	0%	0%
1 million fr. - 5 million fr.	16%	20%	0%	25%	27%	2%	0%	0%	9%	0%	*	0%	0%
5 million fr. - 10 million fr.	25%	42%	0%	71%	9%	50%	0%	0%	0%	0%	*	0%	0%
10 million fr. - 20 million fr.	2%	0%	0%	2%	3%	0%	2%	0%	0%	0%	*	0%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	*	0%	0%

Note:

BASE: Have experienced payment fraud

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	90	34	38	18	4	78	13	20	26	31	0	3	31	30	26
Weighted	54	21	15	18	0	52	44	8	2	0	0	1	21	18	14
Nothing	19%	0%	0%	57%	0%	17%	21%	15%	0%	3%	*	0%	15%	27%	18%
Under 100 fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
100 fr. - 500 fr.	1%	0%	0%	2%	0%	1%	0%	4%	3%	2%	*	0%	2%	0%	0%
500 fr. - 1000 fr.	1%	2%	2%	0%	0%	1%	0%	8%	0%	5%	*	0%	2%	0%	2%
1000 fr. - 2000 fr.	2%	0%	3%	3%	0%	2%	0%	9%	12%	0%	*	0%	1%	4%	0%
2000 fr. - 5000 fr.	1%	2%	0%	0%	0%	1%	0%	4%	8%	0%	*	0%	0%	0%	3%
5000 fr. - 10 000 fr.	7%	0%	0%	19%	18%	7%	8%	0%	0%	9%	*	0%	0%	0%	26%
10 000 fr. - 20 000 fr.	7%	0%	24%	0%	25%	7%	8%	0%	0%	14%	*	0%	17%	0%	0%
20 000 fr. - 100 000 fr.	6%	15%	2%	1%	0%	7%	6%	4%	19%	3%	*	0%	0%	2%	22%
100 000 fr. - 1 million fr.	1%	0%	2%	0%	0%	1%	0%	0%	19%	20%	*	0%	1%	0%	2%
1 million fr. - 5 million fr.	26%	49%	20%	3%	0%	26%	28%	17%	20%	12%	*	0%	37%	31%	3%
5 million fr. - 10 million fr.	22%	30%	39%	0%	33%	23%	22%	25%	15%	10%	*	72%	23%	35%	0%
10 million fr. - 20 million fr.	2%	0%	7%	0%	0%	2%	0%	11%	4%	7%	*	28%	3%	0%	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Don't know	6%	2%	0%	15%	25%	6%	6%	4%	0%	16%	*	0%	0%	0%	23%

Note:

BASE: Have experienced other forms of cyberattack

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	Revenue							Region						
		Less than 85,000 fr.	85,000 fr. to 250,000 fr.	250,000 fr. to 500,000 fr.	500,000 fr. to 1 million fr.	1 million fr. to 5 million fr.	5 million fr. to 10 million fr.	More than 10 million fr.	Zurich	Lake Geneva region	Espace Mittelland	Eastern Switzerland	Northwestern Switzerland	Central Switzerland	Ticino
Unweighted	90	4	2	0	7	25	14	38	26	20	21	5	10	4	4
Weighted	54	8	3	0	1	12	5	25	24	8	9	0	5	6	2
Nothing	19%	53%	0%	*	0%	51%	0%	0%	25%	32%	0%	0%	0%	0%	87%
Under 100 fr.	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
100 fr. - 500 fr.	1%	4%	0%	*	0%	0%	0%	0%	0%	4%	0%	29%	0%	0%	0%
500 fr. - 1000 fr.	1%	0%	0%	*	37%	3%	0%	0%	0%	8%	0%	0%	0%	0%	0%
1000 fr. - 2000 fr.	2%	0%	0%	*	0%	8%	0%	0%	0%	1%	6%	0%	5%	0%	0%
2000 fr.- 5000 fr.	1%	0%	0%	*	0%	1%	0%	2%	0%	0%	2%	0%	0%	6%	0%
5000 fr. - 10 000 fr.	7%	0%	0%	*	0%	30%	0%	0%	0%	0%	41%	0%	0%	0%	0%
10 000 fr. - 20 000 fr.	7%	43%	0%	*	1%	0%	0%	0%	0%	0%	41%	0%	0%	0%	0%
20 000 fr. - 100 000 fr.	6%	0%	0%	*	21%	4%	59%	0%	1%	4%	1%	6%	0%	47%	0%
100 000 fr. - 1 million fr.	1%	0%	0%	*	5%	3%	0%	0%	1%	1%	1%	0%	1%	0%	0%
1 million fr. - 5 million fr.	26%	0%	0%	*	36%	2%	26%	48%	41%	12%	6%	29%	43%	0%	2%
5 million fr. - 10 million fr.	22%	0%	0%	*	0%	0%	7%	46%	28%	33%	1%	35%	45%	0%	11%
10 million fr. - 20 million fr.	2%	0%	0%	*	0%	0%	7%	3%	3%	4%	1%	0%	0%	0%	0%
More than 20 million fr.	0%	0%	0%	*	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	6%	0%	100%	*	0%	0%	0%	0%	0%	0%	0%	0%	5%	47%	0%

Note:

BASE: Have experienced other forms of cyberattack

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions

(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	Woman-led business					Revenue Change						
		Woman-led business	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	90	25	3	23	20	16	10	8	3	4	1	0	1
Weighted	54	17	1	16	11	7	4	14	0	1	0	0	0
Nothing	19%	4%	0%	0%	23%	0%	0%	53%	0%	65%	0%	*	0%
Under 100 fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
100 fr. - 500 fr.	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	*	0%
500 fr. - 1000 fr.	1%	0%	0%	0%	0%	4%	0%	0%	21%	33%	0%	*	0%
1000 fr. - 2000 fr.	2%	0%	0%	0%	5%	0%	7%	0%	0%	0%	0%	*	0%
2000 fr.- 5000 fr.	1%	0%	0%	0%	0%	5%	0%	1%	0%	0%	0%	*	0%
5000 fr. - 10 000 fr.	7%	21%	0%	0%	0%	0%	0%	26%	40%	0%	0%	*	0%
10 000 fr. - 20 000 fr.	7%	21%	0%	0%	0%	0%	81%	0%	0%	0%	0%	*	0%
20 000 fr. - 100 000 fr.	6%	1%	9%	1%	4%	39%	0%	0%	0%	0%	0%	*	0%
100 000 fr. - 1 million fr.	1%	2%	9%	1%	0%	1%	0%	0%	40%	0%	100%	*	0%
1 million fr. - 5 million fr.	26%	42%	0%	33%	51%	40%	4%	0%	0%	0%	0%	*	0%
5 million fr. - 10 million fr.	22%	4%	82%	63%	6%	10%	0%	0%	0%	0%	0%	*	0%
10 million fr. - 20 million fr.	2%	5%	0%	0%	9%	0%	0%	0%	0%	0%	0%	*	0%
More than 20 million fr.	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%
Don't know	6%	2%	0%	0%	0%	0%	8%	20%	0%	2%	0%	*	100%

Note:

BASE: Have experienced other forms of cyberattack

Fieldwork: 18th Jul - 1st Aug 2023

Data weighted by business size and region to nationally representative proportions