

GlobalWebIndex Work | 2020

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Methodology & Sample Size

The GWI Work study was fielded in Q2 2020 among 17,000 Business Professionals in 10 countries. To count as a Business Professional, an individual had to be:

- Employed (as a full-time, part-time or self-employed worker; or as a freelancer/consultant; or as a business owner / entrepreneur)
- Hold one of the following roles:
Executive Management, Senior Management, Management, Project Manager, Supervisor / Administrator, Professional (e.g. Accountant, Analyst), Office Worker
OR
General Staff, Skilled Manual Worker, Semi-Skilled Worker/Laborer, Other AND state that in a typical week their job requires them to “work with data, analyze information, or think creatively”

Respondents could be from any sector.

All respondents had already participated in GlobalWebIndex’s Core study.

Respondents completed a 20 minute online survey, with answers from their previous Core interview then being appended.

Some questions/sections were only asked to particular groups (e.g. Decision-Makers or Tech Decision-Makers). Where this is the case, the details are indicated after each question. To re-base any such question in the GWI Platform, users will need to apply the specified audience.

The sample size as per market was as follows:

MARKET	SAMPLE
Australia	1,250
Brazil	1,000
France	1,250
Germany	1,250
India	2,000
Japan	1,000
Singapore	1,000
Spain	1,250
UK	3,000
USA	4,000

Demographics & Work Overview

GENDER Are you? Male | Female

AGE How old are you? 16-24 | 25-34 | 35-44 | 45-54 | 55-64

NOTE: Respondents enter their age (in years) in a free-text box. Responses are then grouped together to form these age groups.

WORKING STATUS Which of the following best describes your current working status?

- Full-time worker
- Full-time worker with a side venture (Freelancing, entrepreneurship)
- Part-time worker
- Part-time worker with a side venture (Freelancing, entrepreneurship)
- Self-employed
- Freelancer / Consultant
- Business owner / Entrepreneur

SECTOR Which of these sectors do you work in?

- Accounting
- Advertising
- Agriculture & Forestry
- Arts & Entertainment
- Automotive
- Banking
- Building / Construction
- Charity / Non-Profit
- Consultancy
- Consumer Goods
- Creative Services
- Education & Teaching
- Electronics
- Energy, Mining & Natural Resources
- Engineering
- Environment
- Fashion
- Financial Services / Investment
- Government (National or Local)
- Healthcare, Medical & Pharmaceutical Services
- Hospitality & Leisure (e.g. Hotels, Restaurants, Bars)
- HR & Training
- Insurance
- IT
- Law Enforcement / Police / Emergency Services
- Legal Services
- Management Consulting
- Manufacturing
- Marketing
- Media / Journalism / Publishing
- Military & Armed Forces
- PR / Public Relations
- Real Estate / Property
- Research / Science
- Retail
- Software Development / Computer Engineering
- Technology
- Telecommunications
- Transport & Logistics
- Travel
- Utilities
- Other

**SECTORS
(GROUPED)**

Which of these sectors do you work in?

- **Arts, Media & Advertising** (contains Advertising; Creative Services; Marketing; Media / Journalism / Publishing; and PR / Public Relations)
- **Education & Research** (contains Education & Teaching; and Research / Science)
- **Environment & Resources** (contains Agriculture & Forestry; Energy, Mining & Natural Resources; Environment; and Utilities)
- **Financial Services** (contains Accounting; Banking; Financial Services / Investment; Insurance; and Real Estate / Property)
- **Government** (contains Government: National or Local)
- **Healthcare** (contains: Healthcare, Medical & Pharmaceutical Services)
- **Legal, Law Enforcement, Military** (contains Law Enforcement / Police / Emergency Services; Legal Services; and Military & Armed Forces)
- **Management Training** (contains Consultancy; HR & Training; and Management and Consulting)
- **Manufacture, Industry & Logistics** (contains Automotive; Building / Construction; Engineering; Manufacturing; and Transport & Logistics)
- **Non-Profit** (contains Charity / Non-Profit)
- **Retail, Leisure & Hospitality** (contains Consumer Goods; Fashion; Hospitality & Leisure; Retail; and Travel)
- **Technology & Communication** (contains Electronics; IT; Software Development / Computer Engineering; Technology; and Telecommunications)

FORTUNE 500

Do you work for a Fortune 500 company?

- Yes
- No
- Don't know / prefer not to say

This question is asked to U.S. respondents only

Work Role, Responsibilities & Purchase Influence

ROLE	What is your current role at your company?	<ul style="list-style-type: none"> Executive Management (e.g. President / Partner, CEO, CFO, C-Suite) Senior Management (e.g. Executive VP, Senior VP) Management (e.g. Department / Group Manager, VP) Project Manager (e.g. Project Director, Team Leader) Supervisor / Junior Manager / Administrator Professional (e.g. Accountant, Analyst) Office Worker General Staff Skilled Manual Worker (e.g. Tradesperson, Craftsperson) Semi-Skilled Worker or Laborer (e.g. Factory Worker) Other
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NOTE: Respondents who selected General Staff, Skilled Manual Worker, Semi-Skilled Worker / Laborer or Other were shown a follow up question asking whether they “work with data, analyze information, or think creatively” in a typical week at work. Those who selected this option were retained as Knowledge Workers; those who did not were screened out.

JOB TITLE	What is your current job title?	<ul style="list-style-type: none"> Account Director / Manager / Executive Accountant Accounts Assistant Admin Assistant Administrator Analyst Architect Artist / Actor / Performer / Photographer Associate / Associate Manager Associate Director Auditor Bank Clerk / Teller / Cashier Builder / Carpenter / Tradesperson Business Development Director / Exec / Manager Business Manager Buyer / Merchandiser Case Manager CEO CFO CIO Clerical Officer Clerk Client Service Manager Clinical Manager Coach Logistics Manager / Exec / Analyst Manager Managing Director Marketing / Content Exec Marketing Director / Manager Network Engineer / Manager / Admin / Analyst Nurse Office Manager Operations Director / Manager / Analyst Owner / Founder Paralegal Partner Patient Rep / Coordinator / Officer Payroll Clerk Personal Trainer / Instructor Pharmacist Planner President Principal / Dean Procurement Manager / Officer Product Manager Production Manager Professor Program Analyst / Coordinator Program Manager Programmer
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- Compliance Manager / Officer
- Consultant
- Contract Analyst / Manager
- Controller
- Coordinator
- Counselor
- Credit Controller
- C-Suite
- CTO
- Customer Service Manager / Rep
- Data Admin / Analyst
- Department Chair / Head / Manager
- Designer
- Detective / Police
- Developer
- Director
- Doctor / Physician / Dentist
- Editor
- Engineer
- Executive Officer / Director
- Facilities Manager / Analyst
- Finance Director / Manager
- Financial Analyst / Assistant
- General Manager
- Head of Department
- Hospitality Manager
- HR Assistant
- HR Director / Manager
- IT Director
- IT Exec / Manager
- Lab Manager / Technician
- Lawyer / Attorney
- Legal Assistant / Secretary
- Librarian / Archivist
- Project Director / Manager / Analyst
- Psychologist / Psychiatrist
- Quality Assurance Manager / Analyst
- Recruiter
- Region Manager
- Registrar
- Researcher
- Retail Manager
- Revenue Officer / Manager
- Sales Assistant / Associate
- Sales Director / Manager
- Scientist
- Secretary / PA / Receptionist
- Security / Law Enforcement /
Emergency Services Workers
- Security Analyst / Officer / Specialist
- Service Manager / Coordinator /
Consultant
- Social Worker
- Software Analyst / Developer /
Engineer
- Solicitor
- Supervisor
- Support Staff
- Systems Analyst / Engineer
- Teacher / Lecturer
- Team Leader / Manager
- Tech Analyst / Manager
- Technician
- Trainer / Training Manager
- Transport Manager
- Underwriter
- VP / SVP / EVP
- Warehouse Clerk / Manager
- Writer
- Other

RESPONSIBILITIES

Within your company, do you have responsibility for any of the following? Please select all that apply

- Accounting / finance
- Advertising
- Client / account management
- Company strategy
- Customer support
- Day-to-day / general management
- Engineering
- Graphic design / art
- HR / training / office support
- IT / security
- Legal / regulatory compliance
- Managing budgets
- Managing employees / teams
- Marketing
- Media and communications
- Operations
- Procurement
- Product development / management
- Project management
- Research / data analysis / analytics
- Sales / business development
- None of these

NOTE: This question was shown to all respondents who selected their role as Executive Management, Senior Management, Management, Project Manager, Supervisor / Junior Manager / Administrator, Professional or Office Worker. To rebase the question accordingly on the platform please select the "GWI Work: Responsibilities" audience.

PURCHASE INFLUENCE

How much influence would you say you have when your company is purchasing the following products / services?

- Hardware (e.g. computer equipment, mobile phones, etc)
- Software (e.g. programs, online services, licenses, subscriptions, etc)
- Employee perks / benefits (e.g. health insurance / company car)
- Company events
- Other products / services
- All products (net)
- I'm the ultimate decision maker for my company
- I'm the final or sole decision maker for my department / team
- I have an equal share in decision making with others in my company / I'm part of a committee
- I mostly influence decision making, but must receive approval from someone else to make a purchase
- I have some influence in decision making, but someone else makes the purchase decision
- I have no involvement at all in decision making

NOTE: All products (net) was not seen by respondents. Data for this option is automatically generated based on responses to the other options in this question.

**PURCHASE
INFLUENCE BY
STAGE**

Which parts of the purchasing process do you have influence over?

- Identifying the business need
- Creating the RFP (request for proposal)
- Researching potential vendors
- Connecting with sales reps
- Obtaining and reviewing quotes
- Testing / evaluating vendors
- Reviewing internal feedback
- Recommending or selecting the best vendor
- Ensuring regulatory compliance
- Ensuring technical / security needs are met
- Approving the purchase
- Implementing and rolling-out the solution
- Ongoing evaluation of the solution
- Ongoing vendor relationship management
- Expanding the vendor relationship into new areas
- I have influence over all of this *(only shown to respondents who selected "I'm the ultimate decision maker for my company" in the previous question)*

NOTE: This question was shown to all respondents who indicated they had some level of decision-making influence in their company. To rebase the question in the platform accordingly, please select the "GWI Work: Decision Makers" audience.

**SOURCES USED TO
KEEP UP WITH
INDUSTRY**

How do you keep up with the latest news, developments and products / services in your sector?

- Ads
- Blogs
- Conversations with colleagues
- Direct mail
- Emails / newsletters
- Events / conferences
- Forums (e.g. Reddit)
- Magazines
- Newspapers
- Podcasts
- Radio
- Social media
- Sponsored content
- TV
- Videos
- Webinars
- Websites
- Other / none of these

Company Overview

NUMBER OF EMPLOYEES

Approximately how many people are employed by your company? *Please include all full and part-time staff based at all sites / locations*

- 1 - Just me
- 2 - 5
- 6 - 20
- 21 - 50
- 51 - 250
- 251 - 500
- 501 - 1,000
- 1,001 - 2,000
- 2,001 - 5,000
- 5,001 - 7,500
- Over 7,500
- Don't know

NUMBER OF EMPLOYEES (GROUPED)

Data for this question is auto-generated based on responses to the "Number of Employees" question

- Micro ESB (emerging small business): 1-20
- ESB: 21-250
- Mid Market: 251-500
- Enterprise: 501-1000
- Large enterprise: 1001+

NOTE: Respondents who selected "Don't know" in the previous question are excluded

NUMBER OF OFFICES / SITES

How many sites / locations / offices does your company have?

- 1
- 2
- 3
- 4
- 5+
- It doesn't have any - all work is done remotely
- Don't know

COMPANY AGE

How long has your company been in business?

- Less than a year
- 1-5 years
- 6-10 years
- 11-20 years
- 21-50 years
- More than 50 years
- Don't know / not sure

COMPANY OWNERSHIP

Is your company publicly listed or privately owned?

- Publicly listed
- Privately held with investors
- Privately held with no investors
- Don't know / prefer not to say

TYPE OF WORK	What kind(s) of work do people do at your company?	<ul style="list-style-type: none"> • Knowledge work (e.g. using information, computers and / or data) • Skilled manual work (e.g. using tradesman or craft skills) • Semi-skilled manual work (e.g. factory work or laboring) • Other
EMPLOYEE WORKING STATUS	Thinking about the workers employed by your company, what is their working status?	<ul style="list-style-type: none"> • Permanent • Contractor • Volunteer <ul style="list-style-type: none"> • Knowledge workers • Skilled manual workers • Semi-skilled manual workers
DISTRIBUTION OF EMPLOYEES	Which of these best describes the geographic distribution of your company's workforce / offices?	<ul style="list-style-type: none"> • Local (<i>all based in one local part of the country</i>) • Regional (<i>based in several places within one region in the country</i>) • National (<i>based across multiple regions in the country</i>) • International (<i>based in more than one country</i>) • Not sure / not relevant
GLOBAL LOCATIONS OF EMPLOYEES	In which part(s) of the world are your company's workforce / offices?	<ul style="list-style-type: none"> • Asia Pacific • Central & South America • Europe • Middle East & Africa • North America
DISTRIBUTION OF CUSTOMERS / CLIENTS	Which of these best describes the geographic distribution of your company's customers / clients?	<ul style="list-style-type: none"> • Local (<i>all based in one local part of the country</i>) • Regional (<i>based in several places within one region in the country</i>) • National (<i>based across multiple regions in the country</i>) • International (<i>based in more than one country</i>) • Not sure / not relevant
GLOBAL LOCATIONS OF CUSTOMERS / CLIENTS	In which part(s) of the world are your company's customers / clients?	<ul style="list-style-type: none"> • Asia Pacific • Central & South America • Europe • Middle East & Africa • North America

- LANGUAGES USED** Which language(s) are used by your company (whether internally or for clients / external communications)?
- Bengali *India only*
 - Cantonese
 - Catalan *Spain only*
 - English
 - French
 - German
 - Gujarati *India only*
 - Hindi *India only*
 - Japanese
 - Malay *Singapore only*
 - Mandarin Chinese / Standard Mandarin
 - Marathi *India only*
 - Portuguese *Brazil and Spain only*
 - Spanish
 - Tamil *India and Singapore only*
 - Telugu *India only*
 - Urdu *India only*
 - Other
- TECH ADOPTION** Which of the following best describes your company when it comes to adopting new technology / software products or services?
- Innovator (*We use products /services before anyone else*)
 - Early Adopter (*We are one of the first to use them*)
 - Late Adopter (*We are not the first to use them, but not the last*)
 - Laggard (*We use products / services only after they have become mainstream*)
 - Unsure / don't know

NOTE: Respondents only saw the text in brackets. Terms such as "Innovator" or "Early Adopter" were added by GWI during processing.

Business Outlook

BUSINESS CHALLENGES

What are the biggest challenges that your company or team is currently facing?

Which of these do you think will be most challenging?

- Ability to scale rapidly
- Achieving profitability
- Alignment between teams in the company
- Budget cuts
- Building a good culture / working environment
- Building awareness / reputation
- Bureaucracy
- Competition in the market
- Current economic climate
- Effective use of IT / Technology
- Finding / hiring staff
- Finding / retaining suppliers
- Data protection compliance (e.g. CCPA, GDPR)
- Government guidelines / legal requirements
- Hitting sales / revenue targets
- Keeping up with industry innovations
- Lack of strategy
- Long-term funding / external investment
- Morale / retaining staff
- Obtaining office / physical space
- Paying competitive salaries
- Poor management decisions
- Short-term cash flow
- Staying profitable
- Understanding our customer/client audience
- Vision / leadership within the company
- None of these

BUSINESS INITIATIVES

Which of these are important initiatives for your company or team to help drive its growth in the next year?

- Better compliance with regulations and requirements
- Better marketing
- Enhancing security
- Faster reactions to changes in your sector
- Finding better suppliers
- Finding cost-savings
- Improving collaboration across teams
- Improving differentiation against competitors
- Improving efficiency & productivity
- Improving innovation
- Improving employee recruitment & retention
- Improving the products / services we offer to customers
- Improving the technology used by the company
- Increasing brand awareness
- Leveraging data to drive better decisions
- Other

GROWTH EXPECTATIONS

Thinking about the following, what level of growth are you expecting in the next year?

- Your company's workforce
 - Your company's revenue
- Significant growth
 - Moderate growth
 - No change / stay the same
 - Moderate decline
 - Significant decline
 - Don't know / prefer not to say

WORKFORCE EXPECTATIONS

Thinking about your company's workforce, what level of growth/decline are you expecting in the next year?

- Over 200%
- 101 to 200%
- 76 to 100%
- 51 to 75%
- 21 to 50%
- 11 to 20%
- 6 to 10%
- 0 to 5%
- No change / stay the same
- 0 to -5%
- -6 to -10%
- -11 to -20%
- -21 to -50%
- -51 to -75%
- -76 to -100%
- -101 to -200%
- -201% or more
- Don't know

NOTE: This data is the result of different questions in the survey being merged. For example, those who selected that they expected to see growth were only shown options from 0 to Over 200%; those who selected that they expected to see a decline were only shown 0 to -201% or more.

REVENUE EXPECTATIONS

Thinking about your company's revenue, what level of growth/decline are you expecting in the next year?

- Over 200%
- 101 to 200%
- 76 to 100%
- 51 to 75%
- 21 to 50%
- 11 to 20%
- 6 to 10%
- 0 to 5%
- No change / stay the same
- 0 to -5%
- -6 to -10%
- -11 to -20%
- -21 to -50%
- -51 to -75%
- -76 to -100%
- -101 to -200%
- -201% or more
- Don't know

NOTE: This data is the result of different questions in the survey being merged. For example, those who selected that they expected to see growth were only shown options from 0 to Over 200%; those who selected that they expected to see a decline were only shown 0 to -201% or more

AUTOMATION

How much of an impact do you think automation will have on the sector you work in and your day-to-day job?

- Large negative impact
- Small negative impact
- No impact
- Small positive impact
- Large positive impact
- Don't know
- My sector
- My day-to-day job

EMERGING TECH

Which of the following emerging technologies does your company use/have interest in using?

- Use
- Do not use
- Do not use, but have interest in using
- Don't know
- Artificial Intelligence (AI)
- Automation
- Blockchain
- Edge computing

Day-to Day Working Practices

PLACE OF WORK

Which of these places might you / your team work from during a typical week?

- A remote location such as a coffee shop
- A shared office or co-working space
- At a client's workplace
- At home (in home office)
- At home (elsewhere)
- In a factory floor / laboratory / warehouse / store
- On-the-road / traveling
- Your company's office
- Other

FLEXIBLE WORKING PRACTICES

What is your company's policy towards the following?

- Not Permitted
- Permitted in Some Circumstances
- Permitted Broadly
- Flexible working hours (*i.e. start and end your day at times you choose*)
- Remote working (*e.g. work from home, work from another location*)
- Hotdesking (*i.e. workers not having a fixed desk*)
- Employees having a free choice over which days they take as vacation / holiday
- Any flexible practice (*net*)

NOTE: Respondents do not see "Any flexible practice"; the data for this option is aggregated based on responses to the other options.

WORK VARIETY

Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?

- 1. My day-to-day work is fairly consistent and predictable
- 2
- 3
- 4
- 5. My day-to-day work changes quite a bit

WORKING LATE / OVERTIME

How frequently would you say you do the following?

- Always
- Few times a week
- Once a week
- Few times a month
- Few times a quarter
- Few times a year
- Less often
- Never
- Work late
- Work overtime (*more than your contracted hours*)
- Check emails / messages outside of your normal working hours
- Any of these (*net*)

NOTE: Respondents do not see "Any of these"; the data for this option is aggregated based on responses to the other options.

COMMUNICATION PREFERENCES	Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?	<ul style="list-style-type: none"> • 1. I prefer to be included in as many communications as possible so I know what's going on • 2 • 3 • 4 • 5. I prefer to be included on communications only if my direct attention or feedback is needed
OPENNESS TO NEW IDEAS	Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?	<ul style="list-style-type: none"> • 1. My company is open to new ideas and processes • 2 • 3 • 4 • 5. My company prefers to do things in the way it always has
COWORKERS ENGAGED WITH	Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?	<ul style="list-style-type: none"> • 1. I work with the same people / teams every day • 2 • 3 • 4 • 5. I work with different people / teams every day
TIMEZONES	Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?	<ul style="list-style-type: none"> • 1. Typically, I communicate with people in my time zone only • 2 • 3 • 4 • 5. Typically, I communicate with people in several times zones / countries
WEBINARS	Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?	<ul style="list-style-type: none"> • 1. I regularly watch webinars or online talks/conferences • 2 • 3 • 4 • 5. I never watch webinars or online talks/conferences
B2B CONFERENCES	Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?	<ul style="list-style-type: none"> • 1. I regularly attend B2B conferences / trade shows in-person • 2 • 3 • 4 • 5. I never attend B2B conferences / trade shows in-person

USING SERVICES PROFESSIONALLY AND PERSONALLY	Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?	<ul style="list-style-type: none"> • 1. There are many services (e.g. Zoom, Twitter) that I use in both personal and professional capacities • 2 • 3 • 4 • 5. There are no services that I use in both personal and professional capacities
HIERARCHY	Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?	<ul style="list-style-type: none"> • 1. My company has a very hierarchical structure • 2 • 3 • 4 • 5. My company has a very flat structure
WORKPLACE DEVICES	Which devices do you use for work?	<ul style="list-style-type: none"> • Desktop PC • Fax machine • Fixed line telephone • Laptop / netbook • Smartphone • Basic mobile phone • Tablet • None of these
OWNERSHIP OF WORKPLACE DEVICES	<p>Are the devices that employees use provided by the company, or owned by the individual?</p> <ul style="list-style-type: none"> • Provided by company • Owned by employee • Both • Not sure 	<ul style="list-style-type: none"> • Desktop PC • Laptop / netbook • Smartphone • Basic mobile phone • Tablet • Any device (net)
<p>NOTE: Respondents only answer this question in relation to the devices that they said they use for work. They do not see the "Any device" option; data for this is aggregated based on their responses to the other options.</p>		
IT SUPPORT	Who deals with IT processes and issues in your company?	<ul style="list-style-type: none"> • Dedicated IT staff / team • Employees in my team • Employees in other teams • Outsourced support from an IT vendor or third party • There is no support - employees handle their own issues • Don't know / not sure

TYPICAL NUMBER OF MEETINGS	Thinking about a typical day at work... How many meetings would you say you attend?	<ul style="list-style-type: none"> • 0 • 1-2 • 3-4 • 5-6 • 7-9 • 10+
TYPICAL NUMBER OF PROJECTS	Thinking about a typical day at work... How many active projects would you normally have?	<ul style="list-style-type: none"> • 1-2 • 3-4 • 5-6 • 7-9 • 10+ • Not relevant to my job
TYPICAL NUMBER OF EMAILS	Thinking about a typical day at work... How many emails would you receive?	<ul style="list-style-type: none"> • 0 • 1-10 • 11-25 • 26-50 • 51-100 • 100+
TYPICAL NUMBER OF APPS	Thinking about a typical day at work... How many apps would you use? <i>By apps, we mean software programs that allow you to collaborate, manage projects, exchange messages with coworkers, etc</i>	<ul style="list-style-type: none"> • 0 • 1-2 • 3-5 • 6-9 • 10+ • Not relevant to my job
ONLINE LEARNING	Are you currently undertaking any online courses / learning programs for professional reasons?	<ul style="list-style-type: none"> • Yes, to learn / improve skills relevant to my job • Yes, to increase my industry-specific knowledge • Yes, for general professional development / to gain qualifications • No

Workplace & Company Culture

SHARED VISION

Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?

- 1. Teams in my company are working towards a shared vision
- 2
- 3
- 4
- 5. Teams in my company are not working towards a shared vision

ATTITUDES TOWARDS COMPANY & STRATEGY

To what extent do you agree or disagree with these statements?

- Strongly Disagree
- Somewhat Disagree
- Neither Disagree nor Agree
- Somewhat Agree
- Strongly Agree

- At my company, we have the tools and systems in place to adapt quickly to industry changes
- Being able to adapt quickly is critical to my company's long-term success
- I feel aligned with my company's vision, values, and operating principles
- I feel empowered to make strategic decisions or to pursue new business opportunities
- I find it challenging to communicate with co-workers in different teams, departments or offices
- I have a clear understanding of how my day-to-day work contributes to my company's strategy
- I have a clear understanding of my company's strategy
- I have a clear understanding of my personal goals and objectives
- I understand what I need to do in my role to be successful
- I would like to feel more aligned with my company's vision, values, and operating principles
- It's challenging for me to find/access the latest information and data I need to do my job
- My company is structured in a way to adapt quickly to industry changes

RATING OF COMPANY

How would you rate your company in the following areas?

- Excellent
- Good
- Average
- Poor
- Very poor
- N/A

- Career progression
- Collaboration
- Communication
- Effective use of tech products/services
- Employee morale / satisfaction
- Employee salary / compensation
- Openness to feedback
- Overall workplace culture
- Pension scheme
- Productivity
- Regulatory compliance
- Response to coronavirus
- Training for staff
- Work-life balance
- Workplace layout & environment

**ALIGNMENT WITH
COMPANY
STRATEGY**

Which of these would make you feel more aligned with your company and its vision, values and strategy?

- Better tools for internal communication
- Better understanding of how your work relates to your company's priorities
- Better understanding of who your coworkers are and what they do
- Clear documentation about who is responsible for what
- Clearer processes for who makes what decision
- More clearly defined company strategy
- More cross-team collaboration
- More frequent communication of the company's strategy
- More transparency across the company
- Open access to leadership
- Other

**COMPANY
BENEFITS**

Which of these benefits or perks does your company offer to employees?

- Company Car / Car Allowance
- Company-funded trips / vacations
- Daycare for children of employees
- Discounts / coupons at retailers
- Employee stock / share purchase plan
- Free drinks at work
- Free food at work
- Free social events
- Free tickets to special events (e.g. conferences)
- Life insurance
- Medical / healthcare / dental cover
- Paid maternity / paternity leave
- Pension contributions in excess of what is required by law (*In US: 401k matching or pension contributions*)
- Performance-related bonuses
- Personal / professional development funds
- Time off to help good causes or charities
- Tuition reimbursement
- Unlimited paid time off
- None of these

**COVID-19
MEASURES
ENACTED**

Which measures has your company had to enact due to the Covid-19 pandemic?

- Jobs put on hold with full pay
- Jobs put on hold with partial pay
- Jobs put on hold with no pay
- Reduced working hours
- Redundancies
- Pay cuts
- Pay freezes
- Increased staff recruitment
- Increased hours for existing staff
- Recruitment put on hold
- No changes
- Other

**HELP FOR
EMPLOYEES
DURING COVID-19**

What do you want your
business to do to help workers
during the pandemic?

- More flexible working
- Invest in technology
- Ensuring the workplace is safe for employees to return
- Provide support services
- Invest in a post-pandemic future
- Communicating updates effectively
- None of the above

Workplace Communication

METHODS OF COMMUNICATION

On a typical day at work, how frequently do you communicate with other employees via the following means?

- Every hour
 - Several times a day
 - 2-3 times a day
 - Once a day
 - 2-3 times a week
 - Once a week
 - Less often
 - Do not use or N/A
- Collaboration tools (e.g. *Slack, Microsoft Teams*)
 - Email
 - Messaging services (e.g. *Skype, WhatsApp*)
 - Office software (e.g. *Google Docs, Microsoft Office*)
 - Phone calls
 - Project / task management tools (e.g. *Trello, JIRA*)
 - Social media
 - Text messages
 - Video calls

ATTITUDES TOWARDS EFFECTIVE COMMUNICATION

In your view, which of these methods are effective ways for teams to communicate with each other?

- Collaboration tools (e.g. *Slack, Microsoft Teams*)
- Email
- Messaging services (e.g. *Skype, WhatsApp*)
- Office software (e.g. *Google Docs, Microsoft Office*)
- Phone calls
- Project / task management tools (e.g. *Trello, JIRA*)
- Social media
- Text messages
- Video calls

MEETING TYPES

How important are the following types of meetings for your day-to-day work?

- Not important
 - Somewhat important
 - Very important
- Meetings to update people or give status updates
 - Meetings where you work together with colleagues and get tasks done
 - Any meeting (*net*)

NOTE: The "Any meeting (*net*)" option is not seen by respondents; data for this option is automatically generated based on responses to the other options.

COMMUNICATION OF STRATEGY: FREQUENCY

How frequently does your company communicate its strategic goals to its employees?

- Monthly
- Quarterly
- Twice a year
- Yearly
- Every 2-3 years
- Never

- COMMUNICATION OF STRATEGY: PERSON** Which of these people communicates your company's strategic goals?
- Your CEO
 - Your C-Suite / Exec team
 - Your department head
 - Your direct manager
 - Other

NOTE: This question is asked only to those who say that their company communicates its strategy. To rebase data in the platform accordingly, please select the "GWI Work: Strategy Communicated" audience.

- COMMUNICATION OF STRATEGY: CHANNELS USED** Via which channel(s) does your company communicate its strategic goals?
- Collaboration tools (e.g. Slack, Yammer, Microsoft Teams)
 - Company blog
 - Company intranet
 - Company-wide meetings
 - Email announcements
 - Team-wide meetings
 - Videos
 - Other

NOTE: This question is asked only to those who say that their company communicates its strategy. To rebase data in the platform accordingly, please select the "GWI Work: Strategy Communicated" audience.

- COMMUNICATION OF STRATEGY: CHANNEL EFFECTIVENESS** How effective are the channels that your company uses to communicate its strategic goals? *By effective, we mean that the channel allows the goals to be widely distributed and clearly understood*
- Highly effective
 - Somewhat Effective
 - Not Effective
- Collaboration tools (e.g. Slack, Yammer, Microsoft Teams)
 - Company blog
 - Company intranet
 - Company-wide meetings
 - Email announcements
 - Team-wide meetings where managers share updates
 - Videos
 - Other

NOTE: This question is asked only to those who say that their company communicates its strategy, and only in relation to channels that they said were used to do this. To rebase data in the platform, please select the "GWI Work: Strategy Communicated" audience.

**EXTERNAL
COMMUNICATION**

How often do you
communicate with these types
of external work partners?

- Every hour
- 2-3 times a day
- Once a day
- 2-3 times a week
- Once a week
- Less than once a week
- Never

- Customers / clients
- Contractors
- Agencies
- Vendors
- Job candidates

JOB SATISFACTION

Thinking about your current
role, how satisfied are you with
your job overall?

- Extremely dissatisfied
- Dissatisfied
- Somewhat dissatisfied
- Neither satisfied nor dissatisfied
- Somewhat satisfied
- Satisfied
- Extremely satisfied

Types of Workplace Tools Used

CURRENT USAGE	<p>Which of the following does your company use?</p> <ul style="list-style-type: none"> • Use • Do not use • Don't know 	<ul style="list-style-type: none"> • Analytics services (e.g. Google Analytics, Business Intelligence tools) • Cloud storage / file management services (e.g. Google Drive, OneDrive, DropBox) • Collaborative communication / sharing tools (e.g. Slack, Skype, Cisco, Teams) • CRM / sales / lead tracking software (e.g. Salesforce, Hubspot, Zoho) • Customer support tools (e.g. Zendesk, Freshdesk, LiveAgent) • Document creation and editing programs (e.g. Microsoft Office, Google-Suite) • Phone or video conferencing tools (e.g. Zoom, Skype, Google Hangouts) • Project management tools (e.g. Trello, JIRA, Microsoft Project, Wrike, Clarize) • Security applications (e.g. anti-virus software)
FREE VS PAID-FOR TOOLS	<p>Does your company use free or paid-for versions of these products and services? <i>If your company uses both free and paid-for versions of a product, please select both</i></p> <ul style="list-style-type: none"> • Use basic / free version • Use premium / paid-for version • Don't know 	<ul style="list-style-type: none"> • Analytics services (e.g. Google Analytics, Business Intelligence tools) • Cloud storage / file management services (e.g. Google Drive, OneDrive, DropBox) • Collaborative communication / sharing tools (e.g. Slack, Skype, Cisco, Teams) • CRM / sales / lead tracking software (e.g. Salesforce, Hubspot, Zoho) • Customer support tools (e.g. Zendesk, Freshdesk, LiveAgent) • Document creation and editing programs (e.g. Microsoft Office, Google-Suite) • Phone or video conferencing tools (e.g. Zoom, Skype, Google Hangouts) • Project management tools (e.g. Trello, JIRA, Microsoft Project, Wrike, Clarize) • Security applications (e.g. anti-virus software)
<p>NOTE: This question is answered in relation to any tool that the respondent said is used by their company</p>		
SPEND LEVELS	<p>How much does your company typically spend per year on these products / services?</p> <ul style="list-style-type: none"> • Under \$5k USD • \$5k - \$10k USD • \$10k - \$20k USD • \$20k - \$50k USD • \$50k - \$100k USD • Over \$100k USD • Over \$500k USD • Over \$1m USD • Don't know 	<ul style="list-style-type: none"> • Analytics services (e.g. Google Analytics, Business Intelligence tools) • Cloud storage / file management services (e.g. Google Drive, OneDrive, DropBox) • Collaborative communication / sharing tools (e.g. Slack, Skype, Cisco, Teams) • CRM / sales / lead tracking software (e.g. Salesforce, Hubspot, Zoho) • Customer support tools (e.g. Zendesk, Freshdesk, LiveAgent) • Document creation and editing programs (e.g. Microsoft Office, Google-Suite) • Phone or video conferencing tools (e.g. Zoom, Skype, Google Hangouts) • Project management tools (e.g. Trello, JIRA, Microsoft Project, Wrike, Clarize) • Security applications (e.g. anti-virus software)

NOTE: This question is asked to Tech Decision-Makers only, in relation to any tools where their company uses a premium/paid-for version. To rebase the data in the platform to be among Tech Decision Makers, please apply the "GWI Work: Tech DMs" audience.

Respondents saw values in the currency of their own market; these were converted to US Dollars by GWI once fieldwork had finished.

In Australia, the original values were: Under 7k, 7k - 14k, 14k - 28k, 28k - 70k, 70k - 140k, Over 140k, Over 700k, Over 1.4m.

In Brazil, the original values were Under 20k, 20k - 40k, 40k - 80k, 80k - 200k, 200k - 400k, Over 400k, Over 2m, Over 4m.

In France, Germany and Spain, the original values were: Under 4.5k, 4.5k - 9k, 9k - 18k, 18k - 45k, 45k - 90k, Over 90k, Over 450k, Over 900k.

In India, the original values were: Under 350k, 350k - 700k, 700k - 1.4m, 1.4m - 3.5m, 3.5m - 7m, Over 7m, Over 35m, Over 70m.

In Japan, the original values were: Under 500k, 500k - 1m, 1m - 2m, 2m - 5.5m, 5.5m - 11m, Over 11m, Over 55m, Over 110m.

In Singapore, the original values were: Under 7k, 7k - 14k, 14k - 28k, 28k - 70k, 70k - 140k, Over 140k, Over 700k, Over 1.4m.

In the UK, the original values were: Under 4k, 4k - 8k, 8k - 16k, 16k - 40k, 40k - 80k, Over 80k, Over 400k, Over 800k.

PRE-PURCHASE BEHAVIORS

Did you use a free version of the following products / services before moving to paid?

- No: there wasn't a free version
- No: we got the paid version straight away
- Yes: we used a time-limited trial version first
- Yes: we used a time-unlimited trial version first
- Don't know

- Analytics services (e.g. Google Analytics, Business Intelligence tools)
- Cloud storage / file management services (e.g. Google Drive, OneDrive, DropBox)
- Collaborative communication / sharing tools (e.g. Slack, Skype, Cisco, Teams)
- CRM / sales / lead tracking software (e.g. Salesforce, Hubspot, Zoho)
- Customer support tools (e.g. Zendesk, Freshdesk, LiveAgent)
- Document creation and editing programs (e.g. Microsoft Office, Google-Suite)
- Phone or video conferencing tools (e.g. Zoom, Skype, Google Hangouts)
- Project management tools (e.g. Trello, JIRA, Microsoft Project, Wrike, Clarize)
- Security applications (e.g. anti-virus software)

NOTE: This question is asked to Tech Decision-Makers only, in relation to any tools where their company uses a premium/paid-for version. To rebase the data in the platform to be among Tech Decision Makers, please apply the "GWI Work: Tech DMs" audience.

PURCHASE INFLUENCERS

Which of these factors would convince your team / company to use a paid-for version of a specific tool?

- Ability to connect with other applications
- Access to additional features / functionality
- Access to API
- Advanced admin and management functions
- Better customer support
- Customized design / appearance (e.g. logo, branding)
- Customized features and functionality
- Increased number of users
- Increased storage
- No ads / watermarks
- No free version available
- Other
- Don't know

NOTE: This question is asked to Tech Decision-Makers only, if their company currently uses premium/paid-for versions of tools or if they said their company would consider doing so in the next 12 months. To rebase the data in the platform to be among Tech Decision Makers, please apply the "GWI Work: Tech DMs" audience.

**CONSIDERATION
FOR TOOLS NOT
CURRENTLY USED**

Would your company consider using free or paid-for versions of any of the following in the next 12 months?

- Would consider free version
 - Would consider paid-for version
 - Would not consider using
 - Don't know
- **Analytics services** (e.g. *Google Analytics, Business Intelligence tools*)
 - **Cloud storage / file management services** (e.g. *Google Drive, OneDrive, DropBox*)
 - **Collaborative communication / sharing tools** (e.g. *Slack, Skype, Cisco, Teams*)
 - **CRM / sales / lead tracking software** (e.g. *Salesforce, Hubspot, Zoho*)
 - **Customer support tools** (e.g. *Zendesk, Freshdesk, LiveAgent*)
 - **Document creation and editing programs** (e.g. *Microsoft Office, Google-Suite*)
 - **Phone or video conferencing tools** (e.g. *Zoom, Skype, Google Hangouts*)
 - **Project management tools** (e.g. *Trello, JIRA, Microsoft Project, Wrike, Clarize*)
 - **Security applications** (e.g. *anti-virus software*)

NOTE: This question is asked to Tech Decision-Makers only, in relation to any tools which their company is not currently using. To rebase the data in the platform to be among Tech Decision Makers, please apply the "GWI Work: Tech DMs" audience.

Named Workplace Tools Used

ALL TOOLS

Which of these services does your team / company use?

This question aggregates all answers from the categories below (Business Intelligence, Collaboration, Communication, Customer Support, Design, Developer, HR / Finance, Marketing, Productivity, and Sales).

BUSINESS INTELLIGENCE TOOLS

Which of these services does your team / company use?

- Bitly
- Domo
- Google Analytics
- Looker
- Mixpanel
- Qualtrics
- Segment
- Tableau
- I don't know / None of these

COMMUNICATION AND COLLABORATION TOOLS

Which of these services does your team / company use?

- 8x8
- Adobe Connect
- Amazon WorkMail
- AT&T Connect
- BlueJeans
- Chatwork
- Cisco WebEx Teams
- Flock
- Glip
- Google Hangouts / Meet
- Gmail / Goglemail
- GoToMeeting
- Line Works
- Jabber
- Mattermost
- Microsoft Outlook
- Microsoft Teams
- RingCentral
- Ryver
- Skype for Business
- Slack
- Vidyio
- WhatsApp
- WhatsApp Business
- Workplace by Facebook
- Zoom
- I don't know / None of these

CUSTOMER SUPPORT TOOLS

Which of these services does your team / company use?

- GrooveHQ
- HelpScout
- Intercom
- LivePerson
- Medallia
- oLark
- ServiceNow
- TalkDesk
- Zendesk
- I don't know / None of these

DESIGN TOOLS

Which of these services does your team / company use?

- Adobe Creative Cloud
- Autodesk
- Canva
- Invision
- Sketch
- Squarespace
- Weebly
- WIX
- Wordpress
- I don't know / None of these

DEVELOPER TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • AWS • GitHub • GitLab • Google Cloud Platform (GCP) • Loggy • Microsoft Azure 	<ul style="list-style-type: none"> • PagerDuty • Puppet Labs • Splunk • Snowflake • SumoLogic • I don't know / None of these
HR / FINANCE TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • Bamboo HR • Culture Amp • Glassdoor • Gusto • Hired • Indeed.com • Jobvite • Kronos • LinkedIn 	<ul style="list-style-type: none"> • Namely • Oracle • Sage • Sapling • SAP SuccessFactors • Ultimate Software • Workday • ZipRecruiter • I don't know / None of these
MARKETING TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • AdRoll • Eloqua • Facebook Ads • Google AdWords • Hubspot • LinkedIn • MailChimp 	<ul style="list-style-type: none"> • Marketo • Optimizely • Oracle Marketing Cloud • Salesforce Marketing Cloud • SendGrid • I don't know / None of these
PRODUCTIVITY TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • Box • DropBox • Evernote • Google Docs, Sheets, Slides • Google Drive • Lucidchart 	<ul style="list-style-type: none"> • Microsoft SharePoint • Microsoft Word, Excel, PowerPoint • OneNote • WeTransfer • I don't know / None of these
SALES TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • Base • LinkedIn • Microsoft Dynamics • Oracle Sales Cloud • Outreach • Salesforce 	<ul style="list-style-type: none"> • SAP • Showpad • Streak • SugarCRM • Yesware • I don't know / None of these

Purchase Journey

NUMBER OF VENDORS	Thinking of your typical research process for a new product or service, how many vendors or service providers do you consider?	<ul style="list-style-type: none"> • 1 • 2-3 • 4-5 • 6-9 • 10+
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NOTE: This question is asked to Decision-Makers only. To rebase the data in the platform accordingly, please apply the "GWI Work: Decision Makers" audience.

VENDOR NAME RECOGNITION PREFERENCES	Which of these statements best describes your attitude to purchasing new products / services?	<ul style="list-style-type: none"> • I will only buy from a provider I've heard of before • I prefer to buy from a provider I've heard of before but will consider others • I am open to buying from any provider that meets my needs
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NOTE: This question is asked to Decision-Makers only. To rebase the data in the platform accordingly, please apply the "GWI Work: Decision Makers" audience.

VENDOR CONTACT PREFERENCES	How do you typically prefer to make contact with a supplier you are interested in buying from?	<ul style="list-style-type: none"> • Call a sales rep • Fill out a buyer / contact form on their website • Email the provider • Contact the provider via social media • Speak to the provider at a trade event / fair • Other • I prefer to buy without speaking to anyone from the provider
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NOTE: This question is asked to Decision-Makers only. To rebase the data in the platform accordingly, please apply the "GWI Work: Decision Makers" audience.

VENDOR EVALUATION POLICY	Which of the following best describes how your company evaluates your providers and suppliers?	<ul style="list-style-type: none"> • The process is constant / ongoing - we are always evaluating providers / suppliers • There are a few periods throughout the year when we focus on evaluating providers / suppliers • There is one time during the year when we evaluate providers / suppliers • We evaluate providers / suppliers when an existing contract comes to an end
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NOTE: This question is asked to Decision-Makers only. To rebase the data in the platform accordingly, please apply the "GWI Work: Decision Makers" audience.

DEPARTMENTS INVOLVED IN PURCHASES

Which of the following departments or people are usually involved in purchasing a new product or service?

- 3rd party (e.g. consulting agency)
- C-level management / leadership team
- End users in the team(s) in question
- Finance
- IT / data security
- Legal
- Marketing
- Purchasing / procurement
- Sales / business development
- Other
- None of these

NOTE: This question is asked to Decision-Makers only. To rebase the data in the platform accordingly, please apply the "GWI Work: Decision Makers" audience.

NUMBER OF PEOPLE INVOLVED IN PURCHASES

Overall, how many people would normally be involved in the purchase of a new product or service?

- 1 - only me
- 2-3
- 4-5
- 6-10
- 11-20
- 20+
- Don't know

NOTE: This question is asked to Decision-Makers only. To rebase the data in the platform accordingly, please apply the "GWI Work: Decision Makers" audience.

REASONS FOR CONSIDERING NEW PRODUCT / SERVICE

What typically makes you consider bringing in a new product or service?

- Becoming aware of a new product / service that looks good
- Being contacted by a sales rep
- Benefits of product / service justify the cost
- End of contract / license for an existing product / service
- Existing personal usage of product / service
- Existing product / service no longer meets needs
- Knowing that a competitor is using it
- Product / service meets compliance or security needs
- Recommendation from a trusted colleague / contact
- Recommendation from industry expert
- Recommendation from team members
- Request from another team (e.g. Finance or IT)
- Request from Senior Manager(s)
- To cut costs in the company
- To ensure we have the best supplier for each of our needs
- To improve efficiency / processes in the company
- To keep up with the latest trends
- Other

NOTE: This question is asked to Decision-Makers only. To rebase the data in the platform accordingly, please apply the "GWI Work: Decision Makers" audience.

**PURCHASE
INFLUENCERS**

If you were to purchase a new technology / software product or service for your company, how important would the following things be?

- Not important
 - Somewhat important
 - Very important
- Ease of installation / implementation
 - Ease of use
 - Employees asking for it / recommending it
 - Enabling collaborative working
 - Enabling remote working
 - Improving productivity / efficiency
 - Integration with products / services already being used
 - Price
 - Reducing costs
 - Reputation of the provider
 - Scalability
 - Security (e.g. that data is protected and encrypted)
 - Technical support being available
 - Type of license (subscription vs one-off payment etc)
 - Value

NOTE: This question is asked to Tech Decision-Makers only. To rebase the data in the platform accordingly, please apply the "GWI Work: Tech DMs" audience.

**MOST
IMPORTANT
PURCHASE
INFLUENCER**

Which one factor is the most important for you when purchasing a new technology / software product or service?

- Ease of installation / implementation
- Ease of use
- Employees asking for it / recommending it
- Enabling collaborative working
- Enabling remote working
- Improving productivity / efficiency
- Integration with products / services already being used
- Price
- Reducing costs
- Reputation of the provider
- Scalability
- Security (e.g. that data is protected and encrypted)
- Technical support being available
- Type of license (subscription vs one-off payment etc)
- Value

NOTE: This question is asked to Tech Decision-Makers only. To rebase the data in the platform accordingly, please apply the "GWI Work: Tech DMs" audience.

RESEARCH CHANNELS

When you are researching or considering a new product / service for your company, how influential are the following information sources?

- Not influential
- Quite influential
- Very influential

- Blogs
- Provider / supplier calls, demos or trials
- Provider / supplier websites
- Conferences / trade shows / events
- Online ads
- Online newspapers / magazines
- Printed newspapers / magazines
- Radio commercials
- Recommendations from colleagues / friends / contacts
- Recommendation from experts in my network
- Recommendations from industry analysts
- Search engine results
- Social media
- Television commercials
- User reviews
- Video sites (e.g. YouTube)

NOTE: This question is asked to Decision-Makers only. To rebase the data in the platform accordingly, please apply the "GWI Work: Decision Makers" audience.

RESEARCH CHANNELS BY TASK

You said these sources were influential. What do you typically use them for?

- Research general information
- Discover new products / services
- Compare prices and features across products
- Decide which provider to purchase from

- Blogs
- Provider / supplier calls, demos or trials
- Provider / supplier websites
- Conferences / trade shows / events
- Online ads
- Online newspapers / magazines
- Printed newspapers / magazines
- Radio commercials
- Recommendations from colleagues / friends / contacts
- Recommendation from experts in my network
- Recommendations from industry analysts
- Search engine results
- Social media
- Television commercials
- User reviews
- Video sites (e.g. YouTube)

NOTE: This question is asked to Decision-Makers only, in relation to any channels that they described as being Very or Quite Influential. To rebase the data in the platform accordingly, please apply the "GWI Work: Decision Makers" audience.

**SOCIAL MEDIA
PLATFORMS
USED FOR
RESEARCH**

Which social media sites do you use to research / consider new products / services?

- Facebook
- Facebook Messenger
- Instagram
- LINE *Japan only*
- LinkedIn
- Pinterest
- Reddit
- Snapchat
- TikTok
- Twitter
- WhatsApp
- XING *Germany only*
- WeChat
- YouTube
- Other

NOTE: This question is asked to Decision-Makers who said that Social Media was Quite or Very Influential. To rebase the data in the platform, please apply the "GWI Work: Decision Makers" audience.

**SOCIAL MEDIA
CONTENT USED
FOR RESEARCH**

When using social media to research products or services, which of the following do you find useful?

- Conversations with friends, colleagues or contacts
- Posts by companies
- Posts by thought leaders
- Posts by current users of the product / service
- Other

NOTE: This question is asked to Decision-Makers who said that Social Media was Quite or Very Influential. To rebase the data in the platform, please apply the "GWI Work: Decision Makers" audience.

**SUPPLIER
WEBSITE
RESEARCH
BEHAVIORS**

When using provider / supplier websites to research products / services, which of the following do you typically do?

- Check prices
- Look at which other companies are already using it
- Read case studies
- Read product specifications / feature menus
- Read reviews or endorsements
- Watch demo videos
- None of these

NOTE: This question is asked to Decision-Makers who said that Provider / Supplier Websites were Quite or Very Influential. To rebase the data in the platform, please apply the "GWI Work: Decision Makers" audience.

**USEFUL
CONTENT**

When looking to buy a new product or service, which content do you find most useful?

- Whitepapers
- Buyers guides
- Calculators to estimate investment returns (ROI)
- Infographics
- Testimonials
- Case studies
- Webinar / online event
- Branded Editorial/magazine type features
- B2B Influencer guides
- None of these

**DELAYED
PURCHASES
DURING COVID-
19**

Have you delayed any business purchases because of the coronavirus pandemic?

- Yes, to cut costs
- Yes, to wait until the situation becomes clearer
- Yes, because we've changed focus
- Yes, because there's too much else going on
- No

Data Security

ATTITUDES TOWARDS DATA SECURITY

Thinking about data security, how important would you say the following things are to your company?

- Very important
- Somewhat important
- Not important
- Don't know

- Data being backed up
- Data being stored securely
- Data being encrypted
- Data being protected against viruses
- Data being protected against theft or unauthorized access
- Data needing to be stored in a particular country / countries

DATA REGULATIONS

Which of these regulations on data security and handling affect your business?

- CCPA (*USA Only*)
- Compliance with IRS (1075)
- EUMC
- FedRAMP
- FERPA
- FFIEC
- GDPR
- HIPAA
- ISO 27001/27018 (Cloud privacy protection)
- ITAR
- No voluntary disclosure of customer data to law enforcement agencies
- PCI DSS (Payment Card Industry Data Security Standards)
- Policy for material non-public financial information
- Strict policies on mining customer data (e.g., for advertising, reselling data etc.)
- Other industry-specific regulations
- Other company-specific regulations
- None of these
- Don't know

NOTE: This question is asked to Tech Decision-Makers, those with responsibility for IT/Data Security, those responsible for legal/regulatory compliance, or those with responsibility for Operations. To rebase the data in the platform accordingly, please select the "GWI Work: Data Regulations" audience.

Social Media in the Workplace

PLATFORMS USED BY WORKPLACE	Does your team / company have work-related accounts on any of the following social media platforms?	<ul style="list-style-type: none"> • Facebook • Facebook Messenger • Instagram • LINE <i>Japan only</i> • LinkedIn • Pinterest • Reddit • Snapchat • TikTok • Twitter • WhatsApp • XING <i>Germany only</i> • WeChat • YouTube • None of these
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REASONS FOR USING SOCIAL MEDIA PLATFORMS	Why does your team / company use each of these services?	<ul style="list-style-type: none"> • Facebook • Facebook Messenger • Instagram • LINE <i>Japan only</i> • LinkedIn • Pinterest • Reddit • Snapchat • TikTok • Twitter • WhatsApp • XING <i>Germany only</i> • WeChat • YouTube • None of these
	<ul style="list-style-type: none"> • To communicate directly with customers • To follow other companies • To keep up-to-date with industry news • To share general updates • To share marketing messages • To sell • Other reason(s) 	

NOTE: This question is asked in relation to any social media platform on which the respondent's company has a work account.

GWJ Core Questions

The GWI Work study was run as a re-contact, meaning that we re-interviewed people who had taken the GlobalWebIndex Core survey. As a result, we have appended relevant Core datapoints to their Work answers, across the following categories:

- DEMOGRAPHICS**
- Income (By Segment)
 - Income (By Household)
 - Education
 - Country Local Regions
 - Survey Language
 - Regions (World)
 - Urban Context
 - Household Living Arrangement
 - Relationship Status
 - Number of Children
 - Family Stage
 - Sexual Orientation (Select Markets Only)
 - Ethnicity (UK and U.S. Only)

- ATTITUDES & LIFESTYLE**
- Personal / Household Assets
 - Car Ownership*
 - Car Fuel Type*
 - Property Ownership*
 - Property Rental*
 - Types of Savings/Investments*
 - Value of Savings/Investments*
 - Lifestyle Segmentation
 - Lifestyle Indicators
 - Attitudes
 - Interests
 - Reasons for Using the Internet
 - Travel
 - Health Conditions
 - Sports & Exercise

- DEVICE OWNERSHIP & ACCESS**
- Device Ownership & Usage
 - Gaming Devices
 - Operating Systems
 - Mobile Handset Brands
 - Mobile Handset Models
 - Mobile Purchase Timeframe
 - Mobile Actions in Last Month
 - Smartwatch Brands *UK and U.S. only*

- ONLINE ACTIVITIES & BEHAVIORS**
 - Online Activities in Last Month
 - Privacy, Ad-Blocking & VPNs
 - Web Brands Visited in Last Month
 - Digital Behaviors Segmentation

- SOCIAL MEDIA**
 - Reach
 - Platform-Specific Behaviors
 - Types of People Followed
 - Daily Time Spent on Social Media
 - Reasons for Using Social Media
 - Social Media Segmentation

- APPS**
 - App Types Used

- PURCHASE BEHAVIOR & INTENSION**
 - Digital Content Purchased
 - Products / Topics Talked About Online

- MEDIA CONSUMPTION**
 - Daily Time Spent on Media
 - TV Behaviors
 - International TV Channels
 - Pay TV Subscriptions
 - TV, Film & Video Services
 - Second-Screening
 - News Services

- MARKETING TOUCHPOINTS**
 - Brand Discovery & Engagement
 - Brand Discovery*
 - Brand Discovery Segmentation*
 - Brand Role in Consumer's Life*
 - Brand Advocacy*
 - Healthcare Brand Influencers
 - Online Purchase Journey
 - Online Product Research*
 - Online Brand Interactions in Last Month*
 - Online Purchase Drivers*

BRAND

- Airlines
- Alcohol
- Automotive
- Banks
- Convenience Brands
- Drinks
- Film Franchises
- Haircare / Skincare / Cosmetics Brands
- Luxury Fashion
- Payment Providers
- Sports Brands
- Sports Teams

Additions

WORKING STATUS	Which of the following best describes your current working status?	<ul style="list-style-type: none"> • Full-time worker with a side venture (Freelancing, entrepreneurship) • Part-time worker with a side venture (Freelancing, entrepreneurship)
PURCHASE INFLUENCE	<p>How much influence would you say you have when your company is purchasing the following products / services?</p> <ul style="list-style-type: none"> • Hardware (e.g. computer equipment, mobile phones, etc) • Software (e.g. programs, online services, licenses, subscriptions, etc) • Employee perks / benefits (e.g. health insurance / company car) • Company events 	<ul style="list-style-type: none"> • I'm the ultimate decision maker for my company • I'm the final or sole decision maker for my department / team • I have an equal share in decision making with others in my company / I'm part of a committee • I mostly influence decision making, but must receive approval from someone else to make a purchase • I have some influence in decision making, but someone else makes the purchase decision • I have no involvement at all in decision making
SOURCES USED TO KEEP UP WITH INDUSTRY	How do you keep up with the latest news, developments and products / services in your sector?	<ul style="list-style-type: none"> • Forums (e.g. Reddit)
BUSINESS CHALLENGES	<p>What are the biggest challenges that your company or team is currently facing?</p> <p>Which of these do you think will be most challenging?</p>	<ul style="list-style-type: none"> • Understanding our customer/client audience
AUTOMATION	<p>How much of an impact do you think automation will have on the sector you work in and your day-to-day job?</p> <ul style="list-style-type: none"> • My sector • My day-to-day job 	<ul style="list-style-type: none"> • Large negative impact • Small negative impact • No impact • Small positive impact • Large positive impact • Don't know

EMERGING TECH	Which of the following emerging technologies does your company use/have interest in using?	<ul style="list-style-type: none"> • Use • Do not use • Do not use, but have interest in using • Don't know
PLACE OF WORK	Which of these places might you / your team work from during a typical week?	<ul style="list-style-type: none"> • At home (in home office) • At home (elsewhere) •
WEBINARS	Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?	<ul style="list-style-type: none"> • 1. I regularly watch webinars or online talks/conferences • 2 • 3 • 4 • 5. I never watch webinars or online talks/conferences
B2B CONFERENCES	Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?	<ul style="list-style-type: none"> • 1. I regularly attend B2B conferences / trade shows in-person • 2 • 3 • 4 • 5. I never attend B2B conferences / trade shows in-person
USING SERVICES PERSONALLY AND PROFESSIONALLY	Please select the point on the scale that best describes you / your company - are you at one end of the scale or somewhere in the middle?	<ul style="list-style-type: none"> • 1. There are many services (e.g. Zoom, Twitter) that I use in both personal and professional capacities • 2 • 3 • 4 • 5. There are no services that I use in both personal and professional capacities
ONLINE LEARNING	Are you currently undertaking any online courses / learning programs for professional reasons?	<ul style="list-style-type: none"> • Yes, to learn / improve skills relevant to my job • Yes, to increase my industry-specific knowledge • Yes, for general professional development / to gain qualifications • No

COMPANY BENEFITS

Which of these benefits or perks does your company offer to employees?

- Company Car / Car Allowance

COVID-19 MEASURES ENACTED

Which measures has your company had to enact due to the Covid-19 pandemic?

- Jobs put on hold with full pay
- Jobs put on hold with partial pay
- Jobs put on hold with no pay
- Reduced working hours
- Redundancies
- Pay cuts
- Pay freezes
- Increased staff recruitment
- Increased hours for existing staff
- Recruitment put on hold
- No changes
- Other

HELP FOR EMPLOYEES DURING COVID-19

What do you want your business to do to help workers during the pandemic?

- More flexible working
- Invest in technology
- Ensuring the workplace is safe for employees to return
- Provide support services
- Invest in a post-pandemic future
- Communicating updates effectively
- None of the above

EXTERNAL COMMUNICATION

How often do you communicate with these types of external work partners?

- Every hour
- 2-3 times a day
- Once a day
- 2-3 times a week
- Once a week
- Less than once a week
- Never

- Customers / clients
- Contractors
- Agencies
- Vendors
- Job candidates

JOB SATISFACTION	Thinking about your current role, how satisfied are you with your job overall?	<ul style="list-style-type: none"> • Extremely dissatisfied • Dissatisfied • Somewhat dissatisfied • Neither satisfied nor dissatisfied • Somewhat satisfied • Satisfied • Extremely satisfied 	
COLLABORATION TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • Chatwork • Cisco WebEx Teams • Flock • Glip • Google Hangouts / Meet • Line Works • Mattermost • Microsoft Teams 	<ul style="list-style-type: none"> • Ryver • Skype for Business • Slack • WhatsApp • WhatsApp Business • Workplace by Facebook • I don't know / None of these
COMMUNICATION TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • 8x8 • BlueJeans 	
DEVELOPER TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • PagerDuty • Snowflake 	
HR / FINANCE TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • Bamboo HR • Culture Amp • SAP SuccessFactors 	
MARKETING TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • LinkedIn 	
PRODUCTIVITY TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • Lucidchart • WeTransfer 	
SALES TOOLS	Which of these services does your team / company use?	<ul style="list-style-type: none"> • LinkedIn 	

**REASONS FOR
CONSIDERING
NEW PRODUCT /
SERVICE**

What typically makes you consider bringing in a new product or service?

- Existing personal usage of product / service
- Knowing that a competitor is using it

**RESEARCH
CHANNELS**

When you are researching or considering a new product / service for your company, how influential are the following information sources?

- Not influential
- Quite influential
- Very influential

- Recommendation from experts in my network

**RESEARCH
CHANNELS BY
TASK**

You said these sources were influential. What do you typically use them for?

- Research general information
- Discover new products / services
- Compare prices and features across products
- Decide which provider to purchase from

- Recommendation from experts in my network

**SOCIAL MEDIA
PLATFORMS
USED FOR
RESEARCH**

Which social media sites do you use to research / consider new products / services?

- Facebook Messenger
- Pinterest
- TikTok
- WeChat

USEFUL CONTENT	When looking to buy a new product or service, which content do you find most useful?	<ul style="list-style-type: none"> • Whitepapers • Buyers guides • Calculators to estimate investment returns (ROI) • Infographics • Testimonials • Case studies • Webinar / online event • Branded Editorial/magazine type features • B2B Influencer guides • None of these
DELAYED PURCHASES DURING THE PANDEMIC	Have you delayed any business purchases because of the coronavirus pandemic?	<ul style="list-style-type: none"> • Yes, to cut costs • Yes, to wait until the situation becomes clearer • Yes, because we've changed focus • Yes, because there's too much else going on • No
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REASONS FOR USING SOCIAL MEDIA PLATFORMS	<p>Why does your team / company use each of these services?</p> <ul style="list-style-type: none"> • To communicate directly with customers • To follow other companies • To keep up-to-date with industry news • To share general updates • To share marketing messages • To sell • Other reason(s) 	<ul style="list-style-type: none"> • Facebook Messenger • Pinterest • Reddit • TikTok • WeChat

Removals

ATTITUDES TOWARDS APPS

Thinking about the apps / workplace tools you use in your day-to-day job, which of these statements would you agree with?

- I am using more apps than I did 5 years ago
- In 5 years time, I expect the number of apps I need to use will increase further
- I typically spend at least 30 minutes per day just switching between workplace apps and tools
- Having to switch between apps and tools makes it harder for me to get essential work done

COLLABORATION TOOLS: REASONS FOR USAGE

What are the main reasons that your company uses collaborative communication / sharing tools?

- Alternative to emails / calls
- Communication between offices
- Communication with clients
- Communication with leadership team
- Communication with remote employees
- Discuss ideas
- File sharing
- For fun / social purposes
- General communication
- Share updates
- To document conversations / decisions
- None of these

HR / FINANCE TOOLS

Which of these services does your team / company use?

- Responsys



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