

GWI.

GWI Work Q3 2023

Questionnaire

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Methodology

GWJ Work is an online survey completed by business professionals aged 18-64 who use the internet.

GWJ Work is a recontact of GWJ Core, meaning respondents who are likely to work with data, analyze information or think creatively, and have taken both the main GWJ Core survey and the Brand & Media module are invited to take part. This means that the questions listed in this document can be used alongside most GWJ Core questions. These GWJ Core questions are appended to GWJ Work and are usable only directly from the GWJ Work taxonomy in our platform.

More details about the sample sizes, markets and methodology of GWJ Work can be found in this [help center article](#).

Demographics & Personal Employment

Personal Demographics

Gender

Which of the following best describes your gender?

- Female
- Male
- Other gender (*Select Markets Only*)

Gender Identity

Do you identify as any of the following? (*Select Markets Only*)

- Agender / Gender-neutral
- Bigender / Gender fluid
- Non-binary / Non-conforming / Genderqueer
- Transgender
- Other
- Prefer not to say

Age

How old are you?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

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

Employment Status

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
- Other

Role

What is your current role at your company?

- Executive Management (e.g. C-Suite, CEO, CFO, President / Partner)
- Senior Management (e.g. Executive VP, Senior VP, Director)

- 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

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?

- | | | |
|--|-------------------------------------|--|
| ● Accountant | ● Compliance Manager / Officer | ● Head of Department |
| ● Account Director / Manager / Executive | ● Consultant | ● Hospitality Manager |
| ● Accounts Assistant | ● Contract Analyst / Manager | ● HR Assistant |
| ● Admin Assistant / Administrator | ● Controller | ● HR Director / Manager |
| ● Analyst | ● Coordinator | ● IT Director |
| ● Architect | ● Counselor | ● IT Exec / Manager |
| ● Artist / Actor / Performer / Photographer | ● Credit Controller | ● Lab Manager / Technician |
| ● Associate / Associate Manager | ● C-Suite | ● Lawyer / Attorney |
| ● Associate Director | ● CTO | ● Legal Assistant / Secretary |
| ● Auditor | ● Customer Service Manager / Rep | ● Librarian / Archivist |
| ● Bank Clerk / Teller / Cashier | ● Data Admin / Analyst | ● Logistics Manager / Exec / Analyst |
| ● Builder / Carpenter / Tradesperson | ● Department Chair / Head / Manager | ● Manager |
| ● Business Development Director / Exec / Manager | ● Designer | ● Managing Director |
| ● Business Manager | ● Detective / Police | ● Marketing / Content Exec |
| ● Buyer / Merchandiser | ● Developer | ● Marketing Director / Manager |
| ● Case Manager | ● Director | ● Network Engineer / Manager / Admin / Analyst |
| ● CEO | ● Doctor / Physician / Dentist | ● Nurse |
| ● CFO | ● Editor | ● Office Manager |
| ● CIO | ● Engineer | ● Operations Director / Manager / Analyst |
| ● Clerical Officer | ● Executive Officer / Director | ● Owner / Founder |
| ● Clerk | ● Facilities Manager / Analyst | ● Paralegal |
| ● Client Service Manager | ● Finance Director / Manager | ● Partner |
| ● Clinical Manager | ● Financial Analyst / Assistant | ● Patient Rep / Coordinator / Officer |
| ● CMO | ● General Manager | ● Payroll Clerk |
| ● Coach | | |

- Personal Trainer / Instructor
- Pharmacist
- Planner
- President
- Principal / Dean
- Procurement Manager / Officer
- Product Manager
- Production Manager
- Program Analyst / Coordinator
- Program Manager
- Programmer
- Project Director / Manager / Analyst
- Psychologist / Psychiatrist
- Quality Assurance Manager / Analyst
- Recruiter
- Region Manager
- Registrar
- Researcher
- Retail Manager
- Revenue Officer / Manager
- Safety Engineer / 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
- Sustainability Officer / Manager
- Systems Analyst / Engineer
- Teacher / Lecturer / Professor
- Team Leader / Manager
- Tech Analyst / Manager
- Technician
- Trainer / Training Manager
- Transport / Fleet Manager
- Underwriter
- VP / SVP / EVP
- Warehouse Clerk / Manager
- Writer
- Other

Responsibilities

Within your company, do you have responsibility for any of the following?

- Accounting / finance
- Client / account management
- Company strategy
- Customer support
- Day-to-day / general management
- Digital media / digital content (i.e. social media, website development)
- Engineering
- Graphic design / art
- HR / training / office support
- IT / security
- Legal / regulatory compliance
- Managing budgets
- Managing employees / teams
- Marketing (ATL / PR / 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

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

Likelihood of Searching for a New Job

How likely are you to search for a new job in the next six months?

- Very unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Very likely

Methods of Searching for a New Job

How do you plan to search for a new job?

- Adverts on personal social media (e.g. Facebook, Twitter)
- Adverts on professional social media (e.g. LinkedIn)
- Company websites
- Job fairs
- Job search websites (e.g. Indeed)
- Reaching out to others in my field (who I've not worked with)
- Reaching out to professional contacts (who I've worked with)
- Working with a recruiter
- Other
- Don't know

Reasons for Searching for New Job

For what reason(s) are you looking for a new job?

- I am not satisfied with my commute
- I am not satisfied with my manager
- I am not satisfied with the company culture
- I have performance challenges in my current job
- It is challenging to collaborate with my colleagues
- I'm not satisfied with my salary / earnings
- Lack of learning opportunities in my current role
- Lack of promotion opportunities in my company
- Lack of recognition in my current role

- Lack of work-life balance / flexibility in working hours
- My company doesn't progress / keep up with industry news
- My current role objectives are not interesting to me
- My role / department is being made redundant
- The workload in my current role is too heavy
- None of the above

Top Priority When Searching for a New Job

Which of the following will be your top priority when selecting a new job?

- A good commute
- A good company culture fit
- A good salary / employee benefits
- A good work-life balance
- A position directly linked to my studies / expertise
- A technology-oriented role
- Good employee flexibility
- Learning opportunities
- Opportunities for promotion
- None of the above

Company Overview

Sectors

Sector

Which of these sectors do you work in?

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

Sectors (Grouped)

Which of these sectors do you work in?

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

Type of Work

What kind(s) of work do people do at your company?

- 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

Company Type / Size

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

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: 1000+

Fortune 500 (USA Only)

Do you work for a Fortune 500 company?

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

Note: This question is asked to respondents in the USA only.

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

Distribution of Customers / Clients

Which of these best describes the geographic distribution of your company's customers / clients?

- Local (*all based in one local part of the country*)
- Regional (*based in several places within one region in the country*)
- National (*based across multiple regions in the country*)
- International (*based in more than one country*)
- Not sure / not relevant

Distribution of Employees

Which of these best describes the geographic distribution of your company's workforce / offices?

- Local (*all based in one local part of the country*)

- Regional (*based in several places within one region in the country*)
- National (*based across multiple regions in the country*)
- International (*based in more than one country*)
- Not sure / not relevant

Employee Working Status

Thinking about the workers employed by your company, what is their working status?

- Permanent
- Contractor
- Volunteer

Company Location

Global Location of Customers / Clients

In which part(s) of the world are your company's international customers / clients?

- Asia Pacific
- Central & South America
- Europe
- Middle East & Africa
- North America

Global Location of Employees

In which part(s) of the world are your company's international workforce / offices?

- 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)?

- | | |
|---|---|
| • Arabic | • Italian |
| • Bengali (<i>India Only</i>) | • Japanese |
| • Canadian French (<i>Canada Only</i>) | • Malay (<i>Select Markets Only</i>) |
| • Cantonese | • Mandarin Chinese / Standard Mandarin |
| • Catalan (<i>Spain Only</i>) | • Marathi (<i>India Only</i>) |
| • Dutch (<i>Select Markets Only</i>) | • Portuguese (<i>Brazil and Spain Only</i>) |
| • English | • Russian |
| • French | • Spanish |
| • German | • Tagalog (<i>Select Markets Only</i>) |
| • Gujarati (<i>India Only</i>) | • Tamil (<i>India and Singapore Only</i>) |
| • Hindi (<i>India Only</i>) | • Telugu (<i>India Only</i>) |
| • Indonesian (<i>Select Markets Only</i>) | • Other |

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
- Becoming more sustainable / eco-friendly
- 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
- Improving cybersecurity
- 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

Expectations: Growth

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

Expectations: Revenue

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

Expectations: Workforce

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

Facilities

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

Place of Work

Thinking about a typical week, and taking into consideration Covid-19 restrictions, which of these places might you / your team work from?

- 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

Company Plans for the Office

Which of the following best describes your company's plans for the office?

- It will certainly reduce its number of office spaces
- It will probably reduce its number of office spaces
- Its number of office spaces will remain the same
- It will probably increase its number of office spaces
- It will certainly increase its number of office spaces

Current Working Space

Which of the following best describes your team's current office attendance?

- Work exclusively remotely, limiting office attendance to a minimum of company / team meetings and events
- Work mostly remotely, with a few days in the office per week
- Work mostly in the office, with a few days of working remotely per week
- Work exclusively in the office

Preference of Future Working Space

Which of the following would you personally prefer, in terms of office attendance?

- Work exclusively remotely, limiting office attendance to a minimum of company / team meetings and events
- Work mostly remotely, with a few days in the office per week
- Work mostly in the office, with a few days of working remotely per week
- Work exclusively in the office

Business Practices & Culture

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
- Mental health support
- 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

Rating of Company

How would you rate your company in the following areas?

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

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

Technology

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.

Automation

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

My sector / My day-to-day job

- Large negative impact
- Small negative impact
- No impact

- Small positive impact
- Large positive impact
- Don't know

IT Support

Who deals with IT processes and issues in your company?

- 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

Interest in Cryptocurrency

Which of the following are you interested in?

- The creation of cryptocurrency in my current company
- The usage of cryptocurrency as a valid form of salary payment
- The usage of cryptocurrency as a valid form of transaction with company clients or providers
- Providing employees with company cryptocurrency, as a form of equity shares
- Other
- None of the above

5G Adoption

When do you anticipate that your organization will invest in 5G?

- | | | |
|---------------|-------------|------------------|
| • 1 - 2 years | 5 - 6 years | 10 years or more |
| • 3 - 4 years | 7 - 9 years | Don't know |

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 / 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
- Investing in updating / future-proofing data security strategy
- Maintaining a password security / management system
- Training staff on data security matters (i.e. scam recognition)
- Updating / scaling data security for remote working

Interest in Artificial Intelligence

Which of the following AI tools does your company currently use?

- Bard
- Bing AI
- ChatGPT
- ChatSonic
- Jasper AI
- Other
- None of the above

Note: This question is asked to all respondents who use Artificial intelligence.

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?

- Baidu Tieba (*China Only*)
- Byte (*Select Markets Only*)
- Discord
- Douyin Huoshan (*China Only*)
- Facebook
- Facebook Messenger
- Helo (*India Only*)
- Inke (*China Only*)
- Instagram
- Likee (*India Only*)
- LINE (*Japan Only*)
- LinkedIn
- Meipai (*China Only*)
- Meitu (*China Only*)
- Pinterest
- Qzone (*China Only*)
- Reddit
- Sina Weibo (*China Only*)
- Skype
- Snapchat
- Telegram
- Tencent QQ (*China Only*)
- TikTok
- Twitter
- WeChat
- WhatsApp
- Xiaohongshu (*China Only*)
- XING (*Germany Only*)
- Yizhibo (*China Only*)
- YouTube
- None of these

Social Media in the Workplace: Reasons for Using Social Media Platforms

Does your team / company have work-related accounts on any of the following social media platforms?

To communicate directly with customers / To follow other companies / Keep up with industry news / To share general updates / To share marketing messages / To sell / Other reason(s)

- Baidu Tieba (*China Only*)
- Byte (*Select Markets Only*)
- Discord
- Douyin Huoshan (*China Only*)
- Facebook
- Facebook Messenger
- Helo (*India Only*)
- Inke (*China Only*)
- Instagram
- Likee (*India Only*)
- LINE (*Japan Only*)
- LinkedIn
- Meipai (*China Only*)
- Meitu (*China Only*)
- Pinterest
- Qzone (*China Only*)
- Reddit
- Sina Weibo (*China Only*)
- Skype
- Snapchat
- Telegram
- Tencent QQ (*China Only*)
- TikTok
- Twitter
- WeChat
- WhatsApp
- Xiaohongshu (*China Only*)
- XING (*Germany Only*)
- Yizhibo (*China Only*)
- YouTube
- None of these

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

Workplace Devices: Workplace Devices

Which devices do you use for work?

- Basic mobile phone
- Desktop PC
- Fax machine
- Fixed line telephone
- Laptop / netbook
- Smartphone
- Tablet
- None of these

Workplace Devices: Ownership of Workplace Devices

Are the devices that employees use provided by the company, or owned by the individual?

Provided by company / Owned by employee / Both / Not sure

- Basic mobile phone
- Desktop PC
- Laptop / netbook
- Smartphone
- Tablet
- Any device (net)

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.

Workplace Devices: Desktop Brands Used

Which of these desktop brands do you use for work?

- | | | |
|-------------|--|----------------------|
| • Acer | • Fujitsu (<i>Select Markets Only</i>) | • Panasonic |
| • Alienware | • HP | • Samsung |
| • Apple | • Lenovo | • Toshiba / Dynabook |
| • ASUS | • Microsoft | • Other |
| • Corsair | • OMEN | |
| • Dell | | |

Workplace Devices: Laptop / Netbook Brands Used

Which of these laptop / netbook brands do you use for work?

- | | | |
|--|-----------------------------------|------------------------------|
| • Acer | • Google | • Samsung |
| • Alienware | • Honor | • Toshiba / Dynabook |
| • Apple | • HP | • VAIO (<i>Japan Only</i>) |
| • ASUS | • Kohjinsha (<i>Japan Only</i>) | • Other |
| • Dell | • Lenovo | |
| • Fujitsu (<i>Select Markets Only</i>) | • Microsoft | |
| | • Panasonic | |

Workplace Devices: Smartphone Brands Used

Which of these smartphone brands do you use for work?

- | | | |
|--|---|-------------|
| • ASUS | • Google Pixel (<i>Select Markets Only</i>) | • iPhone |
| • Fujitsu (<i>Select Markets Only</i>) | • Honor | • Lenovo |
| | • Huawei | • Microsoft |
| | | • Motorola |

- Nokia
- OnePlus
- Oppo
- Realme (*Select Markets Only*)
- Samsung
- Sharp (*Japan Only*)
- Sony
- Vivo (*Select Markets Only*)
- Xiaomi
- ZTE
- Other

Workplace Devices: Tablet Brands Used

Which of these tablet brands do you use for work?

- Acer
- Amazon
- Apple
- ASUS
- Fujitsu (*Select Markets Only*)
- Google
- HP
- Huawei
- Lenovo
- Micromax
- Microsoft
- Samsung
- Sony
- Xiaomi
- Other

Communication

Communication Preferences

Please select the point on the scale that best describes you / your company:

- 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

Online Learning

Are you currently undertaking any online courses / learning programs for professional reasons?

- 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

Communication Types: 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 week / Less often / Do not use or N/A

- Collaboration tools (e.g. Slack, Microsoft Teams)
- Email
- Messaging services (e.g. 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

Communication Types: 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

Communication Types: Timezones

Please select the point on the scale that best describes you / your company:

- 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

Communication Frequency: Typical Number of Emails

Thinking about a typical day at work... How many emails would you receive?

- 0
- 1-10
- 11-25
- 26-50
- 51-100
- 100+

Communication Frequency: Typical Number of Meetings

Thinking about a typical day at work... How many meetings would you say you attend?

- 0
- 1-2
- 3-4
- 5-6
- 7-9
- 10+

Information: Webinars

Please select the point on the scale that best describes you / your company:

- 1. I regularly watch webinars or online talks/conferences
- 2
- 3
- 4
- 5. I never watch webinars or online talks/conferences

Information: Useful Content

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

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

Information: Sources Used to Keep Up with Industry

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

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

Information: B2B Conferences

Please select the point on the scale that best describes you / your company:

- 1. I regularly attend B2B conferences / trade shows in-person
- 2
- 3
- 4
- 5. I never attend B2B conferences / trade shows in-person

Working Culture

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
- 4 day work week
- 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:

- 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.

Coworkers Engaged With

Please select the point on the scale that best describes you / your company:

- 1. I work with the same people / teams every day
- 2
- 3
- 4
- 5. I work with different people / teams every day

Hierarchy

Please select the point on the scale that best describes you / your company:

- 1. My company has a very hierarchical structure
- 2
- 3
- 4
- 5. My company has a very flat structure

Remote Working: Benefits of Remote Working

Which of the following benefits describe your experience with remote working?

- I can change location / travel while working
- I can maintain healthier habits (i.e. lunch, snacking)
- I feel more relaxed
- I have more time on my hands (i.e. not commuting)
- I spend less money (i.e. transportation, food)
- My productivity has increased
- My work-life balance has improved

Remote Working: Challenges of Remote Working

Which of the following challenges describe your experience with remote working?

- I face difficulties communicating with colleagues / clients
- I feel detached from my team / company's vision
- I feel more stressed / nervous about work than I used to
- I find it difficult to disconnect from work
- I have trouble focusing due to distractions (i.e. children, roommates)
- I have trouble bonding with my colleagues remotely
- I work longer hours than I used to

Remote Working: Investments to Facilitate Remote Working

Have you / your company invested in any of the following to facilitate remote working?

- | | | |
|----------------------------------|-----------------------|--------------|
| • Desk | • External monitor | • Printer |
| • Desk accessories / decorations | • Headphones / TWS | • Smartphone |
| • Desk lamp | • Laptop | • Speaker |
| • Desktop PC | • Laptop stand | • Tablet |
| • External camera | • Office chair | |
| | • Portable hard drive | |

Remote Working: Planned Investments to Facilitate Remote Working

Do you / your company plan to invest in any of the following in the next six months, to facilitate remote working?

- | | | |
|----------------------------------|-----------------------|--------------|
| • Desk | • External monitor | • Printer |
| • Desk accessories / decorations | • Headphones / TWS | • Smartphone |
| • Desk lamp | • Laptop | • Speaker |
| • Desktop PC | • Laptop stand | • Tablet |
| • External camera | • Office chair | |
| | • Portable hard drive | |

Company Strategy

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 diversity, equity, and inclusion
- Improving efficiency & productivity
- Improving innovation
- Improving employee recruitment & retention
- Improving sustainability / environmental consciousness
- 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

Openness to New Ideas

Please select the point on the scale that best describes you / your company:

- 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

Shared Vision

Please select the point on the scale that best describes you / your company:

- 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
- It's challenging for me to find/access the latest information and data I need to do my job

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
- My company doesn't communicate its strategic goals

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

Month of Strategic Planning

Which month does your company go into strategic business planning?

- | | | |
|------------|-------------|--------------|
| • January | • June | • November |
| • February | • July | • December |
| • March | • August | • Don't know |
| • April | • September | |
| • May | • October | |

Working Tools Used

Using Services Professionally and Personally

Please select the point on the scale that best describes you / your company:

- 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

Current Usage

Which of the following does your company use?

Use / Do not use / 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, 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 Meet)
- Project management tools (e.g. Trello, JIRA, Microsoft Project, Wrike, Clarize)
- Security applications (e.g. anti-virus software)

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, 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 Meet)
- 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.

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

Communication and Collaboration Tools

Which of these services does your team / company use?

- | | | |
|-------------------|---------------------|----------------------|
| ● Adobe Connect | ● BlueJeans | ● Flock |
| ● Amazon WorkMail | ● Chatwork | ● Google Meet |
| ● AT&T Connect | ● Cisco WebEx Teams | ● Gmail / Goglegmail |

- GoToMeeting
- Line Works
- Jabber
- Mattermost
- Microsoft Outlook
- Microsoft Teams
- Miro
- RingCentral
- Ryver
- Skype for Business
- Slack
- Vidyo
- WhatsApp
- WhatsApp Business
- Workplace from Meta
- 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?

- AWS
- GitHub
- GitLab
- Google Cloud Platform (GCP)
- Loggy
- Microsoft Azure
- PagerDuty
- Puppet
- Splunk
- Snowflake
- SumoLogic
- I don't know / None of these

HR / Finance Tools

Which of these services does your team / company use?

- 51Job (*China Only*)
- Glassdoor
- Gusto
- Hired
- Indeed.com
- Jobvite
- LinkedIn
- Oracle
- Sage
- Kallidus
- SAP SuccessFactors
- UKG (Ultimate Kronos Group)
- Workday
- ZipRecruiter (*UK and USA Only*)
- I don't know / None of these

Marketing Tools

Which of these services does your team / company use?

- AdRoll
- Eloqua
- Facebook Ads
- Google Ads
- Hubspot
- LinkedIn
- Intuit MailChimp
- 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?

- Asana
- Basecamp
- Calendly
- DropBox
- Evernote (*Select Markets Only*)
- Google Docs / Drive / Sheets / Slides
- Jira
- Microsoft SharePoint
- Microsoft Word, Excel, PowerPoint
- Monday.com
- OneNote
- Trello
- WeTransfer
- Yinxiang Biji (*China Only*)
- I don't know / None of these

Sales Tools

Which of these services does your team / company use?

- Hubspot CRM
- Kingdee (*China & Philippines Only*)
- LinkedIn
- Microsoft Dynamics
- Oracle Sales Cloud
- Outreach
- Pipedrive
- Salesforce
- SalesLoft
- SAP
- Showpad
- Zoho CRM
- ZoomInfo
- I don't know / None of these

Tool Purchasing

Free vs Paid-For Tools

Does your company use free or paid-for versions of these products and services? *If your company uses both free and paid-for versions of a product, please select both*

Use basic / free version / Use premium / paid-for version / 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, 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 Meet)
- Project management tools (e.g. Trello, JIRA, Microsoft Project, Wrike, Clarize)
- Security applications (e.g. anti-virus software)

Note: This question is answered in relation to any tool that the respondent said is used by their company

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, 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 Meet)
- 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.

Spend Levels

How much does your company typically spend per year on these products / services?

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

- 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, 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 Meet)
- 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 6.5k, 6.5k – 13k, 13k – 26k, 26k – 65k, 65k – 130k, Over 130k, Over 650k, Over 1.3m.
- In Brazil, the original values were: Under 26.5k, 26.5k – 53k, 53k – 106k, 106k – 265k, 265k – 530k, Over 530k, Over 2.65m, Over 5.3m.
- In Canada, the original values were: Under 6k, 6k – 12k, 12k – 24k, 24k – 60k, 60k – 120k, Over 120k, Over 600k, Over 1.2m.
- In China, the original values were: Under 32k, 32k – 64k, 64k – 130k, 130k – 320k, 320k – 640k, Over 640k, Over 3.2m, Over 6.4m.
- In Colombia, the original values were: Under 22.7m, 22.7m – 45.5m, 45.5m – 91m, 91m – 228m, 228m – 455m, over 455m, over 2.28b, over 4.55b
- In France, Germany, Italy and Spain, the original values were: Under 4k, 4k – 8k, 8k – 16k, 16k – 40k, 40k – 80k, Over 80k, Over 400k, Over 820k.
- 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 Indonesia, the original values were: Under 72.5m, 72.5m – 145m, 145m – 290m, 290m – 725m, 725m – 1.450m, Over 1.450m.
- 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 Malaysia, the original values were: Under 20.75k, 20.75k – 41.5k, 41.5k – 83k, 83k – 207.5k, 207.5k – 415k, Over 415k, Over 2.075m, Over 4.15m.
- In Mexico, the original values were: Under 100k, 100k – 200k, 200k – 400k, 400k – 1m, 1m – 2m, Over 2m, Over 10m, Over 20m.
- In the Philippines, the original values were: Under 250k, 250k – 500k, 500k – 1m, 1m – 2.5m, 2.5m – 5m, Over 5m, Over 25m, Over 50m.
- In Russia, the original values were: Under 350k, 350k – 750k, 750k – 1.5m, 1.5m – 3.5m, 3.5m – 7m, Over 7m, Over 35m, Over 70m.
- 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.

Purchasing

Vendors

Number of Vendors

Thinking of your typical research process for a new product or service, how many vendors or service providers do you consider?

- 1
- 2-3
- 10+
- 4-5
- 6-9

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?

- 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

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?

- 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

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 Frequency

Which of the following best describes how your company evaluates your providers and suppliers?

- 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

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.

Personal Purchase Involvement

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 / Workplace benefits / supplies (e.g. beverages, snacks) / 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) were 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?

- Approving the purchase
- Connecting with sales reps
- Creating the RFP (request for proposal)
- Ensuring regulatory compliance
- Ensuring technical / security needs are met
- Expanding the vendor relationship into new areas
- Identifying the business need
- Implementing and rolling-out the solution
- Obtaining and reviewing quotes
- Ongoing evaluation of the solution
- Ongoing vendor relationship management
- Recommending or selecting the best vendor
- Researching potential vendors
- Reviewing internal feedback
- Testing / evaluating vendors
- 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.

Company Purchase Structure

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.

Influencers

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 | ● Provider’s reputation as an innovator |
| ● Ease of use | ● Provider’s stance on social issues (i.e. diversity, equality) |
| ● Employees asking for it / recommending it | ● Provider’s trustworthiness |
| ● Enabling collaborative working | ● Reducing costs |
| ● Enabling remote working | ● Scalability |
| ● Improving productivity / efficiency | ● Security (e.g. that data is protected and encrypted) |
| ● Integration with products / services already being used | ● Technical support being available |
| ● Price | ● Type of license (subscription vs one-off payment etc) |
| ● Provider’s environmental sensitivity | |
| ● Provider’s reputation as a field expert / leader | |

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.

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
- Provider’s environmental sensitivity
- Provider’s reputation as a field expert / leader
- Provider’s reputation as an innovator
- Provider’s stance on social issues (i.e. diversity, equality)
- Provider’s trustworthiness
- Reducing costs
- Scalability
- Security (e.g. that data is protected and encrypted)

- Technical support being available
- Type of license (subscription vs one-off payment etc)

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

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

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

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.

Social Media Platforms Used for Research

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

- Baidu Tieba (*China Only*)
- Byte (*Select Markets Only*)
- Discord
- Douyin Huoshan (*China Only*)
- Facebook
- Facebook Messenger
- Helo (*India Only*)
- Inke (*China Only*)
- Instagram
- Likee (*India Only*)
- LINE (*Japan Only*)
- LinkedIn
- Meipai (*China Only*)
- Meitu (*China Only*)
- Pinterest
- Qzone (*China Only*)
- Reddit
- Sina Weibo (*China Only*)
- Skype
- Snapchat
- Telegram
- Tencent QQ (*China Only*)
- TikTok
- Twitter
- WeChat
- WhatsApp
- Xiaohongshu (*China Only*)
- XING (*Germany Only*)
- Yizhibo (*China Only*)
- 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.

Additions

Demographics & Personal Employment

Gender

Are you?

- Other gender (*Select Markets Only*)

Gender Identity

Do you identify as any of the following? (*Select Markets Only*)

- Agender / Gender-neutral
- Bigender / Gender fluid
- Non-binary / Non-conforming / Genderqueer
- Transgender
- Other
- Prefer not to say

Job Title

What is your current job title?

- CMO
- Sustainability Officer / Manager

Business Practices & Culture

Interest in Artificial Intelligence

Which of the following AI tools does your company currently use?

- Bard
- Bing AI
- ChatGPT
- ChatSonic
- Jasper AI
- Other
- None of the above

Note: This question is asked to all respondents who use Artificial intelligence.

Flexible Working Practices

What is your company's policy towards the following?

Not Permitted / Permitted in Some Circumstances / Permitted Broadly

- 4 day work week

Business Initiatives

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

- Improving diversity, equity, and inclusion

Working Tools Used

Communication and Collaboration Tools

Which of these services does your team / company use?

- Miro

Removals

Business Practices & Culture

Workplace Devices: Smartphone Brands Used

Which of these smartphone brands do you use for work?

- LG

Working Tools Used

Communication and Collaboration Tools

Which of these services does your team / company use?

- 8x8
- Glip