

AI, data analytics, and digital technology use: Appendix: Basic Exploratory Data Analysis

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1. Basic Exploratory Data Analysis

1.1 S1. RESPONDENT'S AGE

	Freq	%
16-17 years	62.35	1.20
18-24 years	524.78	10.10
25-34 years	1200.23	23.10
35-44 years	1188.79	22.88
45-49 years	531.02	10.22
50-54 years	550.74	10.60
55-64 years	914.48	17.60
65-74 years	197.12	3.79
75 years or over	26.30	0.51
Total	5195.80	100.00

1.2 S2. RESPONDENT'S GENDER

	Freq	%
Man	2599.001	49.971
Woman	2573.734	49.485
Non-binary	20.113	0.387
Prefer to use another term (please specify - optional)	2.417	0.046
Prefer not to say	5.736	0.110
Total	5201.000	100.000

1.3 S2. RESPONDENT'S GENDER

	Freq	%
Man	2599.00	49.97
Woman	2573.73	49.49
Non-binary/Other	28.27	0.54
Total	5201.00	100.00

1.4 S3. NATION

	Freq	%
England	4467.46	85.90
Wales	213.50	4.11
Scotland	394.49	7.58
Northern Ireland	125.55	2.41
Total	5201.00	100.00

1.5 S4. ENGLISH REGION

	Freq	%
North East	243.94	5.46
Yorkshire and Humberside	410.12	9.18
North West	575.64	12.89
West Midlands	423.32	9.48
East Midlands	404.95	9.06
East of England	474.05	10.61
South West	421.01	9.42
South East	710.76	15.91
Greater London	803.65	17.99
Total	4467.46	100.00

1.6 S5. RESPONDENT'S TYPE OF WORK

	Freq	%
In full-time employment	3528.51	67.84
In part-time employment	1128.11	21.69
Self employed	544.38	10.47
Total	5201.00	100.00

1.7 S6. Which one of the following categories best describes the industry you work in? If you have more than one job or business, please tell us about your main one.

	Freq	%
IT and Communication	519.69	9.99
Finance and Insurance	364.39	7.01
Manufacturing	392.66	7.55
Primary sector	51.87	1.00
Construction	311.53	5.99
Business and Professional Services	506.23	9.73
Transport	311.34	5.99
Health and Social Work	652.81	12.55
Wholesale/Retail	681.40	13.10
Charity/Third Sector	68.49	1.32
Leisure/Hospitality/Arts/Entertainment	482.60	9.28
Utilities	61.99	1.19
Education	520.35	10.00
Other public service	247.10	4.75
Other	28.56	0.55
Total	5201.00	100.00

1.8 S6. INDUSTRY SECTOR - SUMMARY

	Freq	%
Wholesale/retail/motor trade	506.51	9.74
Construction	681.40	13.10
Any manufacturing	311.53	5.99
Transport	311.34	5.99
Finance and insurance	364.39	7.01
Any business services	1025.92	19.73
Leisure	482.60	9.28
Education	520.35	10.00
Health and social work	652.81	12.55
Any public services	315.59	6.07
Other/Dont know	28.56	0.55
Total	5201.00	100.00

1.9 C1. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you.

	Freq	%
I have no formal qualifications (and I am not still studying)	74.67	1.44
Entry level qualification such as ESOL, ELC or Skills for Life	58.23	1.12
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	449.52	8.64
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	705.42	13.56
Level 1-2 vocational qualification or intermediate apprenticeship	199.42	3.83
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	573.07	11.02
Level 3 vocational qualification or advanced apprenticeship	331.63	6.38
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	365.32	7.02
Level 4-5 vocational qualification or higher apprenticeship	150.86	2.90
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	1355.77	26.07
Level 6 vocational qualification or degree apprenticeship	57.57	1.11
University higher degree (e.g. Masters, PhD or equivalent)	811.97	15.61
Still studying/ still at school	12.84	0.25
Don't know	11.14	0.21
Prefer not to say	43.58	0.84
Total	5201.00	100.00

1.10 C2. Which one of these groups best describes your ethnic group or background?

	Freq	%
English/ Welsh/ Scottish/ Northern Irish/ British	4085.181	78.546
Irish	50.939	0.979
Gypsy, Traveller or Irish Traveller	4.544	0.087
Any other white background	273.722	5.263
White and Black Caribbean	35.165	0.676
White and Black African	37.530	0.722
White and Asian	60.561	1.164
Any other mixed/ multiple ethnic background	41.611	0.800

	Freq	%
Indian	124.975	2.403
Pakistani	106.508	2.048
Bangladeshi	37.586	0.723
Chinese	57.808	1.111
Any other Asian background	44.450	0.855
Caribbean	30.202	0.581
African	135.934	2.614
Any other Black/ African/ Caribbean background	9.819	0.189
Arab	13.973	0.269
Any other ethnic background	19.441	0.374
Prefer not to say	31.051	0.597
Total	5201.000	100.000

1.11 C3. Which one of these groups best describes the number of employees within your organisation?

	Freq	%
0 to 4 employees	525.01	10.44
5 to 9 employees	275.00	5.47
10 to 49 employees	798.01	15.87
50 to 249 employees	1084.01	21.56
250 or more employees	2346.98	46.67
Total	5029.00	100.00

1.12 C4A. Which one of these groups best describes your occupation?

	Freq	%
Manager, Director or Senior Officials (e.g. Finance Directors/ managers, marketing and sales directors/ managers, ICT...	998.90	19.21
Professional occupations (e.g. Civic/ mechanical/ electronic engineers, IT and software, dentists, vets, pharmacists...	919.22	17.67
Associate professional and technical occupations (e.g. lab technician, building inspectors, IT technicians, nurses, ...	502.92	9.67
Administrative and secretarial occupations (e.g. civil service admin, credit controllers, bookkeepers, insurance cler...	944.95	18.17
Skilled trades occupations (e.g. farmers, welders, tool makers, motor mechanics, electricians, telecoms engineers, br...	538.52	10.35

	Freq	%
Caring, leisure and other service occupations (e.g. childminders, school assistants, travel agents, hairdressers, bea...	204.23	3.93
Sales and customer services occupations (e.g. shop workers, retail assistants, market traders, call centre workers etc.)	381.23	7.33
Process, plant and machine operatives (e.g. crane/ fork lift drivers, taxi drivers, driving instruc-tors, van drivers...	38.54	0.74
Semi-skilled or unskilled manual work/ other (e.g. farm, construction workers, labourers in process and plant operati...	592.49	11.39
Don't know	30.22	0.58
Prefer not to say	49.78	0.96
Total	5201.00	100.00

1.13 C5. Which one of these options best describes how you feel about your ability to read and understand written English?

	Freq	%
I am very confident	4298.24	82.64
I am fairly confident	716.03	13.77
I am neither confident nor not confident	134.03	2.58
I am not very confident	32.26	0.62
I am not at all confident	7.91	0.15
Don't know	6.15	0.12
Prefer not to say	6.38	0.12
Total	5201.00	100.00

1.14 Aware of AI

	Freq	%
Not aware	1778.60	34.20
Aware	3422.40	65.80
Total	5201.00	100.00

1.15 Aware of Data Analytics

	Freq	%
Not aware	2012.23	38.69
Aware	3188.77	61.31
Total	5201.00	100.00

1.16 Aware of Either/None

	Freq	%
Aware of none	1366.51	26.27
Aware of at least one	3834.49	73.73
Total	5201.00	100.00

1.17 Aware of Both

	Freq	%
Not aware of both	2424.31	46.61
Aware of both	2776.69	53.39
Total	5201.00	100.00

1.18 SUMMARY OF AWARENESS OF AI AND DATA ANALYTICS IN THEIR WORKPLACE: AWARE OF NEITHER

	Freq	%
Not	3834.49	73.73
AWARE OF NEITHER	1366.51	26.27
Total	5201.00	100.00

1.19 Q2. Which, if any, of these devices do you personally use to go online at home? Please do not include any devices you may use to go online for work or work-related purposes.: A laptop

	Freq	%
Not	1582.21	30.47
A laptop	3610.27	69.53
Total	5192.48	100.00

1.20 Q2. Which, if any, of these devices do you personally use to go online at home? Please do not include any devices you may use to go online for work or work-related purposes.: A desktop computer

	Freq	%
Not	3654.66	70.38
A desktop computer	1537.81	29.62
Total	5192.48	100.00

1.21 Q2. Which, if any, of these devices do you personally use to go online at home? Please do not include any devices you may use to go online for work or work-related purposes.: A tablet

	Freq	%
Not	2431.32	46.82
A tablet	2761.16	53.18
Total	5192.48	100.00

1.22 Q2. Which, if any, of these devices do you personally use to go online at home? Please do not include any devices you may use to go online for work or work-related purposes.: A smart device such as a smartphone, smart speaker or smart TV

	Freq	%
Not	597.96	11.52
A smart device such as a smartphone, smart speaker or smart TV	4594.52	88.48
Total	5192.48	100.00

1.23 Q2. Which, if any, of these devices do you personally use to go online at home? Please do not include any devices you may use to go online for work or work-related purposes.: None of these

	Freq	%
Not	5177.63	99.71
None of these	14.85	0.29
Total	5192.48	100.00

1.24 Q2. Which, if any, of these devices do you personally use to go online at home? Please do not include any devices you may use to go online for work or work-related purposes.: Don't know

	Freq	%
Not	5187.500	99.904
Don't know	4.979	0.096
Total	5192.479	100.000

1.25 Q3. How often do you go online to manage your personal finances online (e.g. using websites or apps on phones or tables to check balances, transfer money between accounts, managing mortgages, or other payments etc.)?

	Freq	%
Never	127.45	2.46
Rarely	161.00	3.11
Sometimes	785.99	15.19
Frequently	1929.57	37.30
Very frequently	2168.99	41.93
Total	5172.99	100.00

1.26 Q4. How often do you go online to watch TV programmes or films (e.g. through apps or sites like BBC iPlayer, Netflix etc.)?

	Freq	%
Never	285.24	5.52
Rarely	318.83	6.17
Sometimes	877.86	16.99
Frequently	1441.55	27.89
Very frequently	2244.62	43.43
Total	5168.10	100.00

1.27 Q5. How often do you go online to access public services (e.g. national or local government services)?

	Freq	%
Never	375.58	7.27
Rarely	1208.11	23.39
Sometimes	2121.36	41.08
Frequently	945.00	18.30
Very frequently	514.15	9.96
Total	5164.20	100.00

1.28 Q6. How often do you go online to contact politicians (e.g. contact your MP or a local councillor)?

	Freq	%
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	Freq	%
Never	2781.44	53.93
Rarely	1362.00	26.41
Sometimes	528.26	10.24
Frequently	249.69	4.84
Very frequently	236.13	4.58
Total	5157.53	100.00

1.29 Q7. How often do you go online to access health services (e.g. to go to an NHS website/ app, book a GP appointment etc.)?

	Freq	%
Never	343.71	6.65
Rarely	1026.10	19.85
Sometimes	2121.38	41.04
Frequently	1077.40	20.84
Very frequently	600.45	11.62
Total	5169.04	100.00

1.30 Q8. How often do you go online to use social media sites or apps (like Facebook, Instagram, TikTok, Twitter (X) etc.)?

	Freq	%
Never	283.82	5.49
Rarely	209.07	4.04
Sometimes	465.15	8.99
Frequently	1211.89	23.43
Very frequently	3002.37	58.05
Total	5172.30	100.00

1.31 Q9. How often do you go online to pay bills (e.g. gas, electricity or water bills)?

	Freq	%
Never	358.39	6.94
Rarely	439.44	8.51
Sometimes	1144.98	22.18
Frequently	1799.63	34.86
Very frequently	1420.49	27.51

	Freq	%
Total	5162.93	100.00

1.32 Q1. How often do you use the internet at home? Remember that you may be going online through devices other than computers by using devices like smartphones, tablets or smart TVs.

	Freq	%
Never	8.52	0.16
Rarely	35.11	0.68
Sometimes	135.13	2.60
Frequently	585.09	11.27
Very frequently	4428.51	85.29
Total	5192.36	100.00

1.33 Q10. How often do you go online to buy something?

	Freq	%
Never	37.59	0.73
Rarely	184.22	3.56
Sometimes	1230.39	23.81
Frequently	2065.34	39.97
Very frequently	1650.23	31.93
Total	5167.76	100.00

1.34 Q11. Thinking firstly about the things listed below which, if any, do you think now use artificial intelligence (AI) technologies?: Storage of account information such as shipping addresses

	Freq	%
Not	2635.97	50.68
Storage of account information such as shipping addresses	2565.03	49.32
Total	5201.00	100.00

1.35 Q11. Thinking firstly about the things listed below which, if any, do you think now use artificial intelligence (AI) technologies?: Records of previous purchases

	Freq	%
Not	2588.72	49.77

	Freq	%
Records of previous purchases	2612.28	50.23
Total	5201.00	100.00

1.36 Q11. Thinking firstly about the things listed below which, if any, do you think now use artificial intelligence (AI) technologies?: Product recommendations based on previous purchases

	Freq	%
Not	1861.55	35.79
Product recommendations based on previous purchases	3339.45	64.21
Total	5201.00	100.00

1.37 Q11. Thinking firstly about the things listed below which, if any, do you think now use artificial intelligence (AI) technologies?: Product reviews from other customers

	Freq	%
Not	2897.09	55.70
Product reviews from other customers	2303.91	44.30
Total	5201.00	100.00

1.38 Q11. Thinking firstly about the things listed below which, if any, do you think now use artificial intelligence (AI) technologies?: None of these

	Freq	%
Not	4877.71	93.78
None of these	323.29	6.22
Total	5201.00	100.00

1.39 Q11. Thinking firstly about the things listed below which, if any, do you think now use artificial intelligence (AI) technologies?: Don't know

	Freq	%
Not	4572.57	87.92
Don't know	628.43	12.08
Total	5201.00	100.00

1.40 Q12. Thinking about the products and devices listed below which, if any, do you think use data analytics technologies?: Wearable fitness trackers that analyse exercise and sleeping patterns

	Freq	%
Not	1408.33	27.08
Wearable fitness trackers that analyse exercise and sleeping patterns	3792.67	72.92
Total	5201.00	100.00

1.41 Q12. Thinking about the products and devices listed below which, if any, do you think use data analytics technologies?: Thermometers that are placed under someone's tongue to detect a fever

	Freq	%
Not	3551.10	68.28
Thermometers that are placed under someone's tongue to detect a fever	1649.90	31.72
Total	5201.00	100.00

1.42 Q12. Thinking about the products and devices listed below which, if any, do you think use data analytics technologies?: Blood pressure monitors

	Freq	%
Not	2923.19	56.20
Blood pressure monitors	2277.81	43.80
Total	5201.00	100.00

1.43 Q12. Thinking about the products and devices listed below which, if any, do you think use data analytics technologies?: Pulse oximeters that measure a person's oxygen level of the blood

	Freq	%
Not	2956.29	56.84
Pulse oximeters that measure a person's oxygen level of the blood	2244.71	43.16
Total	5201.00	100.00

1.44 Q12. Thinking about the products and devices listed below which, if any, do you think use data analytics technologies?: None of these

	Freq	%
Not	4942.62	95.03
None of these	258.38	4.97
Total	5201.00	100.00

1.45 Q12. Thinking about the products and devices listed below which, if any, do you think use data analytics technologies?: Don't know

	Freq	%
Not	4665.31	89.70
Don't know	535.69	10.30
Total	5201.00	100.00

1.46 Q13A. Thinking about you personally, how strongly would you agree or disagree with the following statements: I have an understanding of the most common technologies that underpin artificial intelligence technologies

	Freq	%
Strongly agree	705.73	13.88
Slightly agree	1905.77	37.48
Neither agree nor disagree	1112.69	21.88
Slightly disagree	840.97	16.54
Strongly disagree	519.39	10.22
Total	5084.54	100.00

1.47 Q13B. Thinking about you personally, how strongly would you agree or disagree with the following statements: I have an understanding of the most common technologies that underpin data analytics technologies

	Freq	%
Strongly agree	708.91	13.94
Slightly agree	1854.62	36.46
Neither agree nor disagree	1213.09	23.85
Slightly disagree	815.81	16.04
Strongly disagree	493.93	9.71

	Freq	%
Total	5086.35	100.00

1.48 Q13C. Thinking about you personally, how strongly would you agree or disagree with the following statements: I am confident using technical terminology to talk about digital technologies at work

	Freq	%
Strongly agree	892.27	19.03
Slightly agree	1873.59	39.96
Neither agree nor disagree	994.14	21.20
Slightly disagree	654.47	13.96
Strongly disagree	274.74	5.86
Total	4689.21	100.00

1.49 Q14. Examples of digital technologies in the workplace include (but are not limited to) things such as: DEFINITION PROVIDED. Do you, personally, ever use digital technologies in your workplace or organisation?

	Freq	%
Yes	4615.63	88.75
No	502.90	9.67
Don't know	82.47	1.59
Total	5201.00	100.00

1.50 Q14A. Thinking about a normal working week. Roughly what percentage of your role at work requires you personally to use digital technologies, in any way?

	Freq	%
1-20%	684.90	14.84
21-40%	887.88	19.24
41-60%	1011.02	21.90
61-80%	918.81	19.91
81-100%	1065.54	23.09
Don't know	47.49	1.03
Total	4615.63	100.00

1.51 Q15. Examples of Artificial Intelligence (AI) technologies in the workplace include (but are not limited to) the kinds of things listed below – you may know other examples: DEFINITION PROVIDED. Thinking now about your workplace or organisation, are you .

	Freq	%
Yes, aware	3422.40	65.80
No, not aware	1465.28	28.17
Don't know	313.31	6.02
Total	5201.00	100.00

1.52 Q16. Examples of data analytics in the workplace include (but are not limited to) the kinds of things listed below – you may know other examples : DEFINITION PROVIDED. Thinking about your workplace or organisation as a whole, are you aware of the use of.

	Freq	%
Yes, aware	3188.77	61.31
No, not aware	1604.84	30.86
Don't know	407.39	7.83
Total	5201.00	100.00

1.53 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: I don't understand how

	Freq	%
Not	446.56	88.80
I don't understand how	56.34	11.20
Total	502.90	100.00

1.54 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: I prefer the previous ways of working

	Freq	%
Not	438.15	87.12
I prefer the previous ways of working	64.75	12.88
Total	502.90	100.00

1.55 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: They don't make my job any easier

	Freq	%
Not	367.86	73.15
They don't make my job any easier	135.05	26.85
Total	502.90	100.00

1.56 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: They don't solve the main workplace challenges I am facing

	Freq	%
Not	409.27	81.38
They don't solve the main workplace challenges I am facing	93.63	18.62
Total	502.90	100.00

1.57 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: They aren't easy to use

	Freq	%
Not	461.99	91.87
They aren't easy to use	40.91	8.13
Total	502.90	100.00

1.58 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: They are too complicated

	Freq	%
Not	456.33	90.74
They are too complicated	46.57	9.26
Total	502.90	100.00

1.59 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: I don't trust them

	Freq	%
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	Freq	%
Not	443.71	88.23
I don't trust them	59.19	11.77
Total	502.90	100.00

1.60 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: I can't be bothered to learn how to use it

	Freq	%
Not	481.81	95.81
I can't be bothered to learn how to use it	21.09	4.19
Total	502.90	100.00

1.61 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: No one else in the organisation seems to be using them

	Freq	%
Not	424.10	84.33
No one else in the organisation seems to be using them	78.80	15.67
Total	502.90	100.00

1.62 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: No need for it/ I don't use technology at all in my work/ not needed for my work

	Freq	%
Not	435.81	86.66
No need for it/ I don't use technology at all in my work/ not needed for my work	67.09	13.34
Total	502.90	100.00

1.63 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: Something else

	Freq	%
Not	495.21	98.47
Something else	7.69	1.53
Total	502.90	100.00

1.64 Q17. You said that you, personally do not use any digital technology at all in your workplace or organisation. Why is that?: Don't know

	Freq	%
Not	436.09	86.71
Don't know	66.81	13.29
Total	502.90	100.00

1.65 Q18. Thinking about you personally, to what extent would you agree or disagree with the following statement: Though they don't currently use them, I think my workplace or organisation is ready to embrace artificial intelligence (AI) solutions.

	Freq	%
Strongly agree	68.46	4.37
Slightly agree	465.33	29.69
Neither agree nor disagree	538.06	34.33
Slightly disagree	270.69	17.27
Strongly disagree	224.75	14.34
Total	1567.29	100.00

1.66 Q19. Thinking about you personally, to what extent would you agree or disagree with the following statement: Though they don't currently use them, I think my workplace or organisation is ready to embrace data analytics (DA) solutions.

	Freq	%
Strongly agree	140.01	8.17
Slightly agree	540.82	31.56
Neither agree nor disagree	599.65	34.99
Slightly disagree	237.61	13.86
Strongly disagree	195.77	11.42
Total	1713.85	100.00

1.67 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: To cut costs

	Freq	%
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	Freq	%
Not	2120.58	61.96
To cut costs	1301.82	38.04
Total	3422.40	100.00

1.68 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: To automate processes

	Freq	%
Not	2526.18	73.81
To automate processes	896.23	26.19
Total	3422.40	100.00

1.69 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: To improve productivity

	Freq	%
Not	2844.24	83.11
To improve productivity	578.17	16.89
Total	3422.40	100.00

1.70 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: To make the business more competitive

	Freq	%
Not	3253.70	95.07
To make the business more competitive	168.71	4.93
Total	3422.40	100.00

1.71 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: To improve the customer experience

	Freq	%
Not	3264.02	95.37
To improve the customer experience	158.38	4.63
Total	3422.40	100.00

1.72 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: To help meet regulatory requirements

	Freq	%
Not	3369.27	98.45
To help meet regulatory requirements	53.13	1.55
Total	3422.40	100.00

1.73 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: To gather data to aid business intelligence

	Freq	%
Not	3305.37	96.58
To gather data to aid business intelligence	117.04	3.42
Total	3422.40	100.00

1.74 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: To automate jobs and reduce the workforce

	Freq	%
Not	3340.64	97.61
To automate jobs and reduce the workforce	81.76	2.39
Total	3422.40	100.00

1.75 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: Something else

	Freq	%
Not	3414.43	99.77
Something else	7.97	0.23
Total	3422.40	100.00

1.76 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: I don't think that companies and organisations are using more AI technologies

	Freq	%
Not	3400.65	99.36
I don't think that companies and organisations are using more AI technologies	21.75	0.64
Total	3422.40	100.00

1.77 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: Don't know

	Freq	%
Not	3384.96	98.91
Don't know	37.44	1.09
Total	3422.40	100.00

1.78 Q20A. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - FIRST MENTION: TOTAL - ANY FIRST MENTION

	Freq	%
Not	59.20	1.73
TOTAL - ANY FIRST MENTION	3363.21	98.27
Total	3422.40	100.00

1.79 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: To cut costs

	Freq	%
Not	5013.84	96.40
To cut costs	187.16	3.60
Total	5201.00	100.00

1.80 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: To automate processes

	Freq	%
Not	4497.16	86.47
To automate processes	703.84	13.53
Total	5201.00	100.00

1.81 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: To improve productivity

	Freq	%
Not	4386.64	84.34
To improve productivity	814.36	15.66
Total	5201.00	100.00

1.82 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: To make the business more competitive

	Freq	%
Not	4881.17	93.85
To make the business more competitive	319.83	6.15
Total	5201.00	100.00

1.83 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: To improve the customer experience

	Freq	%
Not	4846.36	93.18
To improve the customer experience	354.64	6.82
Total	5201.00	100.00

1.84 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: To help meet regulatory requirements

	Freq	%
Not	4979.11	95.73
To help meet regulatory requirements	221.89	4.27
Total	5201.00	100.00

1.85 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: To gather data to aid business intelligence

	Freq	%
Not	4801.69	92.32
To gather data to aid business intelligence	399.31	7.68
Total	5201.00	100.00

1.86 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: To automate jobs and reduce the workforce

	Freq	%
Not	4958.82	95.34
To automate jobs and reduce the workforce	242.18	4.66
Total	5201.00	100.00

1.87 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: Something else

	Freq	%
Not	5196.090	99.906
Something else	4.910	0.094
Total	5201.000	100.000

1.88 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: I don't think that companies and organisations are using more AI technologies

	Freq	%
Not	5179.25	99.58
I don't think that companies and organisations are using more AI technologies	21.75	0.42
Total	5201.00	100.00

1.89 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: Don't know

	Freq	%
Not	5163.56	99.28
Don't know	37.44	0.72
Total	5201.00	100.00

1.90 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: TOTAL - ANY SECOND MENTION

	Freq	%
Not	1952.88	37.55
TOTAL - ANY SECOND MENTION	3248.12	62.45
Total	5201.00	100.00

1.91 Q20B. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - SECOND MENTION: TOTAL - NO SECOND MENTION

	Freq	%
Not	3307.32	63.59
TOTAL - NO SECOND MENTION	1893.68	36.41
Total	5201.00	100.00

1.92 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: To cut costs

	Freq	%
Not	4979.27	95.74
To cut costs	221.73	4.26
Total	5201.00	100.00

1.93 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: To automate processes

	Freq	%
Not	5004.16	96.22
To automate processes	196.84	3.78
Total	5201.00	100.00

1.94 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: To improve productivity

	Freq	%
Not	4617.50	88.78
To improve productivity	583.50	11.22
Total	5201.00	100.00

1.95 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: To make the business more competitive

	Freq	%
Not	4826.07	92.79
To make the business more competitive	374.93	7.21
Total	5201.00	100.00

1.96 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: To improve the customer experience

	Freq	%
Not	4794.92	92.19
To improve the customer experience	406.08	7.81
Total	5201.00	100.00

1.97 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: To help meet regulatory requirements

	Freq	%
Not	4980.44	95.76
To help meet regulatory requirements	220.56	4.24
Total	5201.00	100.00

1.98 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: To gather data to aid business intelligence

	Freq	%
Not	4600.28	88.45
To gather data to aid business intelligence	600.72	11.55
Total	5201.00	100.00

1.99 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: To automate jobs and reduce the workforce

	Freq	%
Not	4654.36	89.49
To automate jobs and reduce the workforce	546.64	10.51
Total	5201.00	100.00

1.100 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: Something else

	Freq	%
Not	5189.75	99.78
Something else	11.25	0.22
Total	5201.00	100.00

1.101 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: I don't think that companies and organisations are using more AI technologies

	Freq	%
Not	5179.25	99.58
I don't think that companies and organisations are using more AI technologies	21.75	0.42
Total	5201.00	100.00

1.102 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: Don't know

	Freq	%
Not	5163.56	99.28
Don't know	37.44	0.72
Total	5201.00	100.00

1.103 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: TOTAL - ANY THIRD MENTION

	Freq	%
Not	2038.76	39.20
TOTAL - ANY THIRD MENTION	3162.24	60.80
Total	5201.00	100.00

1.104 Q20C. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - THIRD MENTION: TOTAL - NO THIRD MENTION

	Freq	%
Not	3221.44	61.94
TOTAL - NO THIRD MENTION	1979.56	38.06
Total	5201.00	100.00

1.105 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To cut costs

	Freq	%
Not	1711.69	50.01
To cut costs	1710.72	49.99
Total	3422.40	100.00

1.106 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To automate processes

	Freq	%
Not	1625.51	47.50
To automate processes	1796.90	52.50
Total	3422.40	100.00

1.107 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To improve productivity

	Freq	%
Not	1446.38	42.26
To improve productivity	1976.02	57.74
Total	3422.40	100.00

1.108 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To make the business more competitive

	Freq	%
Not	2558.94	74.77
To make the business more competitive	863.47	25.23
Total	3422.40	100.00

1.109 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To improve the customer experience

	Freq	%
Not	2503.30	73.14
To improve the customer experience	919.10	26.86
Total	3422.40	100.00

1.110 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To help meet regulatory requirements

	Freq	%
Not	2926.83	85.52
To help meet regulatory requirements	495.58	14.48
Total	3422.40	100.00

1.111 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To gather data to aid business intelligence

	Freq	%
Not	2305.34	67.36
To gather data to aid business intelligence	1117.06	32.64
Total	3422.40	100.00

1.112 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To automate jobs and reduce the workforce

	Freq	%
Not	2551.82	74.56
To automate jobs and reduce the workforce	870.58	25.44
Total	3422.40	100.00

1.113 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: Something else

	Freq	%
Not	3398.28	99.29
Something else	24.13	0.71
Total	3422.40	100.00

1.114 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: I don't think that companies and organisations are using more AI technologies

	Freq	%
Not	3400.65	99.36
I don't think that companies and organisations are using more AI technologies	21.75	0.64
Total	3422.40	100.00

1.115 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: Don't know

	Freq	%
Not	3384.96	98.91
Don't know	37.44	1.09
Total	3422.40	100.00

1.116 Q20D. Some companies and organisations are using more artificial intelligence (AI) technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: TOTAL - ANY MENTION

	Freq	%
Not	59.20	1.73
TOTAL - ANY MENTION	3363.21	98.27
Total	3422.40	100.00

1.117 Q21. How clearly, if at all, do you feel that the potential benefits of artificial intelligence (AI) technologies are communicated to you by your organisation?

	Freq	%
Very clearly	690.46	21.63
Fairly clearly	1319.33	41.34
Neither clearly nor not clearly	658.80	20.64
Not very clearly	397.55	12.46
Not at all clearly	125.36	3.93
Total	3191.51	100.00

1.118 Q22. How effectively, if at all, do you feel that you personally make use of the artificial intelligence (AI) technologies available to you in your workplace?

	Freq	%
Very effectively	633.10	20.02
Fairly effectively	1359.93	43.00
Neither effectively nor ineffectively	748.12	23.65
Fairly ineffectively	327.23	10.35
Very ineffectively	94.49	2.99
Total	3162.88	100.00

1.119 Q23. To what extent do you agree or disagree with the following statements: Financial pressures are preventing investment in artificial intelligence (AI) technologies in my organisation

	Freq	%
Strongly agree	539.64	16.84

	Freq	%
Slightly agree	1037.42	32.38
Neither agree nor disagree	836.53	26.11
Slightly disagree	500.31	15.62
Strongly disagree	289.95	9.05
Total	3203.86	100.00

1.120 Q24. To what extent do you agree or disagree with the following statements: The new artificial intelligence (AI) technologies in my organisation easily connect with the older systems we have in place

	Freq	%
Strongly agree	610.51	19.32
Slightly agree	1118.07	35.38
Neither agree nor disagree	803.21	25.42
Slightly disagree	430.10	13.61
Strongly disagree	198.40	6.28
Total	3160.28	100.00

1.121 Q25. To what extent do you agree or disagree with the following statements: My organisation has artificial intelligence (AI) technologies in place already, but we haven't yet had the training to make use of them

	Freq	%
Strongly agree	522.99	15.98
Slightly agree	1131.28	34.58
Neither agree nor disagree	732.02	22.37
Slightly disagree	539.36	16.48
Strongly disagree	346.18	10.58
Total	3271.84	100.00

1.122 Q26. How confident are you that the management team at your organisation is able to implement artificial intelligence (AI) technologies successfully and effectively?

	Freq	%
Very confident	774.63	23.18
Fairly confident	1470.15	43.99

	Freq	%
Neither confident nor not confident	648.08	19.39
Not very confident	337.59	10.10
Not at all confident	111.33	3.33
Total	3341.78	100.00

1.123 Q27. To what extent do you agree or disagree with the following statements: My organisation provides support and training when artificial intelligence (AI) solutions are rolled out.

	Freq	%
Strongly agree	712.03	21.66
Slightly agree	1136.72	34.58
Neither agree nor disagree	724.59	22.04
Slightly disagree	424.76	12.92
Strongly disagree	289.16	8.80
Total	3287.26	100.00

1.124 Q28. To what extent do you agree or disagree with the following statements: The organisation I work for has a clear vision for artificial intelligence (AI) technologies

	Freq	%
Strongly agree	722.79	22.25
Slightly agree	1089.38	33.54
Neither agree nor disagree	745.62	22.95
Slightly disagree	428.19	13.18
Strongly disagree	262.28	8.07
Total	3248.26	100.00

1.125 Q29. To what extent do you agree or disagree with the following statements: A lack of artificial intelligence (AI) technologies in my organisation hinders my ability to do my job effectively

	Freq	%
Strongly agree	428.72	12.83
Slightly agree	762.61	22.82
Neither agree nor disagree	703.52	21.06

	Freq	%
Slightly disagree	735.97	22.03
Strongly disagree	710.32	21.26
Total	3341.15	100.00

1.126 Q30. To what extent do you agree or disagree with the following statements: Only some of my colleagues use the artificial intelligence (AI) technologies available to us in the workplace

	Freq	%
Strongly agree	605.42	18.68
Slightly agree	1276.05	39.37
Neither agree nor disagree	737.77	22.76
Slightly disagree	370.99	11.45
Strongly disagree	251.16	7.75
Total	3241.39	100.00

1.127 Q31. Have you received training to be able to effectively use new artificial intelligence (AI) technologies in your workplace?

	Freq	%
Yes	1598.90	46.72
No	1823.51	53.28
Total	3422.40	100.00

1.128 Q31A. Using the scale shown below, how adequate was this training to enable you to effectively use new artificial intelligence (AI) technologies in your workplace?

	Freq	%
Very adequate	538.505	33.752
Fairly adequate	815.938	51.141
Neither adequate nor inadequate	180.551	11.316
Not very adequate	59.036	3.700
Not at all adequate	1.452	0.091
Total	1595.481	100.000

1.129 Q32. To what extent do you agree or disagree with the following statements: I understand how good artificial intelligence (AI) technologies can support ethical data practices (e.g. how to mitigate bias in decision making).

	Freq	%
Strongly agree	853.52	25.76
Slightly agree	1367.84	41.28
Neither agree nor disagree	666.73	20.12
Slightly disagree	281.73	8.50
Strongly disagree	144.04	4.35
Total	3313.86	100.00

1.130 Q33. To what extent do you agree or disagree with the following statements: I think my organisation is using artificial intelligence (AI) technologies effectively

	Freq	%
Strongly agree	755.73	23.29
Slightly agree	1109.22	34.19
Neither agree nor disagree	771.97	23.79
Slightly disagree	399.35	12.31
Strongly disagree	208.19	6.42
Total	3244.46	100.00

1.131 Q34. To what extent do you agree or disagree with the following statements: I have access to all the artificial intelligence (AI) technologies I need to do my job effectively

	Freq	%
Strongly agree	742.43	22.45
Slightly agree	1132.37	34.24
Neither agree nor disagree	780.36	23.60
Slightly disagree	426.86	12.91
Strongly disagree	224.89	6.80
Total	3306.91	100.00

1.132 Q35. To what extent do you agree or disagree with the following statements: My organisation’s management understands the importance of artificial intelligence (AI).

	Freq	%
Strongly agree	905.40	27.80
Slightly agree	1184.96	36.38
Neither agree nor disagree	700.82	21.52
Slightly disagree	320.16	9.83
Strongly disagree	145.49	4.47
Total	3256.83	100.00

1.133 Q36. To what extent do you agree or disagree with the following statements: Artificial intelligence (AI) technologies have made a positive impact on the way I operate at work

	Freq	%
Strongly agree	758.00	22.97
Slightly agree	1101.94	33.39
Neither agree nor disagree	880.15	26.67
Slightly disagree	320.15	9.70
Strongly disagree	240.01	7.27
Total	3300.25	100.00

1.134 Q37. You agreed that AI technologies have made a positive impact on the way you operate at work, why do you say that?: It made my job easier to do

	Freq	%
Not	923.74	49.67
It made my job easier to do	936.20	50.33
Total	1859.94	100.00

1.135 Q37. You agreed that AI technologies have made a positive impact on the way you operate at work, why do you say that?: It made it quicker to do my job

	Freq	%
Not	831.85	44.72

	Freq	%
It made it quicker to do my job	1028.10	55.28
Total	1859.94	100.00

1.136 Q37. You agreed that AI technologies have made a positive impact on the way you operate at work, why do you say that?: It streamlined internal processes

	Freq	%
Not	1173.63	63.10
It streamlined internal processes	686.31	36.90
Total	1859.94	100.00

1.137 Q37. You agreed that AI technologies have made a positive impact on the way you operate at work, why do you say that?: It helped me reprioritise tasks

	Freq	%
Not	1198.40	64.43
It helped me reprioritise tasks	661.55	35.57
Total	1859.94	100.00

1.138 Q37. You agreed that AI technologies have made a positive impact on the way you operate at work, why do you say that?: It allowed me greater flexibility in how I do my job

	Freq	%
Not	1178.84	63.38
It allowed me greater flexibility in how I do my job	681.10	36.62
Total	1859.94	100.00

1.139 Q37. You agreed that AI technologies have made a positive impact on the way you operate at work, why do you say that?: It allowed me greater flexibility in where I do my job

	Freq	%
Not	1273.42	68.47
It allowed me greater flexibility in where I do my job	586.53	31.53
Total	1859.94	100.00

1.140 Q37. You agreed that AI technologies have made a positive impact on the way you operate at work, why do you say that?: It helped me connect with other employees

	Freq	%
Not	1427.43	76.75
It helped me connect with other employees	432.51	23.25
Total	1859.94	100.00

1.141 Q37. You agreed that AI technologies have made a positive impact on the way you operate at work, why do you say that?: It helped the company better meet their regulatory requirements

	Freq	%
Not	1274.67	68.53
It helped the company better meet their regulatory requirements	585.27	31.47
Total	1859.94	100.00

1.142 Q37. You agreed that AI technologies have made a positive impact on the way you operate at work, why do you say that?: It opened up additional opportunities in my role

	Freq	%
Not	1360.24	73.13
It opened up additional opportunities in my role	499.70	26.87
Total	1859.94	100.00

1.143 Q37. You agreed that AI technologies have made a positive impact on the way you operate at work, why do you say that?: Something else

	Freq	%
Not	1852.24	99.59
Something else	7.70	0.41
Total	1859.94	100.00

1.144 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: To cut costs

	Freq	%
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	Freq	%
Not	2282.29	71.57
To cut costs	906.48	28.43
Total	3188.77	100.00

1.145 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: To automate processes

	Freq	%
Not	2562.63	80.36
To automate processes	626.14	19.64
Total	3188.77	100.00

1.146 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: To improve productivity

	Freq	%
Not	2499.98	78.40
To improve productivity	688.79	21.60
Total	3188.77	100.00

1.147 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: To make the business more competitive

	Freq	%
Not	2907.56	91.18
To make the business more competitive	281.21	8.82
Total	3188.77	100.00

1.148 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: To improve the customer experience

	Freq	%
Not	2996.13	93.96
To improve the customer experience	192.64	6.04
Total	3188.77	100.00

1.149 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: To help meet regulatory requirements

	Freq	%
Not	3102.70	97.30
To help meet regulatory requirements	86.07	2.70
Total	3188.77	100.00

1.150 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: To gather data to aid business intelligence

	Freq	%
Not	2923.84	91.69
To gather data to aid business intelligence	264.93	8.31
Total	3188.77	100.00

1.151 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: To automate jobs and reduce the workforce

	Freq	%
Not	3122.53	97.92
To automate jobs and reduce the workforce	66.24	2.08
Total	3188.77	100.00

1.152 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: Something else

	Freq	%
Not	3184.36	99.86
Something else	4.41	0.14
Total	3188.77	100.00

1.153 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: I don't think that companies and organisations are using more data analytics technologies

	Freq	%
Not	3173.28	99.51
I don't think that companies and organisations are using more data analytics technologies	15.49	0.49
Total	3188.77	100.00

1.154 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: Don't know

	Freq	%
Not	3132.39	98.23
Don't know	56.38	1.77
Total	3188.77	100.00

1.155 Q38A. Some companies and organisations are using more data analytics technologies. Why do you think this is? - FIRST MENTION: TOTAL - ANY FIRST MENTION

	Freq	%
Not	71.87	2.25
TOTAL - ANY FIRST MENTION	3116.90	97.75
Total	3188.77	100.00

1.156 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION: To cut costs

	Freq	%
Not	4999.49	96.13
To cut costs	201.51	3.87
Total	5201.00	100.00

1.157 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION:
To automate processes

	Freq	%
Not	4745.82	91.25
To automate processes	455.18	8.75
Total	5201.00	100.00

1.158 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION:
To improve productivity

	Freq	%
Not	4581.85	88.10
To improve productivity	619.15	11.90
Total	5201.00	100.00

1.159 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION:
To make the business more competitive

	Freq	%
Not	4780.86	91.92
To make the business more competitive	420.14	8.08
Total	5201.00	100.00

1.160 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION:
To improve the customer experience

	Freq	%
Not	4764.58	91.61
To improve the customer experience	436.42	8.39
Total	5201.00	100.00

1.161 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION:
To help meet regulatory requirements

	Freq	%
Not	4929.82	94.79
To help meet regulatory requirements	271.18	5.21
Total	5201.00	100.00

1.162 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION:
To gather data to aid business intelligence

	Freq	%
Not	4779.50	91.90
To gather data to aid business intelligence	421.50	8.10
Total	5201.00	100.00

1.163 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION:
To automate jobs and reduce the workforce

	Freq	%
Not	5025.17	96.62
To automate jobs and reduce the workforce	175.83	3.38
Total	5201.00	100.00

1.164 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION:
Something else

	Freq	%
Not	5195.77	99.90
Something else	5.23	0.10
Total	5201.00	100.00

1.165 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION: I don't think that companies and organisations are using more data analytics technologies

	Freq	%
Not	5185.51	99.70
I don't think that companies and organisations are using more data analytics technologies	15.49	0.30
Total	5201.00	100.00

1.166 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION: Don't know

	Freq	%
Not	5144.62	98.92
Don't know	56.38	1.08
Total	5201.00	100.00

1.167 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION: TOTAL - ANY SECOND MENTION

	Freq	%
Not	2194.85	42.20
TOTAL - ANY SECOND MENTION	3006.15	57.80
Total	5201.00	100.00

1.168 Q38B. Some companies and organisations are using more data analytics technologies. Why do you think this is? - SECOND MENTION: TOTAL - NO SECOND MENTION

	Freq	%
Not	3078.02	59.18
TOTAL - NO SECOND MENTION	2122.98	40.82
Total	5201.00	100.00

1.169 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: To cut costs

	Freq	%
Not	5007.17	96.27
To cut costs	193.83	3.73
Total	5201.00	100.00

1.170 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: To automate processes

	Freq	%
Not	4976.22	95.68
To automate processes	224.78	4.32
Total	5201.00	100.00

1.171 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: To improve productivity

	Freq	%
Not	4724.26	90.83
To improve productivity	476.74	9.17
Total	5201.00	100.00

1.172 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: To make the business more competitive

	Freq	%
Not	4834.59	92.95
To make the business more competitive	366.41	7.05
Total	5201.00	100.00

1.173 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: To improve the customer experience

	Freq	%
Not	4807.38	92.43
To improve the customer experience	393.62	7.57
Total	5201.00	100.00

1.174 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: To help meet regulatory requirements

	Freq	%
Not	4921.44	94.62
To help meet regulatory requirements	279.56	5.38
Total	5201.00	100.00

1.175 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: To gather data to aid business intelligence

	Freq	%
Not	4617.29	88.78
To gather data to aid business intelligence	583.71	11.22
Total	5201.00	100.00

1.176 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: To automate jobs and reduce the workforce

	Freq	%
Not	4820.48	92.68
To automate jobs and reduce the workforce	380.52	7.32
Total	5201.00	100.00

1.177 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: Something else

	Freq	%
Not	5188.32	99.76
Something else	12.68	0.24
Total	5201.00	100.00

1.178 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: I don't think that companies and organisations are using more data analytics technologies

	Freq	%
Not	5185.51	99.70
I don't think that companies and organisations are using more data analytics technologies	15.49	0.30
Total	5201.00	100.00

1.179 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: Don't know

	Freq	%
Not	5144.62	98.92
Don't know	56.38	1.08
Total	5201.00	100.00

1.180 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: TOTAL - ANY THIRD MENTION

	Freq	%
Not	2289.16	44.01
TOTAL - ANY THIRD MENTION	2911.84	55.99
Total	5201.00	100.00

1.181 Q38C. Some companies and organisations are using more data analytics technologies. Why do you think this is? - THIRD MENTION: TOTAL - NO THIRD MENTION

	Freq	%
Not	2983.71	57.37
TOTAL - NO THIRD MENTION	2217.29	42.63
Total	5201.00	100.00

1.182 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To cut costs

	Freq	%
Not	1886.96	59.18
To cut costs	1301.81	40.82
Total	3188.77	100.00

1.183 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To automate processes

	Freq	%
Not	1882.66	59.04
To automate processes	1306.11	40.96
Total	3188.77	100.00

1.184 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To improve productivity

	Freq	%
Not	1404.09	44.03
To improve productivity	1784.67	55.97
Total	3188.77	100.00

1.185 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To make the business more competitive

	Freq	%
Not	2121.01	66.51
To make the business more competitive	1067.76	33.49
Total	3188.77	100.00

1.186 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To improve the customer experience

	Freq	%
Not	2166.08	67.93
To improve the customer experience	1022.68	32.07
Total	3188.77	100.00

1.187 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To help meet regulatory requirements

	Freq	%
Not	2551.96	80.03
To help meet regulatory requirements	636.81	19.97
Total	3188.77	100.00

1.188 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To gather data to aid business intelligence

	Freq	%
Not	1918.63	60.17
To gather data to aid business intelligence	1270.14	39.83
Total	3188.77	100.00

1.189 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To automate jobs and reduce the workforce

	Freq	%
Not	2566.18	80.48
To automate jobs and reduce the workforce	622.59	19.52
Total	3188.77	100.00

1.190 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: Something else

	Freq	%
Not	3166.45	99.30
Something else	22.32	0.70
Total	3188.77	100.00

1.191 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: I don't think that companies and organisations are using more data analytics technologies

	Freq	%
Not	3173.28	99.51
I don't think that companies and organisations are using more data analytics technologies	15.49	0.49
Total	3188.77	100.00

1.192 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: Don't know

	Freq	%
Not	3132.39	98.23
Don't know	56.38	1.77
Total	3188.77	100.00

1.193 Q38D. Some companies and organisations are using more data analytics technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: TOTAL - ANY MENTION

	Freq	%
Not	71.87	2.25
TOTAL - ANY MENTION	3116.90	97.75
Total	3188.77	100.00

1.194 Q39. How clearly, if at all, do you feel that the potential benefits of data analytics technologies are communicated to you by your organisation?

	Freq	%
Very clearly	690.15	22.87
Fairly clearly	1288.12	42.68
Neither clearly nor not clearly	601.43	19.93
Not very clearly	325.63	10.79
Not at all clearly	113.00	3.74
Total	3018.33	100.00

1.195 Q40. How effectively, if at all, do you feel that you personally make use of the data analytics technologies available to you in your workplace?

	Freq	%
Very effectively	672.15	22.68
Fairly effectively	1288.54	43.49
Neither effectively nor ineffectively	628.26	21.20
Fairly ineffectively	289.67	9.78
Very ineffectively	84.37	2.85
Total	2962.99	100.00

1.196 Q41. To what extent do you agree or disagree with the following statements: Financial pressures are preventing investment in data analytics technologies in my organisation

	Freq	%
Strongly agree	550.14	18.23

	Freq	%
Slightly agree	956.91	31.71
Neither agree nor disagree	719.25	23.83
Slightly disagree	469.01	15.54
Strongly disagree	322.60	10.69
Total	3017.91	100.00

1.197 Q42. To what extent do you agree or disagree with the following statements: The new data analytics technologies in my organisation easily connect with the older systems we have in place.

	Freq	%
Strongly agree	640.97	21.35
Slightly agree	1168.05	38.91
Neither agree nor disagree	728.03	24.25
Slightly disagree	311.96	10.39
Strongly disagree	152.63	5.08
Total	3001.64	100.00

1.198 Q43. To what extent do you agree or disagree with the following statements: My organisation has data analytics technologies in place already, but we haven't had the training to make best use of them

	Freq	%
Strongly agree	589.85	19.22
Slightly agree	1130.51	36.84
Neither agree nor disagree	689.08	22.46
Slightly disagree	409.26	13.34
Strongly disagree	249.65	8.14
Total	3068.36	100.00

1.199 Q44. How confident are you that the management team at your organisation is able to implement data analytics technologies successfully and effectively?

	Freq	%
Very confident	792.90	25.46
Fairly confident	1421.39	45.64

	Freq	%
Neither confident nor not confident	559.09	17.95
Not very confident	258.45	8.30
Not at all confident	82.60	2.65
Total	3114.44	100.00

1.200 Q45. To what extent do you agree with the following statements:
My organisation provides support and training when data analytics solutions are rolled out

	Freq	%
Strongly agree	757.19	24.60
Slightly agree	1126.68	36.60
Neither agree nor disagree	646.32	21.00
Slightly disagree	354.91	11.53
Strongly disagree	193.28	6.28
Total	3078.38	100.00

1.201 Q46. To what extent do you agree with the following statements:
The organisation I work for has a clear vision for data analytics technologies

	Freq	%
Strongly agree	804.96	26.57
Slightly agree	1184.64	39.10
Neither agree nor disagree	622.99	20.56
Slightly disagree	273.13	9.01
Strongly disagree	144.22	4.76
Total	3029.94	100.00

1.202 Q47. To what extent do you agree with the following statements: A lack of data analytics technologies in my organisation hinders my ability to do my job effectively

	Freq	%
Strongly agree	445.69	14.37
Slightly agree	849.22	27.38
Neither agree nor disagree	709.97	22.89

	Freq	%
Slightly disagree	619.88	19.98
Strongly disagree	477.07	15.38
Total	3101.82	100.00

1.203 Q48. To what extent do you agree with the following statements:
Only some of my colleagues use the data analytics technologies available to us in the workplace

	Freq	%
Strongly agree	651.85	21.37
Slightly agree	1243.27	40.76
Neither agree nor disagree	639.26	20.96
Slightly disagree	320.53	10.51
Strongly disagree	194.95	6.39
Total	3049.85	100.00

1.204 Q49. Have you received training to be able to effectively use new data analytics technologies in your workplace?

	Freq	%
Yes	1731.89	54.31
No	1456.88	45.69
Total	3188.77	100.00

1.205 Q49A. Using the scale shown below, how adequate was this training to enable you to effectively use new data analytics technologies in your workplace?

	Freq	%
Very adequate	607.64	35.13
Fairly adequate	872.54	50.44
Neither adequate nor inadequate	196.49	11.36
Not very adequate	44.28	2.56
Not at all adequate	8.80	0.51
Total	1729.75	100.00

1.206 Q50. To what extent do you agree or disagree with the following statements: I understand how good data analytics technologies can support ethical data practices (e.g. how to mitigate bias in decision making).

	Freq	%
Strongly agree	895.13	28.85
Slightly agree	1340.91	43.22
Neither agree nor disagree	576.47	18.58
Slightly disagree	195.07	6.29
Strongly disagree	94.69	3.05
Total	3102.27	100.00

1.207 Q51. To what extent do you agree or disagree with the following statements: I am aware of how my organisation is using data analytics technologies to achieve its business objectives.

	Freq	%
Strongly agree	864.39	27.99
Slightly agree	1212.74	39.26
Neither agree nor disagree	582.37	18.86
Slightly disagree	318.52	10.31
Strongly disagree	110.63	3.58
Total	3088.66	100.00

1.208 Q52. To what extent do you agree or disagree with the following statements: I have access to all the data analytics technologies I need to do my job effectively.

	Freq	%
Strongly agree	812.80	26.25
Slightly agree	1105.80	35.71
Neither agree nor disagree	646.88	20.89
Slightly disagree	389.03	12.56
Strongly disagree	142.09	4.59
Total	3096.61	100.00

1.209 Q53. To what extent do you agree or disagree with the following statements: My organisation’s management understands the significance of data analytics technologies.

	Freq	%
Strongly agree	921.19	30.05
Slightly agree	1214.61	39.62
Neither agree nor disagree	605.28	19.75
Slightly disagree	236.43	7.71
Strongly disagree	87.89	2.87
Total	3065.40	100.00

1.210 Q54. To what extent do you agree or disagree with the following statements: Data analytics technologies have made a positive impact on the way I operate at work.

	Freq	%
Strongly agree	810.34	26.23
Slightly agree	1053.25	34.10
Neither agree nor disagree	788.58	25.53
Slightly disagree	269.17	8.71
Strongly disagree	167.72	5.43
Total	3089.06	100.00

1.211 Q55. You agreed that data analytics technologies have made a positive impact on the way you operate at work, why do you say that?: It made my job easier to do

	Freq	%
Not	1000.14	53.67
It made my job easier to do	863.45	46.33
Total	1863.59	100.00

1.212 Q55. You agreed that data analytics technologies have made a positive impact on the way you operate at work, why do you say that?: It made it quicker to do my job

	Freq	%
Not	987.16	52.97

	Freq	%
It made it quicker to do my job	876.44	47.03
Total	1863.59	100.00

1.213 Q55. You agreed that data analytics technologies have made a positive impact on the way you operate at work, why do you say that?: It streamlined internal processes

	Freq	%
Not	1159.07	62.20
It streamlined internal processes	704.53	37.80
Total	1863.59	100.00

1.214 Q55. You agreed that data analytics technologies have made a positive impact on the way you operate at work, why do you say that?: It helped me reprioritise tasks

	Freq	%
Not	1148.66	61.64
It helped me reprioritise tasks	714.93	38.36
Total	1863.59	100.00

1.215 Q55. You agreed that data analytics technologies have made a positive impact on the way you operate at work, why do you say that?: It allowed me greater flexibility in how I do my job

	Freq	%
Not	1198.72	64.32
It allowed me greater flexibility in how I do my job	664.87	35.68
Total	1863.59	100.00

1.216 Q55. You agreed that data analytics technologies have made a positive impact on the way you operate at work, why do you say that?: It allowed me greater flexibility in where I do my job

	Freq	%
Not	1309.64	70.27
It allowed me greater flexibility in where I do my job	553.96	29.73
Total	1863.59	100.00

1.217 Q55. You agreed that data analytics technologies have made a positive impact on the way you operate at work, why do you say that?: It helped me connect with other employees

	Freq	%
Not	1448.46	77.72
It helped me connect with other employees	415.13	22.28
Total	1863.59	100.00

1.218 Q55. You agreed that data analytics technologies have made a positive impact on the way you operate at work, why do you say that?: It helped the company better meet their regulatory requirements

	Freq	%
Not	1270.55	68.18
It helped the company better meet their regulatory requirements	593.05	31.82
Total	1863.59	100.00

1.219 Q55. You agreed that data analytics technologies have made a positive impact on the way you operate at work, why do you say that?: It opened up additional opportunities in my role

	Freq	%
Not	1343.27	72.08
It opened up additional opportunities in my role	520.33	27.92
Total	1863.59	100.00

1.220 Q55. You agreed that data analytics technologies have made a positive impact on the way you operate at work, why do you say that?: Something else

	Freq	%
Not	1853.94	99.48
Something else	9.66	0.52
Total	1863.59	100.00

1.221 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: To cut costs

	Freq	%
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	Freq	%
Not	1102.52	80.68
To cut costs	264.00	19.32
Total	1366.51	100.00

1.222 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: To automate processes

	Freq	%
Not	1213.32	88.79
To automate processes	153.19	11.21
Total	1366.51	100.00

1.223 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: To improve productivity

	Freq	%
Not	1116.47	81.70
To improve productivity	250.04	18.30
Total	1366.51	100.00

1.224 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: To make the business more competitive

	Freq	%
Not	1247.16	91.27
To make the business more competitive	119.35	8.73
Total	1366.51	100.00

1.225 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: To improve the customer experience

	Freq	%
Not	1243.81	91.02
To improve the customer experience	122.70	8.98
Total	1366.51	100.00

1.226 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: To help meet regulatory requirements

	Freq	%
Not	1308.98	95.79
To help meet regulatory requirements	57.53	4.21
Total	1366.51	100.00

1.227 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: To gather data to aid business intelligence

	Freq	%
Not	1248.00	91.33
To gather data to aid business intelligence	118.51	8.67
Total	1366.51	100.00

1.228 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: To automate jobs and reduce the workforce

	Freq	%
Not	1260.65	92.25
To automate jobs and reduce the workforce	105.86	7.75
Total	1366.51	100.00

1.229 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: Something else

	Freq	%
Not	1364.90	99.88
Something else	1.62	0.12
Total	1366.51	100.00

1.230 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: I don't think that companies and organisations are using more digital technologies

	Freq	%
Not	1336.34	97.79
I don't think that companies and organisations are using more digital technologies	30.17	2.21
Total	1366.51	100.00

1.231 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: Don't know

	Freq	%
Not	1222.97	89.50
Don't know	143.54	10.50
Total	1366.51	100.00

1.232 Q56A. Some companies and organisations are using more digital technologies. Why do you think this is? - FIRST MENTION: TOTAL - ANY FIRST MENTION

	Freq	%
Not	173.72	12.71
TOTAL - ANY FIRST MENTION	1192.80	87.29
Total	1366.51	100.00

1.233 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: To cut costs

	Freq	%
Not	4988.01	95.90
To cut costs	212.99	4.10
Total	5201.00	100.00

1.234 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: To automate processes

	Freq	%
Not	5028.68	96.69
To automate processes	172.32	3.31
Total	5201.00	100.00

1.235 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: To improve productivity

	Freq	%
Not	4987.25	95.89
To improve productivity	213.75	4.11
Total	5201.00	100.00

1.236 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: To make the business more competitive

	Freq	%
Not	5080.45	97.68
To make the business more competitive	120.55	2.32
Total	5201.00	100.00

1.237 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: To improve the customer experience

	Freq	%
Not	5089.19	97.85
To improve the customer experience	111.81	2.15
Total	5201.00	100.00

1.238 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: To help meet regulatory requirements

	Freq	%
Not	5133.32	98.70
To help meet regulatory requirements	67.68	1.30
Total	5201.00	100.00

1.239 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: To gather data to aid business intelligence

	Freq	%
Not	5069.48	97.47
To gather data to aid business intelligence	131.52	2.53
Total	5201.00	100.00

1.240 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: To automate jobs and reduce the workforce

	Freq	%
Not	5093.46	97.93
To automate jobs and reduce the workforce	107.54	2.07
Total	5201.00	100.00

1.241 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: Something else

	Freq	%
Not	5197.954	99.941
Something else	3.046	0.059
Total	5201.000	100.000

1.242 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: I don't think that companies and organisations are using more digital technologies

	Freq	%
Not	5170.83	99.42
I don't think that companies and organisations are using more digital technologies	30.17	0.58
Total	5201.00	100.00

1.243 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: Don't know

	Freq	%
Not	5057.46	97.24
Don't know	143.54	2.76
Total	5201.00	100.00

1.244 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: TOTAL - ANY SECOND MENTION

	Freq	%
Not	4059.79	78.06
TOTAL - ANY SECOND MENTION	1141.21	21.94
Total	5201.00	100.00

1.245 Q56B. Some companies and organisations are using more digital technologies. Why do you think this is? - SECOND MENTION: TOTAL - NO SECOND MENTION

	Freq	%
Not	1314.92	25.28
TOTAL - NO SECOND MENTION	3886.08	74.72
Total	5201.00	100.00

1.246 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: To cut costs

	Freq	%
Not	5015.80	96.44
To cut costs	185.20	3.56
Total	5201.00	100.00

1.247 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: To automate processes

	Freq	%
Not	5055.25	97.20
To automate processes	145.75	2.80
Total	5201.00	100.00

1.248 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: To improve productivity

	Freq	%
Not	5034.44	96.80
To improve productivity	166.56	3.20
Total	5201.00	100.00

1.249 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: To make the business more competitive

	Freq	%
Not	5060.81	97.30
To make the business more competitive	140.19	2.70
Total	5201.00	100.00

1.250 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: To improve the customer experience

	Freq	%
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	Freq	%
Not	5086.83	97.80
To improve the customer experience	114.17	2.20
Total	5201.00	100.00

1.251 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: To help meet regulatory requirements

	Freq	%
Not	5129.83	98.63
To help meet regulatory requirements	71.17	1.37
Total	5201.00	100.00

1.252 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: To gather data to aid business intelligence

	Freq	%
Not	5057.89	97.25
To gather data to aid business intelligence	143.11	2.75
Total	5201.00	100.00

1.253 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: To automate jobs and reduce the workforce

	Freq	%
Not	5074.59	97.57
To automate jobs and reduce the workforce	126.41	2.43
Total	5201.00	100.00

1.254 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: Something else

	Freq	%
Not	5199.286	99.967
Something else	1.714	0.033
Total	5201.000	100.000

1.255 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: I don't think that companies and organisations are using more digital technologies

	Freq	%
Not	5170.83	99.42
I don't think that companies and organisations are using more digital technologies	30.17	0.58
Total	5201.00	100.00

1.256 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: Don't know

	Freq	%
Not	5057.46	97.24
Don't know	143.54	2.76
Total	5201.00	100.00

1.257 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: TOTAL - ANY THIRD MENTION

	Freq	%
Not	4106.72	78.96
TOTAL - ANY THIRD MENTION	1094.28	21.04
Total	5201.00	100.00

1.258 Q56C. Some companies and organisations are using more digital technologies. Why do you think this is? - THIRD MENTION: TOTAL - NO THIRD MENTION

	Freq	%
Not	1268.00	24.38
TOTAL - NO THIRD MENTION	3933.00	75.62
Total	5201.00	100.00

1.259 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To cut costs

	Freq	%
Not	704.33	51.54
To cut costs	662.19	48.46
Total	1366.51	100.00

1.260 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To automate processes

	Freq	%
Not	895.26	65.51
To automate processes	471.26	34.49
Total	1366.51	100.00

1.261 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To improve productivity

	Freq	%
Not	736.16	53.87
To improve productivity	630.35	46.13
Total	1366.51	100.00

1.262 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To make the business more competitive

	Freq	%
Not	986.42	72.18
To make the business more competitive	380.10	27.82
Total	1366.51	100.00

1.263 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To improve the customer experience

	Freq	%
Not	1017.83	74.48
To improve the customer experience	348.68	25.52
Total	1366.51	100.00

1.264 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To help meet regulatory requirements

	Freq	%
Not	1170.13	85.63
To help meet regulatory requirements	196.38	14.37
Total	1366.51	100.00

1.265 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To gather data to aid business intelligence

	Freq	%
Not	973.37	71.23
To gather data to aid business intelligence	393.14	28.77
Total	1366.51	100.00

1.266 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: To automate jobs and reduce the workforce

	Freq	%
Not	1026.70	75.13
To automate jobs and reduce the workforce	339.81	24.87
Total	1366.51	100.00

1.267 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: Something else

	Freq	%
Not	1360.14	99.53
Something else	6.38	0.47
Total	1366.51	100.00

1.268 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: I don't think that companies and organisations are using more digital technologies

	Freq	%
Not	1336.34	97.79
I don't think that companies and organisations are using more digital technologies	30.17	2.21
Total	1366.51	100.00

1.269 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: Don't know

	Freq	%
Not	1222.97	89.50
Don't know	143.54	10.50
Total	1366.51	100.00

1.270 Q56D. Some companies and organisations are using more digital technologies. Why do you think this is? - ANY MENTION AS FIRST/SECOND/THIRD: TOTAL - ANY MENTION

	Freq	%
Not	173.72	12.71
TOTAL - ANY MENTION	1192.80	87.29
Total	1366.51	100.00

1.271 Q57. How clearly, if at all, do you feel the potential benefits of digital technologies are communicated to you by your organisation?

	Freq	%
Very clearly	42.92	4.64
Fairly clearly	258.46	27.91
Neither clearly nor not clearly	340.03	36.72
Not very clearly	198.76	21.46
Not at all clearly	85.90	9.28
Total	926.07	100.00

1.272 Q58. How effectively, if at all, do you feel that you personally make use of the digital technologies available to you in your workplace?

	Freq	%
Very effectively	81.23	8.04
Fairly effectively	402.86	39.86
Neither effectively nor ineffectively	357.69	35.39
Fairly ineffectively	131.78	13.04
Very ineffectively	37.24	3.68
Total	1010.81	100.00

1.273 Q59. To what extent do you agree or disagree with the following statements: Financial pressures are preventing investment in digital technologies in my organisation

	Freq	%
Strongly agree	100.54	9.37
Slightly agree	276.85	25.79
Neither agree nor disagree	388.62	36.20
Slightly disagree	175.99	16.39
Strongly disagree	131.46	12.25
Total	1073.46	100.00

1.274 Q60. To what extent do you agree or disagree with the following statements: The new digital technologies in my organisation easily connect with the older systems we have in place

	Freq	%
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	Freq	%
Strongly agree	66.11	6.22
Slightly agree	265.22	24.94
Neither agree nor disagree	429.30	40.37
Slightly disagree	189.80	17.85
Strongly disagree	112.95	10.62
Total	1063.39	100.00

1.275 Q61. To what extent do you agree or disagree with the following statements: My organisation has digital technologies in place already, but we haven't had the training to make best use of them.

	Freq	%
Strongly agree	78.77	6.82
Slightly agree	271.36	23.48
Neither agree nor disagree	408.93	35.38
Slightly disagree	230.77	19.97
Strongly disagree	165.96	14.36
Total	1155.79	100.00

1.276 Q62. How confident are you that the management team at your organisation is able to implement digital technologies successfully and effectively?

	Freq	%
Very confident	86.99	7.20
Fairly confident	396.70	32.83
Neither confident nor not confident	396.56	32.82
Not very confident	212.73	17.60
Not at all confident	115.43	9.55
Total	1208.41	100.00

1.277 Q63. To what extent do you agree or disagree with the following statements: My organisation provides the right support and training when digital technology solutions are rolled out.

	Freq	%
Strongly agree	102.04	8.38

	Freq	%
Slightly agree	345.24	28.34
Neither agree nor disagree	406.16	33.34
Slightly disagree	199.28	16.36
Strongly disagree	165.40	13.58
Total	1218.12	100.00

1.278 Q64. To what extent do you agree or disagree with the following statements: The organisation I work for has a clear vision for digital technologies

	Freq	%
Strongly agree	80.94	7.25
Slightly agree	251.52	22.54
Neither agree nor disagree	409.40	36.69
Slightly disagree	197.30	17.68
Strongly disagree	176.59	15.83
Total	1115.76	100.00

1.279 Q65. To what extent do you agree or disagree with the following statements: A lack of digital technologies in my organisation hinders my ability to do my job effectively

	Freq	%
Strongly agree	58.39	4.68
Slightly agree	177.38	14.22
Neither agree nor disagree	366.95	29.42
Slightly disagree	281.98	22.61
Strongly disagree	362.37	29.06
Total	1247.07	100.00

1.280 Q66. To what extent do you agree or disagree with the following statements: Only some of my colleagues use the digital technologies available to us in the workplace

	Freq	%
Strongly agree	83.80	7.15
Slightly agree	359.32	30.67

	Freq	%
Neither agree nor disagree	362.79	30.96
Slightly disagree	186.50	15.92
Strongly disagree	179.29	15.30
Total	1171.70	100.00

1.281 Q67. Have you received training to be able to effectively use new digital technologies in your workplace?

	Freq	%
Yes	361.66	26.47
No	1004.85	73.53
Total	1366.51	100.00

1.282 Q67A. Using the scale shown below, how adequate was this training to enable you to effectively use new digital technologies in your workplace?

	Freq	%
Very adequate	67.40	18.84
Fairly adequate	203.57	56.90
Neither adequate nor inadequate	65.83	18.40
Not very adequate	16.50	4.61
Not at all adequate	4.45	1.24
Total	357.75	100.00

1.283 Q68. To what extent do you agree or disagree with the following statements: I understand how good digital technologies can support ethical data practices (e.g. how to mitigate bias in decision making).

	Freq	%
Strongly agree	109.24	9.27
Slightly agree	341.70	29.01
Neither agree nor disagree	463.38	39.34
Slightly disagree	130.00	11.04
Strongly disagree	133.59	11.34
Total	1177.92	100.00

1.284 Q69. To what extent do you agree or disagree with the following statements: I am aware of how my organisation is using digital technologies to achieve its business objectives

	Freq	%
Strongly agree	94.20	7.83
Slightly agree	341.30	28.36
Neither agree nor disagree	414.21	34.42
Slightly disagree	164.30	13.65
Strongly disagree	189.26	15.73
Total	1203.28	100.00

1.285 Q70. To what extent do you agree or disagree with the following statements: I have access to all the digital technologies I need to do my job effectively

	Freq	%
Strongly agree	209.62	16.78
Slightly agree	399.09	31.94
Neither agree nor disagree	341.12	27.30
Slightly disagree	163.51	13.08
Strongly disagree	136.26	10.90
Total	1249.59	100.00

1.286 Q71. To what extent do you agree or disagree with the following statements: My organisation's management understands the significance of digital technologies

	Freq	%
Strongly agree	136.58	11.78
Slightly agree	383.87	33.12
Neither agree nor disagree	393.92	33.98
Slightly disagree	129.81	11.20
Strongly disagree	115.02	9.92
Total	1159.19	100.00

1.287 Q72. To what extent do you agree or disagree with the following statements: Digital technologies have made a positive impact on the way I operate at work

	Freq	%
Strongly agree	125.59	10.17
Slightly agree	340.84	27.59
Neither agree nor disagree	442.11	35.79
Slightly disagree	148.89	12.05
Strongly disagree	177.99	14.41
Total	1235.42	100.00

1.288 Q73. You agreed that new digital technologies have made a positive impact on the way you operate at work, why do you say that?: It made my job easier to do

	Freq	%
Not	191.75	41.11
It made my job easier to do	274.68	58.89
Total	466.43	100.00

1.289 Q73. You agreed that new digital technologies have made a positive impact on the way you operate at work, why do you say that?: It made it quicker to do my job

	Freq	%
Not	220.38	47.25
It made it quicker to do my job	246.05	52.75
Total	466.43	100.00

1.290 Q73. You agreed that new digital technologies have made a positive impact on the way you operate at work, why do you say that?: It streamlined internal processes

	Freq	%
Not	354.69	76.04
It streamlined internal processes	111.74	23.96
Total	466.43	100.00

1.291 Q73. You agreed that new digital technologies have made a positive impact on the way you operate at work, why do you say that?: It helped me reprioritise tasks

	Freq	%
Not	368.38	78.98
It helped me reprioritise tasks	98.05	21.02
Total	466.43	100.00

1.292 Q73. You agreed that new digital technologies have made a positive impact on the way you operate at work, why do you say that?: It allowed me greater flexibility in how I do my job

	Freq	%
Not	321.91	69.02
It allowed me greater flexibility in how I do my job	144.52	30.98
Total	466.43	100.00

1.293 Q73. You agreed that new digital technologies have made a positive impact on the way you operate at work, why do you say that?: It allowed me greater flexibility in where I do my job

	Freq	%
Not	335.88	72.01
It allowed me greater flexibility in where I do my job	130.55	27.99
Total	466.43	100.00

1.294 Q73. You agreed that new digital technologies have made a positive impact on the way you operate at work, why do you say that?: It helped me connect with other employees

	Freq	%
Not	351.93	75.45
It helped me connect with other employees	114.50	24.55
Total	466.43	100.00

1.295 Q73. You agreed that new digital technologies have made a positive impact on the way you operate at work, why do you say that?: It helped the company better meet their regulatory requirements

	Freq	%
Not	383.20	82.16
It helped the company better meet their regulatory requirements	83.23	17.84
Total	466.43	100.00

1.296 Q73. You agreed that new digital technologies have made a positive impact on the way you operate at work, why do you say that?: It opened up additional opportunities in my role

	Freq	%
Not	421.28	90.32
It opened up additional opportunities in my role	45.15	9.68
Total	466.43	100.00

1.297 Q73. You agreed that new digital technologies have made a positive impact on the way you operate at work, why do you say that?: Something else

	Freq	%
Not	462.18	99.09
Something else	4.25	0.91
Total	466.43	100.00

1.298 Q74. To what extent do you agree or disagree with the following statements: My organisation's management makes digital technology solutions a priority

	Freq	%
Strongly agree	1049.99	20.19
Slightly agree	1619.36	31.14
Neither agree nor disagree	1219.32	23.44
Slightly disagree	633.85	12.19
Strongly disagree	363.83	7.00
Don't know	314.65	6.05
Total	5201.00	100.00

1.299 Q75. To what extent do you agree or disagree with the following statements: My organisation's management understands the significance of adopting a more digital way of working

	Freq	%
Strongly agree	1315.82	25.30
Slightly agree	1990.02	38.26
Neither agree nor disagree	1033.51	19.87
Slightly disagree	349.16	6.71
Strongly disagree	231.85	4.46
Don't know	280.64	5.40
Total	5201.00	100.00

1.300 Q76. To what extent do you agree or disagree with the following statements: My organisation's management is trying to push through new digital ways of working, but the wider business isn't interested in changing the way things are already done.

	Freq	%
Strongly agree	790.76	15.20
Slightly agree	1354.35	26.04
Neither agree nor disagree	1282.97	24.67
Slightly disagree	843.34	16.21
Strongly disagree	567.14	10.90
Don't know	362.44	6.97
Total	5201.00	100.00

1.301 Q77. To what extent do you agree or disagree with the following statements: It is easy to get access to the digital technologies I need to do my job well.

	Freq	%
Strongly agree	1215.40	23.37
Slightly agree	1946.64	37.43
Neither agree nor disagree	1064.43	20.47
Slightly disagree	522.05	10.04
Strongly disagree	267.44	5.14
Don't know	185.04	3.56

	Freq	%
Total	5201.00	100.00

1.302 Q78. How often, if at all, do you worry that you lack the digital technology skills needed to do your job?

	Freq	%
Very often	499.07	9.60
Fairly often	1246.27	23.96
Neither often nor not often	920.04	17.69
Not very often	1184.44	22.77
Not at all often	587.85	11.30
Not applicable – I don't worry about lacking the digital technology skills needed to do my job	682.40	13.12
Don't know	80.93	1.56
Total	5201.00	100.00

1.303 Q79. To what extent do you agree or disagree with the following statements: It would be beneficial for people if artificial intelligence (AI) technologies could diagnose medical problems.

	Freq	%
Strongly agree	1743.23	34.33
Slightly agree	1746.68	34.40
Neither agree nor disagree	894.45	17.62
Slightly disagree	392.92	7.74
Strongly disagree	300.16	5.91
Total	5077.44	100.00

1.304 Q80. To what extent do you agree or disagree with the following statements: It would be beneficial to organisations if artificial intelligence (AI) technologies could perform repetitive workplace tasks.

	Freq	%
Strongly agree	1686.91	33.22
Slightly agree	2004.44	39.47
Neither agree nor disagree	894.48	17.61
Slightly disagree	296.57	5.84
Strongly disagree	195.75	3.85

	Freq	%
Total	5078.14	100.00

1.305 Q81. To what extent do you agree or disagree with the following statements: It would be beneficial to organisations if artificial intelligence (AI) technologies could handle customer service calls.

	Freq	%
Strongly agree	1176.56	23.07
Slightly agree	1647.59	32.30
Neither agree nor disagree	970.41	19.03
Slightly disagree	714.28	14.00
Strongly disagree	591.62	11.60
Total	5100.47	100.00

1.306 Q82. To what extent do you agree or disagree with the following statements: It would be beneficial if artificial intelligence (AI) technologies could allow people to process information far more quickly and accurately.

	Freq	%
Strongly agree	1781.55	35.04
Slightly agree	2129.39	41.88
Neither agree nor disagree	823.35	16.20
Slightly disagree	199.17	3.92
Strongly disagree	150.48	2.96
Total	5083.94	100.00

1.307 Q83. To what extent do you agree or disagree with the following statements: It would be beneficial if artificial intelligence (AI) technologies could prevent some people from getting serious diseases or health conditions

	Freq	%
Strongly agree	2222.28	43.80
Slightly agree	1742.03	34.33
Neither agree nor disagree	766.75	15.11
Slightly disagree	183.84	3.62

	Freq	%
Strongly disagree	158.87	3.13
Total	5073.77	100.00

1.308 Q84. To what extent do you agree or disagree with the following statements: The use of facial recognition technology by the police is beneficial to society.

	Freq	%
Strongly agree	1770.15	34.91
Slightly agree	1828.64	36.06
Neither agree nor disagree	934.66	18.43
Slightly disagree	286.02	5.64
Strongly disagree	251.19	4.95
Total	5070.66	100.00

1.309 Q85. To what extent do you agree or disagree with the following statements: Digital technology solutions are making our lives healthier, easier, and more comfortable.

	Freq	%
Strongly agree	1226.54	24.11
Slightly agree	2071.20	40.71
Neither agree nor disagree	1191.46	23.42
Slightly disagree	411.73	8.09
Strongly disagree	186.26	3.66
Total	5087.19	100.00

1.310 Q86. To what extent do you agree or disagree with the following statements: Modern life is much better off due to technological progress

	Freq	%
Strongly agree	1377.77	26.94
Slightly agree	2037.52	39.84
Neither agree nor disagree	1069.23	20.91
Slightly disagree	428.29	8.37
Strongly disagree	201.35	3.94
Total	5114.16	100.00

1.311 Q87. To what extent do you agree or disagree with the following statements: I am concerned about how organisations target advertising at me using my personal data

	Freq	%
Strongly agree	1462.52	28.68
Slightly agree	1916.13	37.58
Neither agree nor disagree	1011.87	19.84
Slightly disagree	493.57	9.68
Strongly disagree	215.17	4.22
Total	5099.26	100.00

1.312 Q88. To what extent do you agree or disagree with the following statements: I believe the UK government has established strong laws concerning data protection and privacy

	Freq	%
Strongly agree	1029.94	20.89
Slightly agree	1600.73	32.46
Neither agree nor disagree	1202.13	24.38
Slightly disagree	671.95	13.63
Strongly disagree	426.57	8.65
Total	4931.32	100.00

1.313 Q89. To what extent do you agree or disagree with the following statements: Most artificial intelligence (AI) technologies are ethical and focused primarily on the public good

	Freq	%
Strongly agree	893.11	18.20
Slightly agree	1604.74	32.70
Neither agree nor disagree	1415.00	28.83
Slightly disagree	636.56	12.97
Strongly disagree	358.70	7.31
Total	4908.11	100.00

1.314 Q90. To what extent do you agree or disagree with the following statements: Artificial intelligence (AI) technologies will mostly be used in ethical ways that respect fundamental human rights (such as the right to privacy and not to be discriminated aga...

	Freq	%
Strongly agree	933.15	19.01
Slightly agree	1547.30	31.52
Neither agree nor disagree	1327.06	27.04
Slightly disagree	676.59	13.78
Strongly disagree	424.38	8.65
Total	4908.48	100.00

1.315 Q91. To what extent do you agree or disagree with the following statements: Technology can be used by citizens, communities and governments to improve democracy.

	Freq	%
Strongly agree	1045.83	21.34
Slightly agree	1762.83	35.98
Neither agree nor disagree	1476.17	30.13
Slightly disagree	382.61	7.81
Strongly disagree	232.58	4.75
Total	4900.01	100.00

1.316 Q92. Overall, would you say the increased use of data analytics and artificial intelligence (AI) technologies in daily life makes you feel...:
Excited

	Freq	%
Not	3863.65	74.29
Excited	1337.35	25.71
Total	5201.00	100.00

1.317 Q92. Overall, would you say the increased use of data analytics and artificial intelligence (AI) technologies in daily life makes you feel...:
Indifferent

	Freq	%
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	Freq	%
Not	4468.52	85.92
Indifferent	732.48	14.08
Total	5201.00	100.00

1.318 Q92. Overall, would you say the increased use of data analytics and artificial intelligence (AI) technologies in daily life makes you feel...:
Concerned

	Freq	%
Not	3397.72	65.33
Concerned	1803.28	34.67
Total	5201.00	100.00

1.319 Q92. Overall, would you say the increased use of data analytics and artificial intelligence (AI) technologies in daily life makes you feel...:
Unconcerned

	Freq	%
Not	4833.75	92.94
Unconcerned	367.25	7.06
Total	5201.00	100.00

1.320 Q92. Overall, would you say the increased use of data analytics and artificial intelligence (AI) technologies in daily life makes you feel...:
Happy

	Freq	%
Not	4104.91	78.93
Happy	1096.09	21.07
Total	5201.00	100.00

1.321 Q92. Overall, would you say the increased use of data analytics and artificial intelligence (AI) technologies in daily life makes you feel...:
Sad

	Freq	%
Not	4922.19	94.64
Sad	278.81	5.36
Total	5201.00	100.00

1.322 Q92. Overall, would you say the increased use of data analytics and artificial intelligence (AI) technologies in daily life makes you feel...:
 Hopeful

	Freq	%
Not	3287.32	63.21
Hopeful	1913.68	36.79
Total	5201.00	100.00

1.323 Q92. Overall, would you say the increased use of data analytics and artificial intelligence (AI) technologies in daily life makes you feel...:
 Pessimistic

	Freq	%
Not	4393.05	84.47
Pessimistic	807.95	15.53
Total	5201.00	100.00

1.324 Q92. Overall, would you say the increased use of data analytics and artificial intelligence (AI) technologies in daily life makes you feel...:
 Nothing at all/ None of these

	Freq	%
Not	4909.10	94.39
Nothing at all/ None of these	291.90	5.61
Total	5201.00	100.00

1.325 Q92. Overall, would you say the increased use of data analytics and artificial intelligence (AI) technologies in daily life makes you feel...:
 Don't know

	Freq	%
Not	5051.72	97.13
Don't know	149.28	2.87
Total	5201.00	100.00



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