

YouGov Survey Results

Sample Size: 503

Fieldwork: 26th - 30th September 2011

Total	Gender		Age					Region								Company Size	
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	1 - 49 employees	50 - 249 employees

Google AdWords is a service that lets businesses create and run ads quickly and simply. Google AdWords ads are displayed along with search results when someone searches Google using one of your keywords. They appear under 'Sponsored links' in the side column of a search page, and may also appear in additional positions above the free search results. Businesses only pay when people click their ads.

Has your organisation's use of Google AdWords directly delivered new clients/ sales in the last 12 months? (If your business does not use Google AdWords please tick the "Not applicable" option)

Base: SME Decision makers	503	386	117	1	33	97	156	216	77	65	59	78	168	19	34	3	400	103
Yes, it has	10%	11%	6%	-	18%	13%	10%	8%	6%	11%	8%	17%	10%	5%	6%	33%	9%	14%
No, it has not	23%	24%	21%	-	27%	27%	26%	19%	27%	11%	31%	23%	24%	21%	24%	-	22%	26%
I'm not sure but would like to know	4%	4%	5%	-	3%	9%	3%	3%	3%	5%	8%	3%	4%	5%	-	33%	4%	6%
I'm not sure, and would not like to know	1%	1%	-	-	3%	-	1%	-	-	-	2%	1%	1%	-	-	-	1%	1%
Not applicable, our organisation doesn't use Google AdWords.	62%	60%	68%	100%	48%	51%	60%	70%	64%	74%	51%	56%	61%	68%	71%	33%	64%	53%

Do your sales resulting from Google AdWords advertising exceed the cost of advertising with Google?

Base: SME Decision makers who's business use Google AdWords	191	153	38	-	17	48	62	64	28	17	29	34	65	6	10	2	143	48
Yes, it does	18%	20%	13%	-	18%	15%	16%	23%	18%	29%	21%	9%	22%	17%	-	50%	18%	19%
No, it does not	45%	43%	50%	-	41%	44%	40%	50%	57%	47%	24%	47%	49%	33%	40%	-	51%	25%
I'm not sure but would like to know	20%	17%	32%	-	29%	31%	23%	6%	7%	24%	24%	18%	18%	33%	40%	50%	17%	29%
I'm not sure, and would not like to know	17%	20%	5%	-	12%	10%	21%	20%	18%	-	31%	26%	11%	17%	20%	-	14%	27%

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Total	Which ONE of the following industry sectors do you work in/ does the company or organisation that you work for operate in?				Which ONE of the following industry sectors do you work in/ does the company or organisation that you work for operate in?				
Base	Manufacturing	Construction	Retail	Hospitality and leisure	Legal	Financial and Accounting	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Other

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Has your organisation's use of Google AdWords directly delivered new clients/ sales in the last 12 months? (If your business does not use Google AdWords please tick the "Not applicable" option)

Base: SME Decision makers	503	76	59	63	32	30	59	68	69	47
Yes, it has	10%	7%	5%	16%	9%	7%	3%	13%	17%	11%
No, it has not	23%	25%	32%	14%	19%	30%	15%	28%	23%	21%
I'm not sure but would like to know	4%	4%	2%	6%	6%	7%	-	6%	4%	4%
I'm not sure, and would not like to know	1%	-	-	-	3%	-	2%	1%	-	-
Not applicable, our organisation doesn't use Google AdWords.	62%	64%	61%	63%	63%	57%	80%	51%	55%	64%

Do your sales resulting from Google AdWords advertising exceed the cost of advertising with Google?

Base: SME Decision makers who's business use Google AdWords	191	27	23	23	12	13	12	33	31	17
Yes, it does	18%	26%	17%	22%	25%	15%	-	12%	16%	29%
No, it does not	45%	33%	39%	43%	33%	31%	67%	58%	48%	41%
I'm not sure but would like to know	20%	19%	9%	30%	17%	31%	8%	21%	26%	12%
I'm not sure, and would not like to know	17%	22%	35%	4%	25%	23%	25%	9%	10%	18%

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Total	Approximately what was the turnover of your company in the UK in the last financial year? (Please give your best estimate)																
Base	First year of trading	Less than £25,000	£25,000 to £49,999	£50,000 to £99,999	£100,000 to £249,999	£250,000 to £499,999	£500,000 to £999,999	£1 million to £1.99 million	£2 million to £2.99 million	£3 million to £4.99 million	£5 million to £9.99 million	£10 million to £19.99 million	£20 million to £34.99 million	£35 million to £49.99 million	£50 million or more	Don't know	Prefer not to say

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Has your organisation's use of Google AdWords directly delivered new clients/ sales in the last 12 months? (If your business does not use Google AdWords please tick the "Not applicable" option)

Base: SME Decision makers	503	15	54	42	55	55	33	25	31	17	25	40	19	8	3	9	18	54
Yes, it has	10%	20%	-	2%	5%	11%	18%	16%	23%	18%	16%	13%	21%	13%	-	-	6%	6%
No, it has not	23%	13%	24%	19%	27%	18%	24%	20%	26%	-	44%	28%	16%	25%	-	44%	17%	24%
I'm not sure but would like to know	4%	-	2%	2%	-	5%	6%	4%	-	18%	12%	-	5%	-	-	-	22%	4%
I'm not sure, and would not like to know	1%	-	-	-	-	-	-	6%	-	-	-	-	-	-	33%	-	-	-
Not applicable, our organisation doesn't use Google AdWords.	62%	67%	74%	76%	67%	65%	52%	60%	45%	65%	28%	60%	58%	63%	67%	56%	56%	67%

Do your sales resulting from Google AdWords advertising exceed the cost of advertising with Google?

Base: SME Decision makers who's business use Google AdWords	191	5	14	10	18	19	16	10	17	6	18	16	8	3	1	4	8	18
Yes, it does	18%	20%	-	20%	17%	21%	25%	20%	29%	33%	11%	25%	25%	33%	-	-	-	17%
No, it does not	45%	80%	43%	50%	61%	68%	31%	50%	47%	50%	28%	38%	25%	-	-	25%	38%	44%
I'm not sure but would like to know	20%	-	50%	10%	6%	11%	19%	20%	-	17%	28%	19%	50%	67%	-	-	63%	11%
I'm not sure, and would not like to know	17%	-	7%	20%	17%	-	25%	10%	24%	-	33%	19%	-	-	100%	75%	-	28%

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Total				
Base	NET: £250,000 to £999,999	NET: £1 million to £2.99 million	NET: £3 million to £9.99 million	NET: £10 million to £50 million or more

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Has your organisation's use of Google AdWords directly delivered new clients/ sales in the last 12 months? (If your business does not use Google AdWords please tick the "Not applicable" option)

Base: SME Decision makers	503	58	48	65	39
Yes, it has	10%	17%	21%	14%	13%
No, it has not	23%	22%	17%	34%	23%
I'm not sure but would like to know	4%	5%	6%	5%	3%
I'm not sure, and would not like to know	1%	-	4%	-	3%
Not applicable, our organisation doesn't use Google AdWords.	62%	55%	52%	48%	59%

Do your sales resulting from Google AdWords advertising exceed the cost of advertising with Google?

Base: SME Decision makers who's business use Google AdWords	191	26	23	34	16
Yes, it does	18%	23%	30%	18%	19%
No, it does not	45%	38%	48%	32%	19%
I'm not sure but would like to know	20%	19%	4%	24%	38%
I'm not sure, and would not like to know	17%	19%	17%	26%	25%