

YouGov Survey Results

Sample Size: 2058 GB senior decision makers

B2B Sample: 6th - 16th March 2017

Total	Organization size			Work industry multiple shortlist										
	Small	Medium	Large	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	

For the following questions, by "digital economy", we mean an economy based on digital computing technologies.

Following Britain's exit from the European Union (EU), do you think the UK Government and UK businesses will invest more or less into the digital economy compared to how much they currently invest in this, or will it remain about the same? (Please select the option that best applies on each row)

The UK Government

	Unweighted base	2058	1110	308	640	283	214	289	226	198	82	106	318	177	95
Base: All GB senior decision makers		2058	986	251	821	271	215	296	245	187	86	106	327	171	105
Much more	15%	11%	11%	20%	15%	23%	16%	14%	11%	22%	25%	18%	12%	25%	
A little more	29%	27%	30%	31%	33%	29%	26%	35%	26%	35%	30%	29%	25%	24%	
About the same	35%	37%	41%	31%	38%	30%	33%	36%	35%	31%	26%	31%	34%	33%	
A little less	6%	5%	6%	8%	6%	8%	4%	6%	8%	5%	9%	11%	6%	7%	
Much less	7%	7%	4%	7%	2%	3%	7%	5%	9%	3%	6%	7%	10%	6%	
Don't know	9%	14%	7%	3%	6%	6%	13%	5%	11%	3%	3%	4%	13%	6%	
Net: More	43%	37%	41%	51%	48%	52%	42%	49%	37%	57%	55%	47%	37%	48%	
Net: Less	13%	12%	11%	15%	8%	11%	11%	10%	17%	9%	15%	18%	17%	12%	

UK Businesses

	Unweighted base	2058	1110	308	640	283	214	289	226	198	82	106	318	177	95
Base: All GB senior decision makers		2058	986	251	821	271	215	296	245	187	86	106	327	171	105
Much more	19%	14%	16%	25%	18%	25%	18%	24%	19%	29%	24%	22%	15%	29%	
A little more	30%	29%	27%	31%	33%	29%	29%	31%	30%	40%	37%	28%	29%	26%	
About the same	34%	36%	41%	29%	37%	32%	30%	29%	28%	21%	29%	34%	33%	27%	
A little less	6%	5%	6%	7%	4%	5%	6%	7%	7%	3%	4%	7%	6%	11%	
Much less	4%	3%	4%	4%	2%	3%	3%	5%	5%	2%	3%	5%	4%	3%	
Don't know	8%	13%	7%	3%	6%	6%	13%	5%	10%	5%	4%	4%	12%	6%	
Net: More	49%	44%	43%	56%	51%	53%	47%	55%	49%	69%	61%	51%	46%	54%	
Net: Less	10%	8%	10%	12%	7%	8%	9%	12%	12%	5%	6%	12%	11%	13%	

To what extent do you support or oppose the UK Government doing each of the following to help the UK get the most out of the digital economy and industrial internet? (Please select one option on each row. If you would like a reminder of what we mean by "digital economy" and "industrial internet", please hover your cursor over, or click on these terms in the question text)

Focussing increased funding for apprenticeships on improving digital skills

	Unweighted base	2058	1110	308	640	283	214	289	226	198	82	106	318	177	95
Base: All GB senior decision makers		2058	986	251	821	271	215	296	245	187	86	106	327	171	105
Strongly support	33%	32%	31%	36%	35%	36%	29%	34%	42%	41%	36%	37%	39%	38%	
Tend to support	42%	41%	45%	42%	44%	45%	48%	38%	34%	35%	45%	40%	42%	39%	
Neither support nor oppose	17%	19%	16%	16%	14%	16%	12%	20%	17%	22%	17%	17%	13%	18%	
Tend to oppose	2%	2%	2%	3%	0%	1%	3%	4%	2%	1%	1%	4%	0%	3%	
Strongly oppose	1%	1%	2%	1%	1%	-	1%	2%	-	1%	-	1%	0%	-	
Don't know	4%	5%	4%	2%	5%	2%	4%	3%	4%	4%	1%	2%	5%	3%	
Net: Support	75%	73%	77%	77%	79%	81%	78%	71%	76%	76%	81%	76%	81%	77%	
Net: Oppose	3%	3%	3%	4%	2%	1%	4%	6%	2%	2%	1%	5%	1%	3%	

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Total	Organization size			Work industry multiple shortlist										
	Small	Medium	Large	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/marketing/advertising/PR & sales	Medical & health services	

Providing tax breaks for companies investing at least 10% of its revenue into the digital economy and/or the industrial internet

Unweighted base	2058	1110	308	640	283	214	289	226	198	82	106	318	177	95
Base: All GB senior decision makers	2058	986	251	821	271	215	296	245	187	86	106	327	171	105
Strongly support	21%	17%	21%	26%	21%	23%	21%	23%	20%	26%	29%	28%	20%	30%
Tend to support	35%	34%	39%	35%	37%	37%	31%	37%	31%	37%	35%	35%	35%	28%
Neither support nor oppose	27%	29%	23%	25%	24%	30%	26%	24%	32%	22%	23%	20%	28%	26%
Tend to oppose	10%	10%	8%	9%	9%	7%	12%	7%	11%	11%	6%	10%	8%	8%
Strongly oppose	3%	3%	4%	3%	3%	1%	2%	7%	2%	4%	3%	5%	3%	6%
Don't know	5%	7%	4%	3%	5%	2%	8%	2%	4%	-	5%	2%	6%	3%
Net: Support	56%	51%	60%	61%	58%	60%	53%	60%	51%	63%	64%	63%	55%	57%
Net: Oppose	13%	13%	12%	12%	13%	8%	14%	14%	13%	15%	9%	15%	12%	14%

LHH_q2_3. Improving infrastructure for internet connectivity so that more businesses can access faster internet speeds (e.g. fibre optic)

Unweighted base	2058	1110	308	640	283	214	289	226	198	82	106	318	177	95
Base: All GB senior decision makers	2058	986	251	821	271	215	296	245	187	86	106	327	171	105
Strongly support	50%	52%	51%	47%	49%	50%	48%	49%	52%	50%	49%	49%	65%	47%
Tend to support	33%	32%	34%	34%	36%	35%	31%	25%	29%	35%	39%	35%	23%	38%
Neither support nor oppose	12%	11%	9%	14%	9%	11%	15%	19%	13%	12%	10%	11%	6%	10%
Tend to oppose	1%	1%	1%	2%	1%	1%	1%	2%	0%	2%	1%	3%	1%	1%
Strongly oppose	1%	0%	-	1%	0%	-	0%	3%	0%	2%	-	0%	-	3%
Don't know	4%	5%	4%	2%	4%	3%	5%	2%	4%	-	1%	2%	5%	1%
Net: Support	83%	84%	86%	81%	85%	85%	78%	74%	81%	85%	88%	84%	88%	85%
Net: Oppose	2%	1%	1%	3%	1%	1%	1%	5%	1%	4%	1%	4%	1%	4%

For the following question, if you would like a reminder of what we mean by "industrial internet", please hover your cursor over, or click on this term in the question text.

Which, if any, of the following are barriers to your business investing more money in the industrial internet over the next 12 months (i.e. between now and March 2018)? (Please select all that apply. If there aren't any barriers to your business investing more money in the industrial internet, please select the "Not applicable" option)

Unweighted base	2058	1110	308	640	283	214	289	226	198	82	106	318	177	95
Base: All GB senior decision makers	2058	986	251	821	271	215	296	245	187	86	106	327	171	105
Lack of capital to invest	20%	17%	25%	21%	22%	19%	21%	20%	20%	19%	23%	21%	23%	23%
Lack of skilled workers available to hire	15%	7%	12%	24%	15%	22%	10%	18%	11%	27%	20%	16%	16%	30%
Tax restrictions (i.e. limiting investments)	9%	4%	8%	15%	10%	12%	8%	9%	4%	17%	14%	18%	9%	15%
The direction of my company's business leadership	10%	4%	13%	16%	13%	14%	9%	14%	9%	11%	14%	15%	10%	17%
Lack of business confidence to invest in this area	15%	8%	17%	22%	18%	17%	13%	18%	17%	18%	11%	20%	11%	23%
The overall economic environment	22%	14%	21%	32%	21%	22%	19%	30%	17%	36%	23%	31%	26%	28%
It isn't relevant to our business	28%	37%	24%	19%	28%	30%	31%	26%	35%	22%	39%	21%	28%	24%
Other	3%	3%	3%	3%	5%	4%	2%	4%	6%	3%	4%	5%	3%	3%
Don't know	7%	6%	7%	7%	6%	7%	7%	6%	4%	4%	3%	5%	7%	9%
Not applicable - there aren't any barriers to my business investing more money in the industrial internet	20%	26%	18%	12%	17%	15%	20%	17%	19%	23%	14%	15%	19%	16%

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B2B Sample: 6th - 16th March 2017

Education	Transportation & distribution	Real estate	Other	Not applicable	Finance and Accounting
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For the following questions, by "digital economy", we mean an economy based on digital computing technologies.

Following Britain's exit from the European Union (EU), do you think the UK Government and UK businesses will invest more or less into the digital economy compared to how much they currently invest in this, or will it remain about the same? (Please select the option that best applies on each row)

The UK Government						
Unweighted base	78	88	71	262	-	290
Base: All GB senior decision makers	78	92	69	260	-	311
Much more	20%	20%	31%	12%	-	16%
A little more	19%	31%	27%	23%	-	35%
About the same	34%	35%	28%	37%	-	35%
A little less	9%	8%	6%	8%	-	5%
Much less	6%	3%	3%	11%	-	5%
Don't know	13%	3%	5%	10%	-	5%
Net: More	38%	51%	58%	35%	-	51%
Net: Less	15%	11%	9%	19%	-	10%
UK Businesses						
Unweighted base	78	88	71	262	-	290
Base: All GB senior decision makers	78	92	69	260	-	311
Much more	23%	28%	29%	18%	-	24%
A little more	27%	26%	32%	25%	-	34%
About the same	25%	39%	26%	35%	-	27%
A little less	7%	5%	7%	8%	-	6%
Much less	4%	-	3%	4%	-	4%
Don't know	13%	3%	4%	10%	-	5%
Net: More	50%	54%	61%	43%	-	58%
Net: Less	11%	5%	9%	12%	-	10%

To what extent do you support or oppose the UK Government doing each of the following to help the UK get the most out of the digital economy and industrial internet? (Please select one option on each row. If you would like a reminder of what we mean by "digital economy" and "industrial internet", please hover your cursor over, or click on these terms in the question text)

Focussing increased funding for apprenticeships on improving digital skills						
Unweighted base	78	88	71	262	-	290
Base: All GB senior decision makers	78	92	69	260	-	311
Strongly support	40%	45%	55%	31%	-	35%
Tend to support	38%	35%	38%	40%	-	37%
Neither support nor oppose	14%	15%	7%	21%	-	20%
Tend to oppose	1%	2%	-	3%	-	3%
Strongly oppose	-	3%	-	2%	-	2%
Don't know	8%	-	-	3%	-	2%
Net: Support	78%	81%	93%	71%	-	72%
Net: Oppose	1%	4%	-	4%	-	5%

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	Education	Transportation & distribution	Real estate	Other	Not applicable	Finance and Accounting
Providing tax breaks for companies investing at least 10% of its revenue into the digital economy and/or the industrial internet						
Unweighted base	78	88	71	262	-	290
Base: All GB senior decision makers	78	92	69	260	-	311
Strongly support	21%	27%	25%	19%	-	23%
Tend to support	33%	42%	37%	37%	-	37%
Neither support nor oppose	23%	22%	27%	24%	-	24%
Tend to oppose	10%	4%	7%	10%	-	9%
Strongly oppose	5%	3%	4%	4%	-	5%
Don't know	9%	1%	-	5%	-	2%
Net: Support	54%	69%	62%	56%	-	60%
Net: Oppose	15%	7%	11%	15%	-	14%
LHH_q2_3. Improving infrastructure for internet connectivity so that more businesses can access faster internet speeds (e.g. fibre optic)						
Unweighted base	78	88	71	262	-	290
Base: All GB senior decision makers	78	92	69	260	-	311
Strongly support	49%	54%	62%	53%	-	49%
Tend to support	33%	36%	31%	30%	-	27%
Neither support nor oppose	7%	9%	7%	11%	-	17%
Tend to oppose	2%	2%	-	2%	-	2%
Strongly oppose	2%	-	-	-	-	3%
Don't know	8%	-	-	3%	-	2%
Net: Support	82%	89%	93%	83%	-	76%
Net: Oppose	4%	2%	-	2%	-	5%

For the following question, if you would like a reminder of what we mean by "industrial internet", please hover your cursor over, or click on this term in the question text.

Which, if any, of the following are barriers to your business investing more money in the industrial internet over the next 12 months (i.e. between now and March 2018)? (Please select all that apply. If there aren't any barriers to your business investing more money in the industrial internet, please select the "Not applicable" option)

Unweighted base	78	88	71	262	-	290
Base: All GB senior decision makers	78	92	69	260	-	311
Lack of capital to invest	38%	18%	23%	16%	-	19%
Lack of skilled workers available to hire	21%	29%	21%	12%	-	19%
Tax restrictions (i.e. limiting investments)	14%	13%	17%	5%	-	11%
The direction of my company's business leadership	25%	16%	16%	5%	-	13%
Lack of business confidence to invest in this area	26%	17%	25%	12%	-	17%
The overall economic environment	36%	28%	26%	20%	-	30%
It isn't relevant to our business	32%	30%	33%	31%	-	26%
Other	5%	8%	5%	2%	-	3%
Don't know	5%	4%	7%	7%	-	6%
Not applicable - there aren't any barriers to my business investing more money in the industrial internet	14%	12%	7%	25%	-	19%

YouGov Survey Results

Sample Size: 2058 GB senior decision makers

B2B Sample: 6th - 16th March 2017

Work industry (short list)															Company annual turnover						
Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other	Not applicable	Finance and Accounting	First year of trading	Less than £1 million (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know	Prefer not to answer

For the following questions, by "digital economy", we mean an economy based on digital computing technologies.

Following Britain's exit from the European Union (EU), do you think the UK Government and UK businesses will invest more or less into the digital economy compared to how much they currently invest in this, or will it remain about the same? (Please select the option that best applies on each row)

The UK Government

Unweighted base	236	176	249	199	171	65	81	276	142	64	56	61	43	239	-	264	36	676	440	673	87	146
Base: All GB senior decision makers	220	175	255	217	161	65	77	285	134	75	54	63	41	236	-	283	34	624	372	799	88	141
Much more	15%	22%	14%	13%	7%	21%	20%	16%	7%	20%	11%	14%	27%	12%	-	15%	14%	11%	13%	19%	11%	14%
A little more	33%	29%	26%	36%	28%	38%	32%	29%	24%	26%	21%	30%	24%	23%	-	37%	22%	27%	32%	31%	17%	32%
About the same	39%	32%	33%	38%	38%	31%	26%	33%	38%	34%	38%	44%	35%	36%	-	36%	27%	35%	40%	34%	35%	37%
A little less	5%	6%	4%	3%	7%	2%	9%	11%	6%	6%	6%	6%	7%	-	-	3%	16%	5%	5%	8%	8%	2%
Much less	2%	4%	8%	5%	8%	4%	8%	7%	11%	8%	8%	2%	2%	11%	-	5%	11%	8%	5%	9%	12%	12%
Don't know	6%	7%	15%	5%	12%	4%	5%	4%	14%	6%	16%	4%	7%	11%	-	5%	9%	14%	6%	3%	21%	13%
Net: More	48%	51%	40%	49%	34%	59%	52%	45%	31%	46%	32%	44%	51%	35%	-	51%	36%	38%	45%	50%	27%	36%
Net: Less	7%	9%	12%	8%	15%	7%	17%	18%	17%	14%	14%	8%	7%	18%	-	8%	28%	13%	10%	13%	17%	14%

UK Businesses

Unweighted base	236	176	249	199	171	65	81	276	142	64	56	61	43	239	-	264	36	676	440	673	87	146
Base: All GB senior decision makers	220	175	255	217	161	65	77	285	134	75	54	63	41	236	-	283	34	624	372	799	88	141
Much more	16%	21%	17%	23%	17%	26%	17%	19%	11%	24%	13%	23%	23%	19%	-	24%	21%	15%	18%	23%	14%	19%
A little more	34%	29%	28%	31%	30%	43%	38%	28%	31%	27%	28%	25%	31%	25%	-	34%	19%	30%	31%	31%	19%	29%
About the same	40%	34%	31%	29%	30%	23%	33%	37%	35%	33%	29%	46%	33%	34%	-	28%	24%	33%	37%	33%	33%	36%
A little less	2%	5%	6%	6%	7%	2%	3%	8%	7%	8%	7%	3%	9%	8%	-	5%	18%	5%	7%	6%	9%	3%
Much less	2%	3%	3%	5%	5%	-	4%	5%	5%	4%	6%	3%	3%	3%	-	3%	8%	4%	3%	4%	5%	3%
Don't know	6%	7%	14%	5%	12%	6%	5%	4%	12%	4%	17%	4%	2%	11%	-	5%	9%	14%	6%	3%	20%	10%
Net: More	50%	51%	44%	55%	46%	69%	55%	46%	41%	51%	41%	47%	54%	44%	-	56%	41%	44%	48%	54%	33%	48%
Net: Less	4%	8%	10%	11%	12%	2%	7%	13%	12%	12%	13%	3%	12%	10%	-	9%	26%	9%	9%	10%	14%	6%

To what extent do you support or oppose the UK Government doing each of the following to help the UK get the most out of the digital economy and industrial internet? (Please select one option on each row. If you would like a reminder of what we mean by "digital economy" and "industrial internet", please hover your cursor over, or click on these terms in the question text)

Focussing increased funding for apprenticeships on improving digital skills

Unweighted base	236	176	249	199	171	65	81	276	142	64	56	61	43	239	-	264	36	676	440	673	87	146
Base: All GB senior decision makers	220	175	255	217	161	65	77	285	134	75	54	63	41	236	-	283	34	624	372	799	88	141
Strongly support	33%	34%	28%	32%	38%	35%	31%	36%	36%	30%	29%	36%	51%	31%	-	33%	37%	32%	31%	35%	30%	35%
Tend to support	45%	44%	49%	38%	37%	37%	46%	38%	44%	42%	49%	40%	45%	39%	-	38%	36%	42%	44%	43%	32%	34%
Neither support nor oppose	14%	18%	12%	20%	18%	25%	19%	18%	14%	20%	14%	21%	4%	22%	-	22%	19%	18%	18%	16%	20%	21%
Tend to oppose	0%	1%	3%	5%	2%	1%	2%	5%	1%	4%	-	-	-	2%	-	4%	-	2%	2%	3%	3%	2%
Strongly oppose	2%	-	0%	2%	-	1%	-	1%	1%	-	-	4%	-	2%	-	2%	-	1%	1%	1%	2%	1%
Don't know	6%	3%	7%	3%	5%	-	1%	2%	5%	4%	8%	-	-	4%	-	3%	8%	5%	2%	2%	14%	7%
Net: Support	78%	78%	77%	70%	75%	72%	78%	74%	79%	72%	78%	76%	96%	70%	-	70%	73%	74%	76%	79%	62%	69%
Net: Oppose	2%	1%	4%	7%	2%	2%	2%	6%	1%	4%	-	4%	-	4%	-	6%	-	3%	4%	4%	4%	3%

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B2B Sample: 6th - 16th March 2017

	Work industry (short list)														Company annual turnover								
	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Medical & health services	Education	Transportation & distribution	Real estate	Other	Not applicable	Finance and Accounting	First year of trading	Less than £1 million (NET)	£1 million - £9.9 million (NET)	£10 million or more (NET)	Don't know	Prefer not to answer	
Providing tax breaks for companies investing at least 10% of its revenue into the digital economy and/ or the industrial internet																							
Unweighted base	236	176	249	199	171	65	81	276	142	64	56	61	43	239	-	264	36	676	440	673	87	146	
Base: All GB senior decision makers	220	175	255	217	161	65	77	285	134	75	54	63	41	236	-	283	34	624	372	799	88	141	
Strongly support	18%	21%	20%	22%	17%	20%	21%	27%	18%	29%	13%	24%	24%	18%	-	22%	14%	18%	22%	24%	20%	17%	
Tend to support	38%	37%	31%	36%	31%	43%	37%	36%	34%	25%	39%	41%	33%	37%	-	37%	36%	34%	39%	36%	23%	34%	
Neither support nor oppose	25%	31%	26%	26%	33%	19%	26%	21%	32%	29%	29%	28%	33%	24%	-	25%	19%	29%	23%	26%	30%	28%	
Tend to oppose	9%	8%	12%	8%	13%	15%	8%	9%	6%	9%	11%	4%	9%	10%	-	9%	17%	9%	10%	10%	6%	9%	
Strongly oppose	3%	1%	2%	5%	1%	3%	1%	5%	3%	4%	-	2%	-	5%	-	5%	-	3%	2%	3%	6%	5%	
Don't know	6%	3%	9%	3%	5%	-	7%	2%	7%	4%	9%	2%	-	6%	-	2%	14%	6%	3%	2%	15%	7%	
Net: Support	56%	57%	51%	58%	48%	63%	58%	63%	52%	54%	51%	65%	57%	55%	-	59%	50%	52%	61%	59%	43%	51%	
Net: Oppose	13%	9%	14%	13%	14%	18%	9%	14%	9%	13%	11%	6%	9%	15%	-	14%	17%	12%	13%	12%	12%	14%	
LHH_q2_3. Improving infrastructure for internet connectivity so that more businesses can access faster internet speeds (e.g. fibre optic)																							
Unweighted base	236	176	249	199	171	65	81	276	142	64	56	61	43	239	-	264	36	676	440	673	87	146	
Base: All GB senior decision makers	220	175	255	217	161	65	77	285	134	75	54	63	41	236	-	283	34	624	372	799	88	141	
Strongly support	49%	49%	46%	47%	50%	51%	47%	47%	66%	42%	49%	50%	61%	52%	-	48%	56%	50%	51%	48%	42%	55%	
Tend to support	35%	36%	31%	24%	31%	36%	42%	36%	23%	42%	37%	39%	32%	31%	-	27%	31%	33%	34%	34%	28%	25%	
Neither support nor oppose	9%	10%	15%	21%	13%	11%	9%	11%	5%	11%	6%	11%	8%	12%	-	19%	3%	11%	11%	13%	16%	12%	
Tend to oppose	1%	1%	1%	2%	1%	-	-	3%	1%	1%	-	-	-	2%	-	1%	3%	1%	1%	2%	1%	-	
Strongly oppose	0%	-	0%	3%	1%	2%	-	1%	-	2%	-	-	-	-	-	3%	2%	0%	0%	1%	2%	1%	
Don't know	6%	3%	6%	3%	5%	-	1%	1%	5%	2%	8%	-	4%	-	-	2%	5%	5%	2%	2%	11%	7%	
Net: Support	84%	86%	78%	72%	81%	87%	89%	83%	89%	84%	86%	89%	92%	83%	-	75%	87%	84%	85%	82%	70%	80%	
Net: Oppose	1%	1%	2%	5%	1%	2%	-	4%	1%	3%	-	-	-	2%	-	4%	5%	1%	2%	3%	3%	1%	

For the following question, if you would like a reminder of what we mean by "industrial internet", please hover your cursor over, or click on this term in the question text.

Which, if any, of the following are barriers to your business investing more money in the industrial internet over the next 12 months (i.e. between now and March 2018)? (Please select all that apply. If there aren't any barriers to your business investing more money in the industrial internet, please select the "Not applicable" option)

Unweighted base	236	176	249	199	171	65	81	276	142	64	56	61	43	239	-	264	36	676	440	673	87	146
Base: All GB senior decision makers	220	175	255	217	161	65	77	285	134	75	54	63	41	236	-	283	34	624	372	799	88	141
Lack of capital to invest	21%	19%	20%	19%	19%	18%	25%	21%	21%	21%	32%	10%	16%	14%	-	19%	28%	19%	22%	19%	13%	19%
Lack of skilled workers available to hire	14%	23%	7%	17%	9%	23%	10%	15%	11%	28%	12%	24%	26%	11%	-	18%	3%	8%	15%	21%	11%	10%
Tax restrictions (i.e. limiting investments)	6%	10%	6%	9%	3%	12%	14%	18%	4%	13%	11%	17%	6%	6%	-	9%	2%	5%	9%	14%	3%	4%
The direction of my company's business leadership	13%	10%	7%	14%	7%	8%	7%	14%	5%	10%	22%	13%	6%	6%	-	12%	3%	4%	8%	17%	3%	4%
Lack of business confidence to invest in this area	19%	14%	11%	17%	15%	14%	8%	19%	8%	20%	28%	11%	20%	11%	-	16%	3%	11%	14%	20%	18%	8%
The overall economic environment	18%	21%	18%	28%	14%	33%	18%	30%	23%	24%	30%	22%	21%	19%	-	29%	8%	15%	22%	31%	13%	15%
It isn't relevant to our business	24%	27%	32%	25%	38%	22%	37%	21%	28%	22%	34%	31%	28%	32%	-	24%	45%	38%	31%	20%	19%	24%
Other	4%	4%	1%	3%	5%	2%	3%	3%	1%	-	3%	-	2%	-	-	3%	5%	3%	1%	2%	4%	2%
Don't know	7%	9%	8%	6%	3%	5%	4%	6%	8%	9%	6%	6%	4%	7%	-	6%	6%	4%	4%	7%	21%	10%
Not applicable - there aren't any barriers to your business investing more money in the industrial internet	18%	16%	22%	18%	21%	24%	16%	17%	24%	15%	21%	15%	12%	26%	-	20%	20%	27%	17%	14%	22%	27%

YouGov Survey Results

Sample Size: 2058 GB senior decision makers

B2B Sample: 6th - 16th March 2017

Omnibus Decision Maker													
Marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment etc.)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply	Other	Don't know	Not Applicable	

For the following questions, by "digital economy", we mean an economy based on digital computing technologies.

Following Britain's exit from the European Union (EU), do you think the UK Government and UK businesses will invest more or less into the digital economy compared to how much they currently invest in this, or will it remain about the same? (Please select the option that best applies on each row)

The UK Government

Unweighted base	1325	1485	1040	1220	1119	1002	1360	1269	1357	990	3	-	3
Base: All GB senior decision makers	1303	1464	1018	1207	1108	982	1335	1259	1337	969	3	-	5
Much more	16%	16%	17%	16%	17%	16%	17%	16%	15%	18%	-	-	-
A little more	28%	29%	27%	27%	28%	27%	28%	28%	28%	30%	-	-	-
About the same	34%	34%	35%	34%	34%	35%	34%	34%	34%	32%	30%	-	67%
A little less	6%	6%	5%	6%	6%	5%	6%	6%	6%	46%	-	-	33%
Much less	7%	6%	7%	6%	7%	6%	7%	7%	6%	5%	-	-	-
Don't know	9%	9%	9%	10%	9%	10%	9%	9%	9%	10%	-	-	-
Net: More	44%	45%	44%	44%	45%	44%	45%	45%	43%	48%	30%	-	-
Net: Less	13%	13%	12%	12%	12%	11%	13%	13%	13%	11%	46%	-	33%

UK Businesses

Unweighted base	1325	1485	1040	1220	1119	1002	1360	1269	1357	990	3	-	3
Base: All GB senior decision makers	1303	1464	1018	1207	1108	982	1335	1259	1337	969	3	-	5
Much more	20%	20%	20%	20%	21%	21%	20%	20%	19%	21%	-	-	-
A little more	30%	30%	29%	29%	30%	28%	30%	30%	30%	30%	-	-	-
About the same	32%	33%	33%	34%	31%	34%	32%	32%	33%	32%	46%	-	100%
A little less	5%	6%	6%	5%	5%	5%	5%	6%	5%	5%	-	-	-
Much less	4%	4%	4%	3%	4%	3%	4%	4%	4%	3%	24%	-	-
Don't know	8%	8%	9%	9%	9%	9%	9%	9%	9%	9%	-	-	-
Net: More	50%	50%	49%	49%	51%	49%	50%	49%	49%	51%	30%	-	-
Net: Less	9%	9%	9%	8%	9%	8%	9%	10%	9%	8%	24%	-	-

To what extent do you support or oppose the UK Government doing each of the following to help the UK get the most out of the digital economy and industrial internet? (Please select one option on each row. If you would like a reminder of what we mean by "digital economy" and "industrial internet", please hover your cursor over, or click on these terms in the question text)

Focussing increased funding for apprenticeships on improving digital skills

Unweighted base	1325	1485	1040	1220	1119	1002	1360	1269	1357	990	3	-	3
Base: All GB senior decision makers	1303	1464	1018	1207	1108	982	1335	1259	1337	969	3	-	5
Strongly support	34%	34%	32%	33%	34%	32%	33%	34%	33%	34%	-	-	67%
Tend to support	41%	41%	42%	42%	41%	43%	42%	41%	41%	41%	70%	-	-
Neither support nor oppose	18%	18%	19%	19%	18%	18%	18%	18%	19%	19%	-	-	33%
Tend to oppose	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	30%	-	-
Strongly oppose	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-
Don't know	4%	4%	4%	4%	3%	4%	4%	3%	4%	4%	-	-	-
Net: Support	75%	75%	74%	74%	74%	74%	75%	75%	75%	75%	70%	-	67%
Net: Oppose	3%	3%	3%	4%	4%	3%	3%	4%	3%	3%	30%	-	-

YouGov Survey Results

Sample Size: 2058 GB senior decision makers

B2B Sample: 6th - 16th March 2017

Omnibus Decision Maker													
	Marketing activities (e.g. advertising, direct marketing, PR etc.)	Business development/ sales	Company credit/ charge cards	Finance/ accounting	Company mobile phones	Company pension scheme	HR (e.g. personnel, learning and development, recruitment etc.)	IT/ Telecoms	Procurement/ purchasing	Electricity/ gas supply	Other	Don't know	Not Applicable
Providing tax breaks for companies investing at least 10% of its revenue into the digital economy and/ or the industrial internet													
Unweighted base	1325	1485	1040	1220	1119	1002	1360	1269	1357	990	3	-	3
Base: All GB senior decision makers	1303	1464	1018	1207	1108	982	1335	1259	1337	969	3	-	5
Strongly support	22%	22%	24%	22%	24%	24%	22%	24%	22%	24%	30%	-	-
Tend to support	35%	35%	35%	34%	36%	34%	36%	36%	36%	35%	46%	-	33%
Neither support nor oppose	25%	26%	26%	26%	24%	25%	25%	24%	25%	26%	24%	-	67%
Tend to oppose	10%	9%	9%	9%	9%	9%	10%	9%	9%	9%	-	-	-
Strongly oppose	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	-	-	-
Don't know	5%	5%	5%	5%	4%	5%	4%	5%	4%	4%	-	-	-
Net: Support	57%	57%	58%	57%	60%	58%	58%	60%	58%	58%	76%	-	33%
Net: Oppose	13%	12%	12%	12%	12%	12%	13%	12%	12%	11%	-	-	-
LHH_q2_3. Improving infrastructure for internet connectivity so that more businesses can access faster internet speeds (e.g. fibre optic)													
Unweighted base	1325	1485	1040	1220	1119	1002	1360	1269	1357	990	3	-	3
Base: All GB senior decision makers	1303	1464	1018	1207	1108	982	1335	1259	1337	969	3	-	5
Strongly support	50%	51%	48%	48%	49%	49%	50%	49%	50%	48%	24%	-	67%
Tend to support	32%	32%	33%	34%	32%	32%	33%	33%	33%	34%	76%	-	33%
Neither support nor oppose	12%	12%	13%	12%	12%	13%	12%	13%	12%	13%	-	-	-
Tend to oppose	1%	1%	1%	2%	2%	2%	1%	2%	1%	2%	-	-	-
Strongly oppose	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-
Don't know	4%	3%	3%	4%	3%	4%	3%	3%	3%	3%	-	-	-
Net: Support	82%	83%	82%	82%	82%	81%	83%	82%	82%	82%	100%	-	100%
Net: Oppose	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	-	-	-

For the following question, if you would like a reminder of what we mean by "industrial internet", please hover your cursor over, or click on this term in the question text.

Which, if any, of the following are barriers to your business investing more money in the industrial internet over the next 12 months (i.e. between now and March 2018)? (Please select all that apply. If there aren't any barriers to your business investing more money in the industrial internet, please select the "Not applicable" option)

Unweighted base	1325	1485	1040	1220	1119	1002	1360	1269	1357	990	3	-	3
Base: All GB senior decision makers	1303	1464	1018	1207	1108	982	1335	1259	1337	969	3	-	5
Lack of capital to invest	20%	20%	21%	20%	21%	20%	20%	21%	20%	21%	46%	-	-
Lack of skilled workers available to hire	14%	15%	14%	13%	14%	13%	15%	14%	14%	13%	46%	-	-
Tax restrictions (i.e. limiting investments)	10%	10%	12%	10%	12%	11%	10%	11%	10%	11%	-	-	-
The direction of my company's business leadership	9%	10%	10%	9%	10%	10%	10%	10%	10%	10%	-	-	33%
Lack of business confidence to invest in this area	15%	15%	14%	13%	15%	13%	14%	14%	15%	13%	24%	-	-
The overall economic environment	21%	21%	21%	21%	22%	22%	22%	22%	21%	21%	100%	-	-
It isn't relevant to our business	30%	30%	31%	31%	30%	32%	29%	31%	31%	32%	24%	-	-
Other	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	-	-	-
Don't know	5%	5%	4%	4%	4%	4%	5%	5%	4%	4%	-	-	67%
Not applicable - there aren't any barriers to your business investing more money in the industrial internet	21%	21%	22%	22%	21%	22%	21%	20%	21%	22%	-	-	-

YouGov Survey Results

Sample Size: 2058 GB senior decision makers
B2B Sample: 6th - 16th March 2017

Company age					
Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know

For the following questions, by "digital economy", we mean an economy based on digital computing technologies.

Following Britain's exit from the European Union (EU), do you think the UK Government and UK businesses will invest more or less into the digital economy compared to how much they currently invest in this, or will it remain about the same? (Please select the option that best applies on each row)

The UK Government							
	Unweighted base	320	314	478	388	536	22
Base: All GB senior decision makers		305	293	452	377	607	25
Much more	17%	14%	13%	13%	15%	21%	
A little more	24%	27%	27%	29%	33%	13%	
About the same	34%	36%	37%	37%	34%	18%	
A little less	6%	6%	6%	7%	6%	19%	
Much less	7%	8%	7%	4%	6%	12%	
Don't know	11%	8%	10%	9%	6%	17%	
Net: More	41%	41%	41%	43%	48%	34%	
Net: Less	14%	14%	13%	11%	12%	31%	
UK Businesses							
	Unweighted base	320	314	478	388	536	22
Base: All GB senior decision makers		305	293	452	377	607	25
Much more	22%	18%	18%	16%	19%	23%	
A little more	29%	30%	26%	32%	32%	17%	
About the same	29%	35%	37%	34%	34%	18%	
A little less	5%	6%	6%	6%	5%	19%	
Much less	5%	4%	3%	3%	4%	-	
Don't know	10%	8%	9%	9%	6%	23%	
Net: More	51%	48%	44%	48%	51%	40%	
Net: Less	10%	9%	9%	9%	9%	19%	

To what extent do you support or oppose the UK Government doing each of the following to help the UK get the most out of the digital economy and industrial internet? (Please select one option on each row. If you would like a reminder of what we mean by "digital economy" and "industrial internet", please hover your cursor over, or click on these terms in the question text)

Focussing increased funding for apprenticeships on improving digital skills							
	Unweighted base	320	314	478	388	536	22
Base: All GB senior decision makers		305	293	452	377	607	25
Strongly support	34%	31%	33%	34%	34%	31%	
Tend to support	42%	45%	41%	38%	44%	30%	
Neither support nor oppose	17%	16%	19%	21%	15%	22%	
Tend to oppose	2%	4%	1%	2%	3%	-	
Strongly oppose	1%	1%	1%	1%	1%	-	
Don't know	4%	2%	4%	5%	3%	17%	
Net: Support	76%	76%	74%	72%	78%	61%	
Net: Oppose	3%	5%	3%	3%	4%	-	

YouGov Survey Results

Sample Size: 2058 GB senior decision makers

B2B Sample: 6th - 16th March 2017

Company age						
Up to 5 years	Over 5 years up to 10 years	Over 10 years up to 20 years	Over 20 years up to 35 years	Over 35 years	Don't know	

Providing tax breaks for companies investing at least 10% of its revenue into the digital economy and/ or the industrial internet

Unweighted base	320	314	478	388	536	22
Base: All GB senior decision makers	305	293	452	377	607	25
Strongly support	21%	22%	24%	21%	18%	25%
Tend to support	33%	34%	35%	39%	35%	9%
Neither support nor oppose	27%	28%	23%	24%	30%	37%
Tend to oppose	9%	10%	10%	9%	10%	-
Strongly oppose	4%	3%	2%	3%	3%	12%
Don't know	6%	3%	5%	5%	4%	17%
Net: Support	54%	56%	60%	59%	53%	34%
Net: Oppose	13%	13%	12%	11%	13%	12%

LHH_q2_3. Improving infrastructure for internet connectivity so that more businesses can access faster internet speeds (e.g. fibre optic)

Unweighted base	320	314	478	388	536	22
Base: All GB senior decision makers	305	293	452	377	607	25
Strongly support	54%	43%	54%	48%	48%	46%
Tend to support	29%	40%	29%	33%	35%	21%
Neither support nor oppose	10%	12%	11%	13%	13%	16%
Tend to oppose	2%	1%	2%	2%	1%	-
Strongly oppose	1%	2%	0%	0%	1%	-
Don't know	4%	2%	4%	4%	3%	17%
Net: Support	83%	83%	83%	81%	83%	67%
Net: Oppose	2%	3%	2%	2%	1%	-

For the following question, if you would like a reminder of what we mean by "industrial internet", please hover your cursor over, or click on this term in the question text.

Which, if any, of the following are barriers to your business investing more money in the industrial internet over the next 12 months (i.e. between now and March 2018)? (Please select all that apply. If there aren't any barriers to your business investing more money in the industrial internet, please select the "Not applicable" option)

Unweighted base	320	314	478	388	536	22
Base: All GB senior decision makers	305	293	452	377	607	25
Lack of capital to invest	22%	21%	21%	17%	18%	11%
Lack of skilled workers available to hire	10%	15%	13%	13%	19%	12%
Tax restrictions (i.e. limiting investments)	7%	9%	9%	9%	10%	15%
The direction of my company's business leadership	6%	6%	11%	10%	14%	-
Lack of business confidence to invest in this area	11%	15%	15%	13%	18%	9%
The overall economic environment	16%	19%	22%	21%	28%	17%
It isn't relevant to our business	34%	33%	31%	25%	24%	5%
Other	3%	3%	3%	2%	3%	6%
Don't know	7%	4%	5%	6%	8%	20%
Not applicable - there aren't any barriers to my business investing more money in the industrial internet	21%	19%	21%	24%	16%	29%

YouGov Survey Results

Sample Size: 2058 GB senior decision makers

B2B Sample: 6th - 16th March 2017

Region mainly work (long list)											
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

For the following questions, by "digital economy", we mean an economy based on digital computing technologies.

Following Britain's exit from the European Union (EU), do you think the UK Government and UK businesses will invest more or less into the digital economy compared to how much they currently invest in this, or will it remain about the same? (Please select the option that best applies on each row)

The UK Government												
Unweighted base	70	176	130	111	144	116	486	345	197	78	177	28
Base: All GB senior decision makers	71	177	124	106	140	108	511	342	194	79	176	32
Much more	16%	11%	19%	14%	14%	15%	18%	10%	12%	15%	13%	26%
A little more	28%	38%	24%	24%	22%	29%	32%	30%	27%	22%	24%	22%
About the same	32%	34%	29%	46%	44%	42%	30%	37%	37%	35%	34%	44%
A little less	6%	6%	6%	3%	5%	9%	6%	7%	6%	8%	8%	-
Much less	7%	4%	8%	4%	5%	3%	7%	5%	8%	12%	13%	5%
Don't know	11%	7%	14%	9%	10%	3%	7%	10%	11%	8%	8%	3%
Net: More	44%	49%	43%	37%	37%	43%	50%	41%	39%	37%	37%	48%
Net: Less	13%	9%	14%	8%	9%	12%	13%	12%	13%	20%	21%	5%

UK Businesses												
Unweighted base	70	176	130	111	144	116	486	345	197	78	177	28
Base: All GB senior decision makers	71	177	124	106	140	108	511	342	194	79	176	32
Much more	17%	18%	21%	15%	17%	18%	24%	18%	13%	18%	15%	25%
A little more	31%	32%	30%	30%	23%	39%	28%	32%	29%	27%	29%	26%
About the same	35%	36%	29%	41%	40%	31%	30%	33%	38%	39%	33%	37%
A little less	5%	4%	4%	3%	7%	8%	6%	6%	6%	4%	10%	5%
Much less	3%	2%	4%	1%	3%	2%	6%	1%	4%	5%	6%	-
Don't know	10%	7%	12%	9%	11%	3%	7%	9%	10%	7%	7%	8%
Net: More	47%	50%	50%	46%	40%	57%	52%	50%	42%	45%	44%	51%
Net: Less	8%	7%	9%	4%	10%	10%	11%	8%	10%	9%	16%	5%

To what extent do you support or oppose the UK Government doing each of the following to help the UK get the most out of the digital economy and industrial internet? (Please select one option on each row. If you would like a reminder of what we mean by "digital economy" and "industrial internet", please hover your cursor over, or click on these terms in the question text)

Focussing increased funding for apprenticeships on improving digital skills												
Unweighted base	70	176	130	111	144	116	486	345	197	78	177	28
Base: All GB senior decision makers	71	177	124	106	140	108	511	342	194	79	176	32
Strongly support	29%	37%	34%	31%	30%	26%	36%	34%	26%	34%	36%	34%
Tend to support	42%	43%	40%	43%	49%	42%	40%	44%	46%	36%	37%	48%
Neither support nor oppose	28%	17%	19%	21%	13%	23%	16%	15%	18%	26%	15%	16%
Tend to oppose	1%	0%	1%	2%	2%	4%	4%	2%	3%	1%	3%	-
Strongly oppose	-	1%	-	1%	1%	2%	1%	1%	1%	1%	3%	3%
Don't know	-	3%	6%	2%	5%	3%	3%	4%	6%	2%	8%	-
Net: Support	71%	79%	74%	74%	79%	68%	76%	79%	72%	70%	73%	82%
Net: Oppose	1%	1%	1%	3%	3%	6%	5%	3%	4%	2%	4%	3%

YouGov Survey Results

Sample Size: 2058 GB senior decision makers

B2B Sample: 6th - 16th March 2017

Region mainly work (long list)											
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

Providing tax breaks for companies investing at least 10% of its revenue into the digital economy and/or the industrial internet

Unweighted base	70	176	130	111	144	116	486	345	197	78	177	28
Base: All GB senior decision makers	71	177	124	106	140	108	511	342	194	79	176	32
Strongly support	25%	25%	18%	16%	20%	22%	25%	22%	14%	20%	14%	19%
Tend to support	35%	33%	32%	41%	43%	30%	37%	35%	32%	30%	34%	31%
Neither support nor oppose	20%	28%	31%	28%	20%	31%	23%	25%	34%	33%	29%	26%
Tend to oppose	14%	10%	7%	10%	8%	10%	8%	10%	11%	12%	11%	12%
Strongly oppose	3%	1%	4%	1%	1%	3%	5%	3%	2%	2%	3%	8%
Don't know	3%	4%	7%	5%	7%	4%	3%	5%	7%	4%	8%	3%
Net: Support	60%	58%	51%	56%	64%	52%	62%	57%	46%	49%	49%	50%
Net: Oppose	17%	11%	11%	11%	9%	13%	13%	13%	14%	14%	14%	20%

LHH_q2_3. Improving infrastructure for internet connectivity so that more businesses can access faster internet speeds (e.g. fibre optic)

Unweighted base	70	176	130	111	144	116	486	345	197	78	177	28
Base: All GB senior decision makers	71	177	124	106	140	108	511	342	194	79	176	32
Strongly support	54%	45%	47%	52%	53%	58%	47%	52%	46%	57%	51%	59%
Tend to support	34%	42%	42%	32%	31%	21%	33%	34%	31%	26%	31%	35%
Neither support nor oppose	12%	10%	7%	12%	10%	13%	14%	10%	17%	13%	10%	6%
Tend to oppose	-	0%	0%	2%	2%	4%	2%	1%	-	-	0%	-
Strongly oppose	-	1%	-	-	-	2%	2%	0%	-	-	1%	-
Don't know	-	2%	4%	2%	5%	3%	3%	3%	6%	3%	8%	-
Net: Support	88%	87%	88%	84%	83%	79%	79%	86%	77%	84%	81%	94%
Net: Oppose	-	1%	0%	2%	2%	6%	4%	2%	-	-	1%	-

For the following question, if you would like a reminder of what we mean by "industrial internet", please hover your cursor over, or click on this term in the question text.

Which, if any, of the following are barriers to your business investing more money in the industrial internet over the next 12 months (i.e. between now and March 2018)? (Please select all that apply. If there aren't any barriers to your business investing more money in the industrial internet, please select the "Not applicable" option)

Unweighted base	70	176	130	111	144	116	486	345	197	78	177	28
Base: All GB senior decision makers	71	177	124	106	140	108	511	342	194	79	176	32
Lack of capital to invest	20%	20%	19%	19%	21%	19%	23%	17%	20%	12%	17%	12%
Lack of skilled workers available to hire	19%	15%	8%	13%	10%	9%	22%	14%	10%	14%	8%	18%
Tax restrictions (i.e. limiting investments)	9%	11%	5%	8%	11%	8%	14%	7%	7%	9%	4%	3%
The direction of my company's business leadership	13%	12%	12%	14%	9%	7%	13%	8%	8%	8%	3%	13%
Lack of business confidence to invest in this area	23%	17%	12%	21%	7%	9%	17%	18%	12%	9%	11%	13%
The overall economic environment	21%	25%	23%	22%	18%	15%	29%	18%	19%	20%	22%	13%
It isn't relevant to our business	26%	34%	28%	30%	28%	33%	22%	32%	35%	29%	22%	25%
Other	3%	1%	1%	2%	3%	5%	3%	2%	3%	9%	1%	-
Don't know	1%	6%	5%	2%	8%	8%	7%	6%	5%	7%	11%	8%
Not applicable - there aren't any barriers to your business investing more money in the industrial internet	19%	17%	23%	25%	23%	21%	14%	22%	20%	21%	23%	33%

YouGov Survey Results

Sample Size: 2058 GB senior decision makers
B2B Sample: 6th - 16th March 2017

Region mainly work (short list)							
North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)

For the following questions, by "digital economy", we mean an economy based on digital computing technologies.

Following Britain's exit from the European Union (EU), do you think the UK Government and UK businesses will invest more or less into the digital economy compared to how much they currently invest in this, or will it remain about the same? (Please select the option that best applies on each row)

The UK Government									
	Unweighted base	376	255	116	486	542	78	177	28
Base: All GB senior decision makers		371	246	108	511	536	79	176	32
Much more	15%	14%	15%	18%	11%	15%	15%	13%	26%
A little more	32%	23%	28%	32%	29%	22%	24%	24%	22%
About the same	32%	45%	42%	30%	37%	35%	34%	34%	44%
A little less	6%	4%	9%	6%	6%	8%	8%	8%	-
Much less	6%	5%	3%	7%	6%	12%	13%	13%	5%
Don't know	10%	10%	3%	7%	10%	8%	8%	8%	3%
Net: More	46%	37%	43%	50%	40%	37%	37%	37%	48%
Net: Less	11%	9%	12%	13%	12%	20%	21%	21%	5%
UK Businesses									
	Unweighted base	376	255	116	486	542	78	177	28
Base: All GB senior decision makers		371	246	108	511	536	79	176	32
Much more	19%	16%	18%	24%	16%	18%	15%	25%	25%
A little more	31%	26%	39%	28%	31%	27%	29%	26%	26%
About the same	34%	40%	31%	30%	34%	39%	33%	37%	37%
A little less	4%	5%	8%	6%	6%	4%	10%	5%	-
Much less	3%	2%	2%	6%	2%	5%	6%	6%	-
Don't know	9%	10%	3%	7%	10%	7%	7%	7%	8%
Net: More	50%	42%	57%	52%	47%	45%	44%	51%	51%
Net: Less	8%	7%	10%	11%	9%	9%	16%	16%	5%

To what extent do you support or oppose the UK Government doing each of the following to help the UK get the most out of the digital economy and industrial internet? (Please select one option on each row. If you would like a reminder of what we mean by "digital economy" and "industrial internet", please hover your cursor over, or click on these terms in the question text)

Focussing increased funding for apprenticeships on improving digital skills									
	Unweighted base	376	255	116	486	542	78	177	28
Base: All GB senior decision makers		371	246	108	511	536	79	176	32
Strongly support	34%	31%	26%	36%	31%	34%	36%	34%	34%
Tend to support	42%	46%	42%	40%	45%	36%	37%	48%	48%
Neither support nor oppose	20%	16%	23%	16%	16%	26%	15%	16%	16%
Tend to oppose	1%	2%	4%	4%	3%	1%	3%	-	-
Strongly oppose	0%	1%	2%	2%	1%	1%	1%	3%	3%
Don't know	3%	4%	3%	3%	5%	2%	8%	-	-
Net: Support	76%	77%	68%	76%	76%	70%	73%	82%	82%
Net: Oppose	1%	3%	6%	5%	3%	2%	4%	3%	3%

YouGov Survey Results

Sample Size: 2058 GB senior decision makers
B2B Sample: 6th - 16th March 2017

Region mainly work (short list)								
North	Midlands	East	London	South	Wales	Scotland	Elsewhere (i.e. outside of Great Britain)	

Providing tax breaks for companies investing at least 10% of its revenue into the digital economy and/or the industrial internet

Unweighted base	376	255	116	486	542	78	177	28
Base: All GB senior decision makers	371	246	108	511	536	79	176	32
Strongly support	23%	18%	22%	25%	19%	20%	14%	19%
Tend to support	33%	42%	30%	37%	34%	30%	34%	31%
Neither support nor oppose	28%	23%	31%	23%	29%	33%	29%	26%
Tend to oppose	10%	9%	10%	8%	10%	12%	11%	12%
Strongly oppose	3%	1%	3%	5%	3%	2%	3%	8%
Don't know	4%	6%	4%	3%	5%	4%	8%	3%
Net: Support	56%	61%	52%	62%	53%	49%	49%	50%
Net: Oppose	12%	10%	13%	13%	14%	14%	14%	20%

LHH_q2_3. Improving infrastructure for internet connectivity so that more businesses can access faster internet speeds (e.g. fibre optic)

Unweighted base	376	255	116	486	542	78	177	28
Base: All GB senior decision makers	371	246	108	511	536	79	176	32
Strongly support	47%	52%	58%	47%	50%	57%	51%	59%
Tend to support	40%	31%	21%	33%	33%	26%	31%	35%
Neither support nor oppose	9%	11%	13%	14%	12%	13%	10%	6%
Tend to oppose	0%	2%	4%	2%	1%	-	0%	-
Strongly oppose	0%	-	2%	2%	0%	-	1%	-
Don't know	3%	3%	3%	3%	4%	3%	8%	-
Net: Support	88%	84%	79%	79%	82%	84%	81%	94%
Net: Oppose	1%	2%	6%	4%	1%	-	1%	-

For the following question, if you would like a reminder of what we mean by "industrial internet", please hover your cursor over, or click on this term in the question text.

Which, if any, of the following are barriers to your business investing more money in the industrial internet over the next 12 months (i.e. between now and March 2018)? (Please select all that apply. If there aren't any barriers to your business investing more money in the industrial internet, please select the "Not applicable" option)

Unweighted base	376	255	116	486	542	78	177	28
Base: All GB senior decision makers	371	246	108	511	536	79	176	32
Lack of capital to invest	19%	20%	19%	23%	18%	12%	17%	12%
Lack of skilled workers available to hire	13%	11%	9%	22%	13%	14%	8%	18%
Tax restrictions (i.e. limiting investments)	8%	9%	8%	14%	7%	9%	4%	3%
The direction of my company's business leadership	12%	11%	7%	13%	8%	8%	3%	13%
Lack of business confidence to invest in this area	17%	13%	9%	17%	16%	9%	11%	13%
The overall economic environment	23%	20%	15%	29%	19%	20%	23%	13%
It isn't relevant to our business	30%	29%	33%	22%	33%	29%	22%	25%
Other	2%	3%	5%	3%	2%	9%	1%	-
Don't know	5%	5%	8%	7%	5%	7%	11%	8%
Not applicable - there aren't any barriers to my business investing more money in the industrial internet	19%	24%	21%	14%	21%	21%	23%	33%

YouGov Survey Results

Sample Size: 2058 GB senior decision makers
B2B Sample: 6th - 16th March 2017

Gender		Age			
Male	Female	18 to 34	35 to 44	45 to 54	55+

For the following questions, by "digital economy", we mean an economy based on digital computing technologies.

Following Britain's exit from the European Union (EU), do you think the UK Government and UK businesses will invest more or less into the digital economy compared to how much they currently invest in this, or will it remain about the same? (Please select the option that best applies on each row)

The UK Government							
	Unweighted base	1478	580	299	465	540	754
Base: All GB senior decision makers		1483	575	317	479	538	724
Much more	15%	14%	22%	16%	11%	13%	13%
A little more	30%	25%	34%	32%	21%	30%	30%
About the same	36%	34%	22%	34%	41%	38%	38%
A little less	6%	8%	7%	8%	7%	4%	4%
Much less	6%	8%	7%	7%	9%	5%	5%
Don't know	7%	13%	7%	4%	11%	10%	10%
Net: More	45%	39%	56%	47%	32%	43%	43%
Net: Less	12%	14%	14%	15%	15%	9%	9%
UK Businesses							
	Unweighted base	1478	580	299	465	540	754
Base: All GB senior decision makers		1483	575	317	479	538	724
Much more	19%	17%	26%	21%	14%	18%	18%
A little more	31%	28%	32%	31%	26%	31%	31%
About the same	34%	33%	23%	32%	40%	35%	35%
A little less	6%	5%	8%	8%	6%	4%	4%
Much less	3%	5%	3%	5%	4%	3%	3%
Don't know	7%	12%	8%	3%	10%	10%	10%
Net: More	50%	45%	58%	51%	40%	49%	49%
Net: Less	10%	10%	11%	13%	10%	7%	7%

To what extent do you support or oppose the UK Government doing each of the following to help the UK get the most out of the digital economy and industrial internet? (Please select one option on each row. If you would like a reminder of what we mean by "digital economy" and "industrial internet", please hover your cursor over, or click on these terms in the question text)

Focussing increased funding for apprenticeships on improving digital skills							
	Unweighted base	1478	580	299	465	540	754
Base: All GB senior decision makers		1483	575	317	479	538	724
Strongly support	36%	26%	29%	32%	31%	37%	37%
Tend to support	41%	44%	43%	45%	41%	40%	40%
Neither support nor oppose	16%	20%	20%	15%	19%	17%	17%
Tend to oppose	2%	3%	2%	3%	3%	2%	2%
Strongly oppose	1%	1%	1%	1%	1%	1%	1%
Don't know	3%	5%	5%	3%	6%	3%	3%
Net: Support	77%	71%	73%	77%	71%	78%	78%
Net: Oppose	3%	4%	3%	5%	4%	3%	3%

YouGov Survey Results

Sample Size: 2058 GB senior decision makers

B2B Sample: 6th - 16th March 2017

Gender		Age			
Male	Female	18 to 34	35 to 44	45 to 54	55+

Providing tax breaks for companies investing at least 10% of its revenue into the digital economy and/or the industrial internet

Unweighted base	1478	580	299	465	540	754
Base: All GB senior decision makers	1483	575	317	479	538	724
Strongly support	23%	17%	28%	23%	17%	20%
Tend to support	36%	32%	33%	39%	31%	37%
Neither support nor oppose	25%	32%	19%	23%	31%	29%
Tend to oppose	9%	10%	12%	9%	10%	8%
Strongly oppose	3%	2%	3%	3%	4%	3%
Don't know	4%	7%	5%	4%	6%	4%
Net: Support	59%	49%	61%	61%	48%	56%
Net: Oppose	13%	12%	15%	12%	14%	11%

LHH_q2_3. Improving infrastructure for internet connectivity so that more businesses can access faster internet speeds (e.g. fibre optic)

Unweighted base	1478	580	299	465	540	754
Base: All GB senior decision makers	1483	575	317	479	538	724
Strongly support	53%	42%	38%	48%	48%	58%
Tend to support	32%	36%	37%	35%	34%	29%
Neither support nor oppose	11%	15%	16%	13%	11%	9%
Tend to oppose	1%	1%	3%	1%	1%	1%
Strongly oppose	0%	1%	1%	1%	0%	0%
Don't know	3%	5%	4%	3%	5%	3%
Net: Support	85%	78%	75%	82%	82%	87%
Net: Oppose	2%	2%	4%	2%	2%	1%

For the following question, if you would like a reminder of what we mean by "industrial internet", please hover your cursor over, or click on this term in the question text.

Which, if any, of the following are barriers to your business investing more money in the industrial internet over the next 12 months (i.e. between now and March 2018)? (Please select all that apply. If there aren't any barriers to your business investing more money in the industrial internet, please select the "Not applicable" option)

Unweighted base	1478	580	299	465	540	754
Base: All GB senior decision makers	1483	575	317	479	538	724
Lack of capital to invest	19%	21%	22%	22%	21%	15%
Lack of skilled workers available to hire	15%	13%	21%	17%	13%	11%
Tax restrictions (i.e. limiting investments)	9%	9%	20%	10%	7%	5%
The direction of my company's business leadership	10%	10%	16%	11%	11%	7%
Lack of business confidence to invest in this area	16%	13%	20%	18%	14%	11%
The overall economic environment	23%	21%	24%	29%	22%	17%
It isn't relevant to our business	28%	29%	23%	24%	28%	32%
Other	3%	2%	1%	2%	3%	3%
Don't know	6%	7%	8%	7%	8%	5%
Not applicable - there aren't any barriers to my business investing more money in the industrial internet	21%	16%	9%	17%	18%	27%