The study found that Digital Garage was particularly helpful for women. We wanted to find out how women benefited:

- **90%** of women who took a Digital Garage lesson did so to help with their career.
- **95%** of women feel more prepared for the future.
- **94%** of women feel confident enough to apply the knowledge they gained.
- **52%** of women went on to update their resume.
- **46%** of women started doing new projects at work relevant to what they’d learned.

Of people who took a Digital Garage lesson:

- 60% female
- 40% male

Quantitative research was done to better understand how the Grow with Google programs help people and businesses to thrive.

**TAIWAN**

**ECONOMIC IMPACT**

Digital Garage
A Google program

Quantitative research was done to better understand how the Grow with Google programs help people and businesses to thrive.

**Report methodology and details:**

- 633 people in Taiwan were surveyed.
- Participants were asked about the impact of Digital Garage five months after they attended a class or participated in a course.
- Data for this report is based on participants who attended a class or participated in a course between April 2018 and September 2019.
- Fieldwork dates:
  - Online: April 2019 - Feb 2020
  - In-person: Feb 2020
- The survey was done via email, taking approx. 8 minutes to complete.
- For legal reasons, only people over 18 years of age were surveyed.

**Of people who took a Digital Garage lesson**

- **85%** of people who took a Digital Garage lesson did so to help with their career; to keep their skills up to date for current roles or prepare for future opportunities.
- **96%** of people feel more prepared for the future.
- **95%** of people feel confident enough to apply the knowledge they gained.
- **48%** of people went on to update their resume.
- **44%** started doing new projects at work relevant to what they’d learned.

Of people who took a Digital Garage lesson:

- 46% female
- 54% male

**The study found that Digital Garage was particularly helpful for women.** We wanted to find out how women benefited:

- **90%** of women who took a Digital Garage lesson did so to help with their career.
- **95%** of women feel more prepared for the future.
- **94%** of women feel confident enough to apply the knowledge they gained.
- **52%** of women went on to update their resume.
- **46%** of women started doing new projects at work relevant to what they’d learned.

**The study found that Digital Garage was particularly helpful for women.**

We wanted to find out how women benefited:

- **90%** of women who took a Digital Garage lesson did so to help with their career.
- **95%** of women feel more prepared for the future.
- **94%** of women feel confident enough to apply the knowledge they gained.
- **52%** of women went on to update their resume.
- **46%** of women started doing new projects at work relevant to what they’d learned.
Quantitative research was done to better understand how the Grow with Google programs help people and businesses to thrive.

Report methodology and details:

- 1,997 people in Vietnam were surveyed
- Participants were asked about the impact of Digital 4.0 five months after they attended a class
- Data for this report is based on people who attended Digital 4.0 between November 2018 and February 2019
- Fieldwork dates:
  - Digital 4.0 University: Apr 2019 - June 2019
  - Digital 4.0: Mar 2019 - Apr 2019
- The survey was done via telephone call center and email, taking approx. 8 minutes to complete
- For legal reasons, only people over 18 years of age were surveyed
- Amongst those who took Digital 4.0:
  - Women n=1096 (55%)
  - Men n=897 (45%)

### VIETNAM ECONOMIC IMPACT

Digital 4.0 A Google program

Almost everyone who took Digital 4.0 feels more knowledgeable and confident about their digital skills

- 97% of people have improved their digital skills
- 97% of people feel more prepared for the future
- 97% of people feel confident enough to apply the knowledge they gained

Digital 4.0 encouraged businesses to develop or update their online presence to engage with customers. And as a result, businesses are now more engaged with their customers and are making more money

- 82% of SMBs have created or updated their online presence
- 73% of SMBs have seen an increase in customer engagement
- 45% of SMBs saw an increase in revenue or profit

Digital 4.0 has also helped women in Vietnam. We wanted to find out how women benefited from the program:

- 97% of women have improved their digital skills
- 96% of women feel more prepared for the future
- 96% of women feel confident enough to apply the knowledge they gained

Digital 4.0 is also helping female-owned businesses in Vietnam, with women also seeing an increase in their customer engagement online and making more money as a result

- 79% of business women have created or updated their online presence
- 72% of business women have seen an increase in customer engagement
- 43% of business women saw an increase in revenue or profit

Almost everyone who took Grow with Google programs say that they have learned something new, feel more confident, and are more prepared to apply their learnings in the future.

98% of people who took Grow with Google programs have improved their digital skills¹

98% of people who took Grow with Google programs feel more prepared for the future³

98% of people who took Grow with Google programs feel confident enough to apply the knowledge they gained¹

More than half of the people taking Grow with Google programs, are doing so to help their business. And as a result, businesses are now more engaged with their customers and are making more money.

55% of people who took Grow with Google programs, did so to help with their business²

→ 73% of SMBs have seen an increase in customer engagement²

→ 51% of SMBs saw an increase in revenue or profit²
Quantitative research was done to better understand how the Grow with Google programs help people and businesses to thrive.

Report methodology and details:
- 360 people in Australia were surveyed.
- Participants were asked about the impact of Grow with Google programs five months after they attended a class (3 months for Primer).
- Data for this report is based on participants who attended our programs between October 2018 – October 2019.
- Fieldwork dates:
  - Digital Springboard: March - April 2019
  - Grow with Google Online: March 2019 - March 2020
  - Grow with Google In-person: July 2019 - March 2020
  - Primer: September - Dec 2019
- The survey was done via email, taking approx. 8 minutes to complete.
- For legal reasons, only people over 18 years of age was surveyed.

Almost everyone who took Grow with Google programs say that they have learned something new, feel more confident, and are more prepared to apply their learnings in the future.

- 94% of people who took Grow with Google programs have learnt something new.
- 94% of people who took Grow with Google programs feel more prepared for the future.
- 94% of people who took Grow with Google programs feel confident enough to apply the knowledge they gained.
- 90% of people who took Grow with Google programs have improved their digital skills.

Grow with Google programs have helped encourage people to take steps to advance their career, particularly to improve their CV.

- 46% of career driven people improved their CV/Resume.
- 41% of career driven people started doing new projects at work relevant to what they learnt.
- 41% of people now feel more productive.

Grow with Google programs encouraged businesses to develop or update their online presence to engage with customers. And as a result, businesses are now more engaged with their customers.

- 50% of SMBs have seen an increase in customer engagement.
- 41% of aspiring entrepreneurs started a business.

Almost everyone who took Grow with Google programs say that they have learned something new, feel more confident, and are more prepared to apply their learnings in the future.

93% of people feel more positive about their work environment or arrangements\(^1\)
88% of people understand the concepts of AI and machine learning better\(^1\)

93% of people have learned new ways to manage personal and team well-being and efficiency\(^2\)
80% of people feel more prepared for the future\(^1\)

92% of people understand more about flexible working arrangements\(^1\)
74% of people feel confident enough to apply what they’ve learnt\(^3\)

88% of people learnt something new for themselves or their business\(^1\)
70% of people have improved their digital skills\(^1\)

Grow with Google programs have encouraged businesses to develop or update their online presence to engage with customers and to make changes to the workplace to improve employee well-being.

25% of SMBs have created or updated their online presence\(^3\)
33% of people implemented digital tools to make their work more efficient\(^2\)

24% of SMBs made changes in the workplace to improve employee well-being\(^5\)
31% of people who applied for an internship, got an internship\(^4\)