

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 was surveyed

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 opportunities¹

96%

of people feel more prepared for the future¹

95%

of people feel confident enough to apply the knowledge they gained¹

48%

of people went on to update their resume¹

44%

started doing new projects at work relevant to what they'd learned¹

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

Of people who took a Digital Garage lesson¹...



90%

of women who took a Digital Garage lesson did so to help with their career²



→ 95%

of women feel more prepared for the future³

→ 94%

of women feel confident enough to apply the knowledge they gained³

→ 52%

of women went on to update their resume³

→ 46%

of women started doing new projects at work relevant to what they'd learned³

VIETNAM

ECONOMIC IMPACT

Digital 4.0

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:

- 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 was surveyed
- Amongst those who took Digital 4.0:
 - Women n=1096 (55%)
 - Men n=897 (45%)

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

97%

of people have improved their digital skills¹

97%

of people feel more prepared for the future¹

97%

of people feel confident enough to apply the knowledge they gained¹

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 presence²

73%

of SMBs have seen an increase in customer engagement²

45%

of SMBs saw an increase in revenue or profit²

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 skills³

96%

of women feel more prepared for the future³

96%

of women feel confident enough to apply the knowledge they gained³

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 presence⁴

72%

of business women have seen an increase in customer engagement⁴

43%

of business women saw an increase in revenue or profit⁴



INDONESIA

ECONOMIC IMPACT

Grow with Google programs:
Gapura Digital, Women Will,
Primer, Android Kejar, Faculty
Development

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

Report methodology and details:

- 3,230 people in Indonesia 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 November 2018 and February 2019
- Fieldwork dates:
Primer: Apr 2019 - Jul 2019
Faculty Development: Jun - Jul 2019
Gapura Digital: May 2019 - Jul 2019
Kejar: Apr 2019 - Jul 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 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

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 future¹

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

AUSTRALIA

ECONOMIC IMPACT

Grow with Google programs:

Grow with Google (in-person), Digital Garage (online), Primer (app), Digital Springboard (in-person)

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 new¹

94% of people who took Grow with Google programs feel more prepared for the future¹

94% of people who took Grow with Google programs feel confident enough to apply the knowledge they gained¹

90% of people who took Grow with Google programs have improved their digital skills¹

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/Resume²

41% of career driven people started doing new projects at work relevant to what they learnt²

41% of people now feel more productive²

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. 2 in 5 aspiring entrepreneurs are also going on to start a business

50% of SMBs have seen an increase in customer engagement³

41% of aspiring entrepreneurs started a business⁴



JAPAN

ECONOMIC IMPACT

Grow with Google programs:

Mynavi, Net Learning, SMB Skilling, Digital Workshop

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

Report methodology and details:

- 612 people in Japan were surveyed
- Participants were asked about the impact of Grow with Google programs five months after they attended a class
- Data for this report is based on participants who attended our programs between November 2018 – October 2019
- Fieldwork dates:
Digital Workshop: April 2019 - March 2020
Mynavi, NetLearning, SMB Skilling: December 2019 - March 2020

- 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.

93%

of people feel more positive about their work environment or arrangements¹

88%

of people understand the concepts of AI and machine learning better¹

93%

of people have learned new ways to manage personal and team well-being and efficiency¹

80%

of people feel more prepared for the future¹

92%

of people understand more about flexible working arrangements¹

74%

of people feel confident enough to apply what they've learnt¹

88%

of people learnt something new for themselves or their business¹

70%

of people have improved their digital skills¹

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.

Grow with Google programs have encouraged people to implement tools to make their work more efficient and to also help those aspiring to get an internship, to go on to do so.

25%

of SMBs have created or updated their online presence³

33%

of people implemented digital tools to make their work more efficient²

24%

of SMBs made changes in the workplace to improve employee well-being⁵

31%

of people who applied for an internship, got an internship⁴