Doteveryone Tech Professionals - Omnibus

Table 1

Q1_tech_attitudes(1). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on you as an individual

Base : All respondents

		Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
		(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base		2234	1092	1142	350	415	371	432	283	383
Strongly agree	(+2)	631 **28%bh**	338 **31%xb**	293 *26%*	138 **39%xdefgh**	133 **32%efgh**	95 *26%*	109 *25%*	70 *25%*	86 *22%*
Tend to agree	(+1)	1081 **48%c**	507 *46%*	574 *50%*	137 *39%*	192 **46%c**	177 **48%c**	225 **52%c**	139 **49%c**	211 **55%xcde**
Neither agree nor disagree	(0)	348 *16%*	160 *15%*	188 *16%*	46 *13%*	62 *15%*	62 *17%*	76 *18%*	45 *16%*	57 *15%*
Tend to disagree	(-1)	108 *5%*	55 *5%*	53 *5%*	18 *5%*	15 *4%*	26 **7%xdf**	15 *3%*	18 *6%*	16 *4%*
Strongly disagree	(-2)	50 **2%f**	26 *2%*	24 *2%*	10 **3%f**	9 *2%*	8 *2%*	4 *1%*	7 *2%*	12 **3%f**
Don't know		16 *1%*	6 *1%*	10 *1%*	1 *	4 *1%*	3 *1%*	3 *1%*	4 *1%*	1 *
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -
Agree (Top 2 Box)		**1712** ***77%***	**845** ***77%***	**867** ***76%***	**275** ***79%***	**325** ***78%***	**272** ***73%***	**334** ***77%***	**209** ***74%***	**297** ***78%***
Disagree (Bottom 2 Box)		**158** **7%f**	**81** ***7%***	**77** ***7%***	**28** **8%f**	**24** ***6%***	**34** **9%f**	**19** ***4%***	**25** **9%f**	**28** ***7%***
Net diff - agree		**1554** ***70%***	**764** ***70%***	**790** ***69%***	**247** ***71%***	**301** ***73%***	**238** ***64%***	**315** ***73%***	**184** ***65%***	**269** ***70%***
Mean		**0.96**	**0.99**	**0.94**	**1.07xegh**	**1.03egh**	**0.88**	**0.98**	**0.89**	**0.90**
Standard Deviation		**0.92**	**0.94**	**0.89**	**0.99**	**0.90**	**0.95**	**0.81**	**0.94**	**0.90**
Standard Error		**0.02**	**0.03**	**0.03**	**0.05**	**0.04**	**0.05**	**0.04**	**0.06**	**0.05**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 2

Q1_tech_attitudes(1). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on you as an individual

Base : All respondents

		Total	Region (UKREGION1).												Employment (EMP01)		
		(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base		2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Strongly agree	(+2)	631	20	67	57	51	46	56	51	75	96	36	55	21	351	87	193
		28%	*22%*	*27%*	*30%*	*26%*	*28%*	*27%*	*27%*	*24%*	**33%ah**	*33%*	*30%*	*35%*	*30%*	*29%*	*26%*
Tend to agree	(+1)	1081	46	112	96	102	81	99	86	161	137	54	82	25	559	134	388
		48%	*50%*	*46%*	*51%*	*52%*	*50%*	*48%*	*46%*	*52%*	*47%*	*50%*	*44%*	*42%*	*47%*	*45%*	**52%mn**
Neither agree nor disagree	(0)	348	22	39	23	28	29	27	33	49	39	18	32	9	192	45	111
		16%	**24%xcdfi mno**	*16%*	*12%*	*14%*	*18%*	*13%*	*17%*	*16%*	*13%*	*17%*	*17%*	*15%*	*16%*	*15%*	*15%*
Tend to disagree	(-1)	108	3	19	7	10	5	17	12	13	11	1	7	3	53	21	34
		5%j	*3%*	**8%xeij**	*4%*	*5%*	*3%*	**8%xeij**	**6%j**	*4%*	*4%*	*1%*	*4%*	*5%*	*4%*	*7%*	*5%*
Strongly disagree	(-2)	50	1	5	3	6	2	5	6	7	7	-	6	2	24	11	15
		2%	*1%*	*2%*	*2%*	*3%*	*1%*	*2%*	*3%*	*2%*	*2%*	-	*3%*	*3%*	*2%*	*4%*	*2%*
Don't know		16	-	2	2	1	-	2	1	3	2	-	3	-	9	3	4
		1%	-	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*2%*	-	*1%*	*1%*	*1%*
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1712**	**66**	**179**	**153**	**153**	**127**	**155**	**137**	**236**	**233**	**90**	**137**	**46**	**910**	**221**	**581**
		77%	***72%***	***73%***	**81%g**	***77%***	***78%***	***75%***	***72%***	***77%***	***80%***	***83%***	***74%***	***77%***	***77%***	***73%***	***78%***
Disagree (Bottom 2 Box)		**158**	**4**	**24**	**10**	**16**	**7**	**22**	**18**	**20**	**18**	**1**	**13**	**5**	**77**	**32**	**49**
		7%j	***4%***	**10%ej**	***5%***	**8%j**	***4%***	**11%xej**	**10%j**	**6%j**	**6%j**	***1%***	**7%j**	**8%j**	***6%***	**11%mo**	***7%***
Net diff - agree		**1554**	**62**	**155**	**143**	**137**	**120**	**133**	**119**	**216**	**215**	**89**	**124**	**41**	**833**	**189**	**532**
		70%	***67%***	***64%***	***76%***	***69%***	***74%***	***65%***	***63%***	***70%***	***74%***	***82%***	***67%***	***68%***	***70%***	***63%***	***71%***
Mean		**0.96**	**0.88**	**0.90**	**1.06**	**0.92**	**1.01**	**0.90**	**0.87**	**0.93**	**1.05g**	**1.15xabd fgh**	**0.95**	**1.00**	**0.98**	**0.89**	**0.96**
Standard Deviation		**0.92**	**0.82**	**0.96**	**0.85**	**0.94**	**0.84**	**0.98**	**0.99**	**0.88**	**0.91**	**0.72**	**0.97**	**1.01**	**0.91**	**1.02**	**0.88**
Standard Error		**0.02**	**0.09**	**0.06**	**0.06**	**0.07**	**0.07**	**0.07**	**0.07**	**0.05**	**0.05**	**0.07**	**0.07**	**0.13**	**0.03**	**0.06**	**0.03**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 3

Q1_tech_attitudes(1). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on you as an individual

Base : All respondents

		Total	Role Type S2_tech_func.					
		(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base		2234	35*	92*	70*	7**	42*	14**
Strongly agree	(+2)	631	12	39	30	3	26	5
		28%	*34%*	**42%x**	**43%x**	*43%*	**62%xab**	*36%*
Tend to agree	(+1)	1081	14	32	25	1	12	4
		48%bce	*40%*	*35%*	*36%*	*14%*	*29%*	*29%*
Neither agree nor disagree	(0)	348	4	13	7	2	2	4
		16%e	*11%*	*14%*	*10%*	*29%*	*5%*	*29%*
Tend to disagree	(-1)	108	1	6	4	1	-	1
		5%	*3%*	*7%*	*6%*	*14%*	-	*7%*
Strongly disagree	(-2)	50	4	2	4	-	2	-
		2%	**11%xb**	*2%*	*6%*	-	*5%*	-
Don't know		16	-	-	-	-	-	-
		1%	-	-	-	-	-	-
Not stated		-	-	-	-	-	-	-
		-	-	-	-	-	-	-
Agree (Top 2 Box)		**1712**	**26**	**71**	**55**	**4**	**38**	**9**
		77%	***74%***	***77%***	***79%***	***57%***	**90%x**	***64%***
Disagree (Bottom 2 Box)		**158**	**5**	**8**	**8**	**1**	**2**	**1**
		7%	***14%***	***9%***	***11%***	***14%***	***5%***	***7%***
Net diff - agree		**1554**	**21**	**63**	**47**	**3**	**36**	**8**
		70%	***60%***	***68%***	***67%***	***43%***	***86%***	***57%***
Mean		**0.96**	**0.83**	**1.09**	**1.04**	**0.86**	**1.43xa**	**0.93**
Standard Deviation		**0.92**	**1.27**	**1.01**	**1.13**	**1.21**	**0.97**	**1.00**
Standard Error		**0.02**	**0.21**	**0.11**	**0.14**	**0.46**	**0.15**	**0.27**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Q1_tech_attitudes(1). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on you as an individual

Base : All respondents

		Total	Role S2_tech_func.																
		(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base		2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Strongly agree	(+2)	631	1	6	5	7	1	1	4	1	2	-	18	1	2	2	5	9	10
		28%	*11%*	*55%*	*33%*	*37%*	*33%*	*13%*	*50%*	*17%*	*40%*	-	**55%x**	*100%*	*33%*	*100%*	*45%*	*56%*	*37%*
Tend to agree	(+1)	1081	5	3	6	7	1	2	3	3	1	1	11	-	3	-	5	4	11
		48%	*56%*	*27%*	*40%*	*37%*	*33%*	*25%*	*38%*	*50%*	*20%*	*100%*	*33%*	-	*50%*	-	*45%*	*25%*	*41%*
Neither agree nor disagree	(0)	348	1	1	2	3	1	3	1	1	2	-	1	-	1	-	1	-	3
		16%q	*11%*	*9%*	*13%*	*16%*	*33%*	*38%*	*13%*	*17%*	*40%*	-	*3%*	-	*17%*	-	*9%*	-	*11%*
Tend to disagree	(-1)	108	-	-	1	2	-	1	-	1	-	-	2	-	-	-	-	2	1
		5%	-	-	*7%*	*11%*	-	*13%*	-	*17%*	-	-	*6%*	-	-	-	-	*13%*	*4%*
Strongly disagree	(-2)	50	2	1	1	-	-	1	-	-	-	-	1	-	-	-	-	1	2
		2%	*22%*	*9%*	*7%*	-	-	*13%*	-	-	-	-	*3%*	-	-	-	-	*6%*	*7%*
Don't know		16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1712**	**6**	**9**	**11**	**14**	**2**	**3**	**7**	**4**	**3**	**1**	**29**	**1**	**5**	**2**	**10**	**13**	**21**
		77%	***67%***	***82%***	***73%***	***74%***	***67%***	***38%***	***88%***	***67%***	***60%***	***100%***	***88%***	***100%***	***83%***	***100%***	***91%***	***81%***	***78%***
Disagree (Bottom 2 Box)		**158**	**2**	**1**	**2**	**2**	**-**	**2**	**-**	**1**	**-**	**-**	**3**	**-**	**-**	**-**	**-**	**3**	**3**
		7%	***22%***	***9%***	***13%***	***11%***	**-**	***25%***	**-**	***17%***	**-**	**-**	***9%***	**-**	**-**	**-**	**-**	***19%***	***11%***
Net diff - agree		**1554**	**4**	**8**	**9**	**12**	**2**	**1**	**7**	**3**	**3**	**1**	**26**	**1**	**5**	**2**	**10**	**10**	**18**
		70%	***44%***	***73%***	***60%***	***63%***	***67%***	***13%***	***88%***	***50%***	***60%***	***100%***	***79%***	***100%***	***83%***	***100%***	***91%***	***63%***	***67%***
Mean		**0.96**	**0.33**	**1.18**	**0.87**	**1.00**	**1.00**	**0.13**	**1.38**	**0.67**	**1.00**	**1.00**	**1.30x**	**2.00**	**1.17**	**2.00**	**1.36**	**1.13**	**0.96**
Standard Deviation		**0.92**	**1.41**	**1.25**	**1.19**	**1.00**	**1.00**	**1.25**	**0.74**	**1.03**	**1.00**	**-**	**1.02**	**-**	**0.75**	**0.00**	**0.67**	**1.31**	**1.16**
Standard Error		**0.02**	**0.47**	**0.38**	**0.31**	**0.23**	**0.58**	**0.44**	**0.26**	**0.42**	**0.45**	**-**	**0.18**	**-**	**0.31**	**0.00**	**0.20**	**0.33**	**0.22**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 4

Q1_tech_attitudes(1). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on you as an individual

Base : All respondents

		Role S2_tech_func.										
		Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base		**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Strongly agree	(+2)	**631**	3	3	2	-	1	3	6	2	-	-
		28%	*50%*	*30%*	*50%*	-	*100%*	*75%*	*75%*	*50%*	-	-
Tend to agree	(+1)	**1081**	-	5	-	1	-	1	1	1	2	1
		48%	-	*50%*	-	*50%*	-	*25%*	*13%*	*25%*	*100%*	*50%*
Neither agree nor disagree	(0)	**348**	2	1	1	1	-	-	-	1	-	1
		16%	*33%*	*10%*	*25%*	*50%*	-	-	-	*25%*	-	*50%*
Tend to disagree	(-1)	**108**	1	-	1	-	-	-	-	-	-	-
		5%	*17%*	-	*25%*	-	-	-	-	-	-	-
Strongly disagree	(-2)	**50**	-	1	-	-	-	-	1	-	-	-
		2%	-	*10%*	-	-	-	-	*13%*	-	-	-
Don't know		**16**	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-
Not stated		**-**	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1712**	**3**	**8**	**2**	**1**	**1**	**4**	**7**	**3**	**2**	**1**
		77%	***50%***	***80%***	***50%***	***50%***	***100%***	***100%***	***88%***	***75%***	***100%***	***50%***
Disagree (Bottom 2 Box)		**158**	**1**	**1**	**1**	**-**	**-**	**-**	**1**	**-**	**-**	**-**
		7%	***17%***	***10%***	***25%***	**-**	**-**	**-**	***13%***	**-**	**-**	**-**
Net diff - agree		**1554**	**2**	**7**	**1**	**1**	**1**	**4**	**6**	**3**	**2**	**1**
		70%	***33%***	***70%***	***25%***	***50%***	***100%***	***100%***	***75%***	***75%***	***100%***	***50%***
Mean		**0.96**	**0.83**	**0.90**	**0.75**	**0.50**	**2.00**	**1.75**	**1.38**	**1.25**	**1.00**	**0.50**
Standard Deviation		**0.92**	**1.33**	**1.20**	**1.50**	**0.71**	**-**	**0.50**	**1.41**	**0.96**	**0.00**	**0.71**
Standard Error		**0.02**	**0.54**	**0.38**	**0.75**	**0.50**	**-**	**0.25**	**0.50**	**0.48**	**0.00**	**0.50**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 4

Q1_tech_attitudes(1). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on you as an individual

Base : All respondents

		Role S2_tech_func.											
		Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base		**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Strongly agree	(+2)	**631**	9	1	3	2	-	-	4	-	-	-	1
		28%	*69%*	*50%*	*75%*	*67%*	-	-	*50%*	-	-	-	*50%*
Tend to agree	(+1)	**1081**	4	1	1	-	-	-	2	-	1	-	1
		48%	*31%*	*50%*	*25%*	-	-	-	*25%*	-	*100%*	-	*50%*
Neither agree nor disagree	(0)	**348**	-	-	-	-	1	1	2	-	-	-	-
		16%	-	-	-	-	*50%*	*100%*	*25%*	-	-	-	-
Tend to disagree	(-1)	**108**	-	-	-	-	1	-	-	-	-	-	-
		5%	-	-	-	-	*50%*	-	-	-	-	-	-
Strongly disagree	(-2)	**50**	-	-	-	1	-	-	-	-	-	-	-
		2%	-	-	-	*33%*	-	-	-	-	-	-	-
Don't know		**16**	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-
Not stated		**-**	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1712**	**13**	**2**	**4**	**2**	**-**	**-**	**6**	**-**	**1**	**-**	**2**
		77%	***100%***	***100%***	***100%***	***67%***	**-**	**-**	***75%***	**-**	***100%***	**-**	***100%***
Disagree (Bottom 2 Box)		**158**	**-**	**-**	**-**	**1**	**1**	**-**	**-**	**-**	**-**	**-**	**-**
		7%	**-**	**-**	**-**	***33%***	***50%***	**-**	**-**	**-**	**-**	**-**	**-**
Net diff - agree		**1554**	**13**	**2**	**4**	**1**	**-1**	**0**	**6**	**0**	**1**	**0**	**2**
		70%	***100%***	***100%***	***100%***	***33%***	***-50%***	***0%***	***75%***	***0%***	***100%***	***0%***	***100%***
Mean		**0.96**	**1.69**	**1.50**	**1.75**	**0.67**	**-0.50**	**0.00**	**1.25**	**-**	**1.00**	**-**	**1.50**
Standard Deviation		**0.92**	**0.48**	**0.71**	**0.50**	**2.31**	**0.71**	**-**	**0.89**	**-**	**-**	**-**	**0.71**
Standard Error		**0.02**	**0.13**	**0.50**	**0.25**	**1.33**	**0.50**	**-**	**0.31**	**-**	**-**	**-**	**0.50**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 5

Q1_tech_attitudes(1). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on you as an individual

Base : All respondents

		Total	Education (UK02EDU)						
		(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base		2234	14**	138	423	179	546	693	241
Strongly agree	(+2)	631	3	34	105	45	149	222	73
		28%	*21%*	*25%*	*25%*	*25%*	*27%*	**32%xc**	*30%*
Tend to agree	(+1)	1081	4	54	204	75	276	330	138
		48%b	*29%*	*39%*	*48%*	*42%*	**51%bd**	*48%*	**57%xbcdf**
Neither agree nor disagree	(0)	348	4	36	68	47	78	97	18
		16%g	*29%*	**26%xcefg**	**16%g**	**26%xcefg**	**14%g**	**14%g**	*7%*
Tend to disagree	(-1)	108	-	10	25	9	29	26	9
		5%	-	*7%*	*6%*	*5%*	*5%*	*4%*	*4%*
Strongly disagree	(-2)	50	2	2	19	3	10	12	2
		2%	*14%*	*1%*	**4%xefg**	*2%*	*2%*	*2%*	*1%*
Don't know		16	1	2	2	-	4	6	1
		1%	*7%*	*1%*	*	-	*1%*	*1%*	*
Not stated		-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1712**	**7**	**88**	**309**	**120**	**425**	**552**	**211**
		77%bd	***50%***	***64%***	**73%b**	***67%***	**78%bd**	**80%xbcd**	**88%xbcdef**
Disagree (Bottom 2 Box)		**158**	**2**	**12**	**44**	**12**	**39**	**38**	**11**
		7%f	***14%***	***9%***	**10%xfg**	***7%***	***7%***	***5%***	***5%***
Net diff - agree		**1554**	**5**	**76**	**265**	**108**	**386**	**514**	**200**
		70%	***36%***	***55%***	***63%***	***60%***	***71%***	***74%***	***83%***
Mean		**0.96bc**	**0.46**	**0.79**	**0.83**	**0.84**	**0.97bc**	**1.05xbcd**	**1.13xbcde**
Standard Deviation		**0.92**	**1.33**	**0.95**	**1.01**	**0.92**	**0.89**	**0.88**	**0.77**
Standard Error		**0.02**	**0.37**	**0.08**	**0.05**	**0.07**	**0.04**	**0.03**	**0.05**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 6

Q1_tech_attitudes(1). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on you as an individual

Base : All respondents

		Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
		(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base		2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Strongly agree	(+2)	631 **28%bl**	48 *27%*	90 *24%*	165 *28%*	81 **31%b**	74 **33%b**	82 **33%b**	25 **39%b**	25 **33%l**	180 **32%xjl**	162 *27%*	127 **29%l**	71 *22%*	66 *29%*
Tend to agree	(+1)	1081 *48%*	76 *42%*	185 *49%*	282 *48%*	132 *50%*	110 *48%*	141 **56%xacg**	25 *39%*	31 *41%*	281 *50%*	303 *50%*	199 *46%*	171 **53%km**	96 *42%*
Neither agree nor disagree	(0)	348 **16%dfi**	34 **19%df**	67 **18%df**	108 **18%xdef**	26 *10%*	27 *12%*	19 *8%*	7 *11%*	13 *17%*	62 *11%*	104 **17%i**	74 **17%i**	50 *16%*	45 **20%i**
Tend to disagree	(-1)	108 *5%*	10 *6%*	24 *6%*	22 *4%*	15 *6%*	13 *6%*	9 *4%*	2 *3%*	2 *3%*	28 *5%*	22 *4%*	25 *6%*	17 *5%*	14 *6%*
Strongly disagree	(-2)	50 **2%cf**	9 **5%xcef**	13 **3%cf**	6 *1%*	10 **4%cef**	2 *1%*	1 *	4 **6%xcef**	4 **5%km**	12 *2%*	13 *2%*	6 *1%*	12 **4%k**	3 *1%*
Don't know		16 *1%*	4 **2%xdf**	2 *1%*	4 *1%*	- -	1 *	- -	1 **2%df**	1 *1%*	1 *	6 *1%*	4 *1%*	1 *	3 **1%i**
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Agree (Top 2 Box)		**1712** **77%abm**	**124** ***69%***	**275** ***72%***	**447** **76%a**	**213** **81%ab**	**184** **81%ab**	**223** **88%xabcdeg**	**50** ***78%***	**56** ***74%***	**461** **82%xjklm**	**465** ***76%***	**326** ***75%***	**242** ***75%***	**162** ***71%***
Disagree (Bottom 2 Box)		**158** **7%cf**	**19** **10%cf**	**37** **10%xcf**	**28** ***5%***	**25** **9%cf**	**15** ***7%***	**10** ***4%***	**6** ***9%***	**6** ***8%***	**40** ***7%***	**35** ***6%***	**31** ***7%***	**29** ***9%***	**17** ***7%***
Net diff - agree		**1554** ***70%***	**105** ***58%***	**238** ***62%***	**419** ***71%***	**188** ***71%***	**169** ***74%***	**213** ***85%***	**44** ***69%***	**50** ***66%***	**421** ***75%***	**430** ***70%***	**295** ***68%***	**213** ***66%***	**145** ***64%***
Mean		**0.96abl**	**0.81**	**0.83**	**0.99ab**	**0.98**	**1.07ab**	**1.17xabcd**	**1.03**	**0.95**	**1.05xl**	**0.96**	**0.97**	**0.85**	**0.93**
Standard Deviation		**0.92**	**1.06**	**0.97**	**0.84**	**0.99**	**0.87**	**0.74**	**1.11**	**1.05**	**0.91**	**0.88**	**0.91**	**0.95**	**0.93**
Standard Error		**0.02**	**0.08**	**0.05**	**0.03**	**0.06**	**0.06**	**0.05**	**0.14**	**0.12**	**0.04**	**0.04**	**0.04**	**0.05**	**0.06**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 8

Q1_tech_attitudes(2). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on society as a whole

Base : All respondents

		Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
		(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base		2234	1092	1142	350	415	371	432	283	383
Strongly agree	(+2)	461 **21%b**	256 **23%xb**	205 *18%*	82 *23%*	83 *20%*	66 *18%*	84 *19%*	61 *22%*	85 *22%*
Tend to agree	(+1)	1094 *49%*	512 *47%*	582 *51%*	160 *46%*	210 *51%*	180 *49%*	216 *50%*	131 *46%*	197 *51%*
Neither agree nor disagree	(0)	393 *18%*	187 *17%*	206 *18%*	59 *17%*	67 *16%*	72 *19%*	76 *18%*	53 *19%*	66 *17%*
Tend to disagree	(-1)	186 **8%h**	87 *8%*	99 *9%*	31 *9%*	41 **10%h**	31 *8%*	40 **9%h**	22 *8%*	21 *5%*
Strongly disagree	(-2)	80 *4%*	42 *4%*	38 *3%*	14 *4%*	12 *3%*	18 *5%*	13 *3%*	11 *4%*	12 *3%*
Don't know		20 *1%*	8 *1%*	12 *1%*	4 *1%*	2 *	4 *1%*	3 *1%*	5 *2%*	2 *1%*
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -
Agree (Top 2 Box)		**1555** ***70%***	**768** ***70%***	**787** ***69%***	**242** ***69%***	**293** ***71%***	**246** ***66%***	**300** ***69%***	**192** ***68%***	**282** **74%e**
Disagree (Bottom 2 Box)		**266** **12%h**	**129** ***12%***	**137** ***12%***	**45** ***13%***	**53** ***13%***	**49** **13%h**	**53** ***12%***	**33** ***12%***	**33** ***9%***
Net diff - agree		**1289** ***58%***	**639** ***59%***	**650** ***57%***	**197** ***56%***	**240** ***58%***	**197** ***53%***	**247** ***57%***	**159** ***56%***	**249** ***65%***
Mean		**0.75**	**0.79**	**0.72**	**0.77**	**0.75**	**0.67**	**0.74**	**0.75**	**0.85xe**
Standard Deviation		**0.99**	**1.02**	**0.97**	**1.04**	**0.98**	**1.02**	**0.98**	**1.01**	**0.94**
Standard Error		**0.02**	**0.03**	**0.03**	**0.06**	**0.05**	**0.05**	**0.05**	**0.06**	**0.05**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 9

Q1_tech_attitudes(2). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on society as a whole

Base : All respondents

		Total	Region (UKREGION1).												Employment (EMP01)		
		(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base		2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Strongly agree	(+2)	461	14	52	43	44	31	43	42	50	62	25	39	16	267	52	142
		21%h	*15%*	*21%*	*23%*	*22%*	*19%*	*21%*	*22%*	*16%*	*21%*	*23%*	*21%*	*27%*	**22%n**	*17%*	*19%*
Tend to agree	(+1)	1094	44	125	99	92	85	97	83	154	145	57	87	26	576	146	372
		49%	*48%*	*51%*	*53%*	*46%*	*52%*	*47%*	*44%*	*50%*	*50%*	*52%*	*47%*	*43%*	*48%*	*49%*	*50%*
Neither agree nor disagree	(0)	393	18	38	28	33	35	33	32	58	57	21	30	10	203	54	136
		18%	*20%*	*16%*	*15%*	*17%*	*21%*	*16%*	*17%*	*19%*	*20%*	*19%*	*16%*	*17%*	*17%*	*18%*	*18%*
Tend to disagree	(-1)	186	13	18	9	17	9	21	20	34	20	5	16	4	91	30	65
		8%	**14%xceijm**	*7%*	*5%*	*9%*	*6%*	**10%c**	**11%c**	**11%cej**	*7%*	*5%*	*9%*	*7%*	*8%*	*10%*	*9%*
Strongly disagree	(-2)	80	3	9	6	11	3	9	10	9	6	1	9	4	39	17	24
		4%	*3%*	*4%*	*3%*	**6%ij**	*2%*	*4%*	*5%*	*3%*	*2%*	*1%*	*5%*	**7%j**	*3%*	*6%*	*3%*
Don't know		20	-	2	3	1	-	3	2	3	2	-	4	-	12	2	6
		1%	-	*1%*	*2%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	-	*2%*	-	*1%*	*1%*	*1%*
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1555**	**58**	**177**	**142**	**136**	**116**	**140**	**125**	**204**	**207**	**82**	**126**	**42**	**843**	**198**	**514**
		70%	***63%***	***73%***	**76%agh**	***69%***	***71%***	***68%***	***66%***	***66%***	***71%***	***75%***	***68%***	***70%***	***71%***	***66%***	***69%***
Disagree (Bottom 2 Box)		**266**	**16**	**27**	**15**	**28**	**12**	**30**	**30**	**43**	**26**	**6**	**25**	**8**	**130**	**47**	**89**
		12%j	**17%ceij**	***11%***	***8%***	**14%ej**	***7%***	**15%ceij**	**16%ceij**	**14%cej**	***9%***	***6%***	**14%j**	***13%***	***11%***	**16%m**	***12%***
Net diff - agree		**1289**	**42**	**150**	**127**	**108**	**104**	**110**	**95**	**161**	**181**	**76**	**101**	**34**	**713**	**151**	**425**
		58%	***46%***	***61%***	***68%***	***55%***	***64%***	***53%***	***50%***	***52%***	***62%***	***70%***	***55%***	***57%***	***60%***	***50%***	***57%***
Mean		**0.75**	**0.58**	**0.80**	**0.89ah**	**0.72**	**0.81**	**0.71**	**0.68**	**0.66**	**0.82ah**	**0.92ah**	**0.72**	**0.77**	**0.80an**	**0.62**	**0.73**
Standard Deviation		**0.99**	**1.02**	**0.98**	**0.93**	**1.08**	**0.87**	**1.05**	**1.10**	**0.98**	**0.92**	**0.83**	**1.05**	**1.13**	**0.98**	**1.06**	**0.98**
Standard Error		**0.02**	**0.11**	**0.06**	**0.07**	**0.08**	**0.07**	**0.07**	**0.08**	**0.06**	**0.05**	**0.08**	**0.08**	**0.15**	**0.03**	**0.06**	**0.04**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 10

Q1_tech_attitudes(2). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on society as a whole

Base : All respondents

		Total	Role Type S2_tech_func.					
		(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base		2234	35*	92*	70*	7**	42*	14**
Strongly agree	(+2)	461	11	27	19	1	17	3
		21%	*31%*	***29%x***	*27%*	*14%*	***40%x***	*21%*
Tend to agree	(+1)	1094	12	42	34	2	17	5
		49%	*34%*	*46%*	*49%*	*29%*	*40%*	*36%*
Neither agree nor disagree	(0)	393	8	13	12	3	2	4
		18%e	***23%e***	*14%*	*17%*	*43%*	*5%*	*29%*
Tend to disagree	(-1)	186	2	5	2	-	4	1
		8%	*6%*	*5%*	*3%*	-	*10%*	*7%*
Strongly disagree	(-2)	80	2	5	3	1	2	1
		4%	*6%*	*5%*	*4%*	*14%*	*5%*	*7%*
Don't know		20	-	-	-	-	-	-
		1%	-	-	-	-	-	-
Not stated		-	-	-	-	-	-	-
		-	-	-	-	-	-	-
Agree (Top 2 Box)		**1555**	**23**	**69**	**53**	**3**	**34**	**8**
		70%	***66%***	***75%***	***76%***	***43%***	***81%***	***57%***
Disagree (Bottom 2 Box)		**266**	**4**	**10**	**5**	**1**	**6**	**2**
		12%	***11%***	***11%***	***7%***	***14%***	***14%***	***14%***
Net diff - agree		**1289**	**19**	**59**	**48**	**2**	**28**	**6**
		58%	***54%***	***64%***	***69%***	***29%***	***67%***	***43%***
Mean		**0.75**	**0.80**	**0.88**	**0.91**	**0.29**	**1.02**	**0.57**
Standard Deviation		**0.99**	**1.13**	**1.07**	**0.97**	**1.25**	**1.14**	**1.16**
Standard Error		**0.02**	**0.19**	**0.11**	**0.12**	**0.47**	**0.18**	**0.31**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 11

Q1_tech_attitudes(2). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on society as a whole

Base : All respondents

		Total	Role S2_tech_func.																
		(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base		2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Strongly agree	(+2)	461	3	4	4	5	-	2	2	1	-	-	14	1	1	1	2	7	7
		21%	*33%*	*36%*	*27%*	*26%*	-	*25%*	*25%*	*17%*	-	-	**42%x**	*100%*	*17%*	*50%*	*18%*	*44%*	*26%*
Tend to agree	(+1)	1094	4	2	6	8	1	2	5	3	2	1	17	-	2	1	8	6	13
		49%	*44%*	*18%*	*40%*	*42%*	*33%*	*25%*	*63%*	*50%*	*40%*	*100%*	*52%*	-	*33%*	*50%*	*73%*	*38%*	*48%*
Neither agree nor disagree	(0)	393	1	3	4	3	2	1	1	1	2	-	1	-	2	-	1	2	5
		18%q	*11%*	*27%*	*27%*	*16%*	*67%*	*13%*	*13%*	*17%*	*40%*	-	*3%*	-	*33%*	-	*9%*	*13%*	*19%*
Tend to disagree	(-1)	186	-	2	-	2	-	1	-	-	1	-	-	-	1	-	-	-	1
		8%	-	*18%*	-	*11%*	-	*13%*	-	-	*20%*	-	-	-	*17%*	-	-	-	*4%*
Strongly disagree	(-2)	80	1	-	1	1	-	2	-	1	-	-	1	-	-	-	-	1	1
		4%	*11%*	-	*7%*	*5%*	-	*25%*	-	*17%*	-	-	*3%*	-	-	-	-	*6%*	*4%*
Don't know		20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		1555	7	6	10	13	1	4	7	4	2	1	31	1	3	2	10	13	20
		70%	***78%***	***55%***	***67%***	***68%***	***33%***	***50%***	***88%***	***67%***	***40%***	***100%***	**94%x**	***100%***	***50%***	***100%***	***91%***	***81%***	***74%***
Disagree (Bottom 2 Box)		266	1	2	1	3	-	3	-	1	1	-	1	-	1	-	-	1	2
		12%	***11%***	***18%***	***7%***	***16%***	-	***38%***	-	***17%***	***20%***	-	***3%***	-	***17%***	-	-	***6%***	***7%***
Net diff - agree		1289	6	4	9	10	1	1	7	3	1	1	30	1	2	2	10	12	18
		58%	***67%***	***36%***	***60%***	***53%***	***33%***	***13%***	***88%***	***50%***	***20%***	***100%***	***91%***	***100%***	***33%***	***100%***	***91%***	***75%***	***67%***
Mean		0.75	0.89	0.73	0.80	0.74	0.33	0.13	1.13	0.50	0.20	1.00	1.30x	2.00	0.50	1.50	1.09	1.13	0.89
Standard Deviation		0.99	1.27	1.19	1.08	1.15	0.58	1.64	0.64	1.38	0.84	-	0.81	-	1.05	0.71	0.54	1.09	0.97
Standard Error		0.02	0.42	0.36	0.28	0.26	0.33	0.58	0.23	0.56	0.37	-	0.14	-	0.43	0.50	0.16	0.27	0.19

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 11

Q1_tech_attitudes(2). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on society as a whole

Base : All respondents

		Role S2_tech_func.										
		Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base		**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Strongly agree	(+2)	**461**	1	2	1	-	-	2	2	1	1	-
		21%	*17%*	*20%*	*25%*	-	-	*50%*	*25%*	*25%*	*50%*	-
Tend to agree	(+1)	**1094**	2	5	1	1	-	-	5	2	1	2
		49%	*33%*	*50%*	*25%*	*50%*	-	-	*63%*	*50%*	*50%*	*100%*
Neither agree nor disagree	(0)	**393**	2	2	2	1	-	1	-	-	-	-
		18%	*33%*	*20%*	*50%*	*50%*	-	*25%*	-	-	-	-
Tend to disagree	(-1)	**186**	1	-	-	-	-	1	-	1	-	-
		8%	*17%*	-	-	-	-	*25%*	-	*25%*	-	-
Strongly disagree	(-2)	**80**	-	1	-	-	1	-	1	-	-	-
		4%	-	*10%*	-	-	*100%*	-	*13%*	-	-	-
Don't know		**20**	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-
Not stated		**-**	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1555**	**3**	**7**	**2**	**1**	**-**	**2**	**7**	**3**	**2**	**2**
		70%	***50%***	***70%***	***50%***	***50%***	**-**	***50%***	***88%***	***75%***	***100%***	***100%***
Disagree (Bottom 2 Box)		**266**	**1**	**1**	**-**	**-**	**1**	**1**	**1**	**1**	**-**	**-**
		12%	***17%***	***10%***	**-**	**-**	***100%***	***25%***	***13%***	***25%***	**-**	**-**
Net diff - agree		**1289**	**2**	**6**	**2**	**1**	**-1**	**1**	**6**	**2**	**2**	**2**
		58%	***33%***	***60%***	***50%***	***50%***	***-100%***	***25%***	***75%***	***50%***	***100%***	***100%***
Mean		**0.75**	**0.50**	**0.70**	**0.75**	**0.50**	**-2.00**	**0.75**	**0.88**	**0.75**	**1.50**	**1.00**
Standard Deviation		**0.99**	**1.05**	**1.16**	**0.96**	**0.71**	**-**	**1.50**	**1.25**	**1.26**	**0.71**	**0.00**
Standard Error		**0.02**	**0.43**	**0.37**	**0.48**	**0.50**	**-**	**0.75**	**0.44**	**0.63**	**0.50**	**0.00**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 11

Q1_tech_attitudes(2). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on society as a whole

Base : All respondents

		Role S2_tech_func.											
		Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base		**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Strongly agree	(+2)	**461**	6	1	2	2	-	-	2	-	-	-	1
		21%	*46%*	*50%*	*50%*	*67%*	-	-	*25%*	-	-	-	*50%*
Tend to agree	(+1)	**1094**	5	1	1	-	1	-	2	-	1	-	1
		49%	*38%*	*50%*	*25%*	-	*50%*	-	*25%*	-	*100%*	-	*50%*
Neither agree nor disagree	(0)	**393**	-	-	1	-	1	-	3	-	-	-	-
		18%	-	-	*25%*	-	*50%*	-	*38%*	-	-	-	-
Tend to disagree	(-1)	**186**	2	-	-	-	-	-	1	-	-	-	-
		8%	*15%*	-	-	-	-	-	*13%*	-	-	-	-
Strongly disagree	(-2)	**80**	-	-	-	1	-	1	-	-	-	-	-
		4%	-	-	-	*33%*	-	*100%*	-	-	-	-	-
Don't know		**20**	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-
Not stated		**-**	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1555**	**11**	**2**	**3**	**2**	**1**	**-**	**4**	**-**	**1**	**-**	**2**
		70%	***85%***	***100%***	***75%***	***67%***	***50%***	**-**	***50%***	**-**	***100%***	**-**	***100%***
Disagree (Bottom 2 Box)		**266**	**2**	**-**	**-**	**1**	**-**	**1**	**1**	**-**	**-**	**-**	**-**
		12%	***15%***	**-**	**-**	***33%***	**-**	***100%***	***13%***	**-**	**-**	**-**	**-**
Net diff - agree		**1289**	**9**	**2**	**3**	**1**	**1**	**-1**	**3**	**0**	**1**	**0**	**2**
		58%	***69%***	***100%***	***75%***	***33%***	***50%***	***-100%***	***38%***	***0%***	***100%***	***0%***	***100%***
Mean		**0.75**	**1.15**	**1.50**	**1.25**	**0.67**	**0.50**	**-2.00**	**0.63**	**-**	**1.00**	**-**	**1.50**
Standard Deviation		**0.99**	**1.07**	**0.71**	**0.96**	**2.31**	**0.71**	**-**	**1.06**	**-**	**-**	**-**	**0.71**
Standard Error		**0.02**	**0.30**	**0.50**	**0.48**	**1.33**	**0.50**	**-**	**0.38**	**-**	**-**	**-**	**0.50**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 12

Q1_tech_attitudes(2). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on society as a whole

Base : All respondents

		Total	Education (UK02EDU)						
		(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base		2234	14**	138	423	179	546	693	241
Strongly agree	(+2)	461	4	32	96	33	101	142	53
		21%	*29%*	*23%*	*23%*	*18%*	*18%*	*20%*	*22%*
Tend to agree	(+1)	1094	4	56	191	82	270	360	131
		49%b	*29%*	*41%*	*45%*	*46%*	*49%*	**52%bc**	**54%bc**
Neither agree nor disagree	(0)	393	2	24	82	36	98	118	33
		18%	*14%*	*17%*	*19%*	*20%*	*18%*	*17%*	*14%*
Tend to disagree	(-1)	186	1	15	40	21	49	43	17
		8%f	*7%*	*11%*	**9%f**	**12%f**	*9%*	*6%*	*7%*
Strongly disagree	(-2)	80	2	6	12	6	23	25	6
		4%	*14%*	*4%*	*3%*	*3%*	*4%*	*4%*	*2%*
Don't know		20	1	5	2	1	5	5	1
		1%	*7%*	**4%xcdefg**	*	*1%*	*1%*	*1%*	*
Not stated		-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1555**	**8**	**88**	**287**	**115**	**371**	**502**	**184**
		70%	***57%***	***64%***	***68%***	***64%***	***68%***	**72%xbd**	**76%xbcde**
Disagree (Bottom 2 Box)		**266**	**3**	**21**	**52**	**27**	**72**	**68**	**23**
		12%f	***21%***	***15%***	***12%***	**15%f**	***13%***	***10%***	***10%***
Net diff - agree		**1289**	**5**	**67**	**235**	**88**	**299**	**434**	**161**
		58%	***36%***	***49%***	***56%***	***49%***	***55%***	***63%***	***67%***
Mean		**0.75**	**0.54**	**0.70**	**0.76**	**0.65**	**0.70**	**0.80**	**0.87de**
Standard Deviation		**0.99**	**1.45**	**1.09**	**1.00**	**1.02**	**1.01**	**0.96**	**0.92**
Standard Error		**0.02**	**0.40**	**0.09**	**0.05**	**0.08**	**0.04**	**0.04**	**0.06**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 13

Q1_tech_attitudes(2). To what extent do you agree or disagree with each of the following statements?
On balance, technology has had a positive impact on society as a whole

Base : All respondents

		Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
		(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base		2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Strongly agree	(+2)	461 **21%bj**	36 *20%*	61 *16%*	131 **22%b**	60 **23%b**	53 **23%b**	54 *21%*	15 *23%*	17 *22%*	130 **23%j**	105 *17%*	99 **23%j**	59 *18%*	51 *22%*
Tend to agree	(+1)	1094 *49%*	83 *46%*	186 *49%*	275 *47%*	137 *52%*	110 *48%*	146 **58%xabce**	31 *48%*	30 *39%*	284 *50%*	321 **53%xhk**	199 *46%*	156 *48%*	104 *46%*
Neither agree nor disagree	(0)	393 **18%dfi**	31 *17%*	83 **22%xdef**	104 *18%*	35 *13%*	33 *15%*	32 *13%*	9 *14%*	20 **26%xi**	79 *14%*	113 **19%i**	74 *17%*	63 **20%i**	44 *19%*
Tend to disagree	(-1)	186 *8%*	14 *8%*	33 *9%*	54 *9%*	19 *7%*	24 *11%*	15 *6%*	4 *6%*	4 *5%*	47 *8%*	46 *8%*	45 *10%*	25 *8%*	19 *8%*
Strongly disagree	(-2)	80 *4%*	12 **7%xcf**	17 *4%*	16 *3%*	13 *5%*	6 *3%*	5 *2%*	4 *6%*	4 *5%*	20 *4%*	20 *3%*	12 *3%*	18 **6%xk**	6 *3%*
Don't know		20 *1%*	5 **3%xbdf**	1 *	7 *1%*	- -	1 *	- -	1 **2%df**	1 *1%*	4 *1%*	5 *1%*	6 *1%*	1 *	3 *1%*
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Agree (Top 2 Box)		**1555** **70%b**	**119** ***66%***	**247** ***65%***	**406** ***69%***	**197** **75%ab**	**163** ***72%***	**200** **79%xabc**	**46** ***72%***	**47** ***62%***	**414** **73%xhl**	**426** ***70%***	**298** ***69%***	**215** ***67%***	**155** ***68%***
Disagree (Bottom 2 Box)		**266** **12%f**	**26** **14%f**	**50** **13%f**	**70** ***12%***	**32** ***12%***	**30** ***13%***	**20** ***8%***	**8** ***13%***	**8** ***11%***	**67** ***12%***	**66** ***11%***	**57** ***13%***	**43** ***13%***	**25** ***11%***
Net diff - agree		**1289** ***58%***	**93** ***51%***	**197** ***52%***	**336** ***57%***	**165** ***63%***	**133** ***59%***	**180** ***71%***	**38** ***59%***	**39** ***51%***	**347** ***62%***	**360** ***59%***	**241** ***55%***	**172** ***53%***	**130** ***57%***
Mean		**0.75b**	**0.66**	**0.63**	**0.78b**	**0.80b**	**0.80**	**0.91xab**	**0.78**	**0.69**	**0.82l**	**0.74**	**0.76**	**0.66**	**0.78**
Standard Deviation		**0.99**	**1.10**	**1.00**	**0.99**	**1.03**	**1.00**	**0.87**	**1.08**	**1.05**	**1.00**	**0.95**	**1.01**	**1.04**	**0.98**
Standard Error		**0.02**	**0.08**	**0.05**	**0.04**	**0.06**	**0.07**	**0.05**	**0.14**	**0.12**	**0.04**	**0.04**	**0.05**	**0.06**	**0.07**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 15

Q1_tech_attitudes(3). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on you as an individual in the future

Base : All respondents

		Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
		(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base		2234	1092	1142	350	415	371	432	283	383
Strongly agree	(+2)	545 **24%bh**	303 **28%xb**	242 *21%*	117 **33%xefgh**	116 **28%efh**	81 *22%*	95 *22%*	66 *23%*	70 *18%*
Tend to agree	(+1)	1024 **46%ac**	461 *42%*	563 **49%xa**	132 *38%*	181 *44%*	178 **48%c**	210 **49%c**	128 *45%*	195 **51%xcd**
Neither agree nor disagree	(0)	466 *21%*	228 *21%*	238 *21%*	70 *20%*	87 *21%*	77 *21%*	93 *22%*	59 *21%*	80 *21%*
Tend to disagree	(-1)	117 *5%*	58 *5%*	59 *5%*	16 *5%*	22 *5%*	12 *3%*	25 *6%*	16 *6%*	26 **7%e**
Strongly disagree	(-2)	51 *2%*	30 *3%*	21 *2%*	10 *3%*	6 *1%*	14 **4%xdf**	5 *1%*	8 *3%*	8 *2%*
Don't know		31 *1%*	12 *1%*	19 *2%*	5 *1%*	3 *1%*	9 *2%*	4 *1%*	6 *2%*	4 *1%*
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -
Agree (Top 2 Box)		**1569** ***70%***	**764** ***70%***	**805** ***70%***	**249** ***71%***	**297** ***72%***	**259** ***70%***	**305** ***71%***	**194** ***69%***	**265** ***69%***
Disagree (Bottom 2 Box)		**168** ***8%***	**88** ***8%***	**80** ***7%***	**26** ***7%***	**28** ***7%***	**26** ***7%***	**30** ***7%***	**24** ***8%***	**34** ***9%***
Net diff - agree		**1401** ***63%***	**676** ***62%***	**725** ***63%***	**223** ***64%***	**269** ***65%***	**233** ***63%***	**275** ***64%***	**170** ***60%***	**231** ***60%***
Mean		**0.86h**	**0.88**	**0.84**	**0.96xh**	**0.92h**	**0.83**	**0.85**	**0.82**	**0.77**
Standard Deviation		**0.93**	**0.97**	**0.88**	**0.99**	**0.91**	**0.94**	**0.87**	**0.96**	**0.90**
Standard Error		**0.02**	**0.03**	**0.03**	**0.05**	**0.04**	**0.05**	**0.04**	**0.06**	**0.05**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 16

Q1_tech_attitudes(3). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on you as an individual in the future

Base : All respondents

		Total	Region (UKREGION1).												Employment (EMP01)		
		(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi-tion (part-time or full time) incl. own busin-ess (n)	Not employ-ed (o)
Total Base		2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Strongly agree	(+2)	545	24	58	49	48	40	45	47	61	80	29	50	14	311	74	160
		24%h	*26%*	*24%*	*26%*	*24%*	*25%*	*22%*	*25%*	*20%*	**27%h**	*27%*	*27%*	*23%*	**26%o**	*25%*	*21%*
Tend to agree	(+1)	1024	37	109	97	89	63	97	82	155	132	53	80	30	538	120	366
		46%	*40%*	*45%*	**52%e**	*45%*	*39%*	*47%*	*43%*	**50%e**	*45%*	*49%*	*43%*	*50%*	*45%*	*40%*	**49%n**
Neither agree nor disagree	(0)	466	27	52	32	41	43	35	41	66	60	22	38	9	242	69	155
		21%	**29%xcflm**	*21%*	*17%*	*21%*	**26%cf**	*17%*	*22%*	*21%*	*21%*	*20%*	*21%*	*15%*	*20%*	*23%*	*21%*
Tend to disagree	(-1)	117	4	14	4	10	10	19	11	15	11	5	10	4	58	22	37
		5%c	*4%*	*6%*	*2%*	*5%*	*6%*	**9%xci**	*6%*	*5%*	*4%*	*5%*	*5%*	*7%*	*5%*	*7%*	*5%*
Strongly disagree	(-2)	51	-	8	3	8	2	6	6	7	5	-	5	1	26	10	15
		2%	-	*3%*	*2%*	**4%j**	*1%*	*3%*	*3%*	*2%*	*2%*	-	*3%*	*2%*	*2%*	*3%*	*2%*
Don't know		31	-	3	3	2	5	4	2	4	4	-	2	2	13	6	12
		1%	-	*1%*	*2%*	*1%*	*3%*	*2%*	*1%*	*1%*	*1%*	-	*1%*	*3%*	*1%*	*2%*	*2%*
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1569**	**61**	**167**	**146**	**137**	**103**	**142**	**129**	**216**	**212**	**82**	**130**	**44**	**849**	**194**	**526**
		70%e	***66%***	***68%***	**78%xabeg**	***69%***	***63%***	***69%***	***68%***	***70%***	**73%e**	**75%e**	***70%***	***73%***	**71%n**	***64%***	***71%***
Disagree (Bottom 2 Box)		**168**	**4**	**22**	**7**	**18**	**12**	**25**	**17**	**22**	**16**	**5**	**15**	**5**	**84**	**32**	**52**
		8%c	***4%***	**9%c**	***4%***	**9%c**	***7%***	**12%xacij**	**9%c**	***7%***	***5%***	***5%***	***8%***	***8%***	***7%***	**11%mo**	***7%***
Net diff - agree		**1401**	**57**	**145**	**139**	**119**	**91**	**117**	**112**	**194**	**196**	**77**	**115**	**39**	**765**	**162**	**474**
		63%	***62%***	***59%***	***74%***	***60%***	***56%***	***57%***	***59%***	***63%***	***67%***	***71%***	***62%***	***65%***	***64%***	***54%***	***64%***
Mean		**0.86**	**0.88**	**0.81**	**1.00xbdf h**	**0.81**	**0.82**	**0.77**	**0.82**	**0.82**	**0.94**	**0.97**	**0.87**	**0.90**	**0.89n**	**0.77**	**0.84**
Standard Deviation		**0.93**	**0.85**	**0.98**	**0.82**	**1.00**	**0.93**	**1.00**	**0.98**	**0.89**	**0.89**	**0.81**	**0.97**	**0.91**	**0.93**	**1.02**	**0.89**
Standard Error		**0.02**	**0.09**	**0.06**	**0.06**	**0.07**	**0.07**	**0.07**	**0.07**	**0.05**	**0.05**	**0.08**	**0.07**	**0.12**	**0.03**	**0.06**	**0.03**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 17

Q1_tech_attitudes(3). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on you as an individual in the future

Base : All respondents

		Total	Role Type S2_tech_func.					
		(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base		2234	35*	92*	70*	7**	42*	14**
Strongly agree	(+2)	545	13	32	26	3	24	3
		24%	*37%*	**35%x**	**37%x**	*43%*	**57%xbc**	*21%*
Tend to agree	(+1)	1024	10	37	23	2	9	5
		46%ace	*29%*	**40%e**	*33%*	*29%*	*21%*	*36%*
Neither agree nor disagree	(0)	466	9	17	17	2	7	4
		21%	*26%*	*18%*	*24%*	*29%*	*17%*	*29%*
Tend to disagree	(-1)	117	3	3	3	-	-	1
		5%	*9%*	*3%*	*4%*	-	-	*7%*
Strongly disagree	(-2)	51	-	2	1	-	2	1
		2%	-	*2%*	*1%*	-	*5%*	*7%*
Don't know		31	-	1	-	-	-	-
		1%	-	*1%*	-	-	-	-
Not stated		-	-	-	-	-	-	-
		-	-	-	-	-	-	-
Agree (Top 2 Box)		**1569**	**23**	**69**	**49**	**5**	**33**	**8**
		70%	***66%***	***75%***	***70%***	***71%***	***79%***	***57%***
Disagree (Bottom 2 Box)		**168**	**3**	**5**	**4**	**-**	**2**	**2**
		8%	***9%***	***5%***	***6%***	**-**	***5%***	***14%***
Net diff - agree		**1401**	**20**	**64**	**45**	**5**	**31**	**6**
		63%	***57%***	***70%***	***64%***	***71%***	***74%***	***43%***
Mean		**0.86**	**0.94**	**1.03**	**1.00**	**1.14**	**1.26x**	**0.57**
Standard Deviation		**0.93**	**1.00**	**0.94**	**0.96**	**0.90**	**1.06**	**1.16**
Standard Error		**0.02**	**0.17**	**0.10**	**0.12**	**0.34**	**0.16**	**0.31**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 18

Q1_tech_attitudes(3). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on you as an individual in the future

Base : All respondents

		Total	Role S2_tech_func.																
		(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base		2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Strongly agree	(+2)	545	2	5	6	3	2	2	2	1	2	-	17	1	1	1	7	7	9
		24%	*22%*	*45%*	*40%*	*16%*	*67%*	*25%*	*25%*	*17%*	*40%*	-	**52%x**	*100%*	*17%*	*50%*	*64%*	*44%*	*33%*
Tend to agree	(+1)	1024	3	3	4	9	-	3	3	3	-	-	14	-	4	1	2	5	9
		46%	*33%*	*27%*	*27%*	*47%*	-	*38%*	*38%*	*50%*	-	-	*42%*	-	*67%*	*50%*	*18%*	*31%*	*33%*
Neither agree nor disagree	(0)	466	2	3	4	5	1	2	3	2	2	-	1	-	1	-	2	4	7
		21%q	*22%*	*27%*	*27%*	*26%*	*33%*	*25%*	*38%*	*33%*	*40%*	-	*3%*	-	*17%*	-	*18%*	*25%*	*26%*
Tend to disagree	(-1)	117	2	-	1	2	-	-	-	-	-	1	-	-	-	-	-	-	1
		5%	*22%*	-	*7%*	*11%*	-	-	-	-	-	*100%*	-	-	-	-	-	-	*4%*
Strongly disagree	(-2)	51	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1
		2%	-	-	-	-	-	*13%*	-	-	-	-	*3%*	-	-	-	-	-	*4%*
Don't know		31	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	*20%*	-	-	-	-	-	-	-	-
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		1569	5	8	10	12	2	5	5	4	2	-	31	1	5	2	9	12	18
		70%	***56%***	***73%***	***67%***	***63%***	***67%***	***63%***	***63%***	***67%***	***40%***	-	**94%x**	***100%***	***83%***	***100%***	***82%***	***75%***	***67%***
Disagree (Bottom 2 Box)		168	2	-	1	2	-	1	-	-	-	1	1	-	-	-	-	-	2
		8%	***22%***	-	***7%***	***11%***	-	***13%***	-	-	-	***100%***	***3%***	-	-	-	-	-	***7%***
Net diff - agree		1401	3	8	9	10	2	4	5	4	2	-1	30	1	5	2	9	12	16
		63%	***33%***	***73%***	***60%***	***53%***	***67%***	***50%***	***63%***	***67%***	***40%***	***-100%***	***91%***	***100%***	***83%***	***100%***	***82%***	***75%***	***59%***
Mean		0.86	0.56	1.18	1.00	0.68	1.33	0.63	0.88	0.83	1.00	-1.00	1.39x	2.00	1.00	1.50	1.45	1.19	0.89
Standard Deviation		0.93	1.13	0.87	1.00	0.89	1.15	1.30	0.83	0.75	1.15	-	0.83	-	0.63	0.71	0.82	0.83	1.05
Standard Error		0.02	0.38	0.26	0.26	0.20	0.67	0.46	0.30	0.31	0.58	-	0.14	-	0.26	0.50	0.25	0.21	0.20

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 18

Q1_tech_attitudes(3). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on you as an individual in the future

Base : All respondents

		Role S2_tech_func.										
		Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base		**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Strongly agree	(+2)	**545**	2	1	2	-	1	3	6	2	-	1
		24%	*33%*	*10%*	*50%*	-	*100%*	*75%*	*75%*	*50%*	-	*50%*
Tend to agree	(+1)	**1024**	1	6	1	1	-	1	1	-	1	1
		46%	*17%*	*60%*	*25%*	*50%*	-	*25%*	*13%*	-	*50%*	*50%*
Neither agree nor disagree	(0)	**466**	2	2	1	1	-	-	-	2	1	-
		21%	*33%*	*20%*	*25%*	*50%*	-	-	-	*50%*	*50%*	-
Tend to disagree	(-1)	**117**	1	1	-	-	-	-	-	-	-	-
		5%	*17%*	*10%*	-	-	-	-	-	-	-	-
Strongly disagree	(-2)	**51**	-	-	-	-	-	-	1	-	-	-
		2%	-	-	-	-	-	-	*13%*	-	-	-
Don't know		**31**	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-
Not stated		**-**	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1569**	**3**	**7**	**3**	**1**	**1**	**4**	**7**	**2**	**1**	**2**
		70%	***50%***	***70%***	***75%***	***50%***	***100%***	***100%***	***88%***	***50%***	***50%***	***100%***
Disagree (Bottom 2 Box)		**168**	**1**	**1**	**-**	**-**	**-**	**-**	**1**	**-**	**-**	**-**
		8%	***17%***	***10%***	**-**	**-**	**-**	**-**	***13%***	**-**	**-**	**-**
Net diff - agree		**1401**	**2**	**6**	**3**	**1**	**1**	**4**	**6**	**2**	**1**	**2**
		63%	***33%***	***60%***	***75%***	***50%***	***100%***	***100%***	***75%***	***50%***	***50%***	***100%***
Mean		**0.86**	**0.67**	**0.70**	**1.25**	**0.50**	**2.00**	**1.75**	**1.38**	**1.00**	**0.50**	**1.50**
Standard Deviation		**0.93**	**1.21**	**0.82**	**0.96**	**0.71**	**-**	**0.50**	**1.41**	**1.15**	**0.71**	**0.71**
Standard Error		**0.02**	**0.49**	**0.26**	**0.48**	**0.50**	**-**	**0.25**	**0.50**	**0.58**	**0.50**	**0.50**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 18

Q1_tech_attitudes(3). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on you as an individual in the future

Base : All respondents

		Role S2_tech_func.											
		Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base		**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Strongly agree	(+2)	**545**	6	1	3	2	-	-	3	-	-	-	-
		24%	*46%*	*50%*	*75%*	*67%*	-	-	*38%*	-	-	-	-
Tend to agree	(+1)	**1024**	4	-	1	-	1	-	2	-	1	-	1
		46%	*31%*	-	*25%*	-	*50%*	-	*25%*	-	*100%*	-	*50%*
Neither agree nor disagree	(0)	**466**	3	1	-	-	1	-	3	-	-	-	-
		21%	*23%*	*50%*	-	-	*50%*	-	*38%*	-	-	-	-
Tend to disagree	(-1)	**117**	-	-	-	-	-	-	-	-	-	-	1
		5%	-	-	-	-	-	-	-	-	-	-	*50%*
Strongly disagree	(-2)	**51**	-	-	-	1	-	1	-	-	-	-	-
		2%	-	-	-	*33%*	-	*100%*	-	-	-	-	-
Don't know		**31**	-	-	-	-	-	-	-	-	-	-	-
		1%	-	-	-	-	-	-	-	-	-	-	-
Not stated		**-**	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1569**	**10**	**1**	**4**	**2**	**1**	**-**	**5**	**-**	**1**	**-**	**1**
		70%	***77%***	***50%***	***100%***	***67%***	***50%***	**-**	***63%***	**-**	***100%***	**-**	***50%***
Disagree (Bottom 2 Box)		**168**	**-**	**-**	**-**	**1**	**-**	**1**	**-**	**-**	**-**	**-**	**1**
		8%	**-**	**-**	**-**	***33%***	**-**	***100%***	**-**	**-**	**-**	**-**	***50%***
Net diff - agree		**1401**	**10**	**1**	**4**	**1**	**1**	**-1**	**5**	**0**	**1**	**0**	**0**
		63%	***77%***	***50%***	***100%***	***33%***	***50%***	***-100%***	***63%***	***0%***	***100%***	***0%***	***0%***
Mean		**0.86**	**1.23**	**1.00**	**1.75**	**0.67**	**0.50**	**-2.00**	**1.00**	**-**	**1.00**	**-**	**0.00**
Standard Deviation		**0.93**	**0.83**	**1.41**	**0.50**	**2.31**	**0.71**	**-**	**0.93**	**-**	**-**	**-**	**1.41**
Standard Error		**0.02**	**0.23**	**1.00**	**0.25**	**1.33**	**0.50**	**-**	**0.33**	**-**	**-**	**-**	**1.00**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 19

Q1_tech_attitudes(3). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on you as an individual in the future

Base : All respondents

		Total	Education (UK02EDU)						
		(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base		2234	14**	138	423	179	546	693	241
Strongly agree	(+2)	545	5	27	99	34	136	170	74
		24%	*36%*	*20%*	*23%*	*19%*	*25%*	*25%*	**31%xbcd**
Tend to agree	(+1)	1024	4	56	186	82	244	343	109
		46%	*29%*	*41%*	*44%*	*46%*	*45%*	**49%x**	*45%*
Neither agree nor disagree	(0)	466	1	41	87	50	118	129	40
		21%	*7%*	**30%xcefg**	*21%*	**28%xcfg**	*22%*	*19%*	*17%*
Tend to disagree	(-1)	117	1	9	32	8	25	28	14
		5%	*7%*	*7%*	**8%xf**	*4%*	*5%*	*4%*	*6%*
Strongly disagree	(-2)	51	2	2	14	4	14	13	2
		2%	*14%*	*1%*	**3%g**	*2%*	*3%*	*2%*	*1%*
Don't know		31	1	3	5	1	9	10	2
		1%	*7%*	*2%*	*1%*	*1%*	*2%*	*1%*	*1%*
Not stated		-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1569**	**9**	**83**	**285**	**116**	**380**	**513**	**183**
		70%b	***64%***	***60%***	***67%***	***65%***	**70%b**	**74%xbcd**	**76%xbcd**
Disagree (Bottom 2 Box)		**168**	**3**	**11**	**46**	**12**	**39**	**41**	**16**
		8%f	***21%***	***8%***	**11%xef**	***7%***	***7%***	***6%***	***7%***
Net diff - agree		**1401**	**6**	**72**	**239**	**104**	**341**	**472**	**167**
		63%	***43%***	***52%***	***57%***	***58%***	***62%***	***68%***	***69%***
Mean		**0.86c**	**0.69**	**0.72**	**0.78**	**0.75**	**0.86**	**0.92xbcd**	**1.00xbcd**
Standard Deviation		**0.93**	**1.49**	**0.91**	**1.00**	**0.89**	**0.94**	**0.88**	**0.89**
Standard Error		**0.02**	**0.41**	**0.08**	**0.05**	**0.07**	**0.04**	**0.03**	**0.06**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 20

Q1_tech_attitudes(3). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on you as an individual in the future

Base : All respondents

		Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
		(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base		2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Strongly agree	(+2)	545 **24%bl**	47 **26%b**	70 *18%*	142 **24%b**	71 **27%b**	59 **26%b**	78 **31%xbc**	22 **34%b**	20 *26%*	157 **28%xl**	144 *24%*	109 **25%l**	61 *19%*	54 *24%*
Tend to agree	(+1)	1024 **46%a**	67 *37%*	176 **46%a**	273 **47%a**	127 **48%a**	104 *46%*	124 **49%a**	24 *38%*	29 *38%*	259 *46%*	285 *47%*	193 *44%*	165 **51%xhm**	93 *41%*
Neither agree nor disagree	(0)	466 **21%df**	39 *22%*	101 **27%xdef**	124 *21%*	41 *16%*	41 *18%*	40 *16%*	11 *17%*	18 *24%*	103 *18%*	134 *22%*	91 *21%*	63 *20%*	57 **25%i**
Tend to disagree	(-1)	117 **5%fj**	11 *6%*	21 *6%*	30 *5%*	15 *6%*	17 **7%f**	6 *2%*	3 *5%*	6 *8%*	27 *5%*	23 *4%*	26 *6%*	20 *6%*	15 *7%*
Strongly disagree	(-2)	51 *2%*	8 **4%cf**	11 *3%*	9 *2%*	8 *3%*	3 *1%*	3 *1%*	4 **6%xcef**	2 *3%*	12 *2%*	16 *3%*	8 *2%*	7 *2%*	6 *3%*
Don't know		31 *1%*	9 **5%xbcdef**	2 *1%*	9 *2%*	2 *1%*	3 *1%*	1 *	- -	1 *1%*	6 *1%*	8 *1%*	8 *2%*	6 *2%*	2 *1%*
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Agree (Top 2 Box)		**1569** **70%ab**	**114** ***63%***	**246** ***65%***	**415** **71%b**	**198** **75%ab**	**163** ***72%***	**202** **80%xabce**	**46** ***72%***	**49** ***64%***	**416** **74%xm**	**429** ***70%***	**302** ***69%***	**226** ***70%***	**147** ***65%***
Disagree (Bottom 2 Box)		**168** **8%f**	**19** **10%f**	**32** **8%f**	**39** ***7%***	**23** **9%f**	**20** **9%f**	**9** ***4%***	**7** **11%f**	**8** ***11%***	**39** ***7%***	**39** ***6%***	**34** ***8%***	**27** ***8%***	**21** ***9%***
Net diff - agree		**1401** ***63%***	**95** ***52%***	**214** ***56%***	**376** ***64%***	**175** ***66%***	**143** ***63%***	**193** ***77%***	**39** ***61%***	**41** ***54%***	**377** ***67%***	**390** ***64%***	**268** ***62%***	**199** ***62%***	**126** ***56%***
Mean		**0.86b**	**0.78**	**0.72**	**0.88b**	**0.91b**	**0.89b**	**1.07xabcde**	**0.89**	**0.79**	**0.94xlm**	**0.86**	**0.86**	**0.80**	**0.77**
Standard Deviation		**0.93**	**1.06**	**0.93**	**0.89**	**0.96**	**0.93**	**0.82**	**1.13**	**1.02**	**0.92**	**0.91**	**0.93**	**0.90**	**0.98**
Standard Error		**0.02**	**0.08**	**0.05**	**0.04**	**0.06**	**0.06**	**0.05**	**0.14**	**0.12**	**0.04**	**0.04**	**0.04**	**0.05**	**0.07**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 22

Q1_tech_attitudes(4). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on society as a whole in the future

Base : All respondents

		Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
		(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base		2234	1092	1142	350	415	371	432	283	383
Strongly agree	(+2)	485 **22%be**	268 **25%xb**	217 *19%*	88 **25%e**	92 *22%*	66 *18%*	91 *21%*	58 *20%*	90 *23%*
Tend to agree	(+1)	1007 **45%a**	454 *42%*	553 **48%xa**	148 *42%*	186 *45%*	173 *47%*	193 *45%*	129 *46%*	178 *46%*
Neither agree nor disagree	(0)	451 *20%*	225 *21%*	226 *20%*	63 *18%*	84 *20%*	83 *22%*	94 *22%*	58 *20%*	69 *18%*
Tend to disagree	(-1)	168 *8%*	83 *8%*	85 *7%*	31 *9%*	31 *7%*	25 *7%*	36 *8%*	23 *8%*	22 *6%*
Strongly disagree	(-2)	85 *4%*	48 *4%*	37 *3%*	16 *5%*	16 *4%*	16 *4%*	13 *3%*	8 *3%*	16 *4%*
Don't know		38 *2%*	14 *1%*	24 *2%*	4 *1%*	6 *1%*	8 *2%*	5 *1%*	7 *2%*	8 *2%*
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -
Agree (Top 2 Box)		**1492** ***67%***	**722** ***66%***	**770** ***67%***	**236** ***67%***	**278** ***67%***	**239** ***64%***	**284** ***66%***	**187** ***66%***	**268** ***70%***
Disagree (Bottom 2 Box)		**253** ***11%***	**131** ***12%***	**122** ***11%***	**47** ***13%***	**47** ***11%***	**41** ***11%***	**49** ***11%***	**31** ***11%***	**38** ***10%***
Net diff - agree		**1239** ***55%***	**591** ***54%***	**648** ***57%***	**189** ***54%***	**231** ***56%***	**198** ***53%***	**235** ***54%***	**156** ***55%***	**230** ***60%***
Mean		**0.75**	**0.75**	**0.74**	**0.75**	**0.75**	**0.68**	**0.73**	**0.75**	**0.81**
Standard Deviation		**1.01**	**1.05**	**0.97**	**1.07**	**1.01**	**0.99**	**0.99**	**0.98**	**1.00**
Standard Error		**0.02**	**0.03**	**0.03**	**0.06**	**0.05**	**0.05**	**0.05**	**0.06**	**0.05**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 23

Q1_tech_attitudes(4). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on society as a whole in the future

Base : All respondents

		Total	Region (UKREGION1).												Employment (EMP01)		
		(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base		2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Strongly agree	(+2)	485 **22%h**	15 *16%*	61 **25%h**	41 *22%*	47 *24%*	31 *19%*	41 *20%*	41 *22%*	53 *17%*	69 *24%*	29 **27%h**	41 *22%*	16 *27%*	279 **23%o**	60 *20%*	146 *20%*
Tend to agree	(+1)	1007 *45%*	43 *47%*	103 *42%*	94 **50%l**	84 *42%*	73 *45%*	88 *43%*	83 *44%*	139 *45%*	142 *49%*	49 *45%*	88 *48%*	21 *35%*	542 **46%n**	117 *39%*	348 **47%n**
Neither agree nor disagree	(0)	451 *20%*	20 *22%*	47 *19%*	35 *19%*	34 *17%*	42 **26%d**	39 *19%*	34 *18%*	74 *24%*	54 *18%*	25 *23%*	33 *18%*	14 *23%*	223 *19%*	77 **26%m**	151 *20%*
Tend to disagree	(-1)	168 **8%i**	11 **12%cijk**	18 *7%*	9 *5%*	18 **9%i**	12 *7%*	23 **11%xcijk**	17 **9%i**	29 **9%i**	12 *4%*	4 *4%*	9 *5%*	6 *10%*	85 *7%*	28 *9%*	55 *7%*
Strongly disagree	(-2)	85 *4%*	2 *2%*	11 *5%*	5 *3%*	13 **7%xei**	2 *1%*	10 *5%*	10 **5%e**	9 *3%*	8 *3%*	2 *2%*	10 **5%e**	3 *5%*	43 *4%*	13 *4%*	29 *4%*
Don't know		38 *2%*	1 *1%*	4 *2%*	4 *2%*	2 *1%*	3 *2%*	5 *2%*	4 *2%*	4 *1%*	7 *2%*	- -	4 *2%*	- -	16 *1%*	6 *2%*	16 *2%*
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Agree (Top 2 Box)		**1492** ***67%***	**58** ***63%***	**164** ***67%***	**135** **72%h**	**131** ***66%***	**104** ***64%***	**129** ***63%***	**124** ***66%***	**192** ***62%***	**211** **72%xfh**	**78** ***72%***	**129** ***70%***	**37** ***62%***	**821** **69%n**	**177** ***59%***	**494** **66%n**
Disagree (Bottom 2 Box)		**253** **11%ij**	**13** **14%ij**	**29** **12%i**	**14** ***7%***	**31** **16%xceij**	**14** ***9%***	**33** **16%xceij**	**27** **14%cij**	**38** **12%ij**	**20** ***7%***	**6** ***6%***	**19** ***10%***	**9** **15%ij**	**128** ***11%***	**41** ***14%***	**84** ***11%***
Net diff - agree		**1239** ***55%***	**45** ***49%***	**135** ***55%***	**121** ***64%***	**100** ***51%***	**90** ***55%***	**96** ***47%***	**97** ***51%***	**154** ***50%***	**191** ***65%***	**72** ***66%***	**110** ***59%***	**28** ***47%***	**693** ***58%***	**136** ***45%***	**410** ***55%***
Mean		**0.75**	**0.64**	**0.77**	**0.85fh**	**0.68**	**0.74**	**0.63**	**0.69**	**0.65**	**0.88xadf gh**	**0.91afh**	**0.78**	**0.68**	**0.79n**	**0.62**	**0.72**
Standard Deviation		**1.01**	**0.97**	**1.06**	**0.91**	**1.13**	**0.90**	**1.08**	**1.08**	**0.97**	**0.92**	**0.90**	**1.03**	**1.13**	**1.00**	**1.05**	**1.00**
Standard Error		**0.02**	**0.10**	**0.07**	**0.07**	**0.08**	**0.07**	**0.08**	**0.08**	**0.06**	**0.05**	**0.09**	**0.08**	**0.15**	**0.03**	**0.06**	**0.04**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 24

Q1_tech_attitudes(4). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on society as a whole in the future

Base : All respondents

		Total	Role Type S2_tech_func.					
		(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base		2234	35*	92*	70*	7**	42*	14**
Strongly agree	(+2)	485	11	29	19	1	18	1
		22%	*31%*	**32%x**	*27%*	*14%*	**43%x**	*7%*
Tend to agree	(+1)	1007	13	39	34	2	16	7
		45%	*37%*	*42%*	*49%*	*29%*	*38%*	*50%*
Neither agree nor disagree	(0)	451	8	17	12	2	1	4
		20%e	**23%e**	**18%e**	**17%e**	*29%*	*2%*	*29%*
Tend to disagree	(-1)	168	1	4	3	-	3	1
		8%	*3%*	*4%*	*4%*	-	*7%*	*7%*
Strongly disagree	(-2)	85	2	3	2	2	2	1
		4%	*6%*	*3%*	*3%*	*29%*	*5%*	*7%*
Don't know		38	-	-	-	-	2	-
		2%	-	-	-	-	**5%b**	-
Not stated		-	-	-	-	-	-	-
		-	-	-	-	-	-	-
Agree (Top 2 Box)		**1492**	**24**	**68**	**53**	**3**	**34**	**8**
		67%	***69%***	***74%***	***76%***	***43%***	**81%x**	***57%***
Disagree (Bottom 2 Box)		**253**	**3**	**7**	**5**	**2**	**5**	**2**
		11%	***9%***	***8%***	***7%***	***29%***	***12%***	***14%***
Net diff - agree		**1239**	**21**	**61**	**48**	**1**	**29**	**6**
		55%	***60%***	***66%***	***69%***	***14%***	***69%***	***43%***
Mean		**0.75**	**0.86**	**0.95**	**0.93**	**0.00**	**1.13x**	**0.43**
Standard Deviation		**1.01**	**1.09**	**0.99**	**0.94**	**1.53**	**1.11**	**1.02**
Standard Error		**0.02**	**0.18**	**0.10**	**0.11**	**0.58**	**0.18**	**0.27**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 25

Q1_tech_attitudes(4). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on society as a whole in the future

Base : All respondents

		Total	Role S2_tech_func.																
		(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base		2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Strongly agree	(+2)	485	2	6	3	4	-	3	1	1	-	-	16	1	1	2	4	4	9
		22%	*22%*	*55%*	*20%*	*21%*	-	*38%*	*13%*	*17%*	-	-	**48%x**	*100%*	*17%*	*100%*	*36%*	*25%*	*33%*
Tend to agree	(+1)	1007	3	2	8	10	2	2	2	3	2	-	16	-	2	-	5	8	12
		45%	*33%*	*18%*	*53%*	*53%*	*67%*	*25%*	*25%*	*50%*	*40%*	-	*48%*	-	*33%*	-	*45%*	*50%*	*44%*
Neither agree nor disagree	(0)	451	4	1	3	3	1	2	5	2	2	-	-	-	2	-	2	3	3
		20%q	*44%*	*9%*	*20%*	*16%*	*33%*	*25%*	*63%*	*33%*	*40%*	-	-	-	*33%*	-	*18%*	*19%*	*11%*
Tend to disagree	(-1)	168	-	1	-	2	-	-	-	-	-	1	-	-	1	-	-	1	2
		8%	-	*9%*	-	*11%*	-	-	-	-	-	*100%*	-	-	*17%*	-	-	*6%*	*7%*
Strongly disagree	(-2)	85	-	1	1	-	-	1	-	-	1	-	1	-	-	-	-	-	1
		4%	-	*9%*	*7%*	-	-	*13%*	-	-	*20%*	-	*3%*	-	-	-	-	-	*4%*
Don't know		38	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1492**	**5**	**8**	**11**	**14**	**2**	**5**	**3**	**4**	**2**	**-**	**32**	**1**	**3**	**2**	**9**	**12**	**21**
		67%	***56%***	***73%***	***73%***	***74%***	***67%***	***63%***	***38%***	***67%***	***40%***	**-**	**97%x**	***100%***	***50%***	***100%***	***82%***	***75%***	***78%***
Disagree (Bottom 2 Box)		**253**	**-**	**2**	**1**	**2**	**-**	**1**	**-**	**-**	**1**	**1**	**1**	**-**	**1**	**-**	**-**	**1**	**3**
		11%	**-**	***18%***	***7%***	***11%***	**-**	***13%***	**-**	**-**	***20%***	***100%***	***3%***	**-**	***17%***	**-**	**-**	***6%***	***11%***
Net diff - agree		**1239**	**5**	**6**	**10**	**12**	**2**	**4**	**3**	**4**	**1**	**-1**	**31**	**1**	**2**	**2**	**9**	**11**	**18**
		55%	***56%***	***55%***	***67%***	***63%***	***67%***	***50%***	***38%***	***67%***	***20%***	***-100%***	***94%***	***100%***	***33%***	***100%***	***82%***	***69%***	***67%***
Mean		**0.75**	**0.78**	**1.00**	**0.80**	**0.84**	**0.67**	**0.75**	**0.50**	**0.83**	**0.00**	**-1.00**	**1.39x**	**2.00**	**0.50**	**2.00**	**1.18**	**0.94**	**0.96**
Standard Deviation		**1.01**	**0.83**	**1.41**	**1.01**	**0.90**	**0.58**	**1.39**	**0.76**	**0.75**	**1.22**	**-**	**0.79**	**-**	**1.05**	**0.00**	**0.75**	**0.85**	**1.06**
Standard Error		**0.02**	**0.28**	**0.43**	**0.26**	**0.21**	**0.33**	**0.49**	**0.27**	**0.31**	**0.55**	**-**	**0.14**	**-**	**0.43**	**0.00**	**0.23**	**0.21**	**0.20**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 25

Q1_tech_attitudes(4). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on society as a whole in the future

Base : All respondents

		Role S2_tech_func.										
		Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base		**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Strongly agree	(+2)	**485**	1	1	1	-	-	2	4	1	-	-
		22%	*17%*	*10%*	*25%*	-	-	*50%*	*50%*	*25%*	-	-
Tend to agree	(+1)	**1007**	3	6	1	1	-	1	2	2	1	2
		45%	*50%*	*60%*	*25%*	*50%*	-	*25%*	*25%*	*50%*	*50%*	*100%*
Neither agree nor disagree	(0)	**451**	2	2	1	1	-	-	-	1	-	-
		20%	*33%*	*20%*	*25%*	*50%*	-	-	-	*25%*	-	-
Tend to disagree	(-1)	**168**	-	-	-	-	-	1	-	-	1	-
		8%	-	-	-	-	-	*25%*	-	-	*50%*	-
Strongly disagree	(-2)	**85**	-	1	1	-	1	-	1	-	-	-
		4%	-	*10%*	*25%*	-	*100%*	-	*13%*	-	-	-
Don't know		**38**	-	-	-	-	-	-	1	-	-	-
		2%	-	-	-	-	-	-	*13%*	-	-	-
Not stated		**-**	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1492**	**4**	**7**	**2**	**1**	**-**	**3**	**6**	**3**	**1**	**2**
		67%	***67%***	***70%***	***50%***	***50%***	**-**	***75%***	***75%***	***75%***	***50%***	***100%***
Disagree (Bottom 2 Box)		**253**	**-**	**1**	**1**	**-**	**1**	**1**	**1**	**-**	**1**	**-**
		11%	**-**	***10%***	***25%***	**-**	***100%***	***25%***	***13%***	**-**	***50%***	**-**
Net diff - agree		**1239**	**4**	**6**	**1**	**1**	**-1**	**2**	**5**	**3**	**0**	**2**
		55%	***67%***	***60%***	***25%***	***50%***	***-100%***	***50%***	***63%***	***75%***	***0%***	***100%***
Mean		**0.75**	**0.83**	**0.60**	**0.25**	**0.50**	**-2.00**	**1.00**	**1.14**	**1.00**	**0.00**	**1.00**
Standard Deviation		**1.01**	**0.75**	**1.07**	**1.71**	**0.71**	**-**	**1.41**	**1.46**	**0.82**	**1.41**	**0.00**
Standard Error		**0.02**	**0.31**	**0.34**	**0.85**	**0.50**	**-**	**0.71**	**0.55**	**0.41**	**1.00**	**0.00**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 25

Q1_tech_attitudes(4). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on society as a whole in the future

Base : All respondents

		Role S2_tech_func.											
		Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base		**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Strongly agree	(+2)	**485**	6	1	2	2	-	-	1	-	-	-	-
		22%	*46%*	*50%*	*50%*	*67%*	-	-	*13%*	-	-	-	-
Tend to agree	(+1)	**1007**	6	1	1	-	1	-	4	-	1	-	1
		45%	*46%*	*50%*	*25%*	-	*50%*	-	*50%*	-	*100%*	-	*50%*
Neither agree nor disagree	(0)	**451**	-	-	-	-	1	-	3	-	-	-	-
		20%	-	-	-	-	*50%*	-	*38%*	-	-	-	-
Tend to disagree	(-1)	**168**	1	-	-	-	-	-	-	-	-	-	1
		8%	*8%*	-	-	-	-	-	-	-	-	-	*50%*
Strongly disagree	(-2)	**85**	-	-	-	1	-	1	-	-	-	-	-
		4%	-	-	-	*33%*	-	*100%*	-	-	-	-	-
Don't know		**38**	-	-	1	-	-	-	-	-	-	-	-
		2%	-	-	*25%*	-	-	-	-	-	-	-	-
Not stated		**-**	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1492**	**12**	**2**	**3**	**2**	**1**	**-**	**5**	**-**	**1**	**-**	**1**
		67%	***92%***	***100%***	***75%***	***67%***	***50%***	**-**	***63%***	**-**	***100%***	**-**	***50%***
Disagree (Bottom 2 Box)		**253**	**1**	**-**	**-**	**1**	**-**	**1**	**-**	**-**	**-**	**-**	**1**
		11%	***8%***	**-**	**-**	***33%***	**-**	***100%***	**-**	**-**	**-**	**-**	***50%***
Net diff - agree		**1239**	**11**	**2**	**3**	**1**	**1**	**-1**	**5**	**0**	**1**	**0**	**0**
		55%	***85%***	***100%***	***75%***	***33%***	***50%***	***-100%***	***63%***	***0%***	***100%***	***0%***	***0%***
Mean		**0.75**	**1.31**	**1.50**	**1.67**	**0.67**	**0.50**	**-2.00**	**0.75**	**-**	**1.00**	**-**	**0.00**
Standard Deviation		**1.01**	**0.85**	**0.71**	**0.58**	**2.31**	**0.71**	**-**	**0.71**	**-**	**-**	**-**	**1.41**
Standard Error		**0.02**	**0.24**	**0.50**	**0.33**	**1.33**	**0.50**	**-**	**0.25**	**-**	**-**	**-**	**1.00**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 26

Q1_tech_attitudes(4). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on society as a whole in the future

Base : All respondents

		Total	Education (UK02EDU)						
		(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base		2234	14**	138	423	179	546	693	241
Strongly agree	(+2)	485	2	34	94	32	105	162	56
		22%	*14%*	*25%*	*22%*	*18%*	*19%*	*23%*	*23%*
Tend to agree	(+1)	1007	4	55	178	82	249	327	112
		45%	*29%*	*40%*	*42%*	*46%*	*46%*	*47%*	*46%*
Neither agree nor disagree	(0)	451	3	28	98	38	109	135	40
		20%	*21%*	*20%*	**23%g**	*21%*	*20%*	*19%*	*17%*
Tend to disagree	(-1)	168	2	9	31	18	51	35	22
		8%f	*14%*	*7%*	*7%*	**10%f**	**9%f**	*5%*	**9%f**
Strongly disagree	(-2)	85	2	5	15	7	23	27	6
		4%	*14%*	*4%*	*4%*	*4%*	*4%*	*4%*	*2%*
Don't know		38	1	7	7	2	9	7	5
		2%	*7%*	**5%xcdef**	*2%*	*1%*	*2%*	*1%*	*2%*
Not stated		-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1492**	**6**	**89**	**272**	**114**	**354**	**489**	**168**
		67%	***43%***	***64%***	***64%***	***64%***	***65%***	**71%xce**	***70%***
Disagree (Bottom 2 Box)		**253**	**4**	**14**	**46**	**25**	**74**	**62**	**28**
		11%f	***29%***	***10%***	***11%***	**14%f**	**14%f**	***9%***	***12%***
Net diff - agree		**1239**	**2**	**75**	**226**	**89**	**280**	**427**	**140**
		55%	***14%***	***54%***	***53%***	***50%***	***51%***	***62%***	***58%***
Mean		**0.75**	**0.15**	**0.79**	**0.73**	**0.64**	**0.67**	**0.82xde**	**0.81**
Standard Deviation		**1.01**	**1.34**	**1.03**	**1.01**	**1.02**	**1.03**	**0.98**	**0.99**
Standard Error		**0.02**	**0.37**	**0.09**	**0.05**	**0.08**	**0.04**	**0.04**	**0.06**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 27

Q1_tech_attitudes(4). To what extent do you agree or disagree with each of the following statements?
On balance, you expect technology to have a positive impact on society as a whole in the future

Base : All respondents

		Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
		(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base		2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Strongly agree	(+2)	485	35	70	140	54	56	69	18	21	133	125	101	62	43
		22%	*19%*	*18%*	**24%b**	*20%*	*25%*	**27%xb**	*28%*	*28%*	*24%*	*20%*	*23%*	*19%*	*19%*
Tend to agree	(+1)	1007	71	174	252	132	102	124	26	28	260	288	184	151	96
		45%	*39%*	*46%*	*43%*	**50%a**	*45%*	**49%a**	*41%*	*37%*	*46%*	*47%*	*42%*	*47%*	*42%*
Neither agree nor disagree	(0)	451	42	89	110	47	39	37	15	19	98	128	83	65	58
		20%f	**23%f**	**23%f**	*19%*	*18%*	*17%*	*15%*	*23%*	*25%*	*17%*	*21%*	*19%*	*20%*	**26%xi**
Tend to disagree	(-1)	168	13	25	56	17	18	14	2	4	40	39	47	21	17
		8%	*7%*	*7%*	**10%x**	*6%*	*8%*	*6%*	*3%*	*5%*	*7%*	*6%*	**11%xijl**	*7%*	*7%*
Strongly disagree	(-2)	85	11	18	19	12	9	8	3	2	26	18	13	18	8
		4%	*6%*	*5%*	*3%*	*5%*	*4%*	*3%*	*5%*	*3%*	*5%*	*3%*	*3%*	**6%j**	*4%*
Don't know		38	9	5	10	2	3	-	-	2	7	12	7	5	5
		2%f	**5%xbcdef**	*1%*	**2%f**	*1%*	*1%*	-	-	*3%*	*1%*	*2%*	*2%*	*2%*	*2%*
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agree (Top 2 Box)		**1492**	**106**	**244**	**392**	**186**	**158**	**193**	**44**	**49**	**393**	**413**	**285**	**213**	**139**
		67%a	***59%***	***64%***	**67%a**	**70%a**	**70%a**	**77%xabc**	***69%***	***64%***	**70%m**	***68%***	***66%***	***66%***	***61%***
Disagree (Bottom 2 Box)		**253**	**24**	**43**	**75**	**29**	**27**	**22**	**5**	**6**	**66**	**57**	**60**	**39**	**25**
		11%	***13%***	***11%***	***13%***	***11%***	***12%***	***9%***	***8%***	***8%***	***12%***	***9%***	**14%j**	***12%***	***11%***
Net diff - agree		**1239**	**82**	**201**	**317**	**157**	**131**	**171**	**39**	**43**	**327**	**356**	**225**	**174**	**114**
		55%	***45%***	***53%***	***54%***	***59%***	***58%***	***68%***	***61%***	***57%***	***58%***	***58%***	***52%***	***54%***	***50%***
Mean		**0.75**	**0.62**	**0.67**	**0.76**	**0.76**	**0.79**	**0.92xabc**	**0.84**	**0.84**	**0.78**	**0.77**	**0.73**	**0.69**	**0.67**
Standard Deviation		**1.01**	**1.09**	**1.01**	**1.03**	**1.00**	**1.03**	**0.96**	**1.03**	**0.99**	**1.04**	**0.95**	**1.04**	**1.04**	**0.99**
Standard Error		**0.02**	**0.08**	**0.05**	**0.04**	**0.06**	**0.07**	**0.06**	**0.13**	**0.12**	**0.04**	**0.04**	**0.05**	**0.06**	**0.07**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 29

Q1_tech_attitudes. To what extent do you agree or disagree with each of the following statements?

- Summary table -

Base : All respondents

		(1). On balance, technology has had a positive impact on you as an individual	(2). On balance, technology has had a positive impact on society as a whole	(3). On balance, you expect technology to have a positive impact on you as an individual in the future	(4). On balance, you expect technology to have a positive impact on society as a whole in the future
Total Base		2234	2234	2234	2234
Strongly agree	(+2)	631	461	545	485
		28%	*21%*	*24%*	*22%*
Tend to agree	(+1)	1081	1094	1024	1007
		48%	*49%*	*46%*	*45%*
Neither agree nor disagree	(0)	348	393	466	451
		16%	*18%*	*21%*	*20%*
Tend to disagree	(-1)	108	186	117	168
		5%	*8%*	*5%*	*8%*
Strongly disagree	(-2)	50	80	51	85
		2%	*4%*	*2%*	*4%*
Don't know		16	20	31	38
		1%	*1%*	*1%*	*2%*
Not stated		-	-	-	-
		-	-	-	-
Agree (Top 2 Box)		**1712**	**1555**	**1569**	**1492**
		77%	***70%***	***70%***	***67%***
Disagree (Bottom 2 Box)		**158**	**266**	**168**	**253**
		7%	***12%***	***8%***	***11%***
Net diff - agree		**1554**	**1289**	**1401**	**1239**
		70%	***58%***	***63%***	***55%***
Mean		**0.96**	**0.75**	**0.86**	**0.75**
Standard Deviation		**0.92**	**0.99**	**0.93**	**1.01**
Standard Error		**0.02**	**0.02**	**0.02**	**0.02**

Doteveryone Tech Professionals - Omnibus

Table 30

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
TECHNOLOGIES (net)	**1450**	**732**	**718**	**255**	**274**	**244**	**273**	**169**	**235**
	65%b	**67%xb**	***63%***	**73%xdefgh**	***66%***	***66%***	***63%***	***60%***	***61%***
Digital healthcare / medicine / social care	313	125	188	65	42	47	59	38	62
	14%ad	*11%*	**16%xa**	**19%xde**	*10%*	*13%*	*14%*	*13%*	**16%d**
Driverless cars	229	119	110	36	34	47	55	28	29
	10%	*11%*	*10%*	*10%*	*8%*	**13%dh**	**13%dh**	*10%*	*8%*
AI / artificial intelligence / automation	182	129	53	43	44	30	32	12	21
	8%bgh	**12%xb**	*5%*	**12%xfgh**	**11%xgh**	**8%g**	*7%*	*4%*	*5%*
Electric cars	138	65	73	16	24	29	23	18	28
	6%	*6%*	*6%*	*5%*	*6%*	*8%*	*5%*	*6%*	*7%*
Smart phones / mobile phones	118	51	67	26	31	17	22	10	12
	5%h	*5%*	*6%*	**7%gh**	**7%xgh**	*5%*	*5%*	*4%*	*3%*
Green / sustainable / renewable energy	98	53	45	7	19	28	13	15	16
	4%c	*5%*	*4%*	*2%*	*5%*	**8%xcfh**	*3%*	**5%c**	*4%*
Robotics / robots / bionics	93	37	56	18	15	7	19	14	20
	4%e	*3%*	*5%*	**5%e**	*4%*	*2%*	**4%e**	**5%e**	**5%e**
Environmentally friendly technology	77	31	46	16	14	20	8	10	9
	3%f	*3%*	*4%*	**5%f**	*3%*	**5%xfh**	*2%*	*4%*	*2%*
VR / virtual reality	77	54	23	24	26	11	12	2	2
	3%bgh	**5%xb**	*2%*	**7%xefgh**	**6%xefgh**	**3%gh**	**3%h**	*1%*	*1%*
Computers / laptops / tablet devices	68	35	33	9	14	11	13	6	15
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	*4%*
Information / communication technology	65	30	35	4	8	11	10	10	22
	3%c	*3%*	*3%*	*1%*	*2%*	*3%*	*2%*	**4%c**	**6%xcdf**
Travel / transport	65	31	34	16	10	14	10	5	10
	3%	*3%*	*3%*	*5%*	*2%*	*4%*	*2%*	*2%*	*3%*
Internet	57	27	30	4	11	5	14	9	14
	3%	*2%*	*3%*	*1%*	*3%*	*1%*	*3%*	*3%*	**4%ce**
Smart homes / smart home devices	56	21	35	4	7	15	15	5	10
	3%	*2%*	*3%*	*1%*	*2%*	**4%xcd**	**3%c**	*2%*	*3%*
Space travel	35	24	11	7	5	7	4	4	8
	2%b	**2%xb**	*1%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*
Data security / protection / privacy technology	30	13	17	2	7	5	6	4	6
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*2%*
Face / facial recognition technology	27	12	15	5	4	5	4	4	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Crypto currency / cashless society / contactless payments / banking	24	12	12	1	6	2	5	6	4
	1%	*1%*	*1%*	*	*1%*	*1%*	*1%*	**2%c**	*1%*
Flight technology / flying cars	21	10	11	5	6	5	2	2	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*
3D printing	19	11	8	4	3	4	4	3	1
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*
AR / augmented reality	19	14	5	2	8	6	2	-	1
	1%b	**1%xb**	*	*1%*	**2%xfgh**	**2%g**	*	-	*
Smart technology	18	8	10	2	3	3	6	2	2
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 30

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Games / gaming technology	17 *1%*	12 *1%*	5 *	4 *1%*	8 **2%xefh**	1 *	2 *	1 *	1 *
5G	17 **1%b**	13 **1%xb**	4 *	1 *	5 *1%*	2 *1%*	4 *1%*	3 *1%*	2 *1%*
Drones	17 *1%*	11 *1%*	6 *1%*	2 *1%*	6 *1%*	3 *1%*	2 *	2 *1%*	2 *1%*
Smart TV	16 *1%*	8 *1%*	8 *1%*	3 *1%*	1 *	1 *	6 *1%*	2 *1%*	3 *1%*
Genetics / gene technology	14 *1%*	8 *1%*	6 *1%*	1 *	1 *	2 *1%*	4 *1%*	2 *1%*	4 *1%*
Digital schools / education	14 *1%*	7 *1%*	7 *1%*	2 *1%*	3 *1%*	2 *1%*	4 *1%*	2 *1%*	1 *
Speech recognition / voice activation technology	14 *1%*	8 *1%*	6 *1%*	- -	3 *1%*	3 *1%*	3 *1%*	2 *1%*	3 *1%*
Social media	13 *1%*	6 *1%*	7 *1%*	3 *1%*	4 *1%*	2 *1%*	1 *	- -	3 *1%*
Bio technology	12 *1%*	5 *	7 *1%*	1 *	1 *	3 *1%*	4 *1%*	2 *1%*	1 *
Shopping technology	11 *	4 *	7 *1%*	1 *	1 *	1 *	2 *	3 *1%*	3 *1%*
Blockchain	11 *	7 *1%*	4 *	5 **1%x**	1 *	1 *	1 *	2 *1%*	1 *
Wireless technology / wireless charging	10 *	6 *1%*	4 *	3 *1%*	1 *	3 *1%*	1 *	2 *1%*	- -
Crops / food production technology	9 *	6 *1%*	3 *	1 *	2 *	1 *	2 *	1 *	2 *1%*
Hologram / holographic technology?	9 *	4 *	5 *	2 *1%*	2 *	2 *1%*	2 *	- -	1 *
Cloud	8 *b	8 **1%xb**	- -	- -	4 **1%x**	3 *1%*	1 *	- -	- -
IOT / internet of things / smart appliances	8 *	4 *	4 *	- -	2 *	1 *	2 *	1 *	2 *1%*
Nano technology	7 *	5 *	2 *	3 *1%*	- -	2 *1%*	- -	1 *	1 *
Fingerprint recognition / scanning technology	6 *	2 *	4 *	- -	1 *	- -	- -	2 *1%*	3 *1%*
Teleporting technology	5 *	2 *	3 *	2 *1%*	1 *	2 *1%*	- -	- -	- -
Anti gravity / hover technology	4 *	1 *	3 *	2 *1%*	1 *	- -	1 *	- -	- -
Graphene	4 *	4 *b	- -	- -	2 *	1 *	- -	1 *	- -
Retinal / eye scanning technology	4 *	2 *	2 *	- -	1 *	1 *	1 *	- -	1 *
CCTV / cameras / surveillance	4 *	- -	4 *	- -	1 *	- -	2 *	- -	1 *
Wearable technology	4 *	3 *	1 *	- -	2 *	1 *	- -	1 *	- -

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Doteveryone Tech Professionals - Omnibus

Table 30

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Broadband	4 *	1 *	3 *	- -	- -	1 *	1 *	- -	2 *1%*
GPS / global positioning / tracking systems	3 *	- -	3 *	- -	2 *	- -	- -	1 *	- -
Smart watches	3 *	2 *	1 *	1 *	1 *	- -	- -	- -	1 *
Big data	3 *	1 *	2 *	- -	1 *	- -	1 *	1 *	- -
Quantum computing	3 *	3 *	- -	- -	- -	- -	1 *	- -	2 *1%*
Time travel	2 *	1 *	1 *	- -	- -	1 *	1 *	- -	- -
ML / machine learning	2 *	2 *	- -	1 *	1 *	- -	- -	- -	- -
Neural networks	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -
Language translation	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -
Stem cell technology	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -
Implant technology	- -	- -	- -	- -	- -	- -	- -	- -	- -
SAP HANA technology	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear technology	- -	- -	- -	- -	- -	- -	- -	- -	- -
Virtual touch	- -	- -	- -	- -	- -	- -	- -	- -	- -
Warfare / weapons / military applications	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dark Web	- -	- -	- -	- -	- -	- -	- -	- -	- -
Leap motion	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other - technologies	72 *3%*	36 *3%*	36 *3%*	15 *4%*	16 *4%*	13 *4%*	9 *2%*	6 *2%*	13 *3%*
BRANDS (net)	**31** **1%f**	**14** *1%*	**17** *1%*	**12** **3%xefgh**	**9** **2%f**	**4** *1%*	**1** *	**2** *1%*	**3** *1%*
Apple	14 *1%*	5 *	9 *1%*	6 **2%xfh**	5 **1%fh**	2 *1%*	- -	1 *	- -
Google	9 *	6 *1%*	3 *	2 *1%*	2 *	1 *	- -	1 *	3 *1%*
Samsung	4 *	- -	4 *	2 *1%*	1 *	1 *	- -	- -	- -
Facebook	2 *	- -	2 *	1 *	- -	- -	1 *	- -	- -
Other - brands	5 *	3 *	2 *	2 *1%*	1 *	- -	- -	2 *1%*	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Doteveryone Tech Professionals - Omnibus

Table 30

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Other - negative comments	27 *1%*	11 *1%*	16 *1%*	3 *1%*	5 *1%*	1 *	5 *1%*	5 **2%e**	8 **2%e**
Other - positive comments	55 *2%*	24 *2%*	31 *3%*	5 *1%*	17 **4%xc**	13 *4%*	8 *2%*	5 *2%*	7 *2%*
Don't know / not sure	286 **13%ac**	106 *10%*	180 **16%xa**	28 *8%*	56 **13%c**	55 **15%c**	61 **14%c**	38 **13%c**	48 **13%c**
None / nothing / not excited / concerned about any technologies	309 **14%cd**	155 *14%*	154 *13%*	21 *6%*	35 *8%*	41 **11%c**	75 **17%xcde**	63 **22%xcde**	74 **19%xcde**
All of them / any / everything / excited / concerned about all technologies	27 *1%*	15 *1%*	12 *1%*	5 *1%*	6 *1%*	3 *1%*	5 *1%*	1 *	7 *2%*
No answer / no comment	108 **5%g**	56 *5%*	52 *5%*	28 **8%xfgh**	27 **7%fgh**	19 *5%*	15 *3%*	7 *2%*	12 *3%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
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j18-078489_tabs_Final2.
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Doteveryone Tech Professionals - Omnibus

Table 31

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
TECHNOLOGIES (net)	**1450**	**49**	**155**	**125**	**121**	**106**	**135**	**125**	**197**	**199**	**68**	**126**	**44**	**765**	**209**	**476**
	65%a	***53%***	***64%***	**66%a**	***61%***	***65%***	**66%a**	**66%a**	***64%***	**68%a**	***62%***	**68%a**	**73%a**	**64%a**	**69%a**	**64%a**
Digital healthcare / medicine / social care	313	8	35	22	18	17	24	25	52	47	22	37	6	153	41	119
	14%d	*9%*	*14%*	*12%*	*9%*	*10%*	*12%*	*13%*	**17%d**	**16%d**	**20%acdef**	**20%xacdef**	*10%*	*13%*	*14%*	*16%*
Driverless cars	229	8	27	19	20	22	25	19	36	23	9	15	6	117	44	68
	10%	*9%*	*11%*	*10%*	*10%*	*13%*	*12%*	*10%*	*12%*	*8%*	*8%*	*8%*	*10%*	*10%*	**15%mo**	*9%*
AI / artificial intelligence / automation	182	3	14	18	16	14	21	7	24	36	10	14	5	106	26	50
	8%g	*3%*	*6%*	**10%g**	*8%*	*9%*	**10%ag**	*4%*	*8%*	**12%xabg**	*9%*	*8%*	*8%*	*9%*	*9%*	*7%*
Electric cars	138	2	6	16	16	10	13	14	16	11	10	17	7	69	22	47
	6%b	*2%*	*2%*	**9%abi**	**8%bi**	*6%*	**6%b**	**7%b**	*5%*	*4%*	**9%abi**	**9%abi**	**12%abi**	*6%*	*7%*	*6%*
Smart phones / mobile phones	118	2	15	12	8	10	12	12	10	21	6	6	4	58	19	41
	5%	*2%*	*6%*	*6%*	*4%*	*6%*	*6%*	*6%*	*3%*	**7%h**	*6%*	*3%*	*7%*	*5%*	*6%*	*6%*
Green / sustainable / renewable energy	98	3	11	10	12	5	9	10	11	12	4	11	-	55	15	28
	4%	*3%*	*5%*	*5%*	*6%*	*3%*	*4%*	*5%*	*4%*	*4%*	*4%*	*6%*	-	*5%*	*5%*	*4%*
Robotics / robots / bionics	93	-	15	6	6	6	14	10	10	12	3	11	-	53	9	31
	4%a	-	**6%a**	*3%*	*3%*	*4%*	**7%al**	**5%a**	*3%*	**4%a**	*3%*	**6%a**	-	**4%a**	*3%*	**4%a**
Environmentally friendly technology	77	2	9	5	9	6	7	8	7	13	3	7	1	37	9	31
	3%	*2%*	*4%*	*3%*	*5%*	*4%*	*3%*	*4%*	*2%*	*4%*	*3%*	*4%*	*2%*	*3%*	*3%*	*4%*
VR / virtual reality	77	1	8	4	8	5	7	6	13	9	5	8	3	47	8	22
	3%	*1%*	*3%*	*2%*	*4%*	*3%*	*3%*	*3%*	*4%*	*3%*	*5%*	*4%*	*5%*	*4%*	*3%*	*3%*
Computers / laptops / tablet devices	68	4	3	8	6	5	6	6	6	11	4	5	4	34	6	28
	3%	*4%*	*1%*	**4%b**	*3%*	*3%*	*3%*	*3%*	*2%*	*4%*	*4%*	*3%*	**7%bh**	*3%*	*2%*	*4%*
Information / communication technology	65	4	5	5	3	7	7	6	7	8	3	8	2	35	8	22
	3%	*4%*	*2%*	*3%*	*2%*	*4%*	*3%*	*3%*	*2%*	*3%*	*3%*	*4%*	*3%*	*3%*	*3%*	*3%*
Travel / transport	65	3	11	7	7	4	4	6	7	9	1	5	1	33	8	24
	3%	*3%*	*5%*	*4%*	*4%*	*2%*	*2%*	*3%*	*2%*	*3%*	*1%*	*3%*	*2%*	*3%*	*3%*	*3%*
Internet	57	1	7	5	7	5	8	5	7	6	1	3	2	28	10	19
	3%	*1%*	*3%*	*3%*	*4%*	*3%*	*4%*	*3%*	*2%*	*2%*	*1%*	*2%*	*3%*	*2%*	*3%*	*3%*
Smart homes / smart home devices	56	4	8	3	8	5	4	4	7	7	2	2	2	23	9	24
	3%	*4%*	*3%*	*2%*	*4%*	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*	*3%*	*2%*	*3%*	*3%*
Space travel	35	2	2	4	2	5	2	4	3	3	4	3	1	20	4	11
	2%	*2%*	*1%*	*2%*	*1%*	*3%*	*1%*	*2%*	*1%*	*1%*	*4%*	*2%*	*2%*	*2%*	*1%*	*1%*
Data security / protection / privacy technology	30	-	-	-	4	5	5	2	3	7	-	3	1	16	5	9
	1%	-	-	-	**2%b**	**3%bc**	**2%bc**	*1%*	*1%*	**2%bc**	-	**2%b**	**2%b**	*1%*	*2%*	*1%*
Face / facial recognition technology	27	1	-	3	1	2	3	3	5	3	-	5	1	13	5	9
	1%	*1%*	-	**2%b**	*1%*	*1%*	*1%*	**2%b**	**2%b**	*1%*	-	**3%b**	**2%b**	*1%*	*2%*	*1%*
Crypto currency / cashless society / contactless payments / banking	24	-	4	1	5	-	1	2	4	2	-	4	1	12	2	10
	1%	-	*2%*	*1%*	**3%xe**	-	*	*1%*	*1%*	*1%*	-	*2%*	*2%*	*1%*	*1%*	*1%*

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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*** small base**

Doteveryone Tech Professionals - Omnibus

Table 31

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Flight technology / flying cars	21	-	1	4	1	2	-	2	2	8	1	-	-	14	2	5
	1%	-	*	**2%fk**	*1%*	*1%*	-	*1%*	*1%*	**3%xbfhk**	*1%*	-	-	*1%*	*1%*	*1%*
3D printing	19	-	3	1	-	3	3	1	1	2	2	3	-	7	4	8
	1%	-	*1%*	*1%*	-	*2%*	*1%*	*1%*	*	*1%*	*2%*	*2%*	-	*1%*	*1%*	*1%*
AR / augmented reality	19	2	2	-	3	1	2	1	1	2	1	2	2	7	2	10
	1%	**2%c**	*1%*	-	*2%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	**3%xch**	*1%*	*1%*	*1%*
Smart technology	18	1	3	4	1	-	-	1	1	2	1	3	1	9	2	7
	1%	*1%*	*1%*	**2%xf**	*1%*	-	-	*1%*	*	*1%*	*1%*	*2%*	*2%*	*1%*	*1%*	*1%*
Games / gaming technology	17	-	2	2	1	2	-	3	1	2	1	3	-	9	2	6
	1%	-	*1%*	*1%*	*1%*	*1%*	-	*2%*	*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*1%*
5G	17	-	1	2	1	-	3	1	4	1	-	2	2	9	3	5
	1%	-	*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*	-	*1%*	**3%xbei**	*1%*	*1%*	*1%*
Drones	17	1	1	2	2	1	2	1	5	1	-	1	-	10	4	3
	1%	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*	-	*1%*	-	*1%*	*1%*	*
Smart TV	16	-	1	2	2	2	2	2	-	1	1	-	3	8	1	7
	1%	-	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*	*1%*	-	**5%xabfhik**	*1%*	*	*1%*
Genetics / gene technology	14	1	2	1	-	2	2	1	2	2	-	1	-	8	-	6
	1%	*1%*	*1%*	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*1%*	-	*1%*
Digital schools / education	14	2	1	-	2	2	2	-	1	3	-	1	-	8	1	5
	1%	**2%cg**	*	-	*1%*	*1%*	*1%*	-	*	*1%*	-	*1%*	-	*1%*	*	*1%*
Speech recognition / voice activation technology	14	-	-	-	2	3	1	-	3	2	2	-	1	10	-	4
	1%	-	-	-	*1%*	**2%b**	*	-	*1%*	*1%*	**2%b**	-	**2%b**	*1%*	-	*1%*
Social media	13	-	2	1	2	1	1	1	2	2	-	-	1	9	1	3
	1%	-	*1%*	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	-	-	*2%*	*1%*	*	*
Bio technology	12	-	2	1	3	3	-	-	-	1	-	2	-	7	1	4
	1%	-	*1%*	*1%*	**2%h**	**2%xh**	-	-	-	*	-	*1%*	-	*1%*	*	*1%*
Shopping technology	11	-	1	-	2	2	1	1	-	2	1	-	1	7	1	3
	*	-	*	-	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	-	**2%h**	*1%*	*	*
Blockchain	11	-	-	-	2	2	-	1	3	1	-	2	-	8	1	2
	*	-	-	-	*1%*	*1%*	-	*1%*	*1%*	*	-	*1%*	-	*1%*	*	*
Wireless technology / wireless charging	10	-	4	-	-	-	3	-	3	-	-	-	-	4	4	2
	*	-	**2%xi**	-	-	-	**1%xi**	-	*1%*	-	-	-	-	*	**1%mo**	*
Crops / food production technology	9	-	1	-	-	3	-	-	1	3	-	-	1	5	-	4
	*	-	*	-	-	**2%x**	-	-	*	*1%*	-	-	*2%*	*	-	*1%*
Hologram / holographic technology?	9	1	1	1	-	-	1	2	2	1	-	-	-	2	1	6
	*	*1%*	*	*1%*	-	-	*	*1%*	*1%*	*	-	-	-	*	*	**1%m**
Cloud	8	-	2	1	-	1	1	-	1	1	1	-	-	8	-	-
	*	-	*1%*	*1%*	-	*1%*	*	-	*	*	*1%*	-	-	**1%o**	-	-
IOT / internet of things / smart appliances	8	-	1	-	-	1	-	2	-	4	-	-	-	4	1	3
	*	-	*	-	-	*1%*	-	*1%*	-	**1%xh**	-	-	-	*	*	*

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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 31

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi-tion (part-time or full time) incl. own busin-ess (n)	Not employ-ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Nano technology	7	1	-	-	1	1	1	-	-	3	-	-	-	5	2	-
	*	**1%o**	-	-	*1%*	*1%*	*	-	-	**1%x**	-	-	-	*	**1%o**	-
Fingerprint recognition / scanning technology	6	-	-	1	-	-	2	1	-	-	-	2	-	2	-	4
	*	-	-	*1%*	-	-	*1%*	*1%*	-	-	-	**1%x**	-	*	-	*1%*
Teleporting technology	5	-	1	1	-	-	-	1	-	1	-	1	-	2	-	3
	*	-	*	*1%*	-	-	-	*1%*	-	*	-	*1%*	-	*	-	*
Anti gravity / hover technology	4	-	-	2	-	-	-	1	1	-	-	-	-	3	-	1
	*	-	-	**1%x**	-	-	-	*1%*	*	-	-	-	-	*	-	*
Graphene	4	-	2	-	-	-	-	1	-	-	-	1	-	1	1	2
	*	-	**1%x**	-	-	-	-	*1%*	-	-	-	*1%*	-	*	*	*
Retinal / eye scanning technology	4	-	-	-	-	-	3	-	1	-	-	-	-	3	-	1
	*	-	-	-	-	-	**1%xi**	-	*	-	-	-	-	*	-	*
CCTV / cameras / surveillance	4	-	-	-	1	1	-	-	-	1	1	-	-	1	1	2
	*	-	-	-	*1%*	*1%*	-	-	-	*	*1%*	-	-	*	*	*
Wearable technology	4	-	1	1	1	-	1	-	-	-	-	-	-	3	-	1
	*	-	*	*1%*	*1%*	-	*	-	-	-	-	-	-	*	-	*
Broadband	4	-	2	-	-	-	-	1	-	1	-	-	-	1	2	1
	*	-	**1%x**	-	-	-	-	*1%*	-	*	-	-	-	*	**1%m**	*
GPS / global positioning / tracking systems	3	1	-	-	1	-	-	-	-	1	-	-	-	2	-	1
	*	**1%x**	-	-	*1%*	-	-	-	-	*	-	-	-	*	-	*
Smart watches	3	-	-	-	1	-	-	2	-	-	-	-	-	2	-	1
	*	-	-	-	*1%*	-	-	**1%x**	-	-	-	-	-	*	-	*
Big data	3	-	-	-	1	2	-	-	-	-	-	-	-	2	-	1
	*	-	-	-	*1%*	**1%x**	-	-	-	-	-	-	-	*	-	*
Quantum computing	3	-	-	-	-	1	1	-	-	1	-	-	-	-	2	1
	*	-	-	-	-	*1%*	*	-	-	*	-	-	-	-	**1%m**	*
Time travel	2	-	2	-	-	-	-	-	-	-	-	-	-	1	1	-
	*	-	**1%x**	-	-	-	-	-	-	-	-	-	-	*	*	-
ML / machine learning	2	-	-	-	-	1	-	1	-	-	-	-	-	1	-	1
	*	-	-	-	-	**1%x**	-	*1%*	-	-	-	-	-	*	-	*
Neural networks	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-
	*	-	-	-	-	**1%x**	-	-	-	-	-	-	-	*	-	-
Language translation	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-
	*	-	-	-	-	-	-	-	-	-	**1%x**	-	-	*	-	-
Stem cell technology	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	*x	-	-	-	-	-	-	-	-	-	-	-	-	*
Implant technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAP HANA technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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*** small base**

Doteveryone Tech Professionals - Omnibus

Table 31

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Nuclear technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virtual touch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Warfare / weapons / military applications	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dark Web	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leap motion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other - technologies	72	5	4	7	4	5	6	4	8	18	2	9	-	46	10	16
	3%	*5%*	*2%*	*4%*	*2%*	*3%*	*3%*	*2%*	*3%*	**6%xbdghl**	*2%*	*5%*	-	**4%o**	*3%*	*2%*
BRANDS (net)	**31**	**1**	**3**	**3**	**5**	**-**	**2**	**4**	**7**	**3**	**-**	**3**	**-**	**20**	**-**	**11**
	1%	***1%***	***1%***	***2%***	**3%e**	**-**	***1%***	***2%***	***2%***	***1%***	**-**	***2%***	**-**	**2%n**	**-**	**1%n**
Apple	14	1	-	1	2	-	1	3	3	1	-	2	-	9	-	5
	1%	*1%*	-	*1%*	*1%*	-	*	**2%b**	*1%*	*	-	*1%*	-	*1%*	-	*1%*
Google	9	-	3	1	3	-	-	-	-	2	-	-	-	3	-	6
	*	-	**1%x**	*1%*	**2%xh**	-	-	-	-	*1%*	-	-	-	*	-	*1%*
Samsung	4	-	-	-	-	-	1	1	2	-	-	-	-	3	-	1
	*	-	-	-	-	-	*	*1%*	*1%*	-	-	-	-	*	-	*
Facebook	2	-	-	-	-	-	-	-	1	-	-	1	-	2	-	-
	*	-	-	-	-	-	-	-	*	-	-	*1%*	-	*	-	-
Other - brands	5	-	-	1	2	-	-	-	2	-	-	-	-	3	-	2
	*	-	-	*1%*	**1%x**	-	-	-	*1%*	-	-	-	-	*	-	*
Other - negative comments	27	1	1	4	2	-	5	4	3	3	-	3	1	13	5	9
	1%	*1%*	*	*2%*	*1%*	-	**2%e**	*2%*	*1%*	*1%*	-	*2%*	*2%*	*1%*	*2%*	*1%*
Other - positive comments	55	4	2	7	3	4	5	6	9	8	4	2	1	34	4	17
	2%	**4%b**	*1%*	**4%b**	*2%*	*2%*	*2%*	*3%*	*3%*	*3%*	*4%*	*1%*	*2%*	*3%*	*1%*	*2%*
Don't know / not sure	286	13	34	26	25	20	24	21	45	28	16	26	8	149	31	106
	13%	*14%*	*14%*	*14%*	*13%*	*12%*	*12%*	*11%*	*15%*	*10%*	*15%*	*14%*	*13%*	*13%*	*10%*	*14%*
None / nothing / not excited / concerned about any technologies	309	19	36	22	39	27	32	32	34	31	14	19	4	156	50	103
	14%	**21%chikl m**	*15%*	*12%*	**20%xchik l**	*17%*	*16%*	**17%i**	*11%*	*11%*	*13%*	*10%*	*7%*	*13%*	*17%*	*14%*
All of them / any / everything / excited / concerned about all technologies	27	1	-	2	2	2	-	3	4	5	3	3	2	12	5	10
	1%	*1%*	-	*1%*	*1%*	*1%*	-	**2%b**	*1%*	**2%b**	**3%bf**	**2%b**	**3%bf**	*1%*	*2%*	*1%*
No answer / no comment	108	4	16	4	9	6	10	2	18	20	6	11	2	67	9	32
	5%g	*4%*	**7%cg**	*2%*	**5%g**	*4%*	**5%g**	*1%*	**6%g**	**7%cg**	**6%g**	**6%g**	*3%*	*6%*	*3%*	*4%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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*** small base**

Doteveryone Tech Professionals - Omnibus

Table 32

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
TECHNOLOGIES (net)	**1450**	**21**	**60**	**47**	**3**	**32**	**10**
	65%	***60%***	***65%***	***67%***	***43%***	***76%***	***71%***
Digital healthcare / medicine / social care	313	5	6	8	-	5	2
	14%b	*14%*	*7%*	*11%*	-	*12%*	*14%*
Driverless cars	229	5	4	8	-	6	1
	10%	*14%*	*4%*	*11%*	-	**14%b**	*7%*
AI / artificial intelligence / automation	182	6	17	12	1	9	1
	8%	*17%*	**18%x**	**17%x**	*14%*	**21%x**	*7%*
Electric cars	138	-	2	1	-	2	2
	6%	-	*2%*	*1%*	-	*5%*	*14%*
Smart phones / mobile phones	118	1	2	2	1	-	-
	5%	*3%*	*2%*	*3%*	*14%*	-	-
Green / sustainable / renewable energy	98	-	4	4	-	2	1
	4%	-	*4%*	*6%*	-	*5%*	*7%*
Robotics / robots / bionics	93	3	3	6	2	2	-
	4%	*9%*	*3%*	*9%*	*29%*	*5%*	-
Environmentally friendly technology	77	-	2	1	-	1	2
	3%	-	*2%*	*1%*	-	*2%*	*14%*
VR / virtual reality	77	1	8	3	-	3	-
	3%	*3%*	**9%x**	*4%*	-	*7%*	-
Computers / laptops / tablet devices	68	-	5	2	-	-	-
	3%	-	*5%*	*3%*	-	-	-
Information / communication technology	65	-	-	2	-	3	-
	3%	-	-	*3%*	-	**7%b**	-
Travel / transport	65	-	-	1	-	6	-
	3%	-	-	*1%*	-	**14%xabc**	-
Internet	57	-	3	1	1	-	-
	3%	-	*3%*	*1%*	*14%*	-	-
Smart homes / smart home devices	56	1	-	1	-	1	-
	3%	*3%*	-	*1%*	-	*2%*	-
Space travel	35	-	2	-	-	-	-
	2%	-	*2%*	-	-	-	-
Data security / protection / privacy technology	30	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Face / facial recognition technology	27	-	1	-	-	-	-
	1%	-	*1%*	-	-	-	-
Crypto currency / cashless society / contactless payments / banking	24	-	-	2	-	1	-
	1%	-	-	*3%*	-	*2%*	-
Flight technology / flying cars	21	1	2	1	-	-	-
	1%	*3%*	*2%*	*1%*	-	-	-
3D printing	19	1	1	-	-	-	-
	1%	*3%*	*1%*	-	-	-	-
AR / augmented reality	19	-	1	-	-	2	-
	1%	-	*1%*	-	-	**5%x**	-
Smart technology	18	-	1	-	-	-	-
	1%	-	*1%*	-	-	-	-

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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

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Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

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	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Games / gaming technology	17 *1%*	1 *3%*	1 *1%*	- -	- -	1 *2%*	- -
5G	17 *1%*	- -	1 *1%*	1 *1%*	1 *14%*	- -	1 *7%*
Drones	17 *1%*	- -	3 **3%x**	- -	- -	2 **5%x**	- -
Smart TV	16 *1%*	- -	- -	- -	- -	1 *2%*	- -
Genetics / gene technology	14 *1%*	- -	1 *1%*	3 **4%x**	- -	- -	- -
Digital schools / education	14 *1%*	- -	- -	1 *1%*	- -	1 *2%*	- -
Speech recognition / voice activation technology	14 *1%*	- -	2 *2%*	1 *1%*	- -	- -	- -
Social media	13 *1%*	1 *3%*	- -	1 *1%*	- -	- -	- -
Bio technology	12 *1%*	- -	2 **2%x**	- -	- -	- -	- -
Shopping technology	11 *	- -	- -	- -	- -	- -	- -
Blockchain	11 *	1 *3%*	- -	- -	1 *14%*	- -	- -
Wireless technology / wireless charging	10 *	- -	2 **2%x**	- -	- -	- -	- -
Crops / food production technology	9 *	- -	- -	- -	- -	1 *2%*	- -
Hologram / holographic technology?	9 *	- -	- -	- -	- -	- -	- -
Cloud	8 *	2 **6%x**	3 **3%x**	1 *1%*	- -	- -	- -
IOT / internet of things / smart appliances	8 *	- -	- -	1 *1%*	- -	1 **2%x**	- -
Nano technology	7 *	- -	1 *1%*	- -	- -	1 **2%x**	1 *7%*
Fingerprint recognition / scanning technology	6 *	- -	- -	- -	- -	- -	- -
Teleporting technology	5 *	- -	- -	- -	- -	- -	- -
Anti gravity / hover technology	4 *	- -	- -	- -	- -	- -	- -
Graphene	4 *	- -	- -	- -	- -	- -	- -
Retinal / eye scanning technology	4 *	- -	- -	- -	- -	- -	- -
CCTV / cameras / surveillance	4 *	- -	- -	- -	- -	- -	- -
Wearable technology	4 *	- -	1 *1%*	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 32

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Broadband	4	-	-	-	-	-	-
	*	-	-	-	-	-	-
GPS / global positioning / tracking systems	3	-	-	-	-	-	-
	*	-	-	-	-	-	-
Smart watches	3	-	1	-	-	-	-
	*	-	**1%x**	-	-	-	-
Big data	3	1	-	-	-	-	-
	*	**3%x**	-	-	-	-	-
Quantum computing	3	-	-	-	-	-	-
	*	-	-	-	-	-	-
Time travel	2	-	-	-	-	-	-
	*	-	-	-	-	-	-
ML / machine learning	2	1	-	-	-	-	-
	*	**3%x**	-	-	-	-	-
Neural networks	1	-	-	-	-	-	-
	*	-	-	-	-	-	-
Language translation	1	-	-	-	-	-	-
	*	-	-	-	-	-	-
Stem cell technology	1	-	-	-	-	-	-
	*	-	-	-	-	-	-
Implant technology	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
SAP HANA technology	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Nuclear technology	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Virtual touch	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Warfare / weapons / military applications	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Dark Web	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Leap motion	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Other - technologies	72	-	3	4	-	4	3
	3%	-	*3%*	*6%*	-	**10%x**	*21%*
BRANDS (net)	**31**	**1**	**4**	**-**	**-**	**1**	**-**
	1%	***3%***	**4%x**	**-**	**-**	***2%***	**-**
Apple	14	-	2	-	-	-	-
	1%	-	*2%*	-	-	-	-
Google	9	-	1	-	-	-	-
	*	-	*1%*	-	-	-	-
Samsung	4	-	1	-	-	-	-
	*	-	*1%*	-	-	-	-
Facebook	2	-	-	-	-	-	-
	*	-	-	-	-	-	-
Other - brands	5	1	-	-	-	1	-
	*	**3%x**	-	-	-	**2%x**	-

Participant Type : General Public Omnibus
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Doteveryone Tech Professionals - Omnibus

Table 32

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Other - negative comments	27	-	1	-	-	-	-
	1%	-	*1%*	-	-	-	-
Other - positive comments	55	3	2	4	-	2	-
	2%	**9%x**	*2%*	*6%*	-	*5%*	-
Don't know / not sure	286	1	8	7	-	2	1
	13%	*3%*	*9%*	*10%*	-	*5%*	*7%*
None / nothing / not excited / concerned about any technologies	309	4	3	6	1	1	1
	14%be	*11%*	*3%*	*9%*	*14%*	*2%*	*7%*
All of them / any / everything / excited / concerned about all technologies	27	-	2	3	-	1	-
	1%	-	*2%*	**4%x**	-	*2%*	-
No answer / no comment	108	5	14	4	3	3	2
	5%	**14%x**	**15%x**	*6%*	*43%*	*7%*	*14%*
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
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Doteveryone Tech Professionals - Omnibus

Table 33

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
TECHNOLOGIES (net)	**1450**	**3**	**8**	**10**	**12**	**-**	**3**	**4**	**3**	**4**	**1**	**27**	**1**	**4**	**1**	**6**	**11**	**20**
	65%	***33%***	***73%***	***67%***	***63%***	**-**	***38%***	***50%***	***50%***	***80%***	***100%***	**82%x**	***100%***	***67%***	***50%***	***55%***	***69%***	***74%***
Digital healthcare / medicine / social care	313	-	2	3	1	-	1	1	-	2	-	-	-	1	-	3	1	4
	14%q	-	*18%*	*20%*	*5%*	-	*13%*	*13%*	-	*40%*	-	-	-	*17%*	-	*27%*	*6%*	*15%*
Driverless cars	229	2	2	1	-	-	-	-	-	1	-	3	-	-	-	-	2	6
	10%	*22%*	*18%*	*7%*	-	-	-	-	-	*20%*	-	*9%*	-	-	-	-	*13%*	*22%*
AI / artificial intelligence / automation	182	-	3	3	4	-	-	2	1	-	-	9	-	1	-	1	2	6
	8%	-	*27%*	*20%*	*21%*	-	-	*25%*	*17%*	-	-	**27%x**	-	*17%*	-	*9%*	*13%*	*22%*
Electric cars	138	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	1	-
	6%	-	-	-	-	-	-	-	-	-	-	*3%*	-	*17%*	-	-	*6%*	-
Smart phones / mobile phones	118	-	-	1	-	-	-	-	-	-	-	2	-	-	-	-	-	1
	5%	-	-	*7%*	-	-	-	-	-	-	-	*6%*	-	-	-	-	-	*4%*
Green / sustainable / renewable energy	98	-	-	-	-	-	-	-	-	-	-	3	-	-	1	-	-	1
	4%	-	-	-	-	-	-	-	-	-	-	*9%*	-	-	*50%*	-	-	*4%*
Robotics / robots / bionics	93	-	1	2	1	-	-	1	-	-	-	-	-	1	-	2	-	3
	4%	-	*9%*	*13%*	*5%*	-	-	*13%*	-	-	-	-	-	*17%*	-	*18%*	-	*11%*
Environmentally friendly technology	77	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1
	3%	-	-	-	*5%*	-	-	-	-	-	-	-	-	-	*50%*	-	-	*4%*
VR / virtual reality	77	-	-	1	1	-	1	-	1	1	-	4	-	-	-	-	-	2
	3%	-	-	*7%*	*5%*	-	*13%*	-	*17%*	*20%*	-	**12%x**	-	-	-	-	-	*7%*
Computers / laptops / tablet devices	68	-	-	-	-	-	-	-	1	1	-	2	1	-	-	1	-	1
	3%	-	-	-	-	-	-	-	*17%*	*20%*	-	*6%*	*100%*	-	-	*9%*	-	*4%*
Information / communication technology	65	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*6%*	-
Travel / transport	65	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*6%*	-
Internet	57	-	-	-	-	-	-	-	-	1	-	1	1	-	-	-	-	1
	3%	-	-	-	-	-	-	-	-	*20%*	-	*3%*	*100%*	-	-	-	-	*4%*
Smart homes / smart home devices	56	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	3%	-	-	*7%*	-	-	-	-	-	-	-	-	-	-	-	-	-	*4%*
Space travel	35	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	*100%*	*3%*	-	-	-	-	-	-
Data security / protection / privacy technology	30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Face / facial recognition technology	27	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	*100%*	-	-	-	-	-
Crypto currency / cashless society / contactless payments / banking	24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*6%*	*4%*
Flight technology / flying cars	21	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-
	1%	-	*9%*	-	-	-	*13%*	-	-	-	-	*3%*	-	-	-	-	*6%*	-

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Doteveryone Tech Professionals - Omnibus

Table 33

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role S2_tech_func.															
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
3D printing	19	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	*9%*	-	-	-	-	-	-	-	-	*3%*	-	-	-	-	-	-
AR / augmented reality	19	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	*3%*	-	-	-	-	-	-
Smart technology	18	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	*5%*	-	-	-	-	-	-	-	-	-	-	-	-	-
Games / gaming technology	17	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	*7%*	-	-	-	-	-	-	-	*3%*	-	-	-	-	-	-
5G	17	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	1%	-	-	-	-	-	-	-	-	-	-	*3%*	-	-	-	-	-	*4%*
Drones	17	-	-	-	-	-	1	-	-	-	-	2	-	-	-	-	-	-
	1%	-	-	-	-	-	*13%*	-	-	-	-	**6%x**	-	-	-	-	-	-
Smart TV	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Genetics / gene technology	14	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	1
	1%	-	-	-	-	-	-	-	-	-	-	*3%*	-	-	-	*9%*	-	*4%*
Digital schools / education	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Speech recognition / voice activation technology	14	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	*5%*	-	-	-	-	-	-	*3%*	-	-	-	-	-	-
Social media	13	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1%	-	*9%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*4%*
Bio technology	12	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	**6%x**	-	-	-	-	-	-
Shopping technology	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Blockchain	11	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*11%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wireless technology / wireless charging	10	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	**6%x**	-	-	-	-	-	-
Crops / food production technology	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hologram / holographic technology?	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cloud	8	1	-	1	-	-	-	2	-	-	-	1	-	-	-	-	-	1
	*	*11%*	-	*7%*	-	-	-	*25%*	-	-	-	**3%x**	-	-	-	-	-	*4%*
IOT / internet of things / smart appliances	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nano technology	7	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	*20%*	-	-	-	-	-	-	-	-
Fingerprint recognition / scanning technology	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Ipsos MORI

Doteveryone Tech Professionals - Omnibus

Table 33

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	Total	Role S2_tech_func.																
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Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Teleporting technology	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anti gravity / hover technology	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graphene	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retinal / eye scanning technology	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CCTV / cameras / surveillance	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wearable technology	4	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	**3%x**	-	-	-	-	-	-
Broadband	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GPS / global positioning / tracking systems	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart watches	3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	*5%*	-	-	-	-	-	-	-	-	-	-	-	-	-
Big data	3	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*9%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quantum computing	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Time travel	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ML / machine learning	2	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*9%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Neural networks	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Language translation	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stem cell technology	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Implant technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAP HANA technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virtual touch	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Warfare / weapons / military applications	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dark Web	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
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Doteveryone Tech Professionals - Omnibus

Table 33

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Leap motion	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other - technologies	72	-	-	-	1	-	-	2	-	-	-	-	-	-	-	-	3	-
	3%	-	-	-	*5%*	-	-	*25%*	-	-	-	-	-	-	-	-	*19%*	-
BRANDS (net)	**31**	**1**	**-**	**-**	**1**	**-**	**1**	**1**	**-**	**-**	**-**	**1**	**-**	**-**	**-**	**-**	**-**	**-**
	1%	***11%***	**-**	**-**	***5%***	**-**	***13%***	***13%***	**-**	**-**	**-**	***3%***	**-**	**-**	**-**	**-**	**-**	**-**
Apple	14	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	*13%*	*13%*	-	-	-	-	-	-	-	-	-	-
Google	9	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	**3%x**	-	-	-	-	-	-
Samsung	4	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	*5%*	-	-	-	-	-	-	-	-	-	-	-	-	-
Facebook	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other - brands	5	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*11%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other - negative comments	27	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	*17%*	-	-	-	-
Other - positive comments	55	1	1	1	-	-	-	1	-	-	-	1	-	-	-	2	1	1
	2%	*11%*	*9%*	*7%*	-	-	-	*13%*	-	-	-	*3%*	-	-	-	*18%*	*6%*	*4%*
Don't know / not sure	286	1	-	-	1	-	-	1	1	-	-	4	-	1	-	-	1	5
	13%	*11%*	-	-	*5%*	-	-	*13%*	*17%*	-	-	*12%*	-	*17%*	-	-	*6%*	*19%*
None / nothing / not excited / concerned about any technologies	309	-	1	3	1	-	-	-	1	1	-	-	-	-	-	1	-	1
	14%q	-	*9%*	*20%*	*5%*	-	-	-	*17%*	*20%*	-	-	-	-	-	*9%*	-	*4%*
All of them / any / everything / excited / concerned about all technologies	27	-	-	-	2	-	-	-	-	-	-	-	-	-	-	1	1	1
	1%	-	-	-	*11%*	-	-	-	-	-	-	-	-	-	-	*9%*	*6%*	*4%*
No answer / no comment	108	3	1	1	3	3	4	2	1	-	-	-	-	-	1	1	2	-
	5%	*33%*	*9%*	*7%*	*16%*	*100%*	*50%*	*25%*	*17%*	-	-	-	-	-	*50%*	*9%*	*13%*	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Doteveryone Tech Professionals - Omnibus

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Base : All respondents

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	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
TECHNOLOGIES (net)	**1450**	**2**	**8**	**1**	**1**	**1**	**3**	**7**	**3**	**1**	**1**
	65%	***33%***	***80%***	***25%***	***50%***	***100%***	***75%***	***88%***	***75%***	***50%***	***50%***
Digital healthcare / medicine / social care	**313**	-	-	-	-	-	-	1	1	-	-
	14%	-	-	-	-	-	-	*13%*	*25%*	-	-
Driverless cars	**229**	-	-	-	-	-	1	1	-	-	-
	10%	-	-	-	-	-	*25%*	*13%*	-	-	-
AI / artificial intelligence / automation	**182**	1	2	1	-	-	1	2	2	1	-
	8%	*17%*	*20%*	*25%*	-	-	*25%*	*25%*	*50%*	*50%*	-
Electric cars	**138**	-	-	-	-	-	-	2	-	-	-
	6%	-	-	-	-	-	-	*25%*	-	-	-
Smart phones / mobile phones	**118**	-	1	-	1	-	-	-	-	-	-
	5%	-	*10%*	-	*50%*	-	-	-	-	-	-
Green / sustainable / renewable energy	**98**	1	2	-	-	-	-	-	-	-	-
	4%	*17%*	*20%*	-	-	-	-	-	-	-	-
Robotics / robots / bionics	**93**	1	-	1	-	1	1	-	-	-	-
	4%	*17%*	-	*25%*	-	*100%*	*25%*	-	-	-	-
Environmentally friendly technology	**77**	-	-	-	-	-	-	1	-	-	-
	3%	-	-	-	-	-	-	*13%*	-	-	-
VR / virtual reality	**77**	1	-	-	-	-	-	-	-	-	-
	3%	*17%*	-	-	-	-	-	-	-	-	-
Computers / laptops / tablet devices	**68**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Information / communication technology	**65**	1	-	-	-	-	-	1	-	-	-
	3%	*17%*	-	-	-	-	-	*13%*	-	-	-
Travel / transport	**65**	-	-	-	-	-	1	2	-	-	-
	3%	-	-	-	-	-	*25%*	*25%*	-	-	-
Internet	**57**	-	-	-	1	-	-	-	-	-	-
	3%	-	-	-	*50%*	-	-	-	-	-	-
Smart homes / smart home devices	**56**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Space travel	**35**	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-
Data security / protection / privacy technology	**30**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Face / facial recognition technology	**27**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Crypto currency / cashless society / contactless payments / banking	**24**	-	-	-	-	-	1	-	-	-	-
	1%	-	-	-	-	-	*25%*	-	-	-	-
Flight technology / flying cars	**21**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-

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Doteveryone Tech Professionals - Omnibus

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Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
3D printing	**19**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
AR / augmented reality	**19**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Smart technology	**18**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Games / gaming technology	**17**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
5G	**17**	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	*50%*	-	-	-	-	-	-
Drones	**17**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Smart TV	**16**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Genetics / gene technology	**14**	-	1	-	-	-	-	-	-	-	-
	1%	-	*10%*	-	-	-	-	-	-	-	-
Digital schools / education	**14**	-	1	-	-	-	-	1	-	-	-
	1%	-	*10%*	-	-	-	-	*13%*	-	-	-
Speech recognition / voice activation technology	**14**	-	1	-	-	-	-	-	-	-	-
	1%	-	*10%*	-	-	-	-	-	-	-	-
Social media	**13**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Bio technology	**12**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Shopping technology	**11**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Blockchain	**11**	-	-	1	-	-	-	-	-	-	-
	*	-	-	*25%*	-	-	-	-	-	-	-
Wireless technology / wireless charging	**10**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Crops / food production technology	**9**	-	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	*13%*	-	-	-
Hologram / holographic technology?	**9**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Cloud	**8**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
IOT / internet of things / smart appliances	**8**	-	1	-	-	-	1	-	-	-	-
	*	-	*10%*	-	-	-	*25%*	-	-	-	-
Nano technology	**7**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Fingerprint recognition / scanning technology	**6**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-

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Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Teleporting technology	**5**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Anti gravity / hover technology	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Graphene	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Retinal / eye scanning technology	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
CCTV / cameras / surveillance	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Wearable technology	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Broadband	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
GPS / global positioning / tracking systems	**3**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Smart watches	**3**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Big data	**3**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Quantum computing	**3**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Time travel	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
ML / machine learning	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Neural networks	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Language translation	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Stem cell technology	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Implant technology	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
SAP HANA technology	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Nuclear technology	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Virtual touch	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Warfare / weapons / military applications	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Dark Web	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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Base : All respondents

		Role S2_tech_func.									
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Leap motion	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other - technologies	**72**	-	1	-	-	-	-	1	1	-	1
	3%	-	*10%*	-	-	-	-	*13%*	*25%*	-	*50%*
BRANDS (net)	**31**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
	1%	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Apple	**14**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Google	**9**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Samsung	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Facebook	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Other - brands	**5**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Other - negative comments	**27**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Other - positive comments	**55**	-	-	-	-	-	1	-	-	-	-
	2%	-	-	-	-	-	*25%*	-	-	-	-
Don't know / not sure	**286**	-	1	-	-	-	-	-	1	-	-
	13%	-	*10%*	-	-	-	-	-	*25%*	-	-
None / nothing / not excited / concerned about any technologies	**309**	3	1	1	-	-	-	1	-	-	-
	14%	*50%*	*10%*	*25%*	-	-	-	*13%*	-	-	-
All of them / any / everything / excited / concerned about all technologies	**27**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
No answer / no comment	**108**	1	-	2	1	-	-	-	-	1	1
	5%	*17%*	-	*50%*	*50%*	-	-	-	-	*50%*	*50%*
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 33

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

		Role S2_tech_func.										
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
TECHNOLOGIES (net)	**1450**	**13**	**2**	**1**	**1**	**1**	**-**	**6**	**-**	**1**	**-**	**2**
	65%	***100%***	***100%***	***25%***	***33%***	***50%***	**-**	***75%***	**-**	***100%***	**-**	***100%***
Digital healthcare / medicine / social care	**313**	1	1	1	-	1	-	-	-	-	-	1
	14%	*8%*	*50%*	*25%*	-	*50%*	-	-	-	-	-	*50%*
Driverless cars	**229**	4	-	-	-	-	-	-	-	-	-	1
	10%	*31%*	-	-	-	-	-	-	-	-	-	*50%*
AI / artificial intelligence / automation	**182**	-	1	1	1	-	-	-	-	1	-	-
	8%	-	*50%*	*25%*	*33%*	-	-	-	-	*100%*	-	-
Electric cars	**138**	-	-	-	-	-	-	2	-	-	-	-
	6%	-	-	-	-	-	-	*25%*	-	-	-	-
Smart phones / mobile phones	**118**	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-
Green / sustainable / renewable energy	**98**	1	1	-	-	-	-	1	-	-	-	-
	4%	*8%*	*50%*	-	-	-	-	*13%*	-	-	-	-
Robotics / robots / bionics	**93**	-	-	1	-	-	-	-	-	-	-	-
	4%	-	-	*25%*	-	-	-	-	-	-	-	-
Environmentally friendly technology	**77**	-	-	-	-	-	-	1	-	-	-	1
	3%	-	-	-	-	-	-	*13%*	-	-	-	*50%*
VR / virtual reality	**77**	3	-	-	-	-	-	-	-	-	-	-
	3%	*23%*	-	-	-	-	-	-	-	-	-	-
Computers / laptops / tablet devices	**68**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Information / communication technology	**65**	-	1	1	-	-	-	-	-	-	-	-
	3%	-	*50%*	*25%*	-	-	-	-	-	-	-	-
Travel / transport	**65**	2	-	1	-	-	-	-	-	-	-	-
	3%	*15%*	-	*25%*	-	-	-	-	-	-	-	-
Internet	**57**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Smart homes / smart home devices	**56**	-	-	1	-	-	-	-	-	-	-	-
	3%	-	-	*25%*	-	-	-	-	-	-	-	-
Space travel	**35**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Data security / protection / privacy technology	**30**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Face / facial recognition technology	**27**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Crypto currency / cashless society / contactless payments / banking	**24**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Flight technology / flying cars	**21**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 33

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
3D printing	**19**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
AR / augmented reality	**19**	2	-	-	-	-	-	-	-	-	-	-
	1%	*15%*	-	-	-	-	-	-	-	-	-	-
Smart technology	**18**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Games / gaming technology	**17**	1	-	-	-	-	-	-	-	-	-	-
	1%	*8%*	-	-	-	-	-	-	-	-	-	-
5G	**17**	-	-	-	-	-	-	1	-	-	-	-
	1%	-	-	-	-	-	-	*13%*	-	-	-	-
Drones	**17**	2	-	-	-	-	-	-	-	-	-	-
	1%	*15%*	-	-	-	-	-	-	-	-	-	-
Smart TV	**16**	1	-	-	-	-	-	-	-	-	-	-
	1%	*8%*	-	-	-	-	-	-	-	-	-	-
Genetics / gene technology	**14**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Digital schools / education	**14**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Speech recognition / voice activation technology	**14**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Social media	**13**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Bio technology	**12**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Shopping technology	**11**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Blockchain	**11**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Wireless technology / wireless charging	**10**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Crops / food production technology	**9**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Hologram / holographic technology?	**9**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Cloud	**8**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
IOT / internet of things / smart appliances	**8**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Nano technology	**7**	1	-	-	-	-	-	1	-	-	-	-
	*	*8%*	-	-	-	-	-	*13%*	-	-	-	-
Fingerprint recognition / scanning technology	**6**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Doteveryone Tech Professionals - Omnibus

Table 33

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Teleporting technology	**5**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Anti gravity / hover technology	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Graphene	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Retinal / eye scanning technology	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
CCTV / cameras / surveillance	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Wearable technology	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Broadband	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
GPS / global positioning / tracking systems	**3**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Smart watches	**3**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Big data	**3**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Quantum computing	**3**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Time travel	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
ML / machine learning	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Neural networks	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Language translation	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Stem cell technology	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Implant technology	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
SAP HANA technology	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Nuclear technology	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Virtual touch	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Warfare / weapons / military applications	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Dark Web	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 33

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Leap motion	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Other - technologies	**72**	1	-	-	-	-	-	3	-	-	-	-
	3%	*8%*	-	-	-	-	-	*38%*	-	-	-	-
BRANDS (net)	**31**	**-**	**-**	**1**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
	1%	**-**	**-**	***25%***	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Apple	**14**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Google	**9**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Samsung	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Facebook	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Other - brands	**5**	-	-	1	-	-	-	-	-	-	-	-
	*	-	-	*25%*	-	-	-	-	-	-	-	-
Other - negative comments	**27**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Other - positive comments	**55**	-	-	-	1	-	-	-	-	-	-	-
	2%	-	-	-	*33%*	-	-	-	-	-	-	-
Don't know / not sure	**286**	-	-	-	1	-	-	1	-	-	-	-
	13%	-	-	-	*33%*	-	-	*13%*	-	-	-	-
None / nothing / not excited / concerned about any technologies	**309**	-	-	-	-	-	-	1	-	-	-	-
	14%	-	-	-	-	-	-	*13%*	-	-	-	-
All of them / any / everything / excited / concerned about all technologies	**27**	-	-	1	-	-	-	-	-	-	-	-
	1%	-	-	*25%*	-	-	-	-	-	-	-	-
No answer / no comment	**108**	-	-	1	-	1	1	-	-	-	-	-
	5%	-	-	*25%*	-	*50%*	*100%*	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
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*** small base; ** very small base (under 30) ineligible for sig testing**

Ipsos MORI

Doteveryone Tech Professionals - Omnibus

Table 34

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
TECHNOLOGIES (net)	**1450**	**5**	**61**	**246**	**94**	**367**	**499**	**178**
	65%bcd	***36%***	***44%***	**58%b**	***53%***	**67%bcd**	**72%xbcd**	**74%xbcd**
Digital healthcare / medicine / social care	313	-	9	53	12	84	105	50
	14%bd	-	*7%*	**13%d**	*7%*	**15%bd**	**15%bd**	**21%xbcdf**
Driverless cars	229	2	12	41	10	54	81	29
	10%d	*14%*	*9%*	*10%*	*6%*	*10%*	**12%d**	**12%d**
AI / artificial intelligence / automation	182	-	4	28	6	50	61	33
	8%bd	-	*3%*	*7%*	*3%*	**9%bd**	**9%bd**	**14%xbcdf**
Electric cars	138	-	6	20	7	38	48	19
	6%	-	*4%*	*5%*	*4%*	*7%*	*7%*	*8%*
Smart phones / mobile phones	118	1	6	24	7	35	36	9
	5%	*7%*	*4%*	*6%*	*4%*	*6%*	*5%*	*4%*
Green / sustainable / renewable energy	98	-	4	13	8	22	34	17
	4%	-	*3%*	*3%*	*4%*	*4%*	*5%*	**7%xc**
Robotics / robots / bionics	93	-	5	20	4	18	27	19
	4%	-	*4%*	*5%*	*2%*	*3%*	*4%*	**8%xdef**
Environmentally friendly technology	77	-	3	5	6	16	27	20
	3%c	-	*2%*	*1%*	*3%*	*3%*	**4%c**	**8%xbcdef**
VR / virtual reality	77	-	2	9	6	25	31	4
	3%	-	*1%*	*2%*	*3%*	**5%cg**	**4%cg**	*2%*
Computers / laptops / tablet devices	68	1	4	8	12	19	20	4
	3%	*7%*	*3%*	*2%*	**7%xcfg**	*3%*	*3%*	*2%*
Information / communication technology	65	-	3	4	2	14	30	12
	3%c	-	*2%*	*1%*	*1%*	*3%*	**4%xcd**	**5%cd**
Travel / transport	65	-	3	10	2	20	18	12
	3%	-	*2%*	*2%*	*1%*	*4%*	*3%*	**5%d**
Internet	57	-	5	13	5	12	16	6
	3%	-	*4%*	*3%*	*3%*	*2%*	*2%*	*2%*
Smart homes / smart home devices	56	-	2	9	3	18	15	9
	3%	-	*1%*	*2%*	*2%*	*3%*	*2%*	*4%*
Space travel	35	-	-	9	2	8	12	4
	2%	-	-	*2%*	*1%*	*1%*	*2%*	*2%*
Data security / protection / privacy technology	30	-	-	5	2	8	12	3
	1%	-	-	*1%*	*1%*	*1%*	*2%*	*1%*
Face / facial recognition technology	27	-	2	6	-	13	3	3
	1%f	-	*1%*	*1%*	-	**2%xdf**	*	*1%*
Crypto currency / cashless society / contactless payments / banking	24	-	2	5	1	3	9	4
	1%	-	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
Flight technology / flying cars	21	-	-	3	4	6	4	4
	1%	-	-	*1%*	**2%f**	*1%*	*1%*	*2%*
3D printing	19	-	-	3	-	7	5	4
	1%	-	-	*1%*	-	*1%*	*1%*	*2%*

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 34

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
AR / augmented reality	19	-	-	2	-	5	11	1
	1%	-	-	*	-	*1%*	**2%x**	*
Smart technology	18	-	-	2	1	4	9	2
	1%	-	-	*	*1%*	*1%*	*1%*	*1%*
Games / gaming technology	17	-	-	4	2	1	8	2
	1%	-	-	*1%*	*1%*	*	**1%e**	*1%*
5G	17	-	2	5	1	1	6	2
	1%	-	**1%e**	**1%e**	*1%*	*	*1%*	*1%*
Drones	17	-	1	-	3	4	9	-
	1%	-	*1%*	-	**2%cg**	*1%*	**1%c**	-
Smart TV	16	-	2	3	2	5	4	-
	1%	-	*1%*	*1%*	*1%*	*1%*	*1%*	-
Genetics / gene technology	14	-	1	2	1	3	6	1
	1%	-	*1%*	*	*1%*	*1%*	*1%*	*
Digital schools / education	14	-	-	1	-	4	7	2
	1%	-	-	*	-	*1%*	*1%*	*1%*
Speech recognition / voice activation technology	14	-	-	2	-	4	5	3
	1%	-	-	*	-	*1%*	*1%*	*1%*
Social media	13	-	2	1	-	2	5	3
	1%	-	*1%*	*	-	*	*1%*	*1%*
Bio technology	12	-	-	1	-	4	5	2
	1%	-	-	*	-	*1%*	*1%*	*1%*
Shopping technology	11	-	1	3	-	5	2	-
	*	-	*1%*	*1%*	-	*1%*	*	-
Blockchain	11	-	-	1	-	2	5	3
	*	-	-	*	-	*	*1%*	*1%*
Wireless technology / wireless charging	10	-	-	2	-	3	4	1
	*	-	-	*	-	*1%*	*1%*	*
Crops / food production technology	9	-	1	2	2	1	1	2
	*	-	*1%*	*	**1%f**	*	*	*1%*
Hologram / holographic technology?	9	1	-	3	-	1	4	-
	*	*7%*	-	*1%*	-	*	*1%*	-
Cloud	8	-	-	-	1	2	2	3
	*	-	-	-	*1%*	*	*	**1%xc**
IOT / internet of things / smart appliances	8	-	-	-	-	3	1	4
	*	-	-	-	-	*1%*	*	**2%xcf**
Nano technology	7	-	-	1	-	1	5	-
	*	-	-	*	-	*	**1%x**	-
Fingerprint recognition / scanning technology	6	-	-	1	2	1	2	-
	*	-	-	*	**1%x**	*	*	-
Teleporting technology	5	-	-	1	-	2	2	-
	*	-	-	*	-	*	*	-

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Doteveryone Tech Professionals - Omnibus

Table 34

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Anti gravity / hover technology	4 *	- -	- -	2 *	- -	2 *	- -	- -
Graphene	4 *	- -	- -	- -	- -	- -	4 **1%x**	- -
Retinal / eye scanning technology	4 *	- -	- -	2 *	1 *1%*	- -	1 *	- -
CCTV / cameras / surveillance	4 *	- -	- -	- -	2 **1%xcf**	1 *	- -	1 *
Wearable technology	4 *	- -	- -	- -	- -	2 *	1 *	1 *
Broadband	4 *	- -	1 **1%e**	1 *	- -	- -	1 *	1 *
GPS / global positioning / tracking systems	3 *	- -	- -	- -	1 *1%*	- -	2 *	- -
Smart watches	3 *	- -	1 **1%f**	1 *	- -	1 *	- -	- -
Big data	3 *	- -	1 **1%e**	- -	- -	- -	1 *	1 *
Quantum computing	3 *	- -	- -	- -	- -	1 *	2 *	- -
Time travel	2 *	- -	- -	1 *	- -	- -	- -	1 *
ML / machine learning	2 *	- -	- -	- -	- -	1 *	- -	1 *
Neural networks	1 *	- -	- -	1 *	- -	- -	- -	- -
Language translation	1 *	- -	- -	- -	- -	- -	- -	1 *x*
Stem cell technology	1 *	- -	- -	- -	1 **1%xf**	- -	- -	- -
Implant technology	- -	- -	- -	- -	- -	- -	- -	- -
SAP HANA technology	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear technology	- -	- -	- -	- -	- -	- -	- -	- -
Virtual touch	- -	- -	- -	- -	- -	- -	- -	- -
Warfare / weapons / military applications	- -	- -	- -	- -	- -	- -	- -	- -
Dark Web	- -	- -	- -	- -	- -	- -	- -	- -
Leap motion	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
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Doteveryone Tech Professionals - Omnibus

Table 34

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Other - technologies	72 *3%*	- -	1 *1%*	14 *3%*	7 *4%*	12 *2%*	26 *4%*	12 **5%be**
BRANDS (net)	**31** *1%*	**-** -	**-** -	**7** *2%*	**5** **3%bg**	**6** *1%*	**12** *2%*	**1** *
Apple	14 *1%*	- -	- -	4 *1%*	3 **2%f**	4 *1%*	2 *	1 *
Google	9 *	- -	- -	1 *	- -	2 *	6 **1%x**	- -
Samsung	4 *	- -	- -	- -	1 *1%*	2 *	1 *	- -
Facebook	2 *	- -	- -	1 *	- -	- -	1 *	- -
Other - brands	5 *	- -	- -	1 *	1 *1%*	1 *	2 *	- -
Other - negative comments	27 *1%*	- -	1 *1%*	9 **2%f**	3 *2%*	7 *1%*	5 *1%*	2 *1%*
Other - positive comments	55 *2%*	1 *7%*	5 *4%*	11 *3%*	4 *2%*	13 *2%*	12 *2%*	9 *4%*
Don't know / not sure	286 **13%fg**	2 *14%*	28 **20%xefg**	68 **16%xfg**	34 **19%xfg**	72 **13%g**	69 **10%g**	13 *5%*
None / nothing / not excited / concerned about any technologies	309 **14%f**	3 *21%*	30 **22%xefg**	69 **16%f**	33 **18%f**	70 *13%*	75 *11%*	29 *12%*
All of them / any / everything / excited / concerned about all technologies	27 *1%*	- -	2 *1%*	5 *1%*	2 *1%*	8 *1%*	8 *1%*	2 *1%*
No answer / no comment	108 *5%*	3 *21%*	14 **10%xcef**	17 *4%*	10 *6%*	20 *4%*	31 *4%*	13 *5%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
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Doteveryone Tech Professionals - Omnibus

Table 35

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
TECHNOLOGIES (net)	**1450**	**103**	**220**	**386**	**176**	**164**	**189**	**50**	**45**	**404**	**396**	**278**	**194**	**133**
	65%abm	***57%***	***58%***	**66%ab**	**67%ab**	**72%xab**	**75%xabcd**	**78%xabc**	***59%***	**72%xhjklm**	***65%***	***64%***	***60%***	***59%***
Digital healthcare / medicine / social care	313	16	51	91	36	21	43	9	5	81	87	70	44	26
	14%ae	*9%*	*13%*	**16%ae**	*14%*	*9%*	**17%ae**	*14%*	*7%*	*14%*	*14%*	**16%h**	*14%*	*11%*
Driverless cars	229	15	27	62	27	28	37	7	6	60	64	57	26	16
	10%b	*8%*	*7%*	*11%*	*10%*	**12%b**	**15%xab**	*11%*	*8%*	*11%*	*10%*	**13%xlm**	*8%*	*7%*
AI / artificial intelligence / automation	182	11	22	40	22	20	36	15	9	59	56	27	19	12
	8%	*6%*	*6%*	*7%*	*8%*	*9%*	**14%xabcd**	**23%xabcde**	*12%*	**10%xklm**	*9%*	*6%*	*6%*	*5%*
Electric cars	138	17	16	40	11	20	16	3	3	45	43	22	11	14
	6%l	**9%bd**	*4%*	*7%*	*4%*	**9%bd**	*6%*	*5%*	*4%*	**8%xl**	**7%l**	*5%*	*3%*	*6%*
Smart phones / mobile phones	118	10	30	26	16	9	8	3	2	20	41	21	16	18
	5%i	*6%*	**8%xcf**	*4%*	*6%*	*4%*	*3%*	*5%*	*3%*	*4%*	**7%i**	*5%*	*5%*	**8%i**
Green / sustainable / renewable energy	98	4	16	25	11	17	13	4	2	36	22	20	11	7
	4%	*2%*	*4%*	*4%*	*4%*	**7%xa**	*5%*	*6%*	*3%*	**6%xj**	*4%*	*5%*	*3%*	*3%*
Robotics / robots / bionics	93	4	9	34	13	13	8	2	2	25	36	11	13	6
	4%bk	*2%*	*2%*	**6%xb**	*5%*	**6%b**	*3%*	*3%*	*3%*	*4%*	**6%xk**	*3%*	*4%*	*3%*
Environmentally friendly technology	77	6	7	19	17	7	9	3	5	24	23	8	8	9
	3%k	*3%*	*2%*	*3%*	**6%xbc**	*3%*	*4%*	*5%*	**7%k**	**4%k**	*4%*	*2%*	*2%*	*4%*
VR / virtual reality	77	5	10	18	9	9	12	4	3	21	25	13	11	4
	3%	*3%*	*3%*	*3%*	*3%*	*4%*	*5%*	*6%*	*4%*	*4%*	*4%*	*3%*	*3%*	*2%*
Computers / laptops / tablet devices	68	8	16	16	6	8	6	-	1	16	11	16	9	15
	3%j	*4%*	*4%*	*3%*	*2%*	*4%*	*2%*	-	*1%*	*3%*	*2%*	*4%*	*3%*	**7%xijl**
Information / communication technology	65	3	12	18	10	7	9	1	1	13	17	18	12	4
	3%	*2%*	*3%*	*3%*	*4%*	*3%*	*4%*	*2%*	*1%*	*2%*	*3%*	*4%*	*4%*	*2%*
Travel / transport	65	4	8	20	6	7	8	7	3	16	21	7	7	11
	3%	*2%*	*2%*	*3%*	*2%*	*3%*	*3%*	**11%xabcdef**	*4%*	*3%*	*3%*	*2%*	*2%*	**5%k**
Internet	57	7	14	18	3	9	3	2	1	12	14	13	14	3
	3%	*4%*	**4%d**	*3%*	*1%*	**4%d**	*1%*	*3%*	*1%*	*2%*	*2%*	*3%*	**4%xm**	*1%*
Smart homes / smart home devices	56	3	14	20	7	3	4	1	1	12	18	12	8	5
	3%	*2%*	*4%*	*3%*	*3%*	*1%*	*2%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	*2%*
Space travel	35	4	7	10	7	1	3	-	-	8	10	7	7	3
	2%	*2%*	*2%*	*2%*	*3%*	*	*1%*	-	-	*1%*	*2%*	*2%*	*2%*	*1%*
Data security / protection / privacy technology	30	-	6	10	2	4	4	2	1	6	8	6	7	2
	1%	-	*2%*	*2%*	*1%*	*2%*	*2%*	**3%a**	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*
Face / facial recognition technology	27	5	3	4	2	4	3	-	-	3	8	5	6	5
	1%	**3%c**	*1%*	*1%*	*1%*	*2%*	*1%*	-	-	*1%*	*1%*	*1%*	*2%*	**2%i**
Crypto currency / cashless society / contactless payments / banking	24	1	-	15	1	4	3	-	1	5	5	7	4	2
	1%b	*1%*	-	**3%xbd**	*	**2%b**	**1%b**	-	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
Flight technology / flying cars	21	1	3	4	6	2	2	3	2	7	6	2	3	1
	1%	*1%*	*1%*	*1%*	**2%xc**	*1%*	*1%*	**5%xabcef**	**3%k**	*1%*	*1%*	*	*1%*	*
3D printing	19	1	6	5	2	3	-	-	-	6	2	4	4	3
	1%	*1%*	**2%f**	*1%*	*1%*	*1%*	-	-	-	*1%*	*	*1%*	*1%*	*1%*
AR / augmented reality	19	-	3	3	2	3	5	-	1	6	4	3	2	3
	1%	-	*1%*	*1%*	*1%*	*1%*	**2%c**	-	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*

Participant Type : General Public Omnibus
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*** small base**

Ipsos MORI

Doteveryone Tech Professionals - Omnibus

Table 35

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Smart technology	18 *1%*	1 *1%*	2 *1%*	5 *1%*	3 *1%*	3 *1%*	4 *2%*	- -	- -	3 *1%*	3 *	7 *2%*	2 *1%*	3 *1%*
Games / gaming technology	17 *1%*	3 *2%*	3 *1%*	2 *	2 *1%*	1 *	4 **2%c**	1 *2%*	- -	3 *1%*	3 *	3 *1%*	3 *1%*	5 **2%xij**
5G	17 **1%j**	1 *1%*	6 *2%*	3 *1%*	1 *	1 *	3 *1%*	- -	- -	5 *1%*	1 *	5 **1%j**	2 *1%*	4 **2%j**
Drones	17 *1%*	- -	4 *1%*	5 *1%*	2 *1%*	1 *	4 *2%*	- -	- -	7 *1%*	3 *	5 *1%*	1 *	1 *
Smart TV	16 *1%*	2 *1%*	7 **2%xdef**	4 *1%*	- -	- -	- -	- -	- -	1 *	6 *1%*	5 **1%i**	2 *1%*	2 *1%*
Genetics / gene technology	14 *1%*	3 *2%*	2 *1%*	3 *1%*	1 *	1 *	3 *1%*	- -	- -	4 *1%*	3 *	3 *1%*	3 *1%*	1 *
Digital schools / education	14 *1%*	- -	2 *1%*	5 *1%*	3 *1%*	1 *	2 *1%*	- -	1 *1%*	5 *1%*	5 *1%*	2 *	1 *	- -
Speech recognition / voice activation technology	14 *1%*	- -	3 *1%*	7 *1%*	1 *	3 *1%*	- -	- -	- -	8 **1%xkl**	4 *1%*	1 *	- -	1 *
Social media	13 *1%*	1 *1%*	1 *	4 *1%*	- -	2 *1%*	3 *1%*	1 **2%d**	1 *1%*	4 *1%*	2 *	4 *1%*	1 *	1 *
Bio technology	12 *1%*	- -	- -	4 *1%*	2 *1%*	3 **1%b**	- -	1 **2%bf**	1 **1%l**	2 *	6 *1%*	2 *	- -	1 *
Shopping technology	11 *	- -	1 *	5 *1%*	2 *1%*	1 *	1 *	1 *2%*	1 *1%*	2 *	2 *	3 *1%*	3 *1%*	- -
Blockchain	11 *	- -	- -	6 **1%b**	1 *	1 *	1 *	- -	- -	4 *1%*	6 *1%*	1 *	- -	- -
Wireless technology / wireless charging	10 *	1 *1%*	3 *1%*	3 *1%*	1 *	1 *	- -	1 **2%f**	- -	2 *	5 *1%*	3 *1%*	- -	- -
Crops / food production technology	9 *	2 *1%*	1 *	2 *	1 *	- -	2 *1%*	- -	- -	1 *	4 *1%*	1 *	2 *1%*	1 *
Hologram / holographic technology?	9 *	2 **1%c**	2 *1%*	- -	2 **1%c**	- -	- -	- -	- -	- -	2 *	3 **1%i**	1 *	3 **1%xi**
Cloud	8 *	- -	2 *1%*	1 *	2 *1%*	3 **1%xc**	- -	- -	- -	5 **1%x**	2 *	1 *	- -	- -
IOT / internet of things / smart appliances	8 *	1 *1%*	- -	2 *	1 *	2 *1%*	1 *	- -	- -	5 **1%x**	2 *	1 *	- -	- -
Nano technology	7 *	1 *1%*	1 *	3 *1%*	- -	1 *	- -	1 **2%df**	1 **1%j**	1 *	- -	4 **1%xj**	1 *	- -
Fingerprint recognition / scanning technology	6 *	1 *1%*	1 *	1 *	- -	1 *	2 *1%*	- -	1 **1%kl**	2 *	3 *	- -	- -	- -
Teleporting technology	5 *	1 *1%*	- -	2 *	- -	1 *	- -	- -	- -	1 *	1 *	1 *	- -	2 **1%x**
Anti gravity / hover technology	4 *	1 *1%*	2 *1%*	1 *	- -	- -	- -	- -	- -	2 *	1 *	- -	1 *	- -
Graphene	4 *	2 **1%xb**	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	2 **1%xi**
Retinal / eye scanning technology	4 *	- -	2 *1%*	- -	- -	1 *	1 *	- -	- -	- -	3 *	- -	1 *	- -

Participant Type : General Public Omnibus
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*** small base**

Doteveryone Tech Professionals - Omnibus

Table 35

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
CCTV / cameras / surveillance	4 *	- -	3 **1%xc**	- -	- -	1 *	- -	- -	- -	1 *	2 *	- -	- -	1 *
Wearable technology	4 *	- -	- -	2 *	- -	1 *	1 *	- -	- -	1 *	1 *	1 *	1 *	- -
Broadband	4 *	- -	2 *1%*	1 *	1 *	- -	- -	- -	- -	2 *	1 *	- -	- -	1 *
GPS / global positioning / tracking systems	3 *	- -	1 *	2 *	- -	- -	- -	- -	1 **1%xjkl**	1 *	- -	- -	- -	1 *
Smart watches	3 *	1 *1%*	1 *	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	1 *	- -
Big data	3 *	- -	- -	3 **1%x**	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	1 *
Quantum computing	3 *	- -	- -	- -	1 *	2 **1%xc**	- -	- -	- -	2 *	1 *	- -	- -	- -
Time travel	2 *	- -	- -	1 *	- -	1 *	- -	- -	1 **1%xijk**	- -	- -	- -	1 *	- -
ML / machine learning	2 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -
Neural networks	1 *	- -	- -	- -	- -	- -	1 *x*	- -	- -	- -	- -	- -	1 *	- -
Language translation	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	- -
Stem cell technology	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *x*
Implant technology	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SAP HANA technology	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Nuclear technology	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Virtual touch	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Warfare / weapons / military applications	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Dark Web	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Leap motion	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other - technologies	72 *3%*	4 *2%*	10 *3%*	18 *3%*	9 *3%*	8 *4%*	10 *4%*	2 *3%*	2 *3%*	20 *4%*	18 *3%*	11 *3%*	12 *4%*	9 *4%*
BRANDS (net)	**31** ***1%***	**5** ***3%***	**5** ***1%***	**12** ***2%***	**2** ***1%***	**2** ***1%***	**2** ***1%***	**1** ***2%***	**1** ***1%***	**9** ***2%***	**7** ***1%***	**3** ***1%***	**4** ***1%***	**7** **3%xk**
Apple	14 *1%*	1 *1%*	3 *1%*	6 *1%*	- -	1 *	1 *	- -	- -	5 *1%*	2 *	2 *	2 *1%*	3 *1%*
Google	9 *	3 **2%xd**	1 *	3 *1%*	- -	1 *	1 *	- -	- -	2 *	4 *1%*	- -	- -	3 **1%xkl**

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*** small base**

Doteveryone Tech Professionals - Omnibus

Table 35

Q2_sector_optimism. What technologies are you most excited about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Samsung	4	-	-	2	1	-	-	-	-	1	1	-	-	2
	*	-	-	*	*	-	-	-	-	*	*	-	-	**1%x**
Facebook	2	1	-	-	-	-	-	1	-	1	-	-	1	-
	*	*1%*	-	-	-	-	-	**2%xbcdf**	-	*	-	-	*	-
Other - brands	5	-	1	3	1	-	-	-	1	-	2	1	1	-
	*	-	*	*1%*	*	-	-	-	**1%i**	-	*	*	*	-
Other - negative comments	27	4	4	7	1	6	4	-	1	8	7	1	6	4
	1%k	*2%*	*1%*	*1%*	*	**3%xd**	*2%*	-	*1%*	**1%k**	*1%*	*	**2%k**	**2%k**
Other - positive comments	55	4	11	9	8	7	4	3	6	16	12	10	4	7
	2%	*2%*	*3%*	*2%*	*3%*	*3%*	*2%*	*5%*	**8%xijkl**	*3%*	*2%*	*2%*	*1%*	*3%*
Don't know / not sure	286	27	50	80	37	23	19	2	8	50	72	61	58	37
	13%fgi	**15%fg**	**13%fg**	**14%fg**	**14%fg**	*10%*	*8%*	*3%*	*11%*	*9%*	*12%*	**14%i**	**18%xij**	**16%i**
None / nothing / not excited / concerned about any technologies	309	34	69	81	32	21	24	4	12	64	85	69	49	30
	14%efi	**19%xefg**	**18%xdefg**	*14%*	*12%*	*9%*	*10%*	*6%*	*16%*	*11%*	*14%*	**16%i**	*15%*	*13%*
All of them / any / everything / excited / concerned about all technologies	27	1	5	9	2	2	4	-	1	5	11	3	3	4
	1%	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*
No answer / no comment	108	9	27	21	10	10	10	5	4	24	33	21	14	12
	5%	*5%*	**7%xc**	*4%*	*4%*	*4%*	*4%*	*8%*	*5%*	*4%*	*5%*	*5%*	*4%*	*5%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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*** small base**

Doteveryone Tech Professionals - Omnibus

Table 37

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
TECHNOLOGIES (net)	**1457**	**724**	**733**	**233**	**262**	**245**	**273**	**181**	**263**
	65%	***66%***	***64%***	***67%***	***63%***	***66%***	***63%***	***64%***	***69%***
AI / artificial intelligence / automation	318	194	124	62	59	57	64	38	38
	14%bh	**18%xb**	*11%*	**18%xh**	*14%*	**15%h**	**15%h**	*13%*	*10%*
Social media	237	109	128	32	38	44	47	22	54
	11%	*10%*	*11%*	*9%*	*9%*	*12%*	*11%*	*8%*	**14%xcdg**
Data security / protection / privacy technology	174	74	100	18	26	25	39	21	45
	8%c	*7%*	*9%*	*5%*	*6%*	*7%*	**9%c**	*7%*	**12%xcde**
Robotics / robots / bionics	165	85	80	52	29	20	20	15	29
	7%f	*8%*	*7%*	**15%xdefgh**	*7%*	*5%*	*5%*	*5%*	*8%*
Driverless cars	138	59	79	16	19	21	33	21	28
	6%	*5%*	*7%*	*5%*	*5%*	*6%*	*8%*	*7%*	*7%*
Smart phones / mobile phones	110	38	72	25	31	21	18	4	11
	5%agh	*3%*	**6%xa**	**7%xgh**	**7%xfgh**	**6%g**	**4%g**	*1%*	*3%*
Internet	102	48	54	3	10	20	26	20	23
	5%cd	*4%*	*5%*	*1%*	*2%*	**5%cd**	**6%cd**	**7%xcd**	**6%cd**
Warfare / weapons / military applications	64	45	19	11	10	13	10	6	14
	3%b	**4%xb**	*2%*	*3%*	*2%*	*4%*	*2%*	*2%*	*4%*
CCTV / cameras / surveillance	51	27	24	6	8	6	9	12	10
	2%	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*	**4%xe**	*3%*
Digital healthcare / medicine / social care	49	15	34	10	9	6	8	7	9
	2%a	*1%*	**3%xa**	*3%*	*2%*	*2%*	*2%*	*2%*	*2%*
Computers / laptops / tablet devices	43	12	31	6	14	6	5	4	8
	2%a	*1%*	**3%xa**	*2%*	**3%xf**	*2%*	*1%*	*1%*	*2%*
Environmentally friendly technology	33	13	20	6	8	6	5	2	6
	1%	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*	*1%*	*2%*
VR / virtual reality	31	15	16	7	5	9	4	5	1
	1%h	*1%*	*1%*	**2%h**	*1%*	**2%h**	*1%*	**2%h**	*
Smart homes / smart home devices	30	15	15	4	4	7	5	3	7
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*2%*
Crypto currency / cashless society / contactless payments / banking	28	16	12	5	5	6	4	3	5
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*
Drones	27	21	6	4	3	10	5	2	3
	1%b	**2%xb**	*1%*	*1%*	*1%*	**3%xdh**	*1%*	*1%*	*1%*
Electric cars	26	15	11	3	5	5	6	2	5
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Nuclear technology	25	15	10	5	3	5	4	2	6
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*
Information / communication technology	25	14	11	4	1	3	6	3	8
	1%d	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	**2%d**
Green / sustainable / renewable energy	25	12	13	4	6	6	2	5	2
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*	*2%*	*1%*
Big data	24	16	8	2	4	5	6	3	4
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Games / gaming technology	22	6	16	3	6	3	4	6	-
	1%a	*1%*	**1%a**	*1%*	**1%h**	*1%*	*1%*	**2%h**	-

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Doteveryone Tech Professionals - Omnibus

Table 37

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
GPS / global positioning / tracking systems	17 *1%*	9 *1%*	8 *1%*	3 *1%*	8 **2%xefg**	1 *	1 *	- -	4 *1%*
5G	14 *1%*	8 *1%*	6 *1%*	- -	3 *1%*	5 **1%c**	4 *1%*	1 *	1 *
Genetics / gene technology	13 *1%*	6 *1%*	7 *1%*	3 *1%*	3 *1%*	3 *1%*	1 *	1 *	2 *1%*
Smart technology	12 *1%*	6 *1%*	6 *1%*	1 *	1 *	1 *	3 *1%*	3 *1%*	3 *1%*
AR / augmented reality	11 *	6 *1%*	5 *	1 *	3 *1%*	3 *1%*	3 *1%*	1 *	- -
Dark Web	11 *a	1 *	10 **1%xa**	2 *1%*	1 *	- -	1 *	3 **1%e**	4 **1%e**
Implant technology	8 *	5 *	3 *	1 *	2 *	2 *1%*	2 *	1 *	- -
IOT / internet of things / smart appliances	8 *	4 *	4 *	- -	5 **1%xcf**	1 *	- -	1 *	1 *
Speech recognition / voice activation technology	8 *	3 *	5 *	2 *1%*	2 *	3 *1%*	- -	- -	1 *
Bio technology	8 *	5 *	3 *	3 *1%*	3 *1%*	- -	- -	2 *1%*	- -
Flight technology / flying cars	7 *	4 *	3 *	1 *	2 *	- -	- -	2 *1%*	2 *1%*
Cloud	7 *	4 *	3 *	2 *1%*	- -	2 *1%*	1 *	2 *1%*	- -
3D printing	7 *	3 *	4 *	1 *	1 *	- -	3 *1%*	1 *	1 *
ML / machine learning	7 *b	6 *1%*	1 *	1 *	2 *	2 *1%*	- -	1 *	1 *
Travel / transport	7 *	4 *	3 *	2 *1%*	2 *	1 *	- -	1 *	1 *
Crops / food production technology	6 *	5 *	1 *	2 *1%*	- -	1 *	1 *	- -	2 *1%*
Shopping technology	6 *	- -	6 **1%xa**	- -	4 **1%xf**	1 *	- -	1 *	- -
Smart TV	6 *	3 *	3 *	- -	3 *1%*	1 *	2 *	- -	- -
Face / facial recognition technology	5 *	2 *	3 *	2 *1%*	- -	3 **1%x**	- -	- -	- -
Space travel	4 *	3 *	1 *	- -	- -	- -	1 *	1 *	2 *1%*
Nano technology	4 *	4 *b	- -	1 *	1 *	1 *	1 *	- -	- -
Wireless technology / wireless charging	4 *	3 *	1 *	- -	1 *	- -	1 *	- -	2 *1%*
Quantum computing	3 *	3 *	- -	1 *	1 *	1 *	- -	- -	- -
Hologram / holographic technology?	3 *	2 *	1 *	- -	1 *	1 *	- -	- -	1 *

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Table 37

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Digital schools / education	2 *	1 *	1 *	1 *	- -	- -	1 *	- -	- -
Virtual touch	2 *	- -	2 *	- -	- -	1 *	1 *	- -	- -
Anti gravity / hover technology	2 *	1 *	1 *	- -	1 *	- -	1 *	- -	- -
Leap motion	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -
Neural networks	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *
Retinal / eye scanning technology	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -
Broadband	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -
Smart watches	1 *	- -	1 *	- -	1 *	- -	- -	- -	- -
Time travel	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -
Wearable technology	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *
Graphene	- -	- -	- -	- -	- -	- -	- -	- -	- -
Language translation	- -	- -	- -	- -	- -	- -	- -	- -	- -
Stem cell technology	- -	- -	- -	- -	- -	- -	- -	- -	- -
Blockchain	- -	- -	- -	- -	- -	- -	- -	- -	- -
Teleporting technology	- -	- -	- -	- -	- -	- -	- -	- -	- -
SAP HANA technology	- -	- -	- -	- -	- -	- -	- -	- -	- -
Fingerprint recognition / scanning technology	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other - technologies	72 *3%*	36 *3%*	36 *3%*	9 *3%*	16 *4%*	19 **5%xf**	9 *2%*	7 *2%*	12 *3%*
BRANDS (net)	**41** ***2%e***	**19** ***2%***	**22** ***2%***	**10** **3%e**	**7** ***2%***	**2** ***1%***	**5** ***1%***	**9** **3%e**	**8** ***2%***
Facebook	24 *1%*	10 *1%*	14 *1%*	2 *1%*	3 *1%*	1 *	4 *1%*	7 **2%xce**	7 **2%e**
Google	5 *	3 *	2 *	- -	1 *	1 *	- -	2 *1%*	1 *
Apple	4 *	2 *	2 *	4 **1%xdefh**	- -	- -	- -	- -	- -
Samsung	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other - brands	12 *1%*	4 *	8 *1%*	4 **1%e**	3 *1%*	- -	3 *1%*	- -	2 *1%*

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Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 37

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Other - negative comments	180 **8%a**	71 *7%*	109 **10%xa**	27 *8%*	32 *8%*	27 *7%*	39 *9%*	28 *10%*	27 *7%*
Other - positive comments	33 *1%*	14 *1%*	19 *2%*	7 *2%*	4 *1%*	8 *2%*	3 *1%*	3 *1%*	8 *2%*
No answer / no comment	148 **7%bgh**	84 **8%b**	64 *6%*	37 **11%xefgh**	40 **10%xefgh**	21 *6%*	26 *6%*	11 *4%*	13 *3%*
Don't know / not sure	243 **11%a**	85 *8%*	158 **14%xa**	28 *8%*	58 **14%xc**	36 *10%*	49 *11%*	33 *12%*	39 *10%*
None / nothing / not excited / concerned about any technologies	294 **13%bc**	167 **15%xb**	127 *11%*	33 *9%*	48 *12%*	56 **15%c**	62 **14%c**	44 **16%c**	51 *13%*
All of them / any / everything / excited / concerned about all technologies	45 *2%*	22 *2%*	23 *2%*	9 *3%*	5 *1%*	11 *3%*	7 *2%*	5 *2%*	8 *2%*
No answer / no comment	148 **7%bgh**	84 **8%b**	64 *6%*	37 **11%xefgh**	40 **10%xefgh**	21 *6%*	26 *6%*	11 *4%*	13 *3%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 38

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Region (UKREGION1).													Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
TECHNOLOGIES (net)	**1457**	**52**	**170**	**132**	**118**	**106**	**136**	**132**	**194**	**185**	**63**	**126**	**43**	**753**	**210**	**494**
	65%	***57%***	**70%adj**	**70%adj**	***60%***	***65%***	***66%***	**70%adj**	***63%***	***63%***	***58%***	***68%***	***72%***	***63%***	**70%am**	***66%***
AI / artificial intelligence / automation	318	17	42	18	22	22	31	37	36	43	13	27	10	170	46	102
	14%	**18%c**	**17%c**	*10%*	*11%*	*13%*	*15%*	**20%xcdh**	*12%*	*15%*	*12%*	*15%*	*17%*	*14%*	*15%*	*14%*
Social media	237	6	26	30	23	20	18	13	36	27	8	21	9	130	21	86
	11%	*7%*	*11%*	**16%xafgij**	*12%*	*12%*	*9%*	*7%*	*12%*	*9%*	*7%*	*11%*	*15%*	**11%n**	*7%*	**12%n**
Data security / protection / privacy technology	174	6	19	16	18	18	13	10	29	17	8	14	6	84	28	62
	8%	*7%*	*8%*	*9%*	*9%*	**11%gi**	*6%*	*5%*	*9%*	*6%*	*7%*	*8%*	*10%*	*7%*	*9%*	*8%*
Robotics / robots / bionics	165	7	17	16	8	12	17	22	20	25	6	13	2	82	16	67
	7%	*8%*	*7%*	*9%*	*4%*	*7%*	*8%*	**12%xdh**	*6%*	*9%*	*6%*	*7%*	*3%*	*7%*	*5%*	**9%n**
Driverless cars	138	5	15	12	12	12	12	10	11	16	9	19	5	66	25	47
	6%h	*5%*	*6%*	*6%*	*6%*	*7%*	*6%*	*5%*	*4%*	*5%*	*8%*	**10%xh**	*8%*	*6%*	*8%*	*6%*
Smart phones / mobile phones	110	10	9	10	11	4	11	16	10	13	3	8	5	51	17	42
	5%	**11%xbehijkmo**	*4%*	*5%*	*6%*	*2%*	*5%*	**8%xbeh**	*3%*	*4%*	*3%*	*4%*	**8%e**	*4%*	*6%*	*6%*
Internet	102	2	16	8	9	6	17	6	11	13	8	6	-	43	20	39
	5%	*2%*	**7%l**	*4%*	*5%*	*4%*	**8%xaghkl**	*3%*	*4%*	*4%*	**7%l**	*3%*	-	*4%*	**7%m**	*5%*
Warfare / weapons / military applications	64	1	4	3	4	3	9	4	17	9	1	9	-	23	14	27
	3%	*1%*	*2%*	*2%*	*2%*	*2%*	*4%*	*2%*	**6%xbcj**	*3%*	*1%*	*5%*	-	*2%*	**5%m**	**4%m**
CCTV / cameras / surveillance	51	-	4	3	6	8	7	3	8	3	2	6	1	23	9	19
	2%	-	*2%*	*2%*	*3%*	**5%xai**	*3%*	*2%*	*3%*	*1%*	*2%*	*3%*	*2%*	*2%*	*3%*	*3%*
Digital healthcare / medicine / social care	49	1	8	2	7	1	2	7	7	7	2	5	-	30	2	17
	2%	*1%*	*3%*	*1%*	*4%*	*1%*	*1%*	*4%*	*2%*	*2%*	*2%*	*3%*	-	**3%n**	*1%*	*2%*
Computers / laptops / tablet devices	43	3	4	4	5	3	3	3	7	4	2	3	2	22	4	17
	2%	*3%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*3%*	*2%*	*1%*	*2%*
Environmentally friendly technology	33	-	5	2	-	2	1	2	8	7	2	4	-	20	4	9
	1%	-	**2%d**	*1%*	-	*1%*	*	*1%*	**3%d**	**2%d**	*2%*	**2%d**	-	*2%*	*1%*	*1%*
VR / virtual reality	31	-	5	4	1	2	1	4	5	6	-	3	-	19	4	8
	1%	-	*2%*	*2%*	*1%*	*1%*	*	*2%*	*2%*	*2%*	-	*2%*	-	*2%*	*1%*	*1%*
Smart homes / smart home devices	30	4	2	3	3	6	2	2	4	2	-	2	-	18	5	7
	1%	**4%xbijmo**	*1%*	*2%*	*2%*	**4%xbij**	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	*2%*	*2%*	*1%*
Crypto currency / cashless society / contactless payments / banking	28	1	4	2	4	2	1	3	4	1	2	3	1	14	7	7
	1%	*1%*	*2%*	*1%*	*2%*	*1%*	*	*2%*	*1%*	*	*2%*	*2%*	*2%*	*1%*	*2%*	*1%*
Drones	27	2	2	1	3	1	5	2	6	2	-	1	2	12	7	8
	1%	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	*2%*	*1%*	-	*1%*	*3%*	*1%*	*2%*	*1%*
Electric cars	26	1	2	-	5	2	5	4	3	2	1	-	1	15	4	7
	1%	*1%*	*1%*	-	**3%ck**	*1%*	**2%ck**	**2%ck**	*1%*	*1%*	*1%*	-	*2%*	*1%*	*1%*	*1%*
Nuclear technology	25	-	3	2	3	2	5	1	4	1	-	3	1	7	7	11
	1%	-	*1%*	*1%*	*2%*	*1%*	**2%i**	*1%*	*1%*	*	-	*2%*	*2%*	*1%*	**2%m**	**1%m**

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*** small base**

Doteveryone Tech Professionals - Omnibus

Table 38

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Information / communication technology	25 *1%*	- -	3 *1%*	4 *2%*	1 *1%*	1 *1%*	1 *	4 *2%*	1 *	3 *1%*	3 **3%h**	4 **2%h**	- -	11 *1%*	4 *1%*	10 *1%*
Green / sustainable / renewable energy	25 *1%*	- -	5 *2%*	4 *2%*	1 *1%*	1 *1%*	2 *1%*	3 *2%*	2 *1%*	2 *1%*	1 *1%*	3 *2%*	1 *2%*	9 *1%*	7 **2%m**	9 *1%*
Big data	24 *1%*	- -	3 *1%*	- -	1 *1%*	3 *2%*	3 *1%*	2 *1%*	3 *1%*	5 *2%*	1 *1%*	2 *1%*	1 *2%*	13 *1%*	4 *1%*	7 *1%*
Games / gaming technology	22 *1%*	1 *1%*	3 *1%*	4 **2%d**	- -	2 *1%*	1 *	1 *1%*	4 *1%*	1 *	1 *1%*	1 *1%*	3 **5%xdfgik**	14 *1%*	3 *1%*	5 *1%*
GPS / global positioning / tracking systems	17 *1%*	- -	- -	- -	1 *1%*	3 **2%b**	3 *1%*	1 *1%*	4 *1%*	3 *1%*	1 *1%*	1 *1%*	- -	7 *1%*	5 *2%*	5 *1%*
5G	14 *1%*	1 *1%*	1 *	2 *1%*	1 *1%*	- -	3 *1%*	1 *1%*	1 *	2 *1%*	- -	1 *1%*	1 *2%*	6 *1%*	5 **2%mo**	3 *
Genetics / gene technology	13 *1%*	- -	3 *1%*	- -	3 *2%*	- -	1 *	3 *2%*	1 *	2 *1%*	- -	- -	- -	7 *1%*	1 *	5 *1%*
Smart technology	12 *1%*	- -	1 *	3 **2%i**	- -	2 *1%*	2 *1%*	- -	1 *	- -	1 *1%*	2 *1%*	- -	6 *1%*	- -	6 *1%*
AR / augmented reality	11 *	- -	2 *1%*	2 *1%*	1 *1%*	- -	- -	1 *1%*	1 *	1 *	- -	2 *1%*	1 *2%*	8 *1%*	1 *	2 *
Dark Web	11 *	1 *1%*	- -	1 *1%*	1 *1%*	1 *1%*	1 *	2 *1%*	3 *1%*	- -	- -	1 *1%*	- -	7 *1%*	1 *	3 *
Implant technology	8 *	1 *1%*	- -	1 *1%*	1 *1%*	- -	- -	- -	1 *	4 **1%x**	- -	- -	- -	5 *	1 *	2 *
IOT / internet of things / smart appliances	8 *	- -	- -	1 *1%*	- -	1 *1%*	2 *1%*	1 *1%*	- -	2 *1%*	- -	1 *1%*	- -	5 *	1 *	2 *
Speech recognition / voice activation technology	8 *	1 *1%*	- -	2 *1%*	1 *1%*	- -	1 *	- -	1 *	2 *1%*	- -	- -	- -	6 *1%*	- -	2 *
Bio technology	8 *	- -	2 *1%*	- -	- -	- -	- -	1 *1%*	3 *1%*	2 *1%*	- -	- -	- -	4 *	- -	4 *1%*
Flight technology / flying cars	7 *	- -	- -	1 *1%*	1 *1%*	- -	- -	2 *1%*	2 *1%*	- -	1 *1%*	- -	- -	3 *	1 *	3 *
Cloud	7 *	- -	- -	- -	- -	2 **1%x**	1 *	- -	- -	1 *	1 *1%*	2 *1%*	- -	3 *	1 *	3 *
3D printing	7 *	- -	- -	- -	2 *1%*	- -	- -	2 *1%*	2 *1%*	1 *	- -	- -	- -	4 *	- -	3 *
ML / machine learning	7 *	- -	1 *	1 *1%*	1 *1%*	1 *1%*	- -	1 *1%*	- -	- -	1 *1%*	1 *1%*	- -	5 *	- -	2 *
Travel / transport	7 *	- -	- -	1 *1%*	1 *1%*	- -	1 *	- -	4 **1%x**	- -	- -	- -	- -	3 *	- -	4 *1%*
Crops / food production technology	6 *	- -	- -	- -	1 *1%*	1 *1%*	- -	1 *1%*	1 *	1 *	- -	1 *1%*	- -	3 *	1 *	2 *

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Doteveryone Tech Professionals - Omnibus

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Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Shopping technology	6	1	-	-	-	1	-	-	1	1	-	1	1	4	1	1
	*	*1%*	-	-	-	*1%*	-	-	*	*	-	*1%*	**2%xb**	*	*	*
Smart TV	6	1	1	1	-	-	-	2	1	-	-	-	-	4	1	1
	*	*1%*	*	*1%*	-	-	-	**1%x**	*	-	-	-	-	*	*	*
Face / facial recognition technology	5	-	-	2	1	-	-	-	1	-	1	-	-	1	1	3
	*	-	-	**1%x**	*1%*	-	-	-	*	-	*1%*	-	-	*	*	*
Space travel	4	-	-	-	-	-	1	-	-	2	1	-	-	2	-	2
	*	-	-	-	-	-	*	-	-	*1%*	*1%*	-	-	*	-	*
Nano technology	4	-	1	-	2	-	-	-	-	1	-	-	-	4	-	-
	*	-	*	-	**1%x**	-	-	-	-	*	-	-	-	*	-	-
Wireless technology / wireless charging	4	-	1	-	1	-	-	1	1	-	-	-	-	1	1	2
	*	-	*	-	*1%*	-	-	*1%*	*	-	-	-	-	*	*	*
Quantum computing	3	-	-	-	-	-	-	1	1	-	-	1	-	2	1	-
	*	-	-	-	-	-	-	*1%*	*	-	-	*1%*	-	*	*	-
Hologram / holographic technology?	3	-	-	1	1	-	-	-	-	1	-	-	-	2	-	1
	*	-	-	*1%*	*1%*	-	-	-	-	*	-	-	-	*	-	*
Digital schools / education	2	-	-	-	1	-	-	1	-	-	-	-	-	1	-	1
	*	-	-	-	*1%*	-	-	*1%*	-	-	-	-	-	*	-	*
Virtual touch	2	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1
	*	-	*	-	-	-	-	*1%*	-	-	-	-	-	*	-	*
Anti gravity / hover technology	2	-	-	2	-	-	-	-	-	-	-	-	-	1	-	1
	*	-	-	**1%x**	-	-	-	-	-	-	-	-	-	*	-	*
Leap motion	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-
Neural networks	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-
Retinal / eye scanning technology	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-
Broadband	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	**1%x**	-	-	-	-	-	-	-	-	-	-	-	*
Smart watches	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	*	-	-	**1%x**	-	-	-	-	-	-	-	-	-	*	-	-
Time travel	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	*x	-	-	-	-	-	-	-	-	-	-	-	*m	-
Wearable technology	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	**1%x**	-	-	-	-	-	-	-	*
Graphene	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Language translation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stem cell technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Blockchain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Teleporting technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAP HANA technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fingerprint recognition / scanning technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other - technologies	72	4	5	5	8	1	6	10	9	15	4	4	1	40	11	21
	3%e	**4%e**	*2%*	*3%*	**4%e**	*1%*	*3%*	**5%e**	*3%*	**5%e**	*4%*	*2%*	*2%*	*3%*	*4%*	*3%*
BRANDS (net)	**41**	**3**	**3**	**3**	**6**	**3**	**6**	**3**	**7**	**5**	**1**	**-**	**1**	**23**	**5**	**13**
	2%	**3%k**	***1%***	***2%***	**3%k**	***2%***	**3%k**	***2%***	**2%k**	***2%***	***1%***	**-**	***2%***	***2%***	***2%***	***2%***
Facebook	24	2	2	2	2	2	4	2	5	2	-	-	1	11	3	10
	1%	**2%k**	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*2%*	*1%*	-	-	*2%*	*1%*	*1%*	*1%*
Google	5	-	1	-	-	1	1	-	-	2	-	-	-	4	-	1
	*	-	*	-	-	*1%*	*	-	-	*1%*	-	-	-	*	-	*
Apple	4	1	-	1	1	-	-	-	-	1	-	-	-	3	-	1
	*	*1%*	-	*1%*	*1%*	-	-	-	-	*	-	-	-	*	-	*
Samsung	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other - brands	12	-	-	1	3	-	1	2	4	-	1	-	-	6	3	3
	1%	-	-	*1%*	**2%i**	-	*	*1%*	*1%*	-	*1%*	-	-	*1%*	*1%*	*
Other - negative comments	180	9	11	12	15	15	12	15	33	30	14	9	5	100	22	58
	8%b	*10%*	*5%*	*6%*	*8%*	*9%*	*6%*	*8%*	**11%bk**	**10%bk**	**13%bfk**	*5%*	*8%*	*8%*	*7%*	*8%*
Other - positive comments	33	-	-	3	-	6	3	4	6	5	-	4	2	15	6	12
	1%	-	-	**2%b**	-	**4%xbdj**	*1%*	**2%bd**	**2%bd**	**2%b**	-	**2%bd**	**3%bd**	*1%*	*2%*	*2%*
No answer / no comment	148	6	20	12	17	10	10	10	23	22	6	11	1	93	18	37
	7%	*7%*	*8%*	*6%*	*9%*	*6%*	*5%*	*5%*	*7%*	*8%*	*6%*	*6%*	*2%*	**8%o**	*6%*	*5%*
Don't know / not sure	243	8	23	22	27	22	18	19	35	29	13	22	5	130	29	84
	11%	*9%*	*9%*	*12%*	*14%*	*13%*	*9%*	*10%*	*11%*	*10%*	*12%*	*12%*	*8%*	*11%*	*10%*	*11%*
None / nothing / not excited / concerned about any technologies	294	17	31	21	34	13	31	21	40	36	19	24	7	162	36	96
	13%e	**18%e**	*13%*	*11%*	**17%e**	*8%*	**15%e**	*11%*	*13%*	*12%*	**17%e**	*13%*	*12%*	*14%*	*12%*	*13%*
All of them / any / everything / excited / concerned about all technologies	45	1	3	4	5	4	6	3	6	3	2	6	2	21	8	16
	2%	*1%*	*1%*	*2%*	*3%*	*2%*	*3%*	*2%*	*2%*	*1%*	*2%*	*3%*	*3%*	*2%*	*3%*	*2%*
No answer / no comment	148	6	20	12	17	10	10	10	23	22	6	11	1	93	18	37
	7%	*7%*	*8%*	*6%*	*9%*	*6%*	*5%*	*5%*	*7%*	*8%*	*6%*	*6%*	*2%*	**8%o**	*6%*	*5%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 39

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
TECHNOLOGIES (net)	**1457**	**21**	**40**	**45**	**4**	**36**	**10**
	65%b	***60%***	***43%***	**64%b**	***57%***	**86%xabc**	***71%***
AI / artificial intelligence / automation	318	12	9	9	1	11	2
	14%	**34%xbc**	*10%*	*13%*	*14%*	**26%xb**	*14%*
Social media	237	1	3	4	-	7	3
	11%b	*3%*	*3%*	*6%*	-	**17%b**	*21%*
Data security / protection / privacy technology	174	-	3	3	-	2	1
	8%	-	*3%*	*4%*	-	*5%*	*7%*
Robotics / robots / bionics	165	2	4	9	2	2	1
	7%	*6%*	*4%*	*13%*	*29%*	*5%*	*7%*
Driverless cars	138	1	3	2	-	2	1
	6%	*3%*	*3%*	*3%*	-	*5%*	*7%*
Smart phones / mobile phones	110	1	2	4	-	4	-
	5%	*3%*	*2%*	*6%*	-	*10%*	-
Internet	102	-	3	5	1	-	-
	5%	-	*3%*	*7%*	*14%*	-	-
Warfare / weapons / military applications	64	-	3	2	-	2	-
	3%	-	*3%*	*3%*	-	*5%*	-
CCTV / cameras / surveillance	51	-	-	1	-	-	-
	2%	-	-	*1%*	-	-	-
Digital healthcare / medicine / social care	49	1	-	2	-	-	1
	2%	*3%*	-	*3%*	-	-	*7%*
Computers / laptops / tablet devices	43	-	-	-	-	-	-
	2%	-	-	-	-	-	-
Environmentally friendly technology	33	1	1	4	-	1	-
	1%	*3%*	*1%*	**6%x**	-	*2%*	-
VR / virtual reality	31	2	1	2	-	3	-
	1%	**6%x**	*1%*	*3%*	-	**7%x**	-
Smart homes / smart home devices	30	-	1	1	-	1	-
	1%	-	*1%*	*1%*	-	*2%*	-
Crypto currency / cashless society / contactless payments / banking	28	1	1	2	-	1	-
	1%	*3%*	*1%*	*3%*	-	*2%*	-
Drones	27	-	2	-	-	-	-
	1%	-	*2%*	-	-	-	-
Electric cars	26	-	2	1	-	-	-
	1%	-	*2%*	*1%*	-	-	-
Nuclear technology	25	-	-	-	-	-	1
	1%	-	-	-	-	-	*7%*
Information / communication technology	25	1	1	-	-	-	-
	1%	*3%*	*1%*	-	-	-	-
Green / sustainable / renewable energy	25	1	1	1	-	-	1
	1%	*3%*	*1%*	*1%*	-	-	*7%*
Big data	24	1	-	-	-	-	-
	1%	*3%*	-	-	-	-	-
Games / gaming technology	22	-	-	-	-	1	-
	1%	-	-	-	-	*2%*	-

Participant Type : General Public Omnibus
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 39

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
GPS / global positioning / tracking systems	17 *1%*	- -	- -	- -	- -	- -	- -
5G	14 *1%*	- -	1 *1%*	- -	- -	1 *2%*	1 *7%*
Genetics / gene technology	13 *1%*	1 *3%*	1 *1%*	- -	- -	1 *2%*	- -
Smart technology	12 *1%*	- -	- -	1 *1%*	- -	- -	- -
AR / augmented reality	11 *	- -	1 *1%*	1 *1%*	- -	2 **5%x**	- -
Dark Web	11 *	- -	- -	- -	- -	- -	- -
Implant technology	8 *	- -	- -	- -	- -	- -	- -
IOT / internet of things / smart appliances	8 *	- -	- -	- -	- -	- -	- -
Speech recognition / voice activation technology	8 *	- -	1 *1%*	- -	- -	- -	- -
Bio technology	8 *	- -	1 *1%*	- -	- -	- -	- -
Flight technology / flying cars	7 *	- -	- -	- -	- -	- -	1 *7%*
Cloud	7 *	- -	1 *1%*	- -	- -	- -	- -
3D printing	7 *	- -	- -	- -	- -	- -	- -
ML / machine learning	7 *	1 **3%x**	- -	- -	- -	- -	- -
Travel / transport	7 *	- -	1 *1%*	- -	- -	- -	1 *7%*
Crops / food production technology	6 *	- -	- -	1 *1%*	- -	- -	- -
Shopping technology	6 *	- -	- -	- -	- -	- -	- -
Smart TV	6 *	- -	- -	1 *1%*	- -	- -	- -
Face / facial recognition technology	5 *	- -	- -	- -	- -	- -	- -
Space travel	4 *	- -	1 *1%*	- -	- -	- -	- -
Nano technology	4 *	- -	- -	- -	- -	1 **2%x**	- -
Wireless technology / wireless charging	4 *	- -	- -	- -	- -	- -	- -
Quantum computing	3 *	- -	- -	- -	- -	- -	- -
Hologram / holographic technology?	3 *	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 39

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Digital schools / education	2 *	- -	- -	- -	- -	- -	- -
Virtual touch	2 *	- -	- -	- -	- -	- -	- -
Anti gravity / hover technology	2 *	- -	- -	- -	- -	- -	- -
Leap motion	1 *	- -	- -	- -	- -	- -	- -
Neural networks	1 *	- -	- -	- -	- -	- -	- -
Retinal / eye scanning technology	1 *	1 **3%x**	- -	- -	- -	- -	- -
Broadband	1 *	- -	- -	- -	- -	- -	- -
Smart watches	1 *	- -	1 **1%x**	- -	- -	- -	- -
Time travel	1 *	- -	- -	- -	- -	- -	- -
Wearable technology	1 *	- -	- -	- -	- -	- -	- -
Graphene	- -	- -	- -	- -	- -	- -	- -
Language translation	- -	- -	- -	- -	- -	- -	- -
Stem cell technology	- -	- -	- -	- -	- -	- -	- -
Blockchain	- -	- -	- -	- -	- -	- -	- -
Teleporting technology	- -	- -	- -	- -	- -	- -	- -
SAP HANA technology	- -	- -	- -	- -	- -	- -	- -
Fingerprint recognition / scanning technology	- -	- -	- -	- -	- -	- -	- -
Other - technologies	72 *3%*	- -	7 **8%x**	2 *3%*	- -	4 **10%x**	- -
BRANDS (net)	**41** ***2%***	**1** ***3%***	**1** ***1%***	**2** ***3%***	**-** **-**	**-** **-**	**-** **-**
Facebook	24 *1%*	- -	- -	1 *1%*	- -	- -	- -
Google	5 *	- -	- -	- -	- -	- -	- -
Apple	4 *	- -	1 *1%*	- -	- -	- -	- -
Samsung	- -	- -	- -	- -	- -	- -	- -
Other - brands	12 *1%*	1 *3%*	- -	1 *1%*	- -	- -	- -

Participant Type : General Public Omnibus
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 39

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Other - negative comments	180 *8%*	2 *6%*	7 *8%*	5 *7%*	- -	2 *5%*	1 *7%*
Other - positive comments	33 *1%*	1 *3%*	4 **4%x**	- -	1 *14%*	- -	- -
No answer / no comment	148 *7%*	7 **20%xe**	16 **17%xe**	5 *7%*	3 *43%*	1 *2%*	2 *14%*
Don't know / not sure	243 *11%*	1 *3%*	12 *13%*	5 *7%*	- -	2 *5%*	- -
None / nothing / not excited / concerned about any technologies	294 *13%*	4 *11%*	21 **23%xe**	13 *19%*	- -	3 *7%*	1 *7%*
All of them / any / everything / excited / concerned about all technologies	45 *2%*	- -	1 *1%*	2 *3%*	- -	- -	- -
No answer / no comment	148 *7%*	7 **20%xe**	16 **17%xe**	5 *7%*	3 *43%*	1 *2%*	2 *14%*
Not stated	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 40

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast -ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
TECHNOLOGIES (net)	**1457**	**3**	**9**	**9**	**7**	**-**	**2**	**5**	**4**	**3**	**1**	**14**	**1**	**2**	**1**	**5**	**11**	**17**
	65%q	***33%***	***82%***	***60%***	***37%***	**-**	***25%***	***63%***	***67%***	***60%***	***100%***	***42%***	***100%***	***33%***	***50%***	***45%***	***69%***	***63%***
AI / artificial intelligence / automation	318	3	7	2	1	-	-	1	1	1	-	5	-	-	-	2	-	2
	14%	*33%*	*64%*	*13%*	*5%*	-	-	*13%*	*17%*	*20%*	-	*15%*	-	-	-	*18%*	-	*7%*
Social media	237	-	-	1	-	-	-	-	-	1	-	1	-	-	1	1	-	1
	11%	-	-	*7%*	-	-	-	-	-	*20%*	-	*3%*	-	-	*50%*	*9%*	-	*4%*
Data security / protection / privacy technology	174	-	-	-	2	-	-	-	1	-	-	-	-	-	-	-	1	2
	8%	-	-	-	*11%*	-	-	-	*17%*	-	-	-	-	-	-	-	*6%*	*7%*
Robotics / robots / bionics	165	-	1	1	-	-	-	2	-	-	-	1	-	1	-	-	2	5
	7%	-	*9%*	*7%*	-	-	-	*25%*	-	-	-	*3%*	-	*17%*	-	-	*13%*	*19%*
Driverless cars	138	-	-	1	-	-	1	-	1	-	-	1	-	-	-	1	-	1
	6%	-	-	*7%*	-	-	*13%*	-	*17%*	-	-	*3%*	-	-	-	*9%*	-	*4%*
Smart phones / mobile phones	110	-	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	2
	5%	-	*9%*	-	*5%*	-	-	-	-	-	-	*3%*	-	-	-	-	*6%*	*7%*
Internet	102	-	-	-	-	-	-	-	1	-	-	1	1	-	-	1	-	2
	5%	-	-	-	-	-	-	-	*17%*	-	-	*3%*	*100%*	-	-	*9%*	-	*7%*
Warfare / weapons / military applications	64	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	1	-
	3%	-	-	-	*5%*	-	-	*13%*	-	*20%*	-	-	-	-	-	-	*6%*	-
CCTV / cameras / surveillance	51	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*4%*
Digital healthcare / medicine / social care	49	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	2%	-	-	*7%*	-	-	-	-	-	-	-	-	-	-	-	*9%*	-	-
Computers / laptops / tablet devices	43	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Environmentally friendly technology	33	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	3	1
	1%	-	*9%*	-	-	-	-	*13%*	-	-	-	-	-	-	-	-	*19%*	*4%*
VR / virtual reality	31	-	-	2	-	-	-	-	-	-	-	-	-	1	-	-	1	-
	1%	-	-	*13%*	-	-	-	-	-	-	-	-	-	*17%*	-	-	*6%*	-
Smart homes / smart home devices	30	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	*3%*	-	-	-	-	-	-
Crypto currency / cashless society / contactless payments / banking	28	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1
	1%	-	-	*7%*	*5%*	-	-	-	-	-	-	-	-	-	-	-	*6%*	*4%*
Drones	27	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	*20%*	-	*3%*	-	-	-	-	-	-
Electric cars	26	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	1
	1%	-	-	-	-	-	-	-	-	-	-	**6%x**	-	-	-	-	-	*4%*
Nuclear technology	25	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Information / communication technology	25	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	*7%*	-	-	-	-	-	-	-	*3%*	-	-	-	-	-	-
Green / sustainable / renewable energy	25	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1
	1%	-	*9%*	-	-	-	-	-	*17%*	-	-	-	-	-	-	-	-	*4%*

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Ipsos MORI

Doteveryone Tech Professionals - Omnibus

Table 40

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast -ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Big data	24	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*9%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Games / gaming technology	22	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GPS / global positioning / tracking systems	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5G	14	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	*5%*	-	-	-	-	-	-	-	-	-	-	-	-	-
Genetics / gene technology	13	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	*7%*	-	-	-	-	-	-	-	*3%*	-	-	-	-	-	-
Smart technology	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*4%*
AR / augmented reality	11	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	*5%*	-	-	-	-	-	-	-	-	-	-	-	*6%*	-
Dark Web	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Implant technology	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
IOT / internet of things / smart appliances	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Speech recognition / voice activation technology	8	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	**3%x**	-	-	-	-	-	-
Bio technology	8	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	*20%*	-	-	-	-	-	-	-	-
Flight technology / flying cars	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cloud	7	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	*20%*	-	-	-	-	-	-	-	-
3D printing	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ML / machine learning	7	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*9%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Travel / transport	7	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	**3%x**	-	-	-	-	-	-
Crops / food production technology	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Shopping technology	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart TV	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*4%*
Face / facial recognition technology	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 40

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Space travel	4	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	**3%x**	-	-	-	-	-	-
Nano technology	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wireless technology / wireless charging	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Quantum computing	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hologram / holographic technology?	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Digital schools / education	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Virtual touch	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Anti gravity / hover technology	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Leap motion	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Neural networks	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retinal / eye scanning technology	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*11%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Broadband	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Smart watches	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	*13%*	-	-	-	-	-	-	-	-	-	-	-
Time travel	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wearable technology	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graphene	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Language translation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stem cell technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Blockchain	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Teleporting technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAP HANA technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fingerprint recognition / scanning technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
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Doteveryone Tech Professionals - Omnibus

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Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Other - technologies	72	-	-	-	3	-	-	-	-	-	1	3	-	-	-	-	2	-
	3%	-	-	-	*16%*	-	-	-	-	-	*100%*	*9%*	-	-	-	-	*13%*	-
BRANDS (net)	**41**	**1**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**1**	**-**	**-**	**-**	**-**	**-**	**1**	**-**	**1**
	2%	***11%***	**-**	**-**	**-**	**-**	**-**	**-**	**-**	***20%***	**-**	**-**	**-**	**-**	**-**	***9%***	**-**	***4%***
Facebook	24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*9%*	-	-
Google	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Apple	4	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	*20%*	-	-	-	-	-	-	-	-
Samsung	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other - brands	12	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1%	*11%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*4%*
Other - negative comments	180	-	1	1	2	-	-	-	-	1	-	3	-	-	1	2	1	1
	8%	-	*9%*	*7%*	*11%*	-	-	-	-	*20%*	-	*9%*	-	-	*50%*	*18%*	*6%*	*4%*
Other - positive comments	33	1	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	-
	1%	*11%*	-	-	*11%*	-	-	-	-	-	-	**6%x**	-	-	-	-	-	-
No answer / no comment	148	4	2	1	2	2	5	3	1	-	-	1	1	-	1	2	1	1
	7%	*44%*	*18%*	*7%*	*11%*	*67%*	*63%*	*38%*	*17%*	-	-	*3%*	*100%*	-	*50%*	*18%*	*6%*	*4%*
Don't know / not sure	243	-	-	1	1	-	-	1	1	-	-	7	-	2	-	-	1	4
	11%	-	-	*7%*	*5%*	-	-	*13%*	*17%*	-	-	*21%*	-	*33%*	-	-	*6%*	*15%*
None / nothing / not excited / concerned about any technologies	294	-	-	4	6	1	1	2	-	1	-	9	-	1	-	2	4	5
	13%	-	-	*27%*	*32%*	*33%*	*13%*	*25%*	-	*20%*	-	**27%x**	-	*17%*	-	*18%*	*25%*	*19%*
All of them / any / everything / excited / concerned about all technologies	45	-	-	-	-	-	-	-	-	-	-	-	-	1	-	1	1	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	*17%*	-	*9%*	*6%*	-
No answer / no comment	148	4	2	1	2	2	5	3	1	-	-	1	1	-	1	2	1	1
	7%	*44%*	*18%*	*7%*	*11%*	*67%*	*63%*	*38%*	*17%*	-	-	*3%*	*100%*	-	*50%*	*18%*	*6%*	*4%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
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Doteveryone Tech Professionals - Omnibus

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Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

		Role S2_tech_func.									
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
TECHNOLOGIES (net)	**1457**	**2**	**10**	**2**	**1**	**1**	**3**	**7**	**3**	**1**	**2**
	65%	***33%***	***100%***	***50%***	***50%***	***100%***	***75%***	***88%***	***75%***	***50%***	***100%***
AI / artificial intelligence / automation	**318**	2	3	-	-	1	-	3	1	-	-
	14%	*33%*	*30%*	-	-	*100%*	-	*38%*	*25%*	-	-
Social media	**237**	-	2	-	-	-	1	-	-	1	-
	11%	-	*20%*	-	-	-	*25%*	-	-	*50%*	-
Data security / protection / privacy technology	**174**	-	-	-	-	-	1	-	-	-	-
	8%	-	-	-	-	-	*25%*	-	-	-	-
Robotics / robots / bionics	**165**	1	1	2	-	-	-	1	-	-	-
	7%	*17%*	*10%*	*50%*	-	-	-	*13%*	-	-	-
Driverless cars	**138**	-	-	-	-	-	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-
Smart phones / mobile phones	**110**	-	1	-	-	-	-	-	1	-	-
	5%	-	*10%*	-	-	-	-	-	*25%*	-	-
Internet	**102**	-	2	-	1	-	-	-	-	-	-
	5%	-	*20%*	-	*50%*	-	-	-	-	-	-
Warfare / weapons / military applications	**64**	-	1	-	-	-	-	-	-	-	-
	3%	-	*10%*	-	-	-	-	-	-	-	-
CCTV / cameras / surveillance	**51**	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-
Digital healthcare / medicine / social care	**49**	1	-	-	-	-	-	-	-	-	-
	2%	*17%*	-	-	-	-	-	-	-	-	-
Computers / laptops / tablet devices	**43**	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-
Environmentally friendly technology	**33**	-	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	-	*13%*	-	-	-
VR / virtual reality	**31**	1	-	-	-	-	1	1	-	-	-
	1%	*17%*	-	-	-	-	*25%*	*13%*	-	-	-
Smart homes / smart home devices	**30**	-	1	-	-	-	-	-	-	-	-
	1%	-	*10%*	-	-	-	-	-	-	-	-
Crypto currency / cashless society / contactless payments / banking	**28**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Drones	**27**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Electric cars	**26**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Nuclear technology	**25**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Information / communication technology	**25**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Green / sustainable / renewable energy	**25**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Doteveryone Tech Professionals - Omnibus

Table 40

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

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	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Big data	**24**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Games / gaming technology	**22**	-	-	-	-	-	1	-	-	-	-
	1%	-	-	-	-	-	*25%*	-	-	-	-
GPS / global positioning / tracking systems	**17**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
5G	**14**	-	-	-	-	-	-	-	1	-	-
	1%	-	-	-	-	-	-	-	*25%*	-	-
Genetics / gene technology	**13**	-	-	-	-	-	-	1	-	-	-
	1%	-	-	-	-	-	-	*13%*	-	-	-
Smart technology	**12**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
AR / augmented reality	**11**	-	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	*13%*	-	-	-
Dark Web	**11**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Implant technology	**8**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
IOT / internet of things / smart appliances	**8**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Speech recognition / voice activation technology	**8**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Bio technology	**8**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Flight technology / flying cars	**7**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Cloud	**7**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
3D printing	**7**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
ML / machine learning	**7**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Travel / transport	**7**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Crops / food production technology	**6**	-	1	-	-	-	-	-	-	-	-
	*	-	*10%*	-	-	-	-	-	-	-	-
Shopping technology	**6**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Smart TV	**6**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Face / facial recognition technology	**5**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
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Doteveryone Tech Professionals - Omnibus

Table 40

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Space travel	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Nano technology	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Wireless technology / wireless charging	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Quantum computing	**3**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Hologram / holographic technology?	**3**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Digital schools / education	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Virtual touch	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Anti gravity / hover technology	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Leap motion	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Neural networks	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Retinal / eye scanning technology	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Broadband	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Smart watches	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Time travel	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Wearable technology	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Graphene	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Language translation	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Stem cell technology	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Blockchain	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Teleporting technology	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
SAP HANA technology	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Fingerprint recognition / scanning technology	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
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Doteveryone Tech Professionals - Omnibus

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Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

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	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Other - technologies	**72**	-	-	-	-	-	-	1	-	-	2
	3%	-	-	-	-	-	-	*13%*	-	-	*100%*
BRANDS (net)	**41**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
	2%	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Facebook	**24**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Google	**5**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Apple	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Samsung	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other - brands	**12**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Other - negative comments	**180**	1	-	-	-	-	-	-	-	1	-
	8%	*17%*	-	-	-	-	-	-	-	*50%*	-
Other - positive comments	**33**	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	*50%*	-	-	-	-	-	-
No answer / no comment	**148**	1	-	2	1	-	-	-	-	-	-
	7%	*17%*	-	*50%*	*50%*	-	-	-	-	-	-
Don't know / not sure	**243**	-	-	-	-	-	-	-	1	-	-
	11%	-	-	-	-	-	-	-	*25%*	-	-
None / nothing / not excited / concerned about any technologies	**294**	2	-	-	-	-	1	1	-	-	-
	13%	*33%*	-	-	-	-	*25%*	*13%*	-	-	-
All of them / any / everything / excited / concerned about all technologies	**45**	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-
No answer / no comment	**148**	1	-	2	1	-	-	-	-	-	-
	7%	*17%*	-	*50%*	*50%*	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
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Doteveryone Tech Professionals - Omnibus

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Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
TECHNOLOGIES (net)	**1457**	**13**	**2**	**3**	**2**	**1**	**-**	**7**	**-**	**1**	**-**	**1**
	65%	***100%***	***100%***	***75%***	***67%***	***50%***	**-**	***88%***	**-**	***100%***	**-**	***50%***
AI / artificial intelligence / automation	**318**	4	2	-	1	-	-	1	-	1	-	-
	14%	*31%*	*100%*	-	*33%*	-	-	*13%*	-	*100%*	-	-
Social media	**237**	3	1	1	-	-	-	2	-	-	-	1
	11%	*23%*	*50%*	*25%*	-	-	-	*25%*	-	-	-	*50%*
Data security / protection / privacy technology	**174**	1	-	-	-	-	-	-	-	-	-	1
	8%	*8%*	-	-	-	-	-	-	-	-	-	*50%*
Robotics / robots / bionics	**165**	1	-	-	-	1	-	-	-	-	-	-
	7%	*8%*	-	-	-	*50%*	-	-	-	-	-	-
Driverless cars	**138**	2	-	-	-	-	-	1	-	-	-	-
	6%	*15%*	-	-	-	-	-	*13%*	-	-	-	-
Smart phones / mobile phones	**110**	2	-	-	1	-	-	-	-	-	-	-
	5%	*15%*	-	-	*33%*	-	-	-	-	-	-	-
Internet	**102**	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-
Warfare / weapons / military applications	**64**	-	1	1	-	-	-	-	-	-	-	-
	3%	-	*50%*	*25%*	-	-	-	-	-	-	-	-
CCTV / cameras / surveillance	**51**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Digital healthcare / medicine / social care	**49**	-	-	-	-	-	-	1	-	-	-	-
	2%	-	-	-	-	-	-	*13%*	-	-	-	-
Computers / laptops / tablet devices	**43**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Environmentally friendly technology	**33**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
VR / virtual reality	**31**	1	-	-	-	-	-	-	-	-	-	-
	1%	*8%*	-	-	-	-	-	-	-	-	-	-
Smart homes / smart home devices	**30**	-	-	-	1	-	-	-	-	-	-	-
	1%	-	-	-	*33%*	-	-	-	-	-	-	-
Crypto currency / cashless society / contactless payments / banking	**28**	1	-	-	-	-	-	-	-	-	-	-
	1%	*8%*	-	-	-	-	-	-	-	-	-	-
Drones	**27**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Electric cars	**26**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Nuclear technology	**25**	-	-	-	-	-	-	1	-	-	-	-
	1%	-	-	-	-	-	-	*13%*	-	-	-	-
Information / communication technology	**25**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Green / sustainable / renewable energy	**25**	-	-	-	-	-	-	1	-	-	-	-
	1%	-	-	-	-	-	-	*13%*	-	-	-	-

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Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Big data	**24**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Games / gaming technology	**22**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
GPS / global positioning / tracking systems	**17**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
5G	**14**	-	-	-	-	-	-	1	-	-	-	-
	1%	-	-	-	-	-	-	*13%*	-	-	-	-
Genetics / gene technology	**13**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Smart technology	**12**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
AR / augmented reality	**11**	1	-	-	-	-	-	-	-	-	-	-
	*	*8%*	-	-	-	-	-	-	-	-	-	-
Dark Web	**11**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Implant technology	**8**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
IOT / internet of things / smart appliances	**8**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Speech recognition / voice activation technology	**8**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Bio technology	**8**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Flight technology / flying cars	**7**	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	-	-	*13%*	-	-	-	-
Cloud	**7**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
3D printing	**7**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
ML / machine learning	**7**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Travel / transport	**7**	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	-	-	*13%*	-	-	-	-
Crops / food production technology	**6**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Shopping technology	**6**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Smart TV	**6**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Face / facial recognition technology	**5**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 40

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

		Role S2_tech_func.										
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Space travel	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Nano technology	**4**	1	-	-	-	-	-	-	-	-	-	-
	*	*8%*	-	-	-	-	-	-	-	-	-	-
Wireless technology / wireless charging	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Quantum computing	**3**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Hologram / holographic technology?	**3**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Digital schools / education	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Virtual touch	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Anti gravity / hover technology	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Leap motion	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Neural networks	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Retinal / eye scanning technology	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Broadband	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Smart watches	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Time travel	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Wearable technology	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Graphene	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Language translation	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Stem cell technology	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Blockchain	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Teleporting technology	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
SAP HANA technology	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Fingerprint recognition / scanning technology	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
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Doteveryone Tech Professionals - Omnibus

Table 40

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Role S2_tech_func.											
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Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Other - technologies	**72**	-	-	1	-	-	-	-	-	-	-	-
	3%	-	-	*25%*	-	-	-	-	-	-	-	-
BRANDS (net)	**41**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
	2%	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**	**-**
Facebook	**24**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Google	**5**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Apple	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Samsung	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Other - brands	**12**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Other - negative comments	**180**	1	-	-	-	-	-	-	-	-	-	1
	8%	*8%*	-	-	-	-	-	-	-	-	-	*50%*
Other - positive comments	**33**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
No answer / no comment	**148**	-	-	-	1	1	1	-	-	-	-	-
	7%	-	-	-	*33%*	*50%*	*100%*	-	-	-	-	-
Don't know / not sure	**243**	1	-	-	-	-	-	-	-	-	-	-
	11%	*8%*	-	-	-	-	-	-	-	-	-	-
None / nothing / not excited / concerned about any technologies	**294**	-	-	1	-	-	-	1	-	-	-	-
	13%	-	-	*25%*	-	-	-	*13%*	-	-	-	-
All of them / any / everything / excited / concerned about all technologies	**45**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
No answer / no comment	**148**	-	-	-	1	1	1	-	-	-	-	-
	7%	-	-	-	*33%*	*50%*	*100%*	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 41

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
TECHNOLOGIES (net)	**1457**	**5**	**67**	**263**	**97**	**373**	**478**	**174**
	65%bd	***36%***	***49%***	**62%b**	***54%***	**68%bcd**	**69%xbcd**	**72%xbcd**
AI / artificial intelligence / automation	318	-	13	52	23	76	117	37
	14%	-	*9%*	*12%*	*13%*	*14%*	**17%xbc**	*15%*
Social media	237	1	9	35	15	58	88	31
	11%	*7%*	*7%*	*8%*	*8%*	*11%*	**13%xbc**	*13%*
Data security / protection / privacy technology	174	-	7	33	3	56	56	19
	8%d	-	*5%*	**8%d**	*2%*	**10%xd**	**8%d**	**8%d**
Robotics / robots / bionics	165	-	6	42	15	50	39	13
	7%f	-	*4%*	**10%xbfg**	*8%*	**9%f**	*6%*	*5%*
Driverless cars	138	-	5	26	7	44	38	18
	6%	-	*4%*	*6%*	*4%*	**8%x**	*5%*	*7%*
Smart phones / mobile phones	110	2	6	15	7	31	38	11
	5%	*14%*	*4%*	*4%*	*4%*	*6%*	*5%*	*5%*
Internet	102	1	4	21	6	22	29	19
	5%	*7%*	*3%*	*5%*	*3%*	*4%*	*4%*	**8%xef**
Warfare / weapons / military applications	64	-	2	9	5	12	27	9
	3%	-	*1%*	*2%*	*3%*	*2%*	*4%*	*4%*
CCTV / cameras / surveillance	51	-	4	8	4	11	17	7
	2%	-	*3%*	*2%*	*2%*	*2%*	*2%*	*3%*
Digital healthcare / medicine / social care	49	-	3	8	1	17	10	10
	2%	-	*2%*	*2%*	*1%*	**3%f**	*1%*	**4%xdf**
Computers / laptops / tablet devices	43	1	2	9	4	14	8	5
	2%	*7%*	*1%*	*2%*	*2%*	*3%*	*1%*	*2%*
Environmentally friendly technology	33	-	3	4	2	13	4	7
	1%f	-	*2%*	*1%*	*1%*	**2%f**	*1%*	**3%f**
VR / virtual reality	31	-	-	8	1	5	9	8
	1%	-	-	*2%*	*1%*	*1%*	*1%*	**3%xbef**
Smart homes / smart home devices	30	-	2	4	1	8	11	4
	1%	-	*1%*	*1%*	*1%*	*1%*	*2%*	*2%*
Crypto currency / cashless society / contactless payments / banking	28	-	3	5	4	4	10	2
	1%	-	*2%*	*1%*	*2%*	*1%*	*1%*	*1%*
Drones	27	-	-	3	3	9	9	3
	1%	-	-	*1%*	*2%*	*2%*	*1%*	*1%*
Electric cars	26	-	1	4	2	10	6	3
	1%	-	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
Nuclear technology	25	-	1	1	3	6	10	4
	1%c	-	*1%*	*	**2%c**	*1%*	**1%c**	**2%c**
Information / communication technology	25	-	1	4	2	3	12	3
	1%	-	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*
Green / sustainable / renewable energy	25	-	-	6	1	7	8	3
	1%	-	-	*1%*	*1%*	*1%*	*1%*	*1%*

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
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Doteveryone Tech Professionals - Omnibus

Table 41

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Big data	24	-	-	3	1	8	6	6
	1%	-	-	*1%*	*1%*	*1%*	*1%*	**2%x**
Games / gaming technology	22	-	1	5	-	6	7	3
	1%	-	*1%*	*1%*	-	*1%*	*1%*	*1%*
GPS / global positioning / tracking systems	17	-	2	1	1	5	6	2
	1%	-	*1%*	*	*1%*	*1%*	*1%*	*1%*
5G	14	-	-	2	-	3	8	1
	1%	-	-	*	-	*1%*	*1%*	*
Genetics / gene technology	13	-	-	3	1	1	6	2
	1%	-	-	*1%*	*1%*	*	*1%*	*1%*
Smart technology	12	-	2	2	-	5	3	-
	1%	-	*1%*	*	-	*1%*	*	-
AR / augmented reality	11	-	-	2	-	2	4	3
	*	-	-	*	-	*	*1%*	*1%*
Dark Web	11	-	-	3	-	3	4	1
	*	-	-	*1%*	-	*1%*	*1%*	*
Implant technology	8	-	1	2	-	-	3	2
	*	-	**1%e**	*	-	-	*	**1%e**
IOT / internet of things / smart appliances	8	-	-	1	-	1	4	2
	*	-	-	*	-	*	*1%*	*1%*
Speech recognition / voice activation technology	8	-	-	1	-	2	4	1
	*	-	-	*	-	*	*1%*	*
Bio technology	8	-	1	3	-	3	1	-
	*	-	*1%*	*1%*	-	*1%*	*	-
Flight technology / flying cars	7	-	-	1	-	4	2	-
	*	-	-	*	-	*1%*	*	-
Cloud	7	-	1	-	-	4	2	-
	*	-	*1%*	-	-	*1%*	*	-
3D printing	7	-	-	1	-	1	4	1
	*	-	-	*	-	*	*1%*	*
ML / machine learning	7	-	1	1	-	2	2	1
	*	-	*1%*	*	-	*	*	*
Travel / transport	7	-	-	-	-	5	1	1
	*	-	-	-	-	**1%xc**	*	*
Crops / food production technology	6	-	-	-	1	2	3	-
	*	-	-	-	*1%*	*	*	-
Shopping technology	6	-	1	2	-	1	2	-
	*	-	*1%*	*	-	*	*	-
Smart TV	6	-	1	-	3	1	1	-
	*	-	*1%*	-	**2%xcefg**	*	*	-
Face / facial recognition technology	5	-	-	1	1	2	1	-
	*	-	-	*	*1%*	*	*	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
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Doteveryone Tech Professionals - Omnibus

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Total Base	2234	14**	138	423	179	546	693	241
Space travel	4	-	-	1	1	1	1	-
	*	-	-	*	*1%*	*	*	-
Nano technology	4	-	-	-	1	1	2	-
	*	-	-	-	*1%*	*	*	-
Wireless technology / wireless charging	4	-	1	-	-	-	2	1
	*	-	**1%e**	-	-	-	*	*
Quantum computing	3	-	-	1	1	-	-	1
	*	-	-	*	**1%f**	-	-	*
Hologram / holographic technology?	3	-	-	1	-	-	2	-
	*	-	-	*	-	-	*	-
Digital schools / education	2	-	1	-	-	1	-	-
	*	-	**1%xf**	-	-	*	-	-
Virtual touch	2	-	-	-	-	1	1	-
	*	-	-	-	-	*	*	-
Anti gravity / hover technology	2	-	-	2	-	-	-	-
	*	-	-	*x	-	-	-	-
Leap motion	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	*	-
Neural networks	1	-	-	-	-	1	-	-
	*	-	-	-	-	*	-	-
Retinal / eye scanning technology	1	-	-	-	-	1	-	-
	*	-	-	-	-	*	-	-
Broadband	1	-	-	-	-	1	-	-
	*	-	-	-	-	*	-	-
Smart watches	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	*	-
Time travel	1	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	*x
Wearable technology	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	*	-
Graphene	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Language translation	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Stem cell technology	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Blockchain	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Teleporting technology	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
SAP HANA technology	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Fingerprint recognition / scanning technology	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

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Fieldwork Dates : 12th March to 15th March 2019
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Doteveryone Tech Professionals - Omnibus

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Total Base	2234	14**	138	423	179	546	693	241
Other - technologies	72	-	3	13	2	17	27	10
	3%	-	*2%*	*3%*	*1%*	*3%*	*4%*	*4%*
BRANDS (net)	**41**	**-**	**3**	**6**	**3**	**15**	**12**	**2**
	2%	**-**	***2%***	***1%***	***2%***	***3%***	***2%***	***1%***
Facebook	24	-	2	3	1	10	7	1
	1%	-	*1%*	*1%*	*1%*	*2%*	*1%*	*
Google	5	-	-	-	-	1	4	-
	*	-	-	-	-	*	**1%x**	-
Apple	4	-	-	1	-	3	-	-
	*	-	-	*	-	**1%x**	-	-
Samsung	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Other - brands	12	-	2	3	2	1	3	1
	1%	-	**1%e**	*1%*	*1%*	*	*	*
Other - negative comments	180	-	9	31	16	47	62	15
	8%	-	*7%*	*7%*	*9%*	*9%*	*9%*	*6%*
Other - positive comments	33	-	2	5	2	11	10	3
	1%	-	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*
No answer / no comment	148	3	20	29	12	35	36	13
	7%	*21%*	**14%xcdefg**	*7%*	*7%*	*6%*	*5%*	*5%*
Don't know / not sure	243	2	25	56	24	53	66	17
	11%g	*14%*	**18%xefg**	**13%g**	**13%g**	*10%*	*10%*	*7%*
None / nothing / not excited / concerned about any technologies	294	4	31	63	37	62	71	26
	13%f	*29%*	**22%xcefg**	**15%f**	**21%xefg**	*11%*	*10%*	*11%*
All of them / any / everything / excited / concerned about all technologies	45	1	1	9	1	10	14	9
	2%	*7%*	*1%*	*2%*	*1%*	*2%*	*2%*	**4%d**
No answer / no comment	148	3	20	29	12	35	36	13
	7%	*21%*	**14%xcdefg**	*7%*	*7%*	*6%*	*5%*	*5%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 42

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
TECHNOLOGIES (net)	**1457**	**101**	**224**	**411**	**175**	**158**	**181**	**41**	**46**	**398**	**400**	**289**	**189**	**135**
	65%abl	***56%***	***59%***	**70%xab**	**66%a**	**70%ab**	**72%xab**	***64%***	***61%***	**71%xlm**	**66%l**	**66%l**	***59%***	***59%***
AI / artificial intelligence / automation	318	19	56	85	39	31	51	10	13	85	81	62	42	35
	14%	*10%*	*15%*	*14%*	*15%*	*14%*	**20%xac**	*16%*	*17%*	*15%*	*13%*	*14%*	*13%*	*15%*
Social media	237	17	24	58	38	37	36	-	7	82	61	46	24	17
	11%bgl	**9%g**	**6%g**	**10%g**	**14%xbg**	**16%xabcg**	**14%xbg**	-	*9%*	**15%xjlm**	*10%*	*11%*	*7%*	*7%*
Data security / protection / privacy technology	174	10	25	52	21	18	16	4	5	51	56	29	18	15
	8%	*6%*	*7%*	*9%*	*8%*	*8%*	*6%*	*6%*	*7%*	*9%*	*9%*	*7%*	*6%*	*7%*
Robotics / robots / bionics	165	10	29	58	18	18	17	6	4	39	53	29	25	15
	7%	*6%*	*8%*	**10%x**	*7%*	*8%*	*7%*	*9%*	*5%*	*7%*	*9%*	*7%*	*8%*	*7%*
Driverless cars	138	6	22	44	10	16	19	3	3	35	38	30	20	12
	6%	*3%*	*6%*	**7%ad**	*4%*	*7%*	*8%*	*5%*	*4%*	*6%*	*6%*	*7%*	*6%*	*5%*
Smart phones / mobile phones	110	11	9	36	10	9	12	2	5	26	34	22	9	14
	5%b	**6%b**	*2%*	**6%b**	*4%*	*4%*	*5%*	*3%*	*7%*	*5%*	*6%*	*5%*	*3%*	*6%*
Internet	102	8	18	30	15	7	5	3	3	33	29	20	11	6
	5%f	*4%*	*5%*	**5%f**	**6%f**	*3%*	*2%*	*5%*	*4%*	*6%*	*5%*	*5%*	*3%*	*3%*
Warfare / weapons / military applications	64	3	11	22	5	10	8	1	-	14	20	16	8	6
	3%	*2%*	*3%*	*4%*	*2%*	*4%*	*3%*	*2%*	-	*2%*	*3%*	*4%*	*2%*	*3%*
CCTV / cameras / surveillance	51	3	11	12	2	7	8	-	-	10	13	16	4	8
	2%	*2%*	*3%*	*2%*	*1%*	*3%*	**3%d**	-	-	*2%*	*2%*	**4%xl**	*1%*	*4%*
Digital healthcare / medicine / social care	49	2	11	11	7	4	5	3	1	13	14	10	8	3
	2%	*1%*	*3%*	*2%*	*3%*	*2%*	*2%*	*5%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*
Computers / laptops / tablet devices	43	4	6	18	4	4	3	1	1	12	13	7	8	2
	2%	*2%*	*2%*	**3%x**	*2%*	*2%*	*1%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*1%*
Environmentally friendly technology	33	2	3	8	6	2	7	2	2	9	9	6	5	2
	1%	*1%*	*1%*	*1%*	*2%*	*1%*	**3%b**	*3%*	*3%*	*2%*	*1%*	*1%*	*2%*	*1%*
VR / virtual reality	31	1	3	3	1	2	11	2	2	6	9	8	2	4
	1%c	*1%*	*1%*	*1%*	*	*1%*	**4%xabcde**	**3%cd**	*3%*	*1%*	*1%*	*2%*	*1%*	*2%*
Smart homes / smart home devices	30	3	5	11	3	2	5	-	1	4	16	6	1	2
	1%	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	-	*1%*	*1%*	**3%xil**	*1%*	*	*1%*
Crypto currency / cashless society / contactless payments / banking	28	2	5	6	3	6	3	-	-	8	6	7	4	3
	1%	*1%*	*1%*	*1%*	*1%*	*3%*	*1%*	-	-	*1%*	*1%*	*2%*	*1%*	*1%*
Drones	27	3	3	11	3	3	4	-	-	4	10	10	1	2
	1%	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	-	-	*1%*	*2%*	**2%xil**	*	*1%*
Electric cars	26	2	3	9	-	3	4	2	-	6	7	5	4	4
	1%	*1%*	*1%*	**2%d**	-	*1%*	**2%d**	**3%d**	-	*1%*	*1%*	*1%*	*1%*	*2%*
Nuclear technology	25	5	3	7	1	5	2	-	-	7	10	4	2	2
	1%	**3%xd**	*1%*	*1%*	*	*2%*	*1%*	-	-	*1%*	*2%*	*1%*	*1%*	*1%*
Information / communication technology	25	1	6	5	7	1	3	-	-	7	8	4	3	3
	1%	*1%*	*2%*	*1%*	**3%xc**	*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*
Green / sustainable / renewable energy	25	4	3	11	-	2	2	-	-	3	7	5	2	8
	1%	**2%d**	*1%*	**2%d**	-	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	**4%xijkl**
Big data	24	1	1	8	2	2	5	1	-	8	5	4	6	1
	1%	*1%*	*	*1%*	*1%*	*1%*	**2%b**	*2%*	-	*1%*	*1%*	*1%*	*2%*	*

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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 42

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Games / gaming technology	22 **1%j**	3 *2%*	2 *1%*	5 *1%*	2 *1%*	4 *2%*	3 *1%*	1 *2%*	- -	10 **2%xj**	2 *	3 *1%*	4 *1%*	3 *1%*
GPS / global positioning / tracking systems	17 *1%*	3 *2%*	2 *1%*	3 *1%*	3 *1%*	- -	4 *2%*	- -	- -	7 *1%*	4 *1%*	2 *	2 *1%*	2 *1%*
5G	14 *1%*	2 *1%*	3 *1%*	2 *	3 *1%*	1 *	1 *	- -	- -	5 *1%*	5 *1%*	1 *	2 *1%*	1 *
Genetics / gene technology	13 *1%*	- -	2 *1%*	3 *1%*	2 *1%*	2 *1%*	3 *1%*	- -	1 *1%*	2 *	6 *1%*	1 *	1 *	2 *1%*
Smart technology	12 *1%*	- -	2 *1%*	4 *1%*	- -	2 *1%*	- -	- -	- -	4 **1%j**	- -	4 **1%j**	3 **1%j**	1 *
AR / augmented reality	11 *	- -	- -	2 *	2 *1%*	1 *	5 **2%xbc**	1 **2%b**	1 *1%*	3 *1%*	3 *	3 *1%*	1 *	- -
Dark Web	11 *	1 *1%*	5 **1%x**	2 *	- -	- -	- -	2 **3%xcdef**	1 *1%*	2 *	4 *1%*	2 *	1 *	1 *
Implant technology	8 *	4 **2%xbce**	1 *	1 *	1 *	- -	1 *	- -	- -	4 *1%*	1 *	1 *	1 *	1 *
IOT / internet of things / smart appliances	8 *	- -	- -	4 *1%*	2 *1%*	1 *	- -	- -	- -	3 *1%*	4 *1%*	- -	- -	1 *
Speech recognition / voice activation technology	8 *	- -	1 *	3 *1%*	- -	1 *	1 *	- -	- -	1 *	5 **1%x**	1 *	- -	1 *
Bio technology	8 *	1 *1%*	1 *	4 *1%*	- -	1 *	1 *	- -	- -	2 *	1 *	1 *	2 *1%*	2 *1%*
Flight technology / flying cars	7 *	- -	1 *	3 *1%*	- -	1 *	- -	1 **2%df**	- -	1 *	2 *	1 *	2 *1%*	1 *
Cloud	7 *	1 *1%*	2 *1%*	2 *	- -	2 *1%*	- -	- -	- -	1 *	- -	2 *	2 *1%*	2 **1%j**
3D printing	7 *	- -	1 *	4 *1%*	- -	- -	2 *1%*	- -	- -	- -	4 *1%*	2 *	1 *	- -
ML / machine learning	7 *	- -	1 *	1 *	- -	2 *1%*	1 *	1 **2%d**	- -	1 *	3 *	2 *	1 *	- -
Travel / transport	7 *	- -	- -	2 *	1 *	- -	1 *	1 **2%b**	- -	3 *1%*	1 *	2 *	- -	1 *
Crops / food production technology	6 *	1 *1%*	- -	1 *	2 *1%*	- -	1 *	1 **2%b**	1 **1%i**	- -	1 *	2 *	2 *1%*	- -
Shopping technology	6 *	- -	3 *1%*	2 *	- -	- -	- -	1 **2%df**	- -	3 *1%*	1 *	1 *	1 *	- -
Smart TV	6 *	- -	3 **1%c**	- -	1 *	1 *	1 *	- -	- -	3 *1%*	- -	1 *	2 *1%*	- -
Face / facial recognition technology	5 *	- -	- -	1 *	1 *	1 *	- -	- -	- -	1 *	2 *	- -	1 *	1 *
Space travel	4 *	- -	- -	2 *	- -	- -	- -	1 **2%xbdf**	- -	1 *	1 *	1 *	1 *	- -
Nano technology	4 *	- -	- -	1 *	1 *	- -	1 *	1 **2%xb**	1 **1%xil**	- -	1 *	2 *	- -	- -
Wireless technology / wireless charging	4 *	1 *1%*	1 *	1 *	1 *	- -	- -	- -	- -	- -	1 *	2 *	- -	1 *

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Doteveryone Tech Professionals - Omnibus

Table 42

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Quantum computing	3	1	-	-	-	1	1	-	-	1	1	1	-	-
	*	*1%*	-	-	-	*	*	-	-	*	*	*	-	-
Hologram / holographic technology?	3	-	-	1	-	2	-	-	-	1	-	2	-	-
	*	-	-	*	-	**1%x**	-	-	-	*	-	*	-	-
Digital schools / education	2	-	-	1	-	1	-	-	-	-	1	1	-	-
	*	-	-	*	-	*	-	-	-	-	*	*	-	-
Virtual touch	2	-	-	1	-	-	-	1	1	-	1	-	-	-
	*	-	-	*	-	-	-	**2%xbdf**	**1%xikl**	-	*	-	-	-
Anti gravity / hover technology	2	1	1	-	-	-	-	-	-	1	-	-	1	-
	*	*1%*	*	-	-	-	-	-	-	*	-	-	*	-
Leap motion	1	-	-	1	-	-	-	-	-	1	-	-	-	-
	*	-	-	*	-	-	-	-	-	*	-	-	-	-
Neural networks	1	-	-	-	-	-	1	-	-	-	1	-	-	-
	*	-	-	-	-	-	*x	-	-	-	*	-	-	-
Retinal / eye scanning technology	1	-	-	-	1	-	-	-	-	1	-	-	-	-
	*	-	-	-	*x	-	-	-	-	*	-	-	-	-
Broadband	1	1	-	-	-	-	-	-	-	-	-	-	1	-
	*	**1%x**	-	-	-	-	-	-	-	-	-	-	*	-
Smart watches	1	-	-	-	-	-	1	-	-	1	-	-	-	-
	*	-	-	-	-	-	*x	-	-	*	-	-	-	-
Time travel	1	-	-	1	-	-	-	-	1	-	-	-	-	-
	*	-	-	*	-	-	-	-	**1%xijkl**	-	-	-	-	-
Wearable technology	1	-	1	-	-	-	-	-	-	-	-	-	-	1
	*	-	*	-	-	-	-	-	-	-	-	-	-	*x
Graphene	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Language translation	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Stem cell technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Blockchain	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Teleporting technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAP HANA technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fingerprint recognition / scanning technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other - technologies	72	6	6	27	9	10	7	2	1	27	18	13	9	4
	3%b	*3%*	*2%*	**5%xb**	*3%*	**4%b**	*3%*	*3%*	*1%*	**5%xm**	*3%*	*3%*	*3%*	*2%*
BRANDS (net)	**41**	**4**	**3**	**12**	**4**	**7**	**4**	**1**	**1**	**16**	**13**	**4**	**3**	**4**
	2%	***2%***	***1%***	***2%***	***2%***	**3%b**	***2%***	***2%***	***1%***	**3%k**	***2%***	***1%***	***1%***	***2%***
Facebook	24	4	1	7	2	4	3	-	-	8	9	3	2	2
	1%	**2%b**	*	*1%*	*1%*	**2%b**	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*1%*
Google	5	-	-	2	-	2	1	-	-	2	2	1	-	-
	*	-	-	*	-	**1%x**	*	-	-	*	*	*	-	-
Apple	4	-	1	1	-	-	-	-	-	2	-	-	1	1
	*	-	*	*	-	-	-	-	-	*	-	-	*	*

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*** small base**

Doteveryone Tech Professionals - Omnibus

Table 42

Q3_sector_concerns. What technologies are you most concerned about when thinking about their potential impact on people and society in the next 10 years, and why?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
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Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Samsung	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other - brands	12	-	1	3	2	2	-	1	1	7	2	1	-	1
	1%	-	*	*1%*	*1%*	*1%*	-	**2%f**	**1%l**	**1%xl**	*	*	-	*
Other - negative comments	180	15	29	51	18	17	21	6	9	45	47	32	30	17
	8%	*8%*	*8%*	*9%*	*7%*	*7%*	*8%*	*9%*	*12%*	*8%*	*8%*	*7%*	*9%*	*7%*
Other - positive comments	33	3	8	3	7	6	1	-	2	9	10	2	6	4
	1%ck	*2%*	**2%c**	*1%*	**3%cf**	**3%cf**	*	-	**3%k**	*2%*	*2%*	*	*2%*	*2%*
No answer / no comment	148	17	37	32	12	10	17	9	4	33	48	24	19	20
	7%	**9%de**	**10%xcde**	*5%*	*5%*	*4%*	*7%*	**14%xcde**	*5%*	*6%*	*8%*	*6%*	*6%*	*9%*
Don't know / not sure	243	24	47	60	29	19	18	4	8	39	59	54	49	34
	11%fi	**13%f**	**12%f**	*10%*	*11%*	*8%*	*7%*	*6%*	*11%*	*7%*	*10%*	**12%i**	**15%xij**	**15%xij**
None / nothing / not excited / concerned about any technologies	294	26	60	66	35	32	25	11	13	64	79	59	48	31
	13%	*14%*	**16%cf**	*11%*	*13%*	*14%*	*10%*	*17%*	*17%*	*11%*	*13%*	*14%*	*15%*	*14%*
All of them / any / everything / excited / concerned about all technologies	45	8	10	4	5	6	2	2	2	12	8	7	10	6
	2%c	**4%xcf**	**3%c**	*1%*	*2%*	**3%c**	*1%*	*3%*	*3%*	*2%*	*1%*	*2%*	*3%*	*3%*
No answer / no comment	148	17	37	32	12	10	17	9	4	33	48	24	19	20
	7%	**9%de**	**10%xcde**	*5%*	*5%*	*4%*	*7%*	**14%xcde**	*5%*	*6%*	*8%*	*6%*	*6%*	*9%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 44

Q8_tech. We would now like your opinion about regulation of the technology sector and responsibility for the consequences of technology on people and society. Overall, would you say that the technology sector is regulated...

Base : All respondents

		Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
		(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base		2234	1092	1142	350	415	371	432	283	383
Too much	(+2)	87 **4%efgh**	51 *5%*	36 *3%*	33 **9%xefgh**	34 **8%xefgh**	6 *2%*	7 *2%*	2 *1%*	5 *1%*
Too little	(-2)	1115 **50%cde**	545 *50%*	570 *50%*	144 *41%*	170 *41%*	163 *44%*	213 **49%cd**	167 **59%xcdef**	258 **67%xcdefg**
About the right amount	(0)	604 **27%bgh**	323 **30%xb**	281 *25%*	121 **35%xfgh**	135 **33%xgh**	108 **29%gh**	121 **28%gh**	53 *19%*	66 *17%*
Don't know		428 **19%ach**	173 *16%*	255 **22%xa**	52 *15%*	76 *18%*	94 **25%xcdh**	91 **21%ch**	61 **22%ch**	54 *14%*
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		**-1.14bgh**	**-1.08xb**	**-1.20**	**-0.74xefgh**	**-0.80xefgh**	**-1.13gh**	**-1.21gh**	**-1.49**	**-1.54**
Standard Deviation		**1.17**	**1.20**	**1.13**	**1.35**	**1.33**	**1.08**	**1.06**	**0.92**	**0.91**
Standard Error		**0.03**	**0.04**	**0.04**	**0.08**	**0.07**	**0.06**	**0.06**	**0.06**	**0.05**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 45

Q8_tech. We would now like your opinion about regulation of the technology sector and responsibility for the consequences of technology on people and society. Overall, would you say that the technology sector is regulated...

Base : All respondents

		Total	Region (UKREGION1).												Employment (EMP01)		
		(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base		2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Too much	(+2)	87 **4%f**	4 *4%*	12 **5%f**	7 *4%*	8 **4%f**	4 *2%*	2 *1%*	9 **5%f**	9 *3%*	21 **7%xefhj**	2 *2%*	8 **4%f**	1 *2%*	62 **5%o**	10 *3%*	15 *2%*
Too little	(-2)	1115 *50%*	39 *42%*	118 *48%*	85 *45%*	97 *49%*	88 *54%*	109 *53%*	99 *52%*	168 **55%ac**	141 *48%*	53 *49%*	90 *49%*	28 *47%*	572 *48%*	150 *50%*	393 **53%m**
About the right amount	(0)	604 **27%h**	33 **36%bho**	61 *25%*	52 *28%*	53 *27%*	40 *25%*	56 *27%*	52 *28%*	68 *22%*	86 **29%h**	30 *28%*	56 **30%h**	17 *28%*	341 **29%o**	84 *28%*	179 *24%*
Don't know		428 *19%*	16 *17%*	53 **22%i**	44 **23%gi**	40 *20%*	31 *19%*	39 *19%*	29 *15%*	63 *20%*	44 *15%*	24 *22%*	31 *17%*	14 *23%*	213 *18%*	57 *19%*	158 *21%*
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		**-1.14h**	**-0.92efh o**	**-1.11**	**-1.08**	**-1.13**	**-1.27**	**-1.28**	**-1.13**	**-1.30**	**-0.97xef h**	**-1.20**	**-1.06h**	**-1.17**	**-1.05o**	**-1.15**	**-1.29**
Standard Deviation		**1.17**	**1.20**	**1.22**	**1.18**	**1.18**	**1.08**	**1.01**	**1.20**	**1.10**	**1.30**	**1.08**	**1.19**	**1.08**	**1.23**	**1.15**	**1.06**
Standard Error		**0.03**	**0.14**	**0.09**	**0.10**	**0.09**	**0.09**	**0.08**	**0.09**	**0.07**	**0.08**	**0.12**	**0.10**	**0.16**	**0.04**	**0.07**	**0.04**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 46

Q8_tech. We would now like your opinion about regulation of the technology sector and responsibility for the consequences of technology on people and society. Overall, would you say that the technology sector is regulated...

Base : All respondents

		Total	Role Type S2_tech_func.					
		(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base		2234	35*	92*	70*	7**	42*	14**
Too much	(+2)	87	9	13	2	-	8	-
		4%	**26%xc**	**14%xc**	*3%*	-	**19%xc**	-
Too little	(-2)	1115	9	39	38	5	20	9
		50%a	*26%*	*42%*	**54%a**	*71%*	*48%*	*64%*
About the right amount	(0)	604	14	35	24	2	12	4
		27%	*40%*	**38%x**	*34%*	*29%*	*29%*	*29%*
Don't know		428	3	5	6	-	2	1
		19%bce	*9%*	*5%*	*9%*	-	*5%*	*7%*
Not stated		-	-	-	-	-	-	-
		-	-	-	-	-	-	-
Mean		**-1.14**	**0.00xbc**	**-0.60xc**	**-1.13**	**-1.43**	**-0.60x**	**-1.38**
Standard Deviation		**1.17**	**1.52**	**1.43**	**1.12**	**0.98**	**1.58**	**0.96**
Standard Error		**0.03**	**0.27**	**0.15**	**0.14**	**0.37**	**0.25**	**0.27**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 47

Q8_tech. We would now like your opinion about regulation of the technology sector and responsibility for the consequences of technology on people and society. Overall, would you say that the technology sector is regulated...

Base : All respondents

		Total	Role S2_tech_func.																
		(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base		2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Too much	(+2)	87	4	3	2	2	1	3	1	-	-	-	6	-	-	-	-	-	1
		4%	*44%*	*27%*	*13%*	*11%*	*33%*	*38%*	*13%*	-	-	-	**18%x**	-	-	-	-	-	*4%*
Too little	(-2)	1115	3	3	3	8	-	3	3	3	4	1	13	1	3	-	7	8	12
		50%	*33%*	*27%*	*20%*	*42%*	-	*38%*	*38%*	*50%*	*80%*	*100%*	*39%*	*100%*	*50%*	-	*64%*	*50%*	*44%*
About the right amount	(0)	604	2	3	9	8	1	2	4	1	-	-	14	-	3	2	3	7	12
		27%	*22%*	*27%*	*60%*	*42%*	*33%*	*25%*	*50%*	*17%*	-	-	**42%x**	-	*50%*	*100%*	*27%*	*44%*	*44%*
Don't know		428	-	2	1	1	1	-	-	2	1	-	-	-	-	-	1	1	2
		19%q	-	*18%*	*7%*	*5%*	*33%*	-	-	*33%*	*20%*	-	-	-	-	-	*9%*	*6%*	*7%*
Not stated		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		**-1.14**	**0.22**	**0.00**	**-0.14**	**-0.67**	**1.00**	**0.00**	**-0.50**	**-1.50**	**-2.00**	**-2.00**	**-0.42x**	**-2.00**	**-1.00**	**0.00**	**-1.40**	**-1.07**	**-0.88**
Standard Deviation		**1.17**	**1.86**	**1.73**	**1.23**	**1.37**	**1.41**	**1.85**	**1.41**	**1.00**	**0.00**	**-**	**1.48**	**-**	**1.10**	**0.00**	**0.97**	**1.03**	**1.17**
Standard Error		**0.03**	**0.62**	**0.58**	**0.33**	**0.32**	**1.00**	**0.65**	**0.50**	**0.50**	**0.00**	**-**	**0.26**	**-**	**0.45**	**0.00**	**0.31**	**0.27**	**0.23**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 47

Q8_tech. We would now like your opinion about regulation of the technology sector and responsibility for the consequences of technology on people and society. Overall, would you say that the technology sector is regulated...

Base : All respondents

		Role S2_tech_func.										
		Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base		**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Too much	(+2)	**87**	1	-	-	-	-	1	1	-	-	2
		4%	*17%*	-	-	-	-	*25%*	*13%*	-	-	*100%*
Too little	(-2)	**1115**	3	8	2	2	1	2	4	1	2	-
		50%	*50%*	*80%*	*50%*	*100%*	*100%*	*50%*	*50%*	*25%*	*100%*	-
About the right amount		**604**	1	1	2	-	-	1	2	3	-	-
	(0)	***27%***	*17%*	*10%*	*50%*	-	-	*25%*	*25%*	*75%*	-	-
Don't know		**428**	1	1	-	-	-	-	1	-	-	-
		19%	*17%*	*10%*	-	-	-	-	*13%*	-	-	-
Not stated		**-**	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-
Mean		**-1.14**	**-0.80**	**-1.78**	**-1.00**	**-2.00**	**-2.00**	**-0.50**	**-0.86**	**-0.50**	**-2.00**	**2.00**
Standard Deviation		**1.17**	**1.79**	**0.67**	**1.15**	**0.00**	**-**	**1.91**	**1.57**	**1.00**	**0.00**	**0.00**
Standard Error		**0.03**	**0.80**	**0.22**	**0.58**	**0.00**	**-**	**0.96**	**0.59**	**0.50**	**0.00**	**0.00**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 47

Q8_tech. We would now like your opinion about regulation of the technology sector and responsibility for the consequences of technology on people and society. Overall, would you say that the technology sector is regulated...

Base : All respondents

		Role S2_tech_func.											
		Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base		**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Too much	(+2)	**87**	4	-	-	-	-	-	-	-	-	-	-
		4%	*31%*	-	-	-	-	-	-	-	-	-	-
Too little	(-2)	**1115**	6	2	2	1	2	1	4	-	-	-	2
		50%	*46%*	*100%*	*50%*	*33%*	*100%*	*100%*	*50%*	-	-	-	*100%*
About the right amount		**604**	3	-	1	2	-	-	3	-	1	-	-
	(0)	***27%***	*23%*	-	*25%*	*67%*	-	-	*38%*	-	*100%*	-	-
Don't know		**428**	-	-	1	-	-	-	1	-	-	-	-
		19%	-	-	*25%*	-	-	-	*13%*	-	-	-	-
Not stated		**-**	-	-	-	-	-	-	-	-	-	-	-
		-	-	-	-	-	-	-	-	-	-	-	-
Mean		**-1.14**	**-0.31**	**-2.00**	**-1.33**	**-0.67**	**-2.00**	**-2.00**	**-1.14**	**-**	**0.00**	**-**	**-2.00**
Standard Deviation		**1.17**	**1.80**	**0.00**	**1.15**	**1.15**	**0.00**	**-**	**1.07**	**-**	**-**	**-**	**0.00**
Standard Error		**0.03**	**0.50**	**0.00**	**0.67**	**0.67**	**0.00**	**-**	**0.40**	**-**	**-**	**-**	**0.00**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 48

Q8_tech. We would now like your opinion about regulation of the technology sector and responsibility for the consequences of technology on people and society. Overall, would you say that the technology sector is regulated...

Base : All respondents

		Total	Education (UK02EDU)						
		(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base		2234	14**	138	423	179	546	693	241
Too much	(+2)	87 *4%*	1 *7%*	5 *4%*	17 *4%*	6 *3%*	22 *4%*	30 *4%*	6 *2%*
Too little	(-2)	1115 **50%c**	3 *21%*	62 *45%*	187 *44%*	79 *44%*	275 *50%*	361 **52%c**	148 **61%xbcdef**
About the right amount	(0)	604 **27%f**	6 *43%*	45 **33%fg**	124 *29%*	52 *29%*	155 *28%*	168 *24%*	54 *22%*
Don't know		428 **19%g**	4 *29%*	26 *19%*	95 **22%eg**	42 **23%g**	94 *17%*	134 **19%g**	33 *14%*
Not stated		- -	- -	- -	- -	- -	- -	- -	- -
Mean		**-1.14g**	**-0.40**	**-1.02g**	**-1.04g**	**-1.07g**	**-1.12g**	**-1.18**	**-1.37**
Standard Deviation		**1.17**	**1.26**	**1.17**	**1.19**	**1.16**	**1.17**	**1.18**	**1.05**
Standard Error		**0.03**	**0.40**	**0.11**	**0.07**	**0.10**	**0.06**	**0.05**	**0.07**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 49

Q8_tech. We would now like your opinion about regulation of the technology sector and responsibility for the consequences of technology on people and society. Overall, would you say that the technology sector is regulated...

Base : All respondents

		Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
		(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base		2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Too much	(+2)	87 **4%jkl**	14 **8%xce**	16 *4%*	20 *3%*	12 *5%*	5 *2%*	9 *4%*	4 *6%*	7 **9%xjkl**	37 **7%xjkl**	16 *3%*	8 *2%*	5 *2%*	14 **6%jkl**
Too little	(-2)	1115 **50%am**	62 *34%*	197 **52%a**	302 **51%a**	142 **54%a**	119 **52%a**	130 **52%a**	31 **48%a**	48 **63%xjklm**	294 **52%m**	308 **50%m**	221 **51%m**	148 *46%*	96 *42%*
About the right amount	(0)	604 **27%h**	64 **35%xcd**	104 *27%*	150 *26%*	64 *24%*	73 *32%*	74 *29%*	21 *33%*	13 *17%*	148 *26%*	168 *28%*	121 *28%*	87 *27%*	67 **30%h**
Don't know		428 **19%ei**	41 **23%e**	64 *17%*	115 **20%e**	46 *17%*	30 *13%*	39 *15%*	8 *13%*	8 *11%*	85 *15%*	118 *19%*	85 *20%*	82 **25%xhij**	50 **22%hi**
Not stated		- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean		**-1.14**	**-0.69xbcdef**	**-1.14**	**-1.19**	**-1.19**	**-1.16**	**-1.14**	**-0.96**	**-1.21**	**-1.07**	**-1.19**	**-1.22**	**-1.19**	**-0.93xjkl**
Standard Deviation		**1.17**	**1.31**	**1.18**	**1.14**	**1.19**	**1.09**	**1.15**	**1.26**	**1.34**	**1.27**	**1.11**	**1.07**	**1.07**	**1.28**
Standard Error		**0.03**	**0.11**	**0.07**	**0.05**	**0.08**	**0.08**	**0.08**	**0.17**	**0.16**	**0.06**	**0.05**	**0.06**	**0.07**	**0.10**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 51

Q7_tech_most_resp. Of the following, who do you believe should take responsibility for the consequences a company's technology has for people and society? Please select all that apply.

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
An independent regulator	1004 **45%cd**	503 *46%*	501 *44%*	93 *27%*	165 **40%c**	176 **47%cd**	211 **49%cd**	157 **55%xcde**	202 **53%xcd**
The government	972 **44%h**	479 *44%*	493 *43%*	157 *45%*	176 *42%*	169 *46%*	207 **48%xgh**	114 *40%*	149 *39%*
An industry standards body	892 **40%c**	414 *38%*	478 *42%*	114 *33%*	151 *36%*	149 **40%c**	175 **41%c**	134 **47%xcd**	169 **44%cd**
The company's founders and leadership team	859 **38%ah**	364 *33%*	495 **43%xa**	154 **44%xfh**	175 **42%fh**	141 *38%*	153 *35%*	116 **41%h**	120 *31%*
The company's board, shareholders and investors	856 *38%*	407 *37%*	449 *39%*	119 *34%*	147 *35%*	146 *39%*	171 *40%*	120 **42%c**	153 *40%*
Individuals or teams directly involved in product development	775 **35%a**	330 *30%*	445 **39%xa**	118 *34%*	128 *31%*	127 *34%*	144 *33%*	104 *37%*	154 **40%xdf**
Consumers or users	589 *26%*	276 *25%*	313 *27%*	101 *29%*	121 *29%*	91 *25%*	101 *23%*	68 *24%*	107 *28%*
Consumer watchdog groups	551 **25%c**	261 *24%*	290 *25%*	56 *16%*	102 **25%c**	104 **28%cf**	92 *21%*	66 **23%c**	131 **34%xcdfg**
None of the above	158 **7%gh**	76 *7%*	82 *7%*	30 **9%gh**	33 **8%h**	44 **12%xfgh**	27 **6%h**	12 *4%*	12 *3%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 52

Q7_tech_most_resp. Of the following, who do you believe should take responsibility for the consequences a company's technology has for people and society? Please select all that apply.

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
An independent regulator	1004	34	114	88	79	66	106	84	148	129	43	83	30	506	156	342
	45%	*37%*	*47%*	*47%*	*40%*	*40%*	**51%xadej**	*44%*	*48%*	*44%*	*39%*	*45%*	*50%*	*43%*	**52%am**	*46%*
The government	972	35	109	88	78	70	91	85	130	123	45	87	31	542	122	308
	44%	*38%*	*45%*	*47%*	*39%*	*43%*	*44%*	*45%*	*42%*	*42%*	*41%*	*47%*	*52%*	*46%*	*41%*	*41%*
An industry standards body	892	35	101	78	75	59	81	75	122	117	39	85	25	456	136	300
	40%	*38%*	*41%*	*41%*	*38%*	*36%*	*39%*	*40%*	*40%*	*40%*	*36%*	*46%*	*42%*	*38%*	**45%m**	*40%*
The company's founders and leadership team	859	26	94	76	79	59	78	71	128	117	40	69	22	458	110	291
	38%a	*28%*	*39%*	**40%a**	*40%*	*36%*	*38%*	*38%*	**42%a**	**40%a**	*37%*	*37%*	*37%*	**39%a**	*37%*	**39%a**
The company's board, shareholders and investors	856	30	97	76	74	62	70	70	115	120	39	87	16	440	106	310
	38%	*33%*	*40%*	*40%*	*37%*	*38%*	*34%*	*37%*	*37%*	**41%l**	*36%*	**47%xafhl**	*27%*	*37%*	*35%*	**42%m**
Individuals or teams directly involved in product development	775	22	88	76	61	66	75	59	104	102	31	71	20	388	110	277
	35%a	*24%*	**36%a**	**40%adj**	*31%*	**40%aj**	**36%a**	*31%*	*34%*	**35%a**	*28%*	**38%a**	*33%*	*33%*	**37%a**	**37%am**
Consumers or users	589	26	56	49	57	38	47	49	91	90	24	50	12	299	84	206
	26%	*28%*	*23%*	*26%*	*29%*	*23%*	*23%*	*26%*	*30%*	**31%bf**	*22%*	*27%*	*20%*	*25%*	*28%*	*28%*
Consumer watchdog groups	551	22	64	37	42	36	51	53	80	74	24	56	12	277	74	200
	25%	*24%*	*26%*	*20%*	*21%*	*22%*	*25%*	*28%*	*26%*	*25%*	*22%*	**30%cd**	*20%*	*23%*	*25%*	*27%*
None of the above	158	12	17	13	16	10	13	7	26	18	9	10	7	90	22	46
	7%	**13%xgiko**	*7%*	*7%*	*8%*	*6%*	*6%*	*4%*	**8%g**	*6%*	*8%*	*5%*	**12%g**	*8%*	*7%*	*6%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 53

Q7_tech_most_resp. Of the following, who do you believe should take responsibility for the consequences a company's technology has for people and society? Please select all that apply.

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
An independent regulator	1004	10	29	24	2	10	7
	45%abe	*29%*	*32%*	*34%*	*29%*	*24%*	*50%*
The government	972	17	37	32	2	21	4
	44%	*49%*	*40%*	*46%*	*29%*	*50%*	*29%*
An industry standards body	892	10	23	28	2	15	7
	40%b	*29%*	*25%*	**40%b**	*29%*	*36%*	*50%*
The company's founders and leadership team	859	14	27	24	1	14	5
	38%	*40%*	*29%*	*34%*	*14%*	*33%*	*36%*
The company's board, shareholders and investors	856	10	32	30	5	17	5
	38%	*29%*	*35%*	*43%*	*71%*	*40%*	*36%*
Individuals or teams directly involved in product development	775	8	25	15	2	11	5
	35%c	*23%*	*27%*	*21%*	*29%*	*26%*	*36%*
Consumers or users	589	12	21	15	1	7	4
	26%	*34%*	*23%*	*21%*	*14%*	*17%*	*29%*
Consumer watchdog groups	551	9	18	17	3	9	2
	25%	*26%*	*20%*	*24%*	*43%*	*21%*	*14%*
None of the above	158	1	5	6	-	-	1
	7%	*3%*	*5%*	*9%*	-	-	*7%*
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 54

Q7_tech_most_resp. Of the following, who do you believe should take responsibility for the consequences a company's technology has for people and society? Please select all that apply.

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
An independent regulator	1004	1	3	6	6	-	3	2	3	3	1	10	1	-	-	4	5	9
	45%	*11%*	*27%*	*40%*	*32%*	-	*38%*	*25%*	*50%*	*60%*	*100%*	*30%*	*100%*	-	-	*36%*	*31%*	*33%*
The government	972	5	2	10	8	-	3	3	1	2	1	15	-	3	1	4	6	13
	44%	*56%*	*18%*	*67%*	*42%*	-	*38%*	*38%*	*17%*	*40%*	*100%*	*45%*	-	*50%*	*50%*	*36%*	*38%*	*48%*
An industry standards body	892	1	2	7	8	1	2	1	3	-	1	5	1	-	1	2	6	11
	40%q	*11%*	*18%*	*47%*	*42%*	*33%*	*25%*	*13%*	*50%*	-	*100%*	*15%*	*100%*	-	*50%*	*18%*	*38%*	*41%*
The company's founders and leadership team	859	5	4	5	8	-	3	1	1	-	1	9	1	1	2	4	4	11
	38%	*56%*	*36%*	*33%*	*42%*	-	*38%*	*13%*	*17%*	-	*100%*	*27%*	*100%*	*17%*	*100%*	*36%*	*25%*	*41%*
The company's board, shareholders and investors	856	1	4	5	8	-	3	3	4	1	1	9	1	1	1	7	7	7
	38%	*11%*	*36%*	*33%*	*42%*	-	*38%*	*38%*	*67%*	*20%*	*100%*	*27%*	*100%*	*17%*	*50%*	*64%*	*44%*	*26%*
Individuals or teams directly involved in product development	775	2	2	4	6	1	1	3	2	1	-	9	-	1	1	3	4	6
	35%	*22%*	*18%*	*27%*	*32%*	*33%*	*13%*	*38%*	*33%*	*20%*	-	*27%*	-	*17%*	*50%*	*27%*	*25%*	*22%*
Consumers or users	589	2	4	6	6	-	3	1	-	2	-	6	-	1	2	2	1	6
	26%	*22%*	*36%*	*40%*	*32%*	-	*38%*	*13%*	-	*40%*	-	*18%*	-	*17%*	*100%*	*18%*	*6%*	*22%*
Consumer watchdog groups	551	4	2	3	5	1	2	3	1	1	1	4	-	-	-	2	3	7
	25%	*44%*	*18%*	*20%*	*26%*	*33%*	*25%*	*38%*	*17%*	*20%*	*100%*	*12%*	-	-	-	*18%*	*19%*	*26%*
None of the above	158	-	-	1	1	-	-	-	-	-	-	3	-	1	-	1	1	3
	7%	-	-	*7%*	*5%*	-	-	-	-	-	-	*9%*	-	*17%*	-	*9%*	*6%*	*11%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 54

Q7_tech_most_resp. Of the following, who do you believe should take responsibility for the consequences a company's technology has for people and society? Please select all that apply.

Base : All respondents

		Role S2_tech_func.									
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
An independent regulator	**1004**	2	4	1	-	1	1	4	1	-	-
	45%	*33%*	*40%*	*25%*	-	*100%*	*25%*	*50%*	*25%*	-	-
The government	**972**	4	5	1	1	-	3	2	2	1	-
	44%	*67%*	*50%*	*25%*	*50%*	-	*75%*	*25%*	*50%*	*50%*	-
An industry standards body	**892**	4	5	2	-	-	3	2	1	1	-
	40%	*67%*	*50%*	*50%*	-	-	*75%*	*25%*	*25%*	*50%*	-
The company's founders and leadership team	**859**	2	3	1	-	-	1	4	-	-	1
	38%	*33%*	*30%*	*25%*	-	-	*25%*	*50%*	-	-	*50%*
The company's board, shareholders and investors	**856**	4	5	4	1	-	2	5	1	1	-
	38%	*67%*	*50%*	*100%*	*50%*	-	*50%*	*63%*	*25%*	*50%*	-
Individuals or teams directly involved in product development	**775**	2	-	2	-	-	1	3	1	1	-
	35%	*33%*	-	*50%*	-	-	*25%*	*38%*	*25%*	*50%*	-
Consumers or users	**589**	1	5	1	-	-	-	3	-	-	-
	26%	*17%*	*50%*	*25%*	-	-	-	*38%*	-	-	-
Consumer watchdog groups	**551**	2	3	2	-	1	1	2	1	-	1
	25%	*33%*	*30%*	*50%*	-	*100%*	*25%*	*25%*	*25%*	-	*50%*
None of the above	**158**	1	-	-	-	-	-	-	-	-	-
	7%	*17%*	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 54

Q7_tech_most_resp. Of the following, who do you believe should take responsibility for the consequences a company's technology has for people and society? Please select all that apply.

Base : All respondents

		Role S2_tech_func.										
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
An independent regulator	**1004**	3	-	-	1	1	-	4	-	1	-	1
	45%	*23%*	-	-	*33%*	*50%*	-	*50%*	-	*100%*	-	*50%*
The government	**972**	8	1	2	2	-	-	2	-	1	-	1
	44%	*62%*	*50%*	*50%*	*67%*	-	-	*25%*	-	*100%*	-	*50%*
An industry standards body	**892**	6	1	1	-	-	1	3	-	1	-	2
	40%	*46%*	*50%*	*25%*	-	-	*100%*	*38%*	-	*100%*	-	*100%*
The company's founders and leadership team	**859**	6	1	1	-	1	-	3	-	-	-	1
	38%	*46%*	*50%*	*25%*	-	*50%*	-	*38%*	-	-	-	*50%*
The company's board, shareholders and investors	**856**	5	1	2	-	1	-	3	-	1	-	-
	38%	*38%*	*50%*	*50%*	-	*50%*	-	*38%*	-	*100%*	-	-
Individuals or teams directly involved in product development	**775**	5	-	-	-	-	-	2	-	1	-	2
	35%	*38%*	-	-	-	-	-	*25%*	-	*100%*	-	*100%*
Consumers or users	**589**	3	-	1	-	-	-	1	-	1	-	2
	26%	*23%*	-	*25%*	-	-	-	*13%*	-	*100%*	-	*100%*
Consumer watchdog groups	**551**	3	1	-	-	-	-	2	-	-	-	-
	25%	*23%*	*50%*	-	-	-	-	*25%*	-	-	-	-
None of the above	**158**	-	-	-	-	-	-	1	-	-	-	-
	7%	-	-	-	-	-	-	*13%*	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
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Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 55

Q7_tech_most_resp. Of the following, who do you believe should take responsibility for the consequences a company's technology has for people and society? Please select all that apply.

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
An independent regulator	1004 **45%c**	1 *7%*	61 *44%*	160 *38%*	69 *39%*	246 **45%c**	345 **50%xcd**	122 **51%cd**
The government	972 **44%b**	4 *29%*	48 *35%*	168 *40%*	74 *41%*	241 **44%b**	319 **46%bc**	118 **49%bc**
An industry standards body	892 **40%cd**	2 *14%*	48 *35%*	133 *31%*	59 *33%*	224 **41%c**	309 **45%xbcd**	117 **49%xbcd**
The company's founders and leadership team	859 **38%b**	7 *50%*	28 *20%*	151 **36%b**	57 **32%b**	229 **42%bcd**	277 **40%bd**	110 **46%xbcd**
The company's board, shareholders and investors	856 **38%bcd**	3 *21%*	37 *27%*	129 *30%*	55 *31%*	215 **39%bcd**	291 **42%xbcd**	126 **52%xbcdef**
Individuals or teams directly involved in product development	775 *35%*	3 *21%*	43 *31%*	152 *36%*	58 *32%*	190 *35%*	241 *35%*	88 *37%*
Consumers or users	589 **26%d**	1 *7%*	32 *23%*	102 *24%*	31 *17%*	147 **27%d**	198 **29%d**	78 **32%xcd**
Consumer watchdog groups	551 *25%*	4 *29%*	41 *30%*	98 *23%*	37 *21%*	129 *24%*	168 *24%*	74 **31%xcdef**
None of the above	158 **7%fg**	5 *36%*	14 **10%fg**	35 **8%g**	21 **12%xfg**	39 **7%g**	37 *5%*	7 *3%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 56

Q7_tech_most_resp. Of the following, who do you believe should take responsibility for the consequences a company's technology has for people and society? Please select all that apply.

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
An independent regulator	1004	67	155	274	133	113	112	26	29	263	281	204	145	82
	45%am	*37%*	*41%*	**47%a**	**50%ab**	**50%ab**	*44%*	*41%*	*38%*	**47%m**	**46%m**	**47%m**	**45%m**	*36%*
The government	972	66	137	258	126	99	132	31	38	268	270	166	144	86
	44%abk	*36%*	*36%*	**44%b**	**48%ab**	*44%*	**52%xabc**	*48%*	*50%*	**48%xkm**	**44%k**	*38%*	*45%*	*38%*
An industry standards body	892	55	152	223	118	102	100	26	38	234	244	170	126	80
	40%a	*30%*	**40%a**	*38%*	**45%a**	**45%a**	**40%a**	*41%*	**50%m**	*41%*	*40%*	*39%*	*39%*	*35%*
The company's founders and leadership team	859	60	137	211	109	87	121	26	29	223	237	158	132	80
	38%	*33%*	*36%*	*36%*	*41%*	*38%*	**48%xabce**	*41%*	*38%*	*40%*	*39%*	*36%*	*41%*	*35%*
The company's board, shareholders and investors	856	59	125	214	109	98	117	26	31	225	251	162	102	85
	38%bl	*33%*	*33%*	*36%*	**41%b**	**43%ab**	**46%xabc**	*41%*	*41%*	**40%l**	**41%l**	*37%*	*32%*	*37%*
Individuals or teams directly involved in product development	775	59	146	200	92	71	76	21	28	195	216	140	119	77
	35%	*33%*	**38%f**	*34%*	*35%*	*31%*	*30%*	*33%*	*37%*	*35%*	*35%*	*32%*	*37%*	*34%*
Consumers or users	589	56	83	154	66	68	67	17	19	151	176	99	81	63
	26%b	**31%b**	*22%*	*26%*	*25%*	**30%b**	*27%*	*27%*	*25%*	*27%*	**29%k**	*23%*	*25%*	*28%*
Consumer watchdog groups	551	45	91	158	71	50	54	14	22	123	169	89	101	47
	25%k	*25%*	*24%*	*27%*	*27%*	*22%*	*21%*	*22%*	*29%*	*22%*	**28%xikm**	*20%*	**31%xikm**	*21%*
None of the above	158	26	30	35	12	14	12	3	3	31	37	40	25	22
	7%	**14%xbcdefg**	*8%*	*6%*	*5%*	*6%*	*5%*	*5%*	*4%*	*5%*	*6%*	**9%i**	*8%*	**10%i**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 58

Q7b_tech_most_resp_b. And of the following, who do you believe should take the greatest responsibility for the consequences a company's technology has for people and society?
Note - includes single answers from Q7_tech_most_resp

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
The company's founders and leadership team	380 **17%ah**	162 *15%*	218 **19%xa**	75 **21%xfgh**	89 **21%xfgh**	72 **19%gh**	62 *14%*	38 *13%*	44 *11%*
The government	368 **16%b**	210 **19%xb**	158 *14%*	61 *17%*	69 *17%*	51 *14%*	91 **21%xegh**	41 *14%*	55 *14%*
An independent regulator	359 **16%c**	181 *17%*	178 *16%*	22 *6%*	57 **14%c**	54 **15%c**	84 **19%xcd**	55 **19%cd**	87 **23%xcde**
The company's board, shareholders and investors	347 **16%d**	180 *16%*	167 *15%*	43 *12%*	47 *11%*	55 *15%*	78 **18%cd**	58 **20%xcd**	66 **17%d**
An industry standards body	215 *10%*	98 *9%*	117 *10%*	32 *9%*	42 *10%*	35 *9%*	37 *9%*	32 *11%*	37 *10%*
Individuals or teams directly involved in product development	210 **9%af**	82 *8%*	128 **11%xa**	47 **13%xdef**	32 *8%*	29 *8%*	22 *5%*	28 **10%f**	52 **14%xdef**
None of the above	158 **7%gh**	76 *7%*	82 *7%*	30 **9%gh**	33 **8%h**	44 **12%xfgh**	27 **6%h**	12 *4%*	12 *3%*
Consumers or users	128 *6%*	63 *6%*	65 *6%*	30 **9%xegh**	32 **8%e**	15 *4%*	22 *5%*	12 *4%*	17 *4%*
Consumer watchdog groups	69 *3%*	40 *4%*	29 *3%*	10 *3%*	14 *3%*	16 *4%*	9 *2%*	7 *2%*	13 *3%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 59

Q7b_tech_most_resp_b. And of the following, who do you believe should take the greatest responsibility for the consequences a company's technology has for people and society?
Note - includes single answers from Q7_tech_most_resp

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
The company's founders and leadership team	380 *17%*	12 *13%*	39 *16%*	36 *19%*	34 *17%*	25 *15%*	33 *16%*	34 *18%*	60 *19%*	47 *16%*	15 *14%*	33 *18%*	12 *20%*	211 *18%*	49 *16%*	120 *16%*
The government	368 *16%*	12 *13%*	43 *18%*	36 *19%*	31 *16%*	26 *16%*	29 *14%*	36 *19%*	44 *14%*	52 *18%*	20 *18%*	30 *16%*	9 *15%*	219 **18%o**	45 *15%*	104 *14%*
An independent regulator	359 **16%ad**	7 *8%*	43 **18%a**	27 *14%*	22 *11%*	25 *15%*	48 **23%xacdh jk**	35 **19%ad**	48 *16%*	51 **17%a**	14 *13%*	28 *15%*	11 **18%a**	173 *15%*	55 **18%a**	131 **18%a**
The company's board, shareholders and investors	347 *16%*	20 *22%*	38 *16%*	29 *15%*	31 *16%*	24 *15%*	27 *13%*	30 *16%*	42 *14%*	44 *15%*	18 *17%*	38 **21%fh**	6 *10%*	174 *15%*	47 *16%*	126 *17%*
An industry standards body	215 *10%*	12 *13%*	23 *9%*	15 *8%*	25 *13%*	14 *9%*	19 *9%*	18 *10%*	27 *9%*	28 *10%*	11 *10%*	20 *11%*	3 *5%*	121 *10%*	32 *11%*	62 *8%*
Individuals or teams directly involved in product development	210 *9%*	5 *5%*	24 *10%*	20 *11%*	17 *9%*	22 **13%ag**	23 *11%*	11 *6%*	27 *9%*	28 *10%*	11 *10%*	14 *8%*	8 *13%*	99 *8%*	25 *8%*	86 **12%m**
None of the above	158 *7%*	12 **13%xgiko**	17 *7%*	13 *7%*	16 *8%*	10 *6%*	13 *6%*	7 *4%*	26 **8%g**	18 *6%*	9 *8%*	10 *5%*	7 **12%g**	90 *8%*	22 *7%*	46 *6%*
Consumers or users	128 *6%*	8 **9%f**	9 *4%*	9 *5%*	15 **8%f**	10 *6%*	6 *3%*	15 **8%fk**	21 *7%*	21 **7%f**	6 *6%*	6 *3%*	2 *3%*	67 *6%*	19 *6%*	42 *6%*
Consumer watchdog groups	69 **3%i**	4 **4%i**	8 *3%*	3 *2%*	7 *4%*	7 **4%i**	8 **4%i**	3 *2%*	13 **4%i**	3 *1%*	5 **5%i**	6 *3%*	2 *3%*	34 *3%*	7 *2%*	28 *4%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 60

Q7b_tech_most_resp_b. And of the following, who do you believe should take the greatest responsibility for the consequences a company's technology has for people and society?
Note - includes single answers from Q7_tech_most_resp

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
The company's founders and leadership team	380 *17%*	9 **26%b**	9 *10%*	13 *19%*	1 *14%*	10 **24%b**	2 *14%*
The government	368 *16%*	9 *26%*	20 *22%*	11 *16%*	1 *14%*	10 *24%*	2 *14%*
An independent regulator	359 *16%*	3 *9%*	12 *13%*	12 *17%*	1 *14%*	6 *14%*	3 *21%*
The company's board, shareholders and investors	347 *16%*	2 *6%*	21 **23%a**	14 *20%*	4 *57%*	5 *12%*	1 *7%*
An industry standards body	215 *10%*	1 *3%*	8 *9%*	8 *11%*	- -	7 *17%*	3 *21%*
Individuals or teams directly involved in product development	210 *9%*	5 *14%*	8 *9%*	3 *4%*	- -	2 *5%*	2 *14%*
None of the above	158 *7%*	1 *3%*	5 *5%*	6 *9%*	- -	- -	1 *7%*
Consumers or users	128 **6%c**	5 **14%xc**	4 *4%*	- -	- -	1 *2%*	- -
Consumer watchdog groups	69 *3%*	- -	5 *5%*	3 *4%*	- -	1 *2%*	- -
Not stated	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 61

Q7b_tech_most_resp_b. And of the following, who do you believe should take the greatest responsibility for the consequences a company's technology has for people and society?
Note - includes single answers from Q7_tech_most_resp

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
The company's founders and leadership team	380	4	4	1	3	-	-	-	-	-	-	3	1	-	2	2	4	5
	17%	*44%*	*36%*	*7%*	*16%*	-	-	-	-	-	-	*9%*	*100%*	-	*100%*	*18%*	*25%*	*19%*
The government	368	2	1	6	3	-	1	2	-	1	-	10	-	3	-	1	2	7
	16%	*22%*	*9%*	*40%*	*16%*	-	*13%*	*25%*	-	*20%*	-	**30%x**	-	*50%*	-	*9%*	*13%*	*26%*
An independent regulator	359	-	2	1	1	-	1	1	1	3	-	5	-	-	-	2	3	4
	16%	-	*18%*	*7%*	*5%*	-	*13%*	*13%*	*17%*	*60%*	-	*15%*	-	-	-	*18%*	*19%*	*15%*
The company's board, shareholders and investors	347	-	1	1	6	-	2	1	3	1	1	6	-	1	-	3	3	3
	16%	-	*9%*	*7%*	*32%*	-	*25%*	*13%*	*50%*	*20%*	*100%*	*18%*	-	*17%*	-	*27%*	*19%*	*11%*
An industry standards body	215	-	-	1	2	1	2	1	1	-	-	1	-	-	-	-	2	3
	10%	-	-	*7%*	*11%*	*33%*	*25%*	*13%*	*17%*	-	-	*3%*	-	-	-	-	*13%*	*11%*
Individuals or teams directly involved in product development	210	2	1	2	2	1	1	1	1	-	-	2	-	-	-	1	1	-
	9%	*22%*	*9%*	*13%*	*11%*	*33%*	*13%*	*13%*	*17%*	-	-	*6%*	-	-	-	*9%*	*6%*	-
None of the above	158	-	-	1	1	-	-	-	-	-	-	3	-	1	-	1	1	3
	7%	-	-	*7%*	*5%*	-	-	-	-	-	-	*9%*	-	*17%*	-	*9%*	*6%*	*11%*
Consumers or users	128	1	2	2	1	-	-	-	-	-	-	2	-	1	-	-	-	-
	6%	*11%*	*18%*	*13%*	*5%*	-	-	-	-	-	-	*6%*	-	*17%*	-	-	-	-
Consumer watchdog groups	69	-	-	-	-	1	1	2	-	-	-	1	-	-	-	1	-	2
	3%	-	-	-	-	*33%*	*13%*	*25%*	-	-	-	*3%*	-	-	-	*9%*	-	*7%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 61

Q7b_tech_most_resp_b. And of the following, who do you believe should take the greatest responsibility for the consequences a company's technology has for people and society?
Note - includes single answers from Q7_tech_most_resp

Base : All respondents

		Role S2_tech_func.									
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
The company's founders and leadership team	**380**	-	2	1	-	-	-	3	-	-	1
	17%	-	*20%*	*25%*	-	-	-	*38%*	-	-	*50%*
The government	**368**	-	1	-	1	-	-	1	1	1	-
	16%	-	*10%*	-	*50%*	-	-	*13%*	*25%*	*50%*	-
An independent regulator	**359**	1	2	-	-	1	1	2	1	-	-
	16%	*17%*	*20%*	-	-	*100%*	*25%*	*25%*	*25%*	-	-
The company's board, shareholders and investors	**347**	2	3	3	1	-	1	-	1	1	-
	16%	*33%*	*30%*	*75%*	*50%*	-	*25%*	-	*25%*	*50%*	-
An industry standards body	**215**	1	2	-	-	-	2	1	-	-	-
	10%	*17%*	*20%*	-	-	-	*50%*	*13%*	-	-	-
Individuals or teams directly involved in product development	**210**	1	-	-	-	-	-	-	1	-	-
	9%	*17%*	-	-	-	-	-	-	*25%*	-	-
None of the above	**158**	1	-	-	-	-	-	-	-	-	-
	7%	*17%*	-	-	-	-	-	-	-	-	-
Consumers or users	**128**	-	-	-	-	-	-	1	-	-	-
	6%	-	-	-	-	-	-	*13%*	-	-	-
Consumer watchdog groups	**69**	-	-	-	-	-	-	-	-	-	1
	3%	-	-	-	-	-	-	-	-	-	*50%*
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
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Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 61

Q7b_tech_most_resp_b. And of the following, who do you believe should take the greatest responsibility for the consequences a company's technology has for people and society?
Note - includes single answers from Q7_tech_most_resp

Base : All respondents

		Role S2_tech_func.										
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
The company's founders and leadership team	**380**	4	1	1	-	1	-	1	-	-	-	-
	17%	*31%*	*50%*	*25%*	-	*50%*	-	*13%*	-	-	-	-
The government	**368**	3	1	1	2	-	-	2	-	-	-	-
	16%	*23%*	*50%*	*25%*	*67%*	-	-	*25%*	-	-	-	-
An independent regulator	**359**	1	-	-	1	1	-	2	-	-	-	-
	16%	*8%*	-	-	*33%*	*50%*	-	*25%*	-	-	-	-
The company's board, shareholders and investors	**347**	1	-	1	-	-	-	1	-	-	-	-
	16%	*8%*	-	*25%*	-	-	-	*13%*	-	-	-	-
An industry standards body	**215**	3	-	1	-	-	1	-	-	-	-	2
	10%	*23%*	-	*25%*	-	-	*100%*	-	-	-	-	*100%*
Individuals or teams directly involved in product development	**210**	1	-	-	-	-	-	1	-	1	-	-
	9%	*8%*	-	-	-	-	-	*13%*	-	*100%*	-	-
None of the above	**158**	-	-	-	-	-	-	1	-	-	-	-
	7%	-	-	-	-	-	-	*13%*	-	-	-	-
Consumers or users	**128**	-	-	-	-	-	-	-	-	-	-	-
	6%	-	-	-	-	-	-	-	-	-	-	-
Consumer watchdog groups	**69**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 62

Q7b_tech_most_resp_b. And of the following, who do you believe should take the greatest responsibility for the consequences a company's technology has for people and society?
Note - includes single answers from Q7_tech_most_resp

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
The company's founders and leadership team	380 **17%b**	4 *29%*	9 *7%*	65 **15%b**	30 **17%b**	112 **21%xbc**	115 **17%b**	45 **19%b**
The government	368 *16%*	3 *21%*	24 *17%*	69 *16%*	37 **21%e**	78 *14%*	115 *17%*	42 *17%*
An independent regulator	359 *16%*	1 *7%*	27 *20%*	73 *17%*	25 *14%*	79 *14%*	108 *16%*	46 *19%*
The company's board, shareholders and investors	347 **16%c**	- -	14 *10%*	50 *12%*	24 *13%*	86 *16%*	127 **18%xbc**	46 **19%bc**
An industry standards body	215 *10%*	- -	15 *11%*	33 *8%*	14 *8%*	52 *10%*	77 *11%*	24 *10%*
Individuals or teams directly involved in product development	210 **9%g**	- -	22 **16%xefg**	55 **13%xefg**	17 **9%g**	45 *8%*	60 **9%g**	11 *5%*
None of the above	158 **7%fg**	5 *36%*	14 **10%fg**	35 **8%g**	21 **12%xfg**	39 **7%g**	37 *5%*	7 *3%*
Consumers or users	128 *6%*	- -	7 *5%*	26 *6%*	6 *3%*	37 *7%*	41 *6%*	11 *5%*
Consumer watchdog groups	69 **3%f**	1 *7%*	6 *4%*	17 **4%f**	5 *3%*	18 *3%*	13 *2%*	9 *4%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 63

Q7b_tech_most_resp_b. And of the following, who do you believe should take the greatest responsibility for the consequences a company's technology has for people and society?
Note - includes single answers from Q7_tech_most_resp

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
The company's founders and leadership team	380 *17%*	27 *15%*	60 *16%*	101 *17%*	39 *15%*	34 *15%*	58 **23%xabcde**	10 *16%*	14 *18%*	106 *19%*	99 *16%*	72 *17%*	57 *18%*	32 *14%*
The government	368 **16%k**	30 *17%*	53 *14%*	97 *17%*	51 *19%*	30 *13%*	55 **22%xbe**	11 *17%*	16 *21%*	93 *16%*	110 **18%k**	57 *13%*	57 *18%*	35 *15%*
An independent regulator	359 **16%f**	21 *12%*	66 **17%f**	104 **18%f**	56 **21%xaf**	39 **17%f**	26 *10%*	8 *13%*	9 *12%*	93 *16%*	94 *15%*	80 *18%*	54 *17%*	29 *13%*
The company's board, shareholders and investors	347 *16%*	23 *13%*	55 *14%*	84 *14%*	48 *18%*	47 **21%xabc**	41 *16%*	13 *20%*	15 *20%*	86 *15%*	102 *17%*	69 *16%*	40 *12%*	35 *15%*
An industry standards body	215 *10%*	13 *7%*	34 *9%*	52 *9%*	20 *8%*	34 **15%xabcdf**	22 *9%*	9 *14%*	7 *9%*	68 **12%xj**	51 *8%*	46 *11%*	26 *8%*	17 *7%*
Individuals or teams directly involved in product development	210 **9%e**	18 *10%*	49 **13%xef**	55 *9%*	22 *8%*	13 *6%*	19 *8%*	4 *6%*	5 *7%*	49 *9%*	57 *9%*	37 *9%*	34 *11%*	28 *12%*
None of the above	158 *7%*	26 **14%xbcdefg**	30 *8%*	35 *6%*	12 *5%*	14 *6%*	12 *5%*	3 *5%*	3 *4%*	31 *5%*	37 *6%*	40 **9%i**	25 *8%*	22 **10%i**
Consumers or users	128 *6%*	15 **8%d**	20 *5%*	34 *6%*	10 *4%*	12 *5%*	15 *6%*	5 *8%*	4 *5%*	31 *5%*	38 *6%*	25 *6%*	15 *5%*	15 *7%*
Consumer watchdog groups	69 **3%i**	8 *4%*	14 *4%*	25 *4%*	6 *2%*	4 *2%*	4 *2%*	1 *2%*	3 *4%*	7 *1%*	22 **4%i**	9 *2%*	14 **4%i**	14 **6%xik**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 65

Male/Female

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Male	1092 **49%bcg**	1092 **100%xb**	- -	151 *43%*	194 *47%*	193 **52%cg**	216 **50%g**	113 *40%*	225 **59%xcdfg**
Female	1142 **51%ah**	- -	1142 **100%xa**	199 **57%xeh**	221 **53%h**	178 *48%*	216 **50%h**	170 **60%xefh**	158 *41%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 66

Male/Female

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Male	1092	41	120	92	99	76	105	90	145	145	62	89	28	575	185	332
	49%	*45%*	*49%*	*49%*	*50%*	*47%*	*51%*	*48%*	*47%*	*50%*	*57%*	*48%*	*47%*	*48%*	**61%amo**	*45%*
Female	1142	51	124	96	99	87	101	99	163	147	47	96	32	613	116	413
	51%	**55%n**	*51%*	*51%*	*50%*	*53%*	*49%*	*52%*	*53%*	*50%*	*43%*	*52%*	*53%*	**52%n**	*39%*	**55%n**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 67

Male/Female

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Male	1092	20	57	46	5	31	9
	49%	*57%*	**62%x**	**66%x**	*71%*	**74%x**	*64%*
Female	1142	15	35	24	2	11	5
	51%bce	*43%*	*38%*	*34%*	*29%*	*26%*	*36%*
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 68

Male/Female

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Male	1092	8	6	6	2	1	4	7	5	4	-	29	1	2	2	6	12	16
	49%	*89%*	*55%*	*40%*	*11%*	*33%*	*50%*	*88%*	*83%*	*80%*	-	**88%x**	*100%*	*33%*	*100%*	*55%*	*75%*	*59%*
Female	1142	1	5	9	17	2	4	1	1	1	1	4	-	4	-	5	4	11
	51%q	*11%*	*45%*	*60%*	*89%*	*67%*	*50%*	*13%*	*17%*	*20%*	*100%*	*12%*	-	*67%*	-	*45%*	*25%*	*41%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 68

Male/Female

Base : All respondents

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Male	**1092**	3	9	2	2	1	3	5	3	2	2
	49%	*50%*	*90%*	*50%*	*100%*	*100%*	*75%*	*63%*	*75%*	*100%*	*100%*
Female	**1142**	3	1	2	-	-	1	3	1	-	-
	51%	*50%*	*10%*	*50%*	-	-	*25%*	*38%*	*25%*	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 68

Male/Female

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Male	**1092**	9	2	3	2	1	1	6	-	1	-	-
	49%	*69%*	*100%*	*75%*	*67%*	*50%*	*100%*	*75%*	-	*100%*	-	-
Female	**1142**	4	-	1	1	1	-	2	-	-	-	2
	51%	*31%*	-	*25%*	*33%*	*50%*	-	*25%*	-	-	-	*100%*
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 69

Male/Female

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Male	1092	7	64	193	92	256	358	122
	49%	*50%*	*46%*	*46%*	*51%*	*47%*	*52%*	*51%*
Female	1142	7	74	230	87	290	335	119
	51%	*50%*	*54%*	*54%*	*49%*	*53%*	*48%*	*49%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 70

Male/Female

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Male	1092	94	176	291	136	121	136	38	32	284	299	223	150	104
	49%	*52%*	*46%*	*50%*	*52%*	*53%*	*54%*	*59%*	*42%*	*50%*	*49%*	*51%*	*47%*	*46%*
Female	1142	87	205	296	128	106	116	26	44	280	311	212	172	123
	51%	*48%*	*54%*	*50%*	*48%*	*47%*	*46%*	*41%*	*58%*	*50%*	*51%*	*49%*	*53%*	*54%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 72

Age (QUOTARANGE)

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
16 to 24	350	151	199	350	-	-	-	-	-
	16%adefgh	*14%*	**17%xa**	**100%xdefgh**	-	-	-	-	-
25 to 34	415	194	221	-	415	-	-	-	-
	19%cefgh	*18%*	*19%*	-	**100%xcefgh**	-	-	-	-
35 to 44	371	193	178	-	-	371	-	-	-
	17%cdfgh	*18%*	*16%*	-	-	**100%xcdfgh**	-	-	-
45 to 54	432	216	216	-	-	-	432	-	-
	19%cdegh	*20%*	*19%*	-	-	-	**100%xcdegh**	-	-
55 to 75	666	338	328	-	-	-	-	283	383
	30%cdef	*31%*	*29%*	-	-	-	-	**100%xcdef**	**100%xcdef**
Not stated	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 73

Age (QUOTARANGE)

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi-tion (part-time or full time) incl. own busin-ess (n)	Not employ-ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
16 to 24	350 *16%*	8 *9%*	38 *16%*	24 *13%*	32 *16%*	25 *15%*	36 **17%a**	36 **19%a**	42 *14%*	39 *13%*	22 **20%a**	38 **21%achi**	10 *17%*	181 **15%n**	26 *9%*	143 **19%amn**
25 to 34	415 **19%bf**	13 *14%*	32 *13%*	44 **23%bf**	37 **19%f**	28 *17%*	24 *12%*	38 **20%f**	72 **23%xbf**	60 **21%bf**	23 **21%f**	33 *18%*	11 *18%*	275 **23%ao**	62 **21%o**	78 *10%*
35 to 44	371 *17%*	17 *18%*	43 *18%*	33 *18%*	31 *16%*	19 *12%*	41 **20%e**	31 *16%*	49 *16%*	51 *17%*	13 *12%*	31 *17%*	12 *20%*	222 **19%o**	54 **18%o**	95 *13%*
45 to 54	432 *19%*	20 **22%o**	55 *23%*	37 *20%*	36 *18%*	38 *23%*	37 *18%*	35 *19%*	51 *17%*	58 *20%*	18 *17%*	36 *19%*	11 *18%*	263 **22%o**	68 **23%o**	101 *14%*
55 to 75	666 *30%*	34 **37%km**	76 *31%*	50 *27%*	62 *31%*	53 *33%*	68 *33%*	49 *26%*	94 *31%*	84 *29%*	33 *30%*	47 *25%*	16 *27%*	247 *21%*	91 **30%m**	328 **44%mn**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 74

Age (QUOTARANGE)

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
16 to 24	350	7	26	16	2	9	2
	16%	*20%*	**28%x**	*23%*	*29%*	*21%*	*14%*
25 to 34	415	19	37	22	4	18	4
	19%	**54%xc**	**40%x**	**31%x**	*57%*	**43%x**	*29%*
35 to 44	371	5	11	10	1	6	6
	17%	*14%*	*12%*	*14%*	*14%*	*14%*	*43%*
45 to 54	432	4	12	8	-	7	1
	19%	*11%*	*13%*	*11%*	-	*17%*	*7%*
55 to 75	666	-	6	14	-	2	1
	30%abe	-	*7%*	**20%abe**	-	*5%*	*7%*
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 75

Age (QUOTARANGE)

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
16 to 24	350	3	1	3	7	2	5	2	-	1	-	5	1	3	-	4	2	9
	16%	*33%*	*9%*	*20%*	*37%*	*67%*	*63%*	*25%*	-	*20%*	-	*15%*	*100%*	*50%*	-	*36%*	*13%*	*33%*
25 to 34	415	5	9	5	9	1	3	4	-	2	-	15	-	2	1	4	7	9
	19%	*56%*	*82%*	*33%*	*47%*	*33%*	*38%*	*50%*	-	*40%*	-	**45%x**	-	*33%*	*50%*	*36%*	*44%*	*33%*
35 to 44	371	1	1	3	1	-	-	1	-	1	1	5	-	1	1	-	2	3
	17%	*11%*	*9%*	*20%*	*5%*	-	-	*13%*	-	*20%*	*100%*	*15%*	-	*17%*	*50%*	-	*13%*	*11%*
45 to 54	432	-	-	4	-	-	-	1	5	1	-	5	-	-	-	2	1	4
	19%	-	-	*27%*	-	-	-	*13%*	*83%*	*20%*	-	*15%*	-	-	-	*18%*	*6%*	*15%*
55 to 75	666	-	-	-	2	-	-	-	1	-	-	3	-	-	-	1	4	2
	30%q	-	-	-	*11%*	-	-	-	*17%*	-	-	*9%*	-	-	-	*9%*	*25%*	*7%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 75

Age (QUOTARANGE)

Base : All respondents

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
16 to 24	**350**	1	-	2	-	-	-	1	-	-	-
	16%	*17%*	-	*50%*	-	-	-	*13%*	-	-	-
25 to 34	**415**	1	1	1	2	1	2	6	2	1	2
	19%	*17%*	*10%*	*25%*	*100%*	*100%*	*50%*	*75%*	*50%*	*50%*	*100%*
35 to 44	**371**	2	3	1	-	-	2	1	-	-	-
	17%	*33%*	*30%*	*25%*	-	-	*50%*	*13%*	-	-	-
45 to 54	**432**	-	1	-	-	-	-	-	2	1	-
	19%	-	*10%*	-	-	-	-	-	*50%*	*50%*	-
55 to 75	**666**	2	5	-	-	-	-	-	-	-	-
	30%	*33%*	*50%*	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 75

Age (QUOTARANGE)

Base : All respondents

	Total Base	Role S2_tech_func.										
		Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
16 to 24	**350**	6	-	2	-	1	-	1	-	-	-	-
	16%	*46%*	-	*50%*	-	*50%*	-	*13%*	-	-	-	-
25 to 34	**415**	5	-	-	-	-	1	2	-	-	-	1
	19%	*38%*	-	-	-	-	*100%*	*25%*	-	-	-	*50%*
35 to 44	**371**	-	1	-	2	1	-	4	-	1	-	-
	17%	-	*50%*	-	*67%*	*50%*	-	*50%*	-	*100%*	-	-
45 to 54	**432**	2	1	1	-	-	-	-	-	-	-	1
	19%	*15%*	*50%*	*25%*	-	-	-	-	-	-	-	*50%*
55 to 75	**666**	-	-	1	1	-	-	1	-	-	-	-
	30%	-	-	*25%*	*33%*	-	-	*13%*	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 76

Age (QUOTARANGE)

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
16 to 24	350 **16%dfg**	2 *14%*	20 **14%g**	76 **18%dfg**	17 *9%*	129 **24%xbcdfg**	89 **13%g**	17 *7%*
25 to 34	415 **19%bc**	7 *50%*	15 *11%*	50 *12%*	41 **23%bce**	89 **16%c**	167 **24%xbce**	46 **19%bc**
35 to 44	371 **17%bc**	1 *7%*	7 *5%*	54 **13%b**	38 **21%bc**	83 **15%b**	133 **19%xbc**	55 **23%xbce**
45 to 54	432 **19%f**	2 *14%*	19 *14%*	94 **22%bf**	43 **24%bf**	108 *20%*	111 *16%*	55 **23%bf**
55 to 75	666 **30%de**	2 *14%*	77 **56%xcdefg**	149 **35%xdef**	40 *22%*	137 *25%*	193 *28%*	68 *28%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 77

Age (QUOTARANGE)

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
16 to 24	350	43	66	73	30	32	35	17	13	94	89	42	44	68
	16%cdk	**24%xcdef**	**17%cd**	*12%*	*11%*	*14%*	*14%*	**27%xcdef**	*17%*	**17%k**	**15%k**	*10%*	*14%*	**30%xhijkl**
25 to 34	415	34	56	128	52	47	54	13	13	130	124	69	43	36
	19%bl	*19%*	*15%*	**22%xb**	*20%*	*21%*	**21%b**	*20%*	*17%*	**23%xklm**	**20%l**	*16%*	*13%*	*16%*
35 to 44	371	27	56	89	45	50	55	9	8	94	106	73	60	30
	17%	*15%*	*15%*	*15%*	*17%*	**22%xbc**	**22%xbc**	*14%*	*11%*	*17%*	*17%*	*17%*	*19%*	*13%*
45 to 54	432	31	63	120	48	43	50	13	15	101	110	115	61	30
	19%m	*17%*	*17%*	*20%*	*18%*	*19%*	*20%*	*20%*	*20%*	*18%*	*18%*	**26%xijlm**	*19%*	*13%*
55 to 75	666	46	140	177	89	55	58	12	27	145	181	136	114	63
	30%fgi	*25%*	**37%xacefg**	**30%f**	**34%efg**	*24%*	*23%*	*19%*	*36%*	*26%*	*30%*	*31%*	**35%xi**	*28%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

KIDS02. How many children under the age of 18 are living in your household?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
None	1600 **72%bde**	829 **76%xb**	771 *68%*	259 **74%de**	236 **57%e**	169 *46%*	298 **69%de**	262 **93%xcdef**	376 **98%xcdefg**
1 or more	634 **28%agh**	263 *24%*	371 **32%xa**	91 **26%gh**	179 **43%xcfgh**	202 **54%xcdfgh**	134 **31%gh**	21 **7%h**	7 *2%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

KIDS02. How many children under the age of 18 are living in your household?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
None	1600	61	174	136	147	120	145	135	212	218	82	130	40	776	245	579
	72%	*66%*	*71%*	*72%*	*74%*	*74%*	*70%*	*71%*	*69%*	*75%*	*75%*	*70%*	*67%*	*65%*	**81%am**	**78%am**
1 or more	634	31	70	52	51	43	61	54	96	74	27	55	20	412	56	166
	28%	**34%no**	*29%*	*28%*	*26%*	*26%*	*30%*	*29%*	*31%*	*25%*	*25%*	*30%*	*33%*	**35%no**	*19%*	*22%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 81

KIDS02. How many children under the age of 18 are living in your household?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
None	1600	20	47	44	4	27	8
	72%b	*57%*	*51%*	*63%*	*57%*	*64%*	*57%*
1 or more	634	15	45	26	3	15	6
	28%	*43%*	**49%x**	*37%*	*43%*	*36%*	*43%*
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

KIDS02. How many children under the age of 18 are living in your household?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
None	1600	4	8	8	10	2	4	4	5	2	-	16	1	3	-	6	11	13
72%q		*44%*	*73%*	*53%*	*53%*	*67%*	*50%*	*50%*	*83%*	*40%*	-	*48%*	*100%*	*50%*	-	*55%*	*69%*	*48%*
1 or more	634	5	3	7	9	1	4	4	1	3	1	17	-	3	2	5	5	14
28%		*56%*	*27%*	*47%*	*47%*	*33%*	*50%*	*50%*	*17%*	*60%*	*100%*	**52%x**	-	*50%*	*100%*	*45%*	*31%*	*52%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 82

KIDS02. How many children under the age of 18 are living in your household?

Base : All respondents

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
None	**1600**	4	10	1	2	1	2	4	1	2	2
	72%	*67%*	*100%*	*25%*	*100%*	*100%*	*50%*	*50%*	*25%*	*100%*	*100%*
1 or more	**634**	2	-	3	-	-	2	4	3	-	-
	28%	*33%*	-	*75%*	-	-	*50%*	*50%*	*75%*	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 82

KIDS02. How many children under the age of 18 are living in your household?

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
None	**1600**	10	-	4	2	1	-	6	-	-	-	1
	72%	*77%*	-	*100%*	*67%*	*50%*	-	*75%*	-	-	-	*50%*
1 or more	**634**	3	2	-	1	1	1	2	-	1	-	1
	28%	*23%*	*100%*	-	*33%*	*50%*	*100%*	*25%*	-	*100%*	-	*50%*
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

KIDS02. How many children under the age of 18 are living in your household?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
None	1600 **72%dg**	6 *43%*	116 **84%xdefg**	322 **76%xdeg**	115 *64%*	384 *70%*	501 **72%dg**	156 *65%*
1 or more	634 **28%bc**	8 *57%*	22 *16%*	101 *24%*	64 **36%xbcf**	162 **30%bc**	192 **28%b**	85 **35%xbcf**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 84

KIDS02. How many children under the age of 18 are living in your household?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
None	1600	155	302	408	181	143	159	37	53	364	431	329	248	175
	72%efgi	**86%xcdefg**	**79%xcdefg**	*70%*	*69%*	*63%*	*63%*	*58%*	*70%*	*65%*	**71%i**	**76%xi**	**77%xij**	**77%i**
1 or more	634	26	79	179	83	84	93	27	23	200	179	106	74	52
	28%abkl	*14%*	*21%*	**30%ab**	**31%ab**	**37%xab**	**37%xab**	**42%xab**	*30%*	**35%xjklm**	**29%l**	*24%*	*23%*	*23%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 86

UK02EDU. What is your highest level of education attained?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Primary school	14 *1%*	7 *1%*	7 *1%*	2 *1%*	7 **2%xeh**	1 *	2 *	2 *1%*	- -
Secondary school (age under 15 years old)	138 **6%de**	64 *6%*	74 *6%*	20 **6%e**	15 *4%*	7 *2%*	19 **4%e**	21 **7%de**	56 **15%xcdefg**
GNVQ / GSVQ / GCSE/ SCE standard.	423 **19%de**	193 *18%*	230 *20%*	76 **22%de**	50 *12%*	54 *15%*	94 **22%de**	74 **26%xdeh**	75 **20%d**
NVQ1, NVQ2	179 **8%ch**	92 *8%*	87 *8%*	17 *5%*	41 **10%ch**	38 **10%ch**	43 **10%ch**	22 *8%*	18 *5%*
NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar.	546 **24%h**	256 *23%*	290 *25%*	129 **37%xdefgh**	89 *21%*	83 *22%*	108 **25%h**	64 *23%*	73 *19%*
NVQ4 / HNC / HND / Bachelor's degree or similar.	693 **31%cf**	358 *33%*	335 *29%*	89 *25%*	167 **40%xcfgh**	133 **36%xcfg**	111 *26%*	76 *27%*	117 *31%*
NVQ5 or post-graduate diploma.	241 **11%c**	122 *11%*	119 *10%*	17 *5%*	46 **11%c**	55 **15%xcg**	55 **13%c**	24 *8%*	44 **11%c**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

UK02EDU. What is your highest level of education attained?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Primary school	14 *1%*	- -	1 *	3 *2%*	1 *1%*	- -	1 *	- -	2 *1%*	2 *1%*	- -	2 *1%*	2 **3%xbeg**	4 *	- -	10 **1%mn**
Secondary school (age under 15 years old)	138 **6%c**	7 *8%*	18 **7%c**	5 *3%*	14 **7%c**	8 *5%*	22 **11%xcei**	10 *5%*	22 **7%c**	13 *4%*	5 *5%*	12 *6%*	2 *3%*	45 *4%*	14 *5%*	79 **11%mn**
GNVQ / GSVQ / GCSE/ SCE standard.	423 *19%*	11 *12%*	52 *21%*	31 *16%*	43 **22%a**	32 *20%*	34 *17%*	38 *20%*	65 *21%*	48 *16%*	24 *22%*	30 *16%*	15 **25%a**	203 *17%*	57 *19%*	163 **22%am**
NVQ1, NVQ2	179 *8%*	8 *9%*	24 **10%k**	13 *7%*	15 *8%*	17 **10%k**	17 *8%*	21 **11%k**	21 *7%*	19 *7%*	12 **11%k**	8 *4%*	4 *7%*	103 *9%*	26 *9%*	50 *7%*
NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar.	546 **24%i**	28 **30%il**	54 *22%*	55 **29%il**	55 **28%il**	41 *25%*	49 *24%*	47 *25%*	79 *26%*	57 *20%*	23 *21%*	49 *26%*	9 *15%*	297 *25%*	63 *21%*	186 *25%*
NVQ4 / HNC / HND / Bachelor's degree or similar.	693 *31%*	26 *28%*	64 *26%*	67 **36%b**	53 *27%*	49 *30%*	61 *30%*	57 *30%*	91 *30%*	115 **39%xbdefghj**	31 *28%*	59 *32%*	20 *33%*	387 **33%o**	102 **34%o**	204 *27%*
NVQ5 or post-graduate diploma.	241 *11%*	12 **13%o**	31 *13%*	14 *7%*	17 *9%*	16 *10%*	22 *11%*	16 *8%*	28 *9%*	38 *13%*	14 *13%*	25 *14%*	8 *13%*	149 **13%o**	39 **13%o**	53 *7%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 88

UK02EDU. What is your highest level of education attained?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Primary school	14 *1%*	- -	1 *1%*	1 *1%*	- -	- -	- -
Secondary school (age under 15 years old)	138 *6%*	- -	4 *4%*	4 *6%*	- -	1 *2%*	- -
GNVQ / GSVQ / GCSE/ SCE standard.	423 **19%b**	6 *17%*	7 *8%*	15 **21%b**	- -	4 *10%*	1 *7%*
NVQ1, NVQ2	179 **8%b**	2 *6%*	1 *1%*	6 **9%b**	- -	2 *5%*	2 *14%*
NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar.	546 *24%*	6 *17%*	26 *28%*	17 *24%*	- -	9 *21%*	3 *21%*
NVQ4 / HNC / HND / Bachelor's degree or similar.	693 *31%*	14 *40%*	38 **41%xc**	18 *26%*	6 *86%*	19 **45%xc**	6 *43%*
NVQ5 or post-graduate diploma.	241 *11%*	7 *20%*	15 *16%*	9 *13%*	1 *14%*	7 *17%*	2 *14%*
Not stated	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 89

UK02EDU. What is your highest level of education attained?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Primary school	14	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	1%	-	-	-	*5%*	-	-	-	-	-	-	-	-	-	-	-	-	*4%*
Secondary school (age under 15 years old)	138	-	-	-	1	-	1	1	-	-	-	-	-	1	-	-	-	3
	6%	-	-	-	*5%*	-	*13%*	*13%*	-	-	-	-	-	*17%*	-	-	-	*11%*
GNVQ / GSVQ / GCSE/ SCE standard.	423	2	1	3	2	-	1	1	1	-	-	2	-	-	-	4	2	8
	19%	*22%*	*9%*	*20%*	*11%*	-	*13%*	*13%*	*17%*	-	-	*6%*	-	-	-	*36%*	*13%*	*30%*
NVQ1, NVQ2	179	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	4	1
	8%	*11%*	-	*7%*	-	-	-	-	-	-	-	*3%*	-	-	-	-	*25%*	*4%*
NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar.	546	1	1	4	4	1	1	1	3	3	-	9	1	3	-	3	3	9
	24%	*11%*	*9%*	*27%*	*21%*	*33%*	*13%*	*13%*	*50%*	*60%*	-	*27%*	*100%*	*50%*	-	*27%*	*19%*	*33%*
NVQ4 / HNC / HND / Bachelor's degree or similar.	693	3	5	6	6	1	5	3	2	2	-	15	-	2	2	4	5	2
	31%	*33%*	*45%*	*40%*	*32%*	*33%*	*63%*	*38%*	*33%*	*40%*	-	*45%*	-	*33%*	*100%*	*36%*	*31%*	*7%*
NVQ5 or post-graduate diploma.	241	2	4	1	5	1	-	2	-	-	1	6	-	-	-	-	2	3
	11%	*22%*	*36%*	*7%*	*26%*	*33%*	-	*25%*	-	-	*100%*	*18%*	-	-	-	-	*13%*	*11%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 89

UK02EDU. What is your highest level of education attained?

Base : All respondents

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Primary school	**14**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Secondary school (age under 15 years old)	**138**	1	-	-	-	-	-	-	-	-	-
	6%	*17%*	-	-	-	-	-	-	-	-	-
GNVQ / GSVQ / GCSE/ SCE standard.	**423**	-	1	-	-	-	1	-	2	1	-
	19%	-	*10%*	-	-	-	*25%*	-	*50%*	*50%*	-
NVQ1, NVQ2	**179**	1	-	-	-	-	-	-	-	1	-
	8%	*17%*	-	-	-	-	-	-	-	*50%*	-
NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar.	**546**	1	1	-	-	-	-	2	1	-	-
	24%	*17%*	*10%*	-	-	-	-	*25%*	*25%*	-	-
NVQ4 / HNC / HND / Bachelor's degree or similar.	**693**	1	6	3	2	1	-	3	1	-	2
	31%	*17%*	*60%*	*75%*	*100%*	*100%*	-	*38%*	*25%*	-	*100%*
NVQ5 or post-graduate diploma.	**241**	2	2	1	-	-	3	3	-	-	-
	11%	*33%*	*20%*	*25%*	-	-	*75%*	*38%*	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 89

UK02EDU. What is your highest level of education attained?

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Primary school	**14**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Secondary school (age under 15 years old)	**138**	-	-	-	1	-	-	-	-	-	-	-
	6%	-	-	-	*33%*	-	-	-	-	-	-	-
GNVQ / GSVQ / GCSE/ SCE standard.	**423**	-	-	-	-	-	-	1	-	-	-	-
	19%	-	-	-	-	-	-	*13%*	-	-	-	-
NVQ1, NVQ2	**179**	1	-	-	-	-	1	1	-	-	-	-
	8%	*8%*	-	-	-	-	*100%*	*13%*	-	-	-	-
NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar.	**546**	3	1	-	2	1	-	1	-	-	-	1
	24%	*23%*	*50%*	-	*67%*	*50%*	-	*13%*	-	-	-	*50%*
NVQ4 / HNC / HND / Bachelor's degree or similar.	**693**	9	1	3	-	-	-	5	-	1	-	-
	31%	*69%*	*50%*	*75%*	-	-	-	*63%*	-	*100%*	-	-
NVQ5 or post-graduate diploma.	**241**	-	-	1	-	1	-	-	-	-	-	1
	11%	-	-	*25%*	-	*50%*	-	-	-	-	-	*50%*
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 90

UK02EDU. What is your highest level of education attained?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Primary school	14	14	-	-	-	-	-	-
	1%f	*100%*	-	-	-	-	-	-
Secondary school (age under 15 years old)	138	-	138	-	-	-	-	-
	6%cdefg	-	**100%xcdefg**	-	-	-	-	-
GNVQ / GSVQ / GCSE/ SCE standard.	423	-	-	423	-	-	-	-
	19%bdefg	-	-	**100%xbdefg**	-	-	-	-
NVQ1, NVQ2	179	-	-	-	179	-	-	-
	8%bcefg	-	-	-	**100%xbcefg**	-	-	-
NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar.	546	-	-	-	-	546	-	-
	24%bcdfg	-	-	-	-	**100%xbcdfg**	-	-
NVQ4 / HNC / HND / Bachelor's degree or similar.	693	-	-	-	-	-	693	-
	31%bcdeg	-	-	-	-	-	**100%xbcdeg**	-
NVQ5 or post-graduate diploma.	241	-	-	-	-	-	-	241
	11%bcdef	-	-	-	-	-	-	**100%xbcdef**
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 91

UK02EDU. What is your highest level of education attained?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Primary school	14	4	1	2	3	-	2	-	-	2	2	2	3	5
	1%	**2%xbce**	*	*	*1%*	-	*1%*	-	-	*	*	*	*1%*	**2%xijk**
Secondary school (age under 15 years old)	138	19	36	38	10	7	3	1	2	17	27	32	32	28
	6%efij	**10%xdefg**	**9%xdefg**	**6%f**	*4%*	*3%*	*1%*	*2%*	*3%*	*3%*	*4%*	**7%ij**	**10%xhij**	**12%xhijk**
GNVQ / GSVQ / GCSE/ SCE standard.	423	47	103	120	37	27	25	6	9	69	94	89	104	58
	19%defgij	**26%xdefg**	**27%xcdefg**	**20%defg**	*14%*	*12%*	*10%*	*9%*	*12%*	*12%*	*15%*	**20%ij**	**32%xhijk**	**26%xhij**
NVQ1, NVQ2	179	17	55	47	22	5	12	-	3	24	46	43	44	19
	8%efgi	**9%eg**	**14%xcdefg**	**8%eg**	**8%eg**	*2%*	*5%*	-	*4%*	*4%*	**8%i**	**10%i**	**14%xhij**	**8%i**
NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar.	546	41	75	153	65	66	56	9	12	128	153	124	73	56
	24%bg	*23%*	*20%*	**26%bg**	*25%*	**29%bg**	*22%*	*14%*	*16%*	*23%*	*25%*	**29%xhi**	*23%*	*25%*
NVQ4 / HNC / HND / Bachelor's degree or similar.	693	43	88	176	94	92	109	29	32	229	213	115	54	50
	31%abklm	*24%*	*23%*	**30%b**	**36%ab**	**41%xabc**	**43%xabc**	**45%xabc**	**42%xklm**	**41%xjklm**	**35%xklm**	**26%l**	*17%*	*22%*
NVQ5 or post-graduate diploma.	241	10	23	51	33	30	45	19	18	95	75	30	12	11
	11%abklm	*6%*	*6%*	*9%*	**13%ab**	**13%ab**	**18%xabc**	**30%xabcdef**	**24%xjklm**	**17%xjklm**	**12%klm**	*7%*	*4%*	*5%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 93

EMP01. What is your current employment status?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Employed full-time	824 **37%bh**	481 **44%xb**	343 *30%*	124 **35%h**	227 **55%xcefgh**	164 **44%xcgh**	191 **44%xcgh**	91 **32%h**	27 *7%*
Employed part-time	364 **16%ad**	94 *9%*	270 **24%xa**	57 *16%*	48 *12%*	58 *16%*	72 **17%d**	62 **22%xde**	67 **17%d**
Self employed	183 **8%bc**	112 **10%xb**	71 *6%*	8 *2%*	26 **6%c**	26 **7%c**	39 **9%c**	31 **11%cd**	53 **14%xcdef**
Own business manager / employer	- -	- -	- -	- -	- -	- -	- -	- -	- -
Unemployed but looking for a job	118 **5%bgh**	73 **7%xb**	45 *4%*	18 **5%gh**	36 **9%xgh**	28 **8%xgh**	29 **7%gh**	6 **2%h**	1 *
Unemployed and not looking for a job/Long-term sick or disabled	148 **7%h**	66 *6%*	82 *7%*	18 **5%h**	31 **7%h**	28 **8%h**	37 **9%h**	31 **11%xch**	3 *1%*
Full-time parent, homemaker	155 **7%ach**	25 *2%*	130 **11%xa**	3 *1%*	30 **7%ch**	59 **16%xcdfgh**	41 **9%xch**	20 **7%ch**	2 *1%*
On maternity benefit	- -	- -	- -	- -	- -	- -	- -	- -	- -
Retired	295 **13%bcdef**	166 **15%xb**	129 *11%*	- -	1 *	3 *1%*	19 **4%cde**	42 **15%cdef**	230 **60%xcdefg**
Student/Pupil	147 **7%defgh**	75 *7%*	72 *6%*	122 **35%xdefgh**	16 **4%efgh**	5 **1%h**	4 *1%*	- -	- -
Military	- -	- -	- -	- -	- -	- -	- -	- -	- -
Prefer not to answer	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 94

EMP01. What is your current employment status?

Base : All respondents

	Total	Region (UKREGION1).													Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Employed full-time	824 *37%*	33 **36%no**	85 *35%*	78 **41%j**	70 *35%*	65 *40%*	82 **40%j**	64 *34%*	106 *34%*	119 **41%j**	31 *28%*	70 *38%*	21 *35%*	824 **69%ano**	- -	- -
Employed part-time	364 **16%i**	15 **16%no**	48 **20%i**	32 *17%*	31 *16%*	33 **20%i**	27 *13%*	40 **21%fi**	53 **17%i**	33 *11%*	18 *17%*	27 *15%*	7 *12%*	364 **31%ano**	- -	- -
Self employed	183 *8%*	9 **10%mo**	18 *7%*	12 *6%*	15 *8%*	13 *8%*	23 *11%*	16 *8%*	24 *8%*	24 *8%*	11 *10%*	15 *8%*	3 *5%*	- -	183 **61%amo**	- -
Own business manager / employer	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Unemployed but looking for a job	118 *5%*	6 **7%mo**	9 *4%*	9 *5%*	13 *7%*	4 *2%*	8 *4%*	14 **7%e**	15 *5%*	16 *5%*	8 *7%*	12 *6%*	4 *7%*	- -	118 **39%amo**	- -
Unemployed and not looking for a job/Long-term sick or disabled	148 *7%*	3 **3%mn**	19 *8%*	11 *6%*	20 **10%xaeg**	7 *4%*	14 *7%*	7 *4%*	21 *7%*	19 *7%*	9 *8%*	9 *5%*	9 **15%xacefg hik**	- -	- -	148 **20%amn**
Full-time parent, homemaker	155 *7%*	8 **9%mn**	15 *6%*	14 *7%*	16 *8%*	7 *4%*	13 *6%*	12 *6%*	29 **9%ei**	15 *5%*	6 *6%*	15 *8%*	5 *8%*	- -	- -	155 **21%amn**
On maternity benefit	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Retired	295 *13%*	18 **20%gmn**	31 *13%*	23 *12%*	24 *12%*	24 *15%*	26 *13%*	20 *11%*	41 *13%*	44 *15%*	15 *14%*	22 *12%*	7 *12%*	- -	- -	295 **40%amn**
Student/Pupil	147 **7%a**	- -	19 **8%a**	9 **5%a**	9 **5%a**	10 **6%a**	13 **6%a**	16 **8%a**	19 **6%a**	22 **8%a**	11 **10%a**	15 **8%a**	4 **7%a**	- -	- -	147 **20%amn**
Military	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Prefer not to answer	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 95

EMP01. What is your current employment status?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Employed full-time	824 *37%*	32 **91%xc**	72 **78%x**	52 **74%x**	6 *86%*	37 **88%x**	10 *71%*
Employed part-time	364 **16%a**	1 *3%*	11 *12%*	9 *13%*	- -	4 *10%*	2 *14%*
Self employed	183 *8%*	2 *6%*	9 *10%*	9 *13%*	1 *14%*	1 *2%*	2 *14%*
Own business manager / employer	- -	- -	- -	- -	- -	- -	- -
Unemployed but looking for a job	118 **5%bc**	- -	- -	- -	- -	- -	- -
Unemployed and not looking for a job/Long-term sick or disabled	148 **7%bc**	- -	- -	- -	- -	- -	- -
Full-time parent, homemaker	155 **7%bc**	- -	- -	- -	- -	- -	- -
On maternity benefit	- -	- -	- -	- -	- -	- -	- -
Retired	295 **13%abce**	- -	- -	- -	- -	- -	- -
Student/Pupil	147 **7%bc**	- -	- -	- -	- -	- -	- -
Military	- -	- -	- -	- -	- -	- -	- -
Prefer not to answer	- -	- -	- -	- -	- -	- -	- -
Not stated	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 96

EMP01. What is your current employment status?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Employed full-time	824	8	10	14	15	2	6	8	3	3	-	28	-	5	2	11	10	21
	37%	*89%*	*91%*	*93%*	*79%*	*67%*	*75%*	*100%*	*50%*	*60%*	-	**85%x**	-	*83%*	*100%*	*100%*	*63%*	*78%*
Employed part-time	364	1	-	-	2	1	1	-	-	1	1	3	1	1	-	-	2	5
	16%	*11%*	-	-	*11%*	*33%*	*13%*	-	-	*20%*	*100%*	*9%*	*100%*	*17%*	-	-	*13%*	*19%*
Self employed	183	-	1	1	2	-	1	-	3	1	-	2	-	-	-	-	4	1
	8%	-	*9%*	*7%*	*11%*	-	*13%*	-	*50%*	*20%*	-	*6%*	-	-	-	-	*25%*	*4%*
Own business manager / employer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployed but looking for a job	118	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployed and not looking for a job/Long-term sick or disabled	148	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Full-time parent, homemaker	155	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
On maternity benefit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retired	295	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	13%q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Student/Pupil	147	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Military	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 96

EMP01. What is your current employment status?

Base : All respondents

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Employed full-time	**824**	5	5	4	1	1	4	8	4	2	2
	37%	*83%*	*50%*	*100%*	*50%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Employed part-time	**364**	-	2	-	-	-	-	-	-	-	-
	16%	-	*20%*	-	-	-	-	-	-	-	-
Self employed	**183**	1	3	-	1	-	-	-	-	-	-
	8%	*17%*	*30%*	-	*50%*	-	-	-	-	-	-
Own business manager / employer	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Unemployed but looking for a job	**118**	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-
Unemployed and not looking for a job/Long-term sick or disabled	**148**	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-
Full-time parent, homemaker	**155**	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-
On maternity benefit	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Retired	**295**	-	-	-	-	-	-	-	-	-	-
	13%	-	-	-	-	-	-	-	-	-	-
Student/Pupil	**147**	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-
Military	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 96

EMP01. What is your current employment status?

Base : All respondents

	Total Base	Role S2_tech_func.										
		Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Employed full-time	**824**	11	2	2	2	1	1	6	-	1	-	1
	37%	*85%*	*100%*	*50%*	*67%*	*50%*	*100%*	*75%*	-	*100%*	-	*50%*
Employed part-time	**364**	1	-	2	1	1	-	-	-	-	-	1
	16%	*8%*	-	*50%*	*33%*	*50%*	-	-	-	-	-	*50%*
Self employed	**183**	1	-	-	-	-	-	2	-	-	-	-
	8%	*8%*	-	-	-	-	-	*25%*	-	-	-	-
Own business manager / employer	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Unemployed but looking for a job	**118**	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-
Unemployed and not looking for a job/Long-term sick or disabled	**148**	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-
Full-time parent, homemaker	**155**	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-
On maternity benefit	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Retired	**295**	-	-	-	-	-	-	-	-	-	-	-
	13%	-	-	-	-	-	-	-	-	-	-	-
Student/Pupil	**147**	-	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-
Military	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 97

EMP01. What is your current employment status?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Employed full-time	824 **37%bc**	4 *29%*	24 *17%*	125 **30%b**	71 **40%bc**	210 **38%bc**	284 **41%xbc**	106 **44%xbc**
Employed part-time	364 *16%*	- -	21 *15%*	78 *18%*	32 *18%*	87 *16%*	103 *15%*	43 *18%*
Self employed	183 **8%b**	- -	5 *4%*	28 *7%*	12 *7%*	42 *8%*	65 **9%b**	31 **13%xbcde**
Own business manager / employer	- -	- -	- -	- -	- -	- -	- -	- -
Unemployed but looking for a job	118 *5%*	- -	9 *7%*	29 **7%e**	14 **8%eg**	21 *4%*	37 *5%*	8 *3%*
Unemployed and not looking for a job/Long-term sick or disabled	148 **7%fg**	4 *29%*	15 **11%xfg**	37 **9%fg**	13 **7%g**	43 **8%fg**	32 **5%g**	4 *2%*
Full-time parent, homemaker	155 *7%*	3 *21%*	8 *6%*	39 **9%xe**	19 **11%xefg**	30 *5%*	43 *6%*	13 *5%*
On maternity benefit	- -	- -	- -	- -	- -	- -	- -	- -
Retired	295 **13%de**	1 *7%*	49 **36%xcdefg**	53 *13%*	15 *8%*	58 *11%*	93 *13%*	26 *11%*
Student/Pupil	147 **7%d**	2 *14%*	7 *5%*	34 **8%d**	3 *2%*	55 **10%xdfg**	36 **5%d**	10 *4%*
Military	- -	- -	- -	- -	- -	- -	- -	- -
Prefer not to answer	- -	- -	- -	- -	- -	- -	- -	- -
Not stated	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 98

EMP01. What is your current employment status?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Employed full-time	824	10	99	219	117	118	152	41	37	234	242	184	113	14
	37%abm	*6%*	**26%a**	**37%ab**	**44%xab**	**52%xabc**	**60%xabcd**	**64%xabcd**	**49%xlm**	**41%xm**	**40%m**	**42%xlm**	**35%m**	*6%*
Employed part-time	364	28	72	108	38	26	32	3	12	88	109	67	79	9
	16%egm	**15%g**	**19%efg**	**18%efg**	**14%g**	*11%*	*13%*	*5%*	**16%m**	**16%m**	**18%m**	**15%m**	**25%xijkm**	*4%*
Self employed	183	21	29	51	13	24	17	10	10	50	44	46	25	8
	8%dm	**12%d**	*8%*	*9%*	*5%*	**11%d**	*7%*	**16%xbdf**	**13%m**	**9%m**	**7%m**	**11%xm**	**8%m**	*4%*
Own business manager / employer	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployed but looking for a job	118	39	23	27	5	8	2	-	5	27	32	20	15	19
	5%df	**22%xbcdefg**	**6%dfg**	**5%f**	*2%*	**4%f**	*1%*	-	*7%*	*5%*	*5%*	*5%*	*5%*	**8%x**
Unemployed and not looking for a job/Long-term sick or disabled	148	30	41	31	13	3	6	-	-	17	27	13	15	76
	7%efghijk	**17%xcdefg**	**11%xcdefg**	**5%e**	**5%e**	*1%*	*2%*	-	-	*3%*	*4%*	*3%*	*5%*	**33%xhijkl**
Full-time parent, homemaker	155	7	32	48	17	12	14	3	3	37	35	27	19	34
	7%	*4%*	**8%a**	**8%a**	*6%*	*5%*	*6%*	*5%*	*4%*	*7%*	*6%*	*6%*	*6%*	**15%xhijkl**
On maternity benefit	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retired	295	20	69	80	47	22	14	3	6	82	82	66	44	15
	13%fgm	**11%f**	**18%xaefg**	**14%fg**	**18%xefg**	*10%*	*6%*	*5%*	*8%*	**15%m**	**13%m**	**15%m**	**14%m**	*7%*
Student/Pupil	147	26	16	23	14	14	15	4	3	29	39	12	12	52
	7%bckl	**14%xbcdef**	*4%*	*4%*	*5%*	*6%*	*6%*	*6%*	*4%*	*5%*	**6%k**	*3%*	*4%*	**23%xhijkl**
Military	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 100

HHCMP10. How many people are living or staying at your current address?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
1	406 **18%bcde**	229 **21%xb**	177 *15%*	35 *10%*	54 *13%*	52 *14%*	84 **19%cde**	77 **27%xcdef**	104 **27%xcdef**
2	805 **36%cde**	409 *37%*	396 *35%*	79 *23%*	119 *29%*	91 *25%*	152 **35%cde**	134 **47%xcdef**	230 **60%xcdefg**
3	471 **21%agh**	204 *19%*	267 **23%xa**	79 **23%gh**	127 **31%xcefgh**	90 **24%gh**	95 **22%gh**	43 **15%h**	37 *10%*
4	365 **16%agh**	158 *14%*	207 **18%xa**	87 **25%xgh**	79 **19%gh**	90 **24%xgh**	83 **19%gh**	20 **7%h**	6 *2%*
5	125 **6%fgh**	59 *5%*	66 *6%*	41 **12%xdfgh**	27 **7%fgh**	33 **9%xfgh**	13 *3%*	7 *2%*	4 *1%*
6	41 **2%h**	22 *2%*	19 *2%*	14 **4%xfgh**	8 **2%h**	12 **3%xfgh**	4 *1%*	2 *1%*	1 *
7	6 *	4 *	2 *	5 **1%xdfgh**	- -	1 *	- -	- -	- -
8	7 *	4 *	3 *	5 **1%xdfgh**	- -	2 *1%*	- -	- -	- -
9	4 *	- -	4 *	4 **1%xdefh**	- -	- -	- -	- -	- -
10	- -	- -	- -	- -	- -	- -	- -	- -	- -
11	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -
12+	3 *	3 *	- -	- -	1 *	- -	1 *	- -	1 *
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 101

HHCMP10. How many people are living or staying at your current address?

Base : All respondents

	Total	Region (UKREGION1).													Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
1	406	21	46	39	32	26	31	32	48	61	23	36	11	195	73	138
	18%	*23%*	*19%*	*21%*	*16%*	*16%*	*15%*	*17%*	*16%*	*21%*	*21%*	*19%*	*18%*	*16%*	**24%mo**	*19%*
2	805	34	80	77	66	68	75	71	103	103	38	70	20	420	113	272
	36%	*37%*	*33%*	*41%*	*33%*	*42%*	*36%*	*38%*	*33%*	*35%*	*35%*	*38%*	*33%*	*35%*	*38%*	*37%*
3	471	16	56	33	45	33	42	37	79	56	26	33	15	277	56	138
	21%	*17%*	*23%*	*18%*	*23%*	*20%*	*20%*	*20%*	**26%xck**	*19%*	*24%*	*18%*	*25%*	**23%o**	*19%*	*19%*
4	365	15	39	24	35	27	38	37	50	48	10	36	6	205	37	123
	16%j	*16%*	*16%*	*13%*	**18%j**	*17%*	**18%j**	**20%j**	*16%*	*16%*	*9%*	**19%j**	*10%*	**17%n**	*12%*	*17%*
5	125	4	15	9	10	7	16	7	20	14	10	7	6	68	15	42
	6%	*4%*	*6%*	*5%*	*5%*	*4%*	*8%*	*4%*	*6%*	*5%*	*9%*	*4%*	*10%*	*6%*	*5%*	*6%*
6	41	2	8	5	3	1	3	4	4	7	2	1	1	18	5	18
	2%	*2%*	*3%*	*3%*	*2%*	*1%*	*1%*	*2%*	*1%*	*2%*	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*
7	6	-	-	-	2	1	-	1	-	1	-	1	-	2	-	4
	*	-	-	-	*1%*	*1%*	-	*1%*	-	*	-	*1%*	-	*	-	*1%*
8	7	-	-	1	2	-	1	-	3	-	-	-	-	1	-	6
	*	-	-	*1%*	*1%*	-	*	-	**1%x**	-	-	-	-	*	-	**1%m**
9	4	-	-	-	3	-	-	-	1	-	-	-	-	2	2	-
	*	-	-	-	**2%xi**	-	-	-	*	-	-	-	-	*	**1%o**	-
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	*	-	-	-	-	-	*
12+	3	-	-	-	-	-	-	-	-	1	-	1	1	-	-	3
	*	-	-	-	-	-	-	-	-	*	-	*1%*	**2%xbh**	-	-	*m
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
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*** small base**

Doteveryone Tech Professionals - Omnibus

Table 102

HHCMP10. How many people are living or staying at your current address?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
1	406	4	15	9	-	9	1
	18%	*11%*	*16%*	*13%*	-	*21%*	*7%*
2	805	15	25	27	3	14	7
	36%	*43%*	*27%*	*39%*	*43%*	*33%*	*50%*
3	471	7	24	17	3	7	4
	21%	*20%*	*26%*	*24%*	*43%*	*17%*	*29%*
4	365	5	18	12	1	8	2
	16%	*14%*	*20%*	*17%*	*14%*	*19%*	*14%*
5	125	3	8	3	-	2	-
	6%	*9%*	*9%*	*4%*	-	*5%*	-
6	41	1	2	2	-	2	-
	2%	*3%*	*2%*	*3%*	-	*5%*	-
7	6	-	-	-	-	-	-
	*	-	-	-	-	-	-
8	7	-	-	-	-	-	-
	*	-	-	-	-	-	-
9	4	-	-	-	-	-	-
	*	-	-	-	-	-	-
10	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
11	1	-	-	-	-	-	-
	*	-	-	-	-	-	-
12+	3	-	-	-	-	-	-
	*	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 103

HHCMP10. How many people are living or staying at your current address?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
1	406	2	2	-	2	1	1	3	2	1	-	5	-	-	-	-	2	-
	18%	*22%*	*18%*	-	*11%*	*33%*	*13%*	*38%*	*33%*	*20%*	-	*15%*	-	-	-	-	*13%*	-
2	805	2	6	7	6	1	3	-	3	-	-	11	-	1	-	5	6	10
	36%	*22%*	*55%*	*47%*	*32%*	*33%*	*38%*	-	*50%*	-	-	*33%*	-	*17%*	-	*45%*	*38%*	*37%*
3	471	2	1	4	5	-	2	3	1	2	1	7	1	1	1	3	6	7
	21%	*22%*	*9%*	*27%*	*26%*	-	*25%*	*38%*	*17%*	*40%*	*100%*	*21%*	*100%*	*17%*	*50%*	*27%*	*38%*	*26%*
4	365	1	1	3	5	1	1	1	-	-	-	7	-	3	-	2	1	7
	16%	*11%*	*9%*	*20%*	*26%*	*33%*	*13%*	*13%*	-	-	-	*21%*	-	*50%*	-	*18%*	*6%*	*26%*
5	125	2	1	-	1	-	-	1	-	1	-	3	-	1	1	1	1	1
	6%	*22%*	*9%*	-	*5%*	-	-	*13%*	-	*20%*	-	*9%*	-	*17%*	*50%*	*9%*	*6%*	*4%*
6	41	-	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	2
	2%	-	-	*7%*	-	-	*13%*	-	-	*20%*	-	-	-	-	-	-	-	*7%*
7	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
12+	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 103

HHCMP10. How many people are living or staying at your current address?

Base : All respondents

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
1	**406**	2	5	-	-	-	-	2	-	1	-
	18%	*33%*	*50%*	-	-	-	-	*25%*	-	*50%*	-
2	**805**	2	4	1	1	1	2	1	1	-	2
	36%	*33%*	*40%*	*25%*	*50%*	*100%*	*50%*	*13%*	*25%*	-	*100%*
3	**471**	-	1	2	1	-	-	1	1	1	-
	21%	-	*10%*	*50%*	*50%*	-	-	*13%*	*25%*	*50%*	-
4	**365**	2	-	1	-	-	2	4	-	-	-
	16%	*33%*	-	*25%*	-	-	*50%*	*50%*	-	-	-
5	**125**	-	-	-	-	-	-	-	1	-	-
	6%	-	-	-	-	-	-	-	*25%*	-	-
6	**41**	-	-	-	-	-	-	-	1	-	-
	2%	-	-	-	-	-	-	-	*25%*	-	-
7	**6**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
8	**7**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
9	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
10	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
11	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
12+	**3**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 103

HHCMP10. How many people are living or staying at your current address?

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
1	**406**	3	-	2	1	-	-	1	-	-	-	-
	18%	*23%*	-	*50%*	*33%*	-	-	*13%*	-	-	-	-
2	**805**	4	-	2	2	1	-	4	-	-	-	2
	36%	*31%*	-	*50%*	*67%*	*50%*	-	*50%*	-	-	-	*100%*
3	**471**	3	1	-	-	-	1	3	-	-	-	-
	21%	*23%*	*50%*	-	-	-	*100%*	*38%*	-	-	-	-
4	**365**	1	1	-	-	1	-	-	-	1	-	-
	16%	*8%*	*50%*	-	-	*50%*	-	-	-	*100%*	-	-
5	**125**	1	-	-	-	-	-	-	-	-	-	-
	6%	*8%*	-	-	-	-	-	-	-	-	-	-
6	**41**	1	-	-	-	-	-	-	-	-	-	-
	2%	*8%*	-	-	-	-	-	-	-	-	-	-
7	**6**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
8	**7**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
9	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
10	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
11	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
12+	**3**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 104

HHCMP10. How many people are living or staying at your current address?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
1	406 **18%e**	3 *21%*	34 **25%xce**	70 *17%*	33 *18%*	83 *15%*	127 *18%*	56 **23%xce**
2	805 **36%d**	- -	59 **43%de**	159 **38%d**	50 *28%*	178 *33%*	273 **39%xde**	86 *36%*
3	471 **21%b**	4 *29%*	15 *11%*	89 **21%b**	52 **29%xbcefg**	119 **22%b**	151 **22%b**	41 *17%*
4	365 *16%*	3 *21%*	18 *13%*	74 *17%*	28 *16%*	107 **20%xf**	98 *14%*	37 *15%*
5	125 **6%f**	1 *7%*	9 *7%*	20 *5%*	12 *7%*	37 **7%f**	27 *4%*	19 **8%f**
6	41 *2%*	1 *7%*	1 *1%*	9 *2%*	4 *2%*	9 *2%*	15 *2%*	2 *1%*
7	6 *	- -	- -	- -	- -	6 **1%xcf**	- -	- -
8	7 *	- -	2 **1%x**	1 *	- -	2 *	2 *	- -
9	4 *	- -	- -	1 *	- -	3 **1%x**	- -	- -
10	- -	- -	- -	- -	- -	- -	- -	- -
11	1 *	- -	- -	- -	- -	1 *	- -	- -
12+	3 *	2 *14%*	- -	- -	- -	1 *	- -	- -
Not stated	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 105

HHCMP10. How many people are living or staying at your current address?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
1	406 **18%defi**	92 **51%xbcdefg**	131 **34%xcdefg**	110 **19%def**	17 **6%f**	8 **4%f**	2 *1%*	6 **9%f**	14 *18%*	83 *15%*	112 *18%*	84 *19%*	57 *18%*	56 **25%xijl**
2	805 **36%abm**	42 *23%*	116 *30%*	222 **38%ab**	115 **44%xab**	90 **40%ab**	103 **41%ab**	20 *31%*	27 *36%*	195 *35%*	220 *36%*	170 **39%m**	125 **39%m**	68 *30%*
3	471 **21%a**	22 *12%*	68 *18%*	120 **20%a**	67 **25%ab**	59 **26%ab**	69 **27%xabc**	14 *22%*	14 *18%*	128 *23%*	138 *23%*	85 *20%*	60 *19%*	46 *20%*
4	365 **16%ab**	13 *7%*	39 *10%*	89 **15%ab**	46 **17%ab**	45 **20%ab**	60 **24%xabc**	13 **20%ab**	14 *18%*	103 **18%m**	102 *17%*	67 *15%*	51 *16%*	28 *12%*
5	125 **6%a**	3 *2%*	16 *4%*	32 **5%a**	11 *4%*	21 **9%xabcd**	16 **6%a**	7 **11%abd**	6 *8%*	39 *7%*	29 *5%*	21 *5%*	16 *5%*	14 *6%*
6	41 *2%*	6 **3%f**	8 *2%*	9 *2%*	5 *2%*	4 *2%*	1 *	3 **5%f**	1 *1%*	10 *2%*	7 *1%*	6 *1%*	9 *3%*	8 **4%j**
7	6 *	1 *1%*	- -	- -	2 **1%c**	- -	1 *	- -	- -	- -	- -	1 *	1 *	4 **2%xijk**
8	7 *	1 *1%*	1 *	3 *1%*	1 *	- -	- -	1 **2%f**	- -	2 *	2 *	- -	2 *1%*	1 *
9	4 *	- -	2 *1%*	1 *	- -	- -	- -	- -	- -	2 *	- -	- -	1 *	1 *
10	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
11	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *x
12+	3 *	1 *1%*	- -	1 *	- -	- -	- -	- -	- -	2 *	- -	1 *	- -	- -
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

UK02INC. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Under £5,000	70 **3%h**	36 *3%*	34 *3%*	19 **5%xgh**	18 **4%gh**	14 **4%h**	13 **3%h**	4 *1%*	2 *1%*
£5,000 - £9,999	111 *5%*	58 *5%*	53 *5%*	24 **7%e**	16 *4%*	13 *4%*	18 *4%*	22 **8%xdef**	18 *5%*
£10,000 - £14,999	192 **9%d**	85 *8%*	107 *9%*	41 **12%xdef**	24 *6%*	26 *7%*	32 *7%*	29 **10%d**	40 **10%d**
£15,000 - £19,999	189 *8%*	91 *8%*	98 *9%*	25 *7%*	32 *8%*	30 *8%*	31 *7%*	30 *11%*	41 *11%*
£20,000 - £24,999	226 *10%*	114 *10%*	112 *10%*	30 *9%*	45 *11%*	35 *9%*	41 *9%*	30 *11%*	45 *12%*
£25,000 - £34,999	361 **16%c**	177 *16%*	184 *16%*	43 *12%*	83 **20%xce**	54 *15%*	79 **18%c**	45 *16%*	57 *15%*
£35,000 - £44,999	264 **12%c**	136 *12%*	128 *11%*	30 *9%*	52 *13%*	45 *12%*	48 *11%*	30 *11%*	59 **15%xc**
£45,000 - £54,999	227 *10%*	121 *11%*	106 *9%*	32 *9%*	47 *11%*	50 **13%xg**	43 *10%*	20 *7%*	35 *9%*
£55,000 - £99,999	252 **11%h**	136 *12%*	116 *10%*	35 *10%*	54 **13%h**	55 **15%xgh**	50 *12%*	27 *10%*	31 *8%*
£100,000 or more	64 *3%*	38 *3%*	26 *2%*	17 **5%xh**	13 *3%*	9 *2%*	13 *3%*	6 *2%*	6 *2%*
Prefer not to answer	278 **12%ad**	100 *9%*	178 **16%xa**	54 **15%d**	31 *7%*	40 *11%*	64 **15%d**	40 **14%d**	49 **13%d**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 108

UK02INC. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi-tion (part-time or full time) incl. own busin-ess (n)	Not employ-ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Under £5,000	70	3	8	5	5	4	5	10	6	8	3	9	4	12	30	28
	3%	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	**5%h**	*2%*	*3%*	*3%*	*5%*	**7%h**	*1%*	**10%amo**	**4%m**
£5,000 - £9,999	111	6	15	12	11	2	5	9	19	13	4	12	3	26	30	55
	5%e	**7%em**	**6%e**	**6%e**	**6%e**	*1%*	*2%*	*5%*	**6%ef**	*4%*	*4%*	**6%e**	*5%*	*2%*	**10%m**	**7%m**
£10,000 - £14,999	192	4	22	19	18	20	17	16	22	19	14	17	4	79	29	84
	9%	*4%*	*9%*	*10%*	*9%*	**12%ai**	*8%*	*8%*	*7%*	*7%*	**13%ai**	*9%*	*7%*	*7%*	*10%*	**11%am**
£15,000 - £19,999	189	11	19	17	21	15	16	16	19	22	14	16	3	92	23	74
	8%	*12%*	*8%*	*9%*	*11%*	*9%*	*8%*	*8%*	*6%*	*8%*	**13%h**	*9%*	*5%*	*8%*	*8%*	*10%*
£20,000 - £24,999	226	11	26	11	21	23	19	23	25	24	15	17	11	114	33	79
	10%c	*12%*	*11%*	*6%*	*11%*	**14%chi**	*9%*	**12%c**	*8%*	*8%*	**14%c**	*9%*	**18%xchi**	*10%*	*11%*	*11%*
£25,000 - £34,999	361	19	41	39	28	29	27	30	50	33	17	35	13	213	45	103
	16%i	**21%i**	*17%*	**21%fi**	*14%*	*18%*	*13%*	*16%*	*16%*	*11%*	*16%*	**19%i**	**22%i**	**18%o**	*15%*	*14%*
£35,000 - £44,999	264	11	35	23	23	23	20	25	37	37	7	20	3	155	18	91
	12%	*12%*	**14%j**	*12%*	*12%*	**14%j**	*10%*	*13%*	*12%*	*13%*	*6%*	*11%*	*5%*	**13%n**	*6%*	**12%n**
£45,000 - £54,999	227	9	16	21	19	11	29	22	35	27	11	21	6	144	32	51
	10%b	*10%*	*7%*	*11%*	*10%*	*7%*	**14%be**	*12%*	*11%*	*9%*	*10%*	*11%*	*10%*	**12%o**	**11%o**	*7%*
£55,000 - £99,999	252	5	22	20	22	16	33	10	42	43	9	23	7	184	19	49
	11%g	*5%*	*9%*	*11%*	**11%g**	*10%*	**16%xabg**	*5%*	**14%ag**	**15%xabg**	*8%*	**12%g**	*12%*	**15%ano**	*6%*	*7%*
£100,000 or more	64	1	8	1	6	2	6	3	10	23	3	1	-	44	10	10
	3%ck	*1%*	**3%c**	*1%*	*3%*	*1%*	*3%*	*2%*	**3%ck**	**8%xabcde fghkl**	*3%*	*1%*	-	**4%o**	**3%o**	*1%*
Prefer not to answer	278	12	32	20	24	18	29	25	43	43	12	14	6	125	32	121
	12%k	*13%*	*13%*	*11%*	*12%*	*11%*	**14%k**	*13%*	**14%k**	**15%k**	*11%*	*8%*	*10%*	*11%*	*11%*	**16%mn**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 109

UK02INC. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Under £5,000	70	1	-	-	-	1	-
	3%	*3%*	-	-	-	*2%*	-
£5,000 - £9,999	111	-	1	1	-	-	-
	5%	-	*1%*	*1%*	-	-	-
£10,000 - £14,999	192	2	7	3	1	-	1
	9%e	*6%*	*8%*	*4%*	*14%*	-	*7%*
£15,000 - £19,999	189	3	7	5	-	2	1
	8%	*9%*	*8%*	*7%*	-	*5%*	*7%*
£20,000 - £24,999	226	3	5	3	1	6	1
	10%	*9%*	*5%*	*4%*	*14%*	*14%*	*7%*
£25,000 - £34,999	361	1	11	19	3	11	2
	16%a	*3%*	*12%*	**27%xab**	*43%*	**26%ab**	*14%*
£35,000 - £44,999	264	6	12	9	2	6	1
	12%	*17%*	*13%*	*13%*	*29%*	*14%*	*7%*
£45,000 - £54,999	227	1	22	10	-	2	2
	10%	*3%*	**24%xae**	*14%*	-	*5%*	*14%*
£55,000 - £99,999	252	15	16	14	-	9	4
	11%	**43%xbce**	*17%*	**20%x**	-	**21%x**	*29%*
£100,000 or more	64	1	6	6	-	3	1
	3%	*3%*	**7%x**	**9%x**	-	*7%*	*7%*
Prefer not to answer	278	2	5	-	-	2	1
	12%bc	**6%c**	**5%c**	-	-	*5%*	*7%*
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 110

UK02INC. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Under £5,000	70	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3%	*11%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
£5,000 - £9,999	111	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1
	5%	-	-	-	-	-	-	-	*17%*	-	-	-	-	-	-	-	-	*4%*
£10,000 - £14,999	192	1	-	1	-	-	3	1	-	-	-	3	-	-	-	-	-	2
	9%	*11%*	-	*7%*	-	-	*38%*	*13%*	-	-	-	*9%*	-	-	-	-	-	*7%*
£15,000 - £19,999	189	1	2	-	3	1	-	-	-	-	-	2	1	-	-	1	1	1
	8%	*11%*	*18%*	-	*16%*	*33%*	-	-	-	-	-	*6%*	*100%*	-	-	*9%*	*6%*	*4%*
£20,000 - £24,999	226	1	1	1	1	-	-	1	2	-	-	1	-	-	-	-	2	-
	10%	*11%*	*9%*	*7%*	*5%*	-	-	*13%*	*33%*	-	-	*3%*	-	-	-	-	*13%*	-
£25,000 - £34,999	361	1	-	-	1	1	2	-	1	2	-	2	-	2	-	-	3	9
	16%	*11%*	-	-	*5%*	*33%*	*25%*	-	*17%*	*40%*	-	*6%*	-	*33%*	-	-	*19%*	*33%*
£35,000 - £44,999	264	2	2	2	3	-	-	1	-	-	1	6	-	1	-	1	5	2
	12%	*22%*	*18%*	*13%*	*16%*	-	-	*13%*	-	-	*100%*	*18%*	-	*17%*	-	*9%*	*31%*	*7%*
£45,000 - £54,999	227	-	-	1	5	-	-	3	-	3	-	9	-	2	-	2	2	6
	10%	-	-	*7%*	*26%*	-	-	*38%*	-	*60%*	-	**27%x**	-	*33%*	-	*18%*	*13%*	*22%*
£55,000 - £99,999	252	1	6	8	2	-	2	2	1	-	-	8	-	-	1	6	1	4
	11%	*11%*	*55%*	*53%*	*11%*	-	*25%*	*25%*	*17%*	-	-	**24%x**	-	-	*50%*	*55%*	*6%*	*15%*
£100,000 or more	64	1	-	-	2	1	1	-	-	-	-	1	-	-	1	1	2	2
	3%	*11%*	-	-	*11%*	*33%*	*13%*	-	-	-	-	*3%*	-	-	*50%*	*9%*	*13%*	*7%*
Prefer not to answer	278	-	-	2	2	-	-	-	1	-	-	1	-	1	-	-	-	-
	12%	-	-	*13%*	*11%*	-	-	-	*17%*	-	-	*3%*	-	*17%*	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 110

UK02INC. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household?

Base : All respondents

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Under £5,000	**70**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
£5,000 - £9,999	**111**	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-
£10,000 - £14,999	**192**	1	-	1	-	-	-	-	-	-	-
	9%	*17%*	-	*25%*	-	-	-	-	-	-	-
£15,000 - £19,999	**189**	-	2	-	-	-	-	-	-	1	-
	8%	-	*20%*	-	-	-	-	-	-	*50%*	-
£20,000 - £24,999	**226**	-	1	-	1	-	-	-	1	-	1
	10%	-	*10%*	-	*50%*	-	-	-	*25%*	-	*50%*
£25,000 - £34,999	**361**	2	5	2	1	-	2	1	-	-	1
	16%	*33%*	*50%*	*50%*	*50%*	-	*50%*	*13%*	-	-	*50%*
£35,000 - £44,999	**264**	-	1	1	-	1	-	1	3	-	-
	12%	-	*10%*	*25%*	-	*100%*	-	*13%*	*75%*	-	-
£45,000 - £54,999	**227**	-	-	-	-	-	-	1	-	-	-
	10%	-	-	-	-	-	-	*13%*	-	-	-
£55,000 - £99,999	**252**	2	1	-	-	-	-	4	-	-	-
	11%	*33%*	*10%*	-	-	-	-	*50%*	-	-	-
£100,000 or more	**64**	1	-	-	-	-	1	1	-	-	-
	3%	*17%*	-	-	-	-	*25%*	*13%*	-	-	-
Prefer not to answer	**278**	-	-	-	-	-	1	-	-	1	-
	12%	-	-	-	-	-	*25%*	-	-	*50%*	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 110

UK02INC. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household?

Base : All respondents

		Role S2_tech_func.										
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Under £5,000	**70**	-	-	-	1	-	-	-	-	-	-	-
	3%	-	-	-	*33%*	-	-	-	-	-	-	-
£5,000 - £9,999	**111**	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-
£10,000 - £14,999	**192**	-	-	-	-	1	-	-	-	-	-	-
	9%	-	-	-	-	*50%*	-	-	-	-	-	-
£15,000 - £19,999	**189**	1	-	-	-	-	-	1	-	-	-	-
	8%	*8%*	-	-	-	-	-	*13%*	-	-	-	-
£20,000 - £24,999	**226**	1	1	2	-	-	-	1	-	-	-	-
	10%	*8%*	*50%*	*50%*	-	-	-	*13%*	-	-	-	-
£25,000 - £34,999	**361**	3	-	2	2	-	-	2	-	-	-	-
	16%	*23%*	-	*50%*	*67%*	-	-	*25%*	-	-	-	-
£35,000 - £44,999	**264**	2	-	-	-	-	-	-	-	-	-	1
	12%	*15%*	-	-	-	-	-	-	-	-	-	*50%*
£45,000 - £54,999	**227**	1	-	-	-	-	1	1	-	-	-	-
	10%	*8%*	-	-	-	-	*100%*	*13%*	-	-	-	-
£55,000 - £99,999	**252**	4	1	-	-	1	-	2	-	1	-	-
	11%	*31%*	*50%*	-	-	*50%*	-	*25%*	-	*100%*	-	-
£100,000 or more	**64**	1	-	-	-	-	-	1	-	-	-	-
	3%	*8%*	-	-	-	-	-	*13%*	-	-	-	-
Prefer not to answer	**278**	-	-	-	-	-	-	-	-	-	-	1
	12%	-	-	-	-	-	-	-	-	-	-	*50%*
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 111

UK02INC. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Under £5,000	70	3	7	15	8	18	16	3
	3%	*21%*	**5%g**	*4%*	**4%g**	*3%*	*2%*	*1%*
£5,000 - £9,999	111	1	12	32	9	23	27	7
	5%	*7%*	**9%xefg**	**8%xefg**	*5%*	*4%*	*4%*	*3%*
£10,000 - £14,999	192	-	24	54	21	40	45	8
	9%fg	-	**17%xefg**	**13%xefg**	**12%fg**	**7%g**	*6%*	*3%*
£15,000 - £19,999	189	1	12	49	34	35	43	15
	8%ef	*7%*	*9%*	**12%xefg**	**19%xbcefg**	*6%*	*6%*	*6%*
£20,000 - £24,999	226	-	19	43	20	54	69	21
	10%	-	*14%*	*10%*	*11%*	*10%*	*10%*	*9%*
£25,000 - £34,999	361	2	19	77	27	99	107	30
	16%	*14%*	*14%*	*18%*	*15%*	**18%g**	*15%*	*12%*
£35,000 - £44,999	264	3	10	37	22	65	94	33
	12%c	*21%*	*7%*	*9%*	*12%*	*12%*	**14%bc**	**14%c**
£45,000 - £54,999	227	-	7	27	5	66	92	30
	10%bcd	-	*5%*	*6%*	*3%*	**12%bcd**	**13%xbcd**	**12%bcd**
£55,000 - £99,999	252	2	3	25	12	56	109	45
	11%bcd	*14%*	*2%*	*6%*	*7%*	**10%bc**	**16%xbcde**	**19%xbcde**
£100,000 or more	64	-	1	6	-	9	29	19
	3%cde	-	*1%*	*1%*	-	*2%*	**4%xbcde**	**8%xbcdef**
Prefer not to answer	278	2	24	58	21	81	62	30
	12%f	*14%*	**17%f**	**14%f**	*12%*	**15%f**	*9%*	*12%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 112

UK02INC. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Under £5,000	70 **3%bcdefk**	70 **39%xbcdefg**	-	-	-	-	-	-	1 *1%*	14 *2%*	18 **3%k**	4 *1%*	10 **3%k**	23 **10%xhijkl**
£5,000 - £9,999	111 **5%bcdefj**	111 **61%xbcdefg**	-	-	-	-	-	-	1 *1%*	20 *4%*	15 *2%*	19 *4%*	19 **6%j**	37 **16%xhijkl**
£10,000 - £14,999	192 **9%acdefghi**	-	192 **50%xacdefg**	-	-	-	-	-	1 *1%*	22 *4%*	43 **7%l**	45 **10%hi**	39 **12%xhij**	42 **19%xhijkl**
£15,000 - £19,999	189 **8%acdefgi**	-	189 **50%xacdefg**	-	-	-	-	-	2 *3%*	30 *5%*	44 *7%*	46 **11%hi**	41 **13%xhij**	26 **11%hij**
£20,000 - £24,999	226 **10%abdefgi**	-	-	226 **39%xabdefg**	-	-	-	-	5 *7%*	37 *7%*	76 **12%xim**	49 **11%i**	43 **13%xim**	16 *7%*
£25,000 - £34,999	361 **16%abdefgm**	-	-	361 **61%xabdefg**	-	-	-	-	8 *11%*	87 **15%m**	101 **17%m**	81 **19%m**	64 **20%m**	20 *9%*
£35,000 - £44,999	264 **12%abcefgm**	-	-	-	264 **100%xabcefg**	-	-	-	8 *11%*	74 **13%m**	86 **14%xlm**	56 **13%m**	29 *9%*	11 *5%*
£45,000 - £54,999	227 **10%abcdfglm**	-	-	-	-	227 **100%xabcdfg**	-	-	8 **11%m**	89 **16%xjklm**	64 **10%lm**	40 **9%m**	20 *6%*	6 *3%*
£55,000 - £99,999	252 **11%abcdegklm**	-	-	-	-	-	252 **100%xabcdeg**	-	18 **24%xjklm**	102 **18%xjklm**	75 **12%klm**	36 **8%m**	17 **5%m**	4 *2%*
£100,000 or more	64 **3%abcdefkl**	-	-	-	-	-	-	64 **100%xabcdef**	16 **21%xijklm**	25 **4%xjklm**	13 *2%*	5 *1%*	2 *1%*	3 *1%*
Prefer not to answer	278 **12%abcdefg**	-	-	-	-	-	-	-	8 *11%*	64 *11%*	75 *12%*	54 *12%*	38 *12%*	39 **17%xi**
Not stated	- -	-	-	-	-	-	-	-	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 114

EU01HINC. Are you the one in your household who has the highest income?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Yes	1182 **53%bc**	735 **67%xb**	447 *39%*	123 *35%*	216 **52%c**	190 **51%c**	237 **55%c**	156 **55%c**	260 **68%xcdefg**
Yes, together with another household member	309 *14%*	146 *13%*	163 *14%*	48 *14%*	58 *14%*	44 *12%*	56 *13%*	46 *16%*	57 *15%*
No	743 **33%ah**	211 *19%*	532 **47%xa**	179 **51%xdefgh**	141 **34%h**	137 **37%gh**	139 **32%h**	81 **29%h**	66 *17%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 115

EU01HINC. Are you the one in your household who has the highest income?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Yes	1182	54	139	101	93	87	104	89	151	168	54	101	41	737	144	301
	53%	**59%o**	**57%dg**	*54%*	*47%*	*53%*	*50%*	*47%*	*49%*	**58%dgh**	*50%*	*55%*	**68%xcdef ghj**	**62%no**	**48%o**	*40%*
Yes, together with another household member	309	8	34	25	22	24	30	29	43	45	16	29	4	162	52	95
	14%	*9%*	*14%*	*13%*	*11%*	*15%*	*15%*	*15%*	*14%*	*15%*	*15%*	*16%*	*7%*	*14%*	**17%a**	*13%*
No	743	30	71	62	83	52	72	71	114	79	39	55	15	289	105	349
	33%i	*33%*	*29%*	*33%*	**42%xbikl**	*32%*	*35%*	**38%i**	**37%i**	*27%*	*36%*	*30%*	*25%*	*24%*	**35%m**	**47%amn**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 116

EU01HINC. Are you the one in your household who has the highest income?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Yes	1182	26	69	56	6	32	8
	53%	**74%x**	**75%x**	**80%x**	*86%*	**76%x**	*57%*
Yes, together with another household member	309	6	13	12	1	5	3
	14%	*17%*	*14%*	*17%*	*14%*	*12%*	*21%*
No	743	3	10	2	-	5	3
	33%abce	*9%*	*11%*	*3%*	-	*12%*	*21%*
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

EU01HINC. Are you the one in your household who has the highest income?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Yes	1182	8	9	9	13	3	7	7	2	3	-	30	-	2	2	11	10	22
	53%	*89%*	*82%*	*60%*	*68%*	*100%*	*88%*	*88%*	*33%*	*60%*	-	**91%x**	-	*33%*	*100%*	*100%*	*63%*	*81%*
Yes, together with another household member	309	1	2	3	4	-	1	1	2	2	1	1	-	1	-	-	5	5
	14%	*11%*	*18%*	*20%*	*21%*	-	*13%*	*13%*	*33%*	*40%*	*100%*	*3%*	-	*17%*	-	-	*31%*	*19%*
No	743	-	-	3	2	-	-	-	2	-	-	2	1	3	-	-	1	-
	33%q	-	-	*20%*	*11%*	-	-	-	*33%*	-	-	*6%*	*100%*	*50%*	-	-	*6%*	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 117

EU01HINC. Are you the one in your household who has the highest income?

Base : All respondents

	Total Base	Role S2_tech_func. Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Yes	**1182**	5	8	3	2	1	3	6	3	1	2
	53%	*83%*	*80%*	*75%*	*100%*	*100%*	*75%*	*75%*	*75%*	*50%*	*100%*
Yes, together with another household member	**309**	-	2	1	-	-	-	1	1	-	-
	14%	-	*20%*	*25%*	-	-	-	*13%*	*25%*	-	-
No	**743**	1	-	-	-	-	1	1	-	1	-
	33%	*17%*	-	-	-	-	*25%*	*13%*	-	*50%*	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 117

EU01HINC. Are you the one in your household who has the highest income?

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Yes	**1182**	9	1	4	3	1	-	5	-	1	-	1
	53%	*69%*	*50%*	*100%*	*100%*	*50%*	-	*63%*	-	*100%*	-	*50%*
Yes, together with another household member	**309**	3	-	-	-	1	1	1	-	-	-	-
	14%	*23%*	-	-	-	*50%*	*100%*	*13%*	-	-	-	-
No	**743**	1	1	-	-	-	-	2	-	-	-	1
	33%	*8%*	*50%*	-	-	-	-	*25%*	-	-	-	*50%*
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 118

EU01HINC. Are you the one in your household who has the highest income?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Yes	1182	6	79	200	90	277	375	155
	53%c	*43%*	**57%c**	*47%*	*50%*	*51%*	**54%c**	**64%xcdef**
Yes, together with another household member	309	3	20	53	31	67	102	33
	14%	*21%*	*14%*	*13%*	*17%*	*12%*	*15%*	*14%*
No	743	5	39	170	58	202	216	53
	33%g	*36%*	*28%*	**40%xbfg**	**32%g**	**37%xfg**	**31%g**	*22%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 119

EU01HINC. Are you the one in your household who has the highest income?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Yes	1182	127	247	332	123	110	115	34	44	301	323	234	154	126
	53%dfl	**70%xcdefg**	**65%xcdef**	**57%xdef**	*47%*	*48%*	*46%*	*53%*	*58%*	*53%*	*53%*	*54%*	*48%*	*56%*
Yes, together with another household member	309	11	48	82	38	36	32	13	10	62	86	57	48	46
	14%ai	*6%*	**13%a**	**14%a**	**14%a**	**16%a**	**13%a**	**20%a**	*13%*	*11%*	*14%*	*13%*	*15%*	**20%xijk**
No	743	43	86	173	103	81	105	17	22	201	201	144	120	55
	33%abcm	*24%*	*23%*	**29%b**	**39%xabc**	**36%ab**	**42%xabcg**	*27%*	*29%*	**36%m**	**33%m**	**33%m**	**37%m**	*24%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 121

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	437	181	256	224	197	5**	5**	3**	3**
Legislators and senior officials	8 *2%*	4 *2%*	4 *2%*	3 *1%*	5 *3%*	-	-	-	-
Directors and chief executives	13 *3%*	8 *4%*	5 *2%*	7 *3%*	6 *3%*	-	-	-	-
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	1 *1%*	2 *1%*	2 *1%*	1 *1%*	-	-	-	-
Production and operations department managers in manufacturing	6 *1%*	3 *2%*	3 *1%*	3 *1%*	3 *2%*	-	-	-	-
Production and operations department managers in construction	2 *	- -	2 *1%*	1 *	1 *1%*	-	-	-	-
Production and operations department managers in wholesale and retail trade	3 *1%*	2 *1%*	1 *	1 *	2 *1%*	-	-	-	-
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	-	-	-	-
Production and operations department managers in transport, storage and communications	1 *	- -	1 *	- -	1 *1%*	-	-	-	-
Production and operations department managers in business services	2 *	1 *1%*	1 *	1 *	1 *1%*	-	-	-	-
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	-	-	-	-
Production and operations department managers not elsewhere classified	2 *	1 *1%*	1 *	1 *	- -	-	1 *20%*	-	-
Finance and administration department managers	9 *2%*	4 *2%*	5 *2%*	6 *3%*	2 *1%*	-	1 *20%*	-	-
Personnel and industrial relations department managers	1 *	- -	1 *	- -	1 *1%*	-	-	-	-
Sales and marketing department managers	3 *1%*	2 *1%*	1 *	1 *	2 *1%*	-	-	-	-
Advertising and public relations department managers	1 *	- -	1 *	1 *	- -	-	-	-	-
Supply and distribution department managers	2 *	2 *1%*	- -	- -	2 *1%*	-	-	-	-
Computing services department managers	2 *	1 *1%*	1 *	1 *	1 *1%*	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 121

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	437	181	256	224	197	5**	5**	3**	3**
Research and development department managers	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Other department managers not elsewhere classified	5	1	4	1	4	-	-	-	-
	1%	*1%*	*2%*	*	*2%*	-	-	-	-
General managers in agriculture, hunting, forestry/ and fishing	2	2	-	2	-	-	-	-	-
	*	*1%*	-	*1%*	-	-	-	-	-
General managers in manufacturing	3	3	-	-	3	-	-	-	-
	1%	**2%b**	-	-	*2%*	-	-	-	-
General managers in construction	5	2	3	2	3	-	-	-	-
	1%	*1%*	*1%*	*1%*	*2%*	-	-	-	-
General managers in wholesale and retail trade	14	6	8	7	6	-	1	-	-
	3%	*3%*	*3%*	*3%*	*3%*	-	*20%*	-	-
General managers of restaurants and hotels	3	1	2	1	2	-	-	-	-
	1%	*1%*	*1%*	*	*1%*	-	-	-	-
General managers in transport, storage and communications	1	1	-	1	-	-	-	-	-
	*	*1%*	-	*	-	-	-	-	-
General managers of business services	7	3	4	3	3	-	1	-	-
	2%	*2%*	*2%*	*1%*	*2%*	-	*20%*	-	-
General managers in personal care, cleaning and related services	1	-	1	-	1	-	-	-	-
	*	-	*	-	*1%*	-	-	-	-
General managers not elsewhere classified	3	2	1	2	1	-	-	-	-
	1%	*1%*	*	*1%*	*1%*	-	-	-	-
Physicists, chemists and related professionals	3	3	-	3	-	-	-	-	-
	1%	**2%b**	-	*1%*	-	-	-	-	-
Mathematicians, statisticians and related professionals	1	1	-	-	1	-	-	-	-
	*	*1%*	-	-	*1%*	-	-	-	-
Computing professionals	8	6	2	3	5	-	-	-	-
	2%b	*3%*	*1%*	*1%*	*3%*	-	-	-	-
Architects, town and traffic planners	3	-	3	2	1	-	-	-	-
	1%	-	*1%*	*1%*	*1%*	-	-	-	-
Civil engineers	1	-	1	1	-	-	-	-	-
	*	-	*	*	-	-	-	-	-
Electrical engineers	6	2	4	4	2	-	-	-	-
	1%	*1%*	*2%*	*2%*	*1%*	-	-	-	-
Electronics and telecommunications engineers	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Mechanical engineers	5	2	3	4	1	-	-	-	-
	1%	*1%*	*1%*	*2%*	*1%*	-	-	-	-
Chemical engineers	1	-	1	-	1	-	-	-	-
	*	-	*	-	*1%*	-	-	-	-
Mining engineers, metallurgists and related professionals	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	1	-	1	-	1	-	-	-	-
	*	-	*	-	*1%*	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 121

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	437	181	256	224	197	5**	5**	3**	3**
Architects, engineers and related professionals not elsewhere classified	2 *	1 *1%*	1 *	1 *	1 *1%*	- -	- -	- -	- -
Life science professionals	3 *1%*	1 *1%*	2 *1%*	1 *	2 *1%*	- -	- -	- -	- -
Health professionals (except nursing)	14 *3%*	5 *3%*	9 *4%*	7 *3%*	6 *3%*	- -	- -	- -	1 *33%*
Nursing and midwifery professionals	10 *2%*	4 *2%*	6 *2%*	6 *3%*	3 *2%*	- -	- -	- -	1 *33%*
Teaching professionals	3 *1%*	1 *1%*	2 *1%*	1 *	1 *1%*	- -	- -	1 *33%*	- -
Business professionals	17 **4%c**	6 *3%*	11 *4%*	4 *2%*	12 **6%xc**	1 *20%*	- -	- -	- -
Legal professionals	6 *1%*	- -	6 **2%a**	2 *1%*	2 *1%*	- -	- -	1 *33%*	1 *33%*
Archivists, librarians and related information professionals	2 *	1 *1%*	1 *	1 *	1 *1%*	- -	- -	- -	- -
Social science and related professionals	1 *	- -	1 *	1 *	- -	- -	- -	- -	- -
Writers and creative or performing artists	2 *	1 *1%*	1 *	1 *	1 *1%*	- -	- -	- -	- -
Religious professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -
Physical and engineering science technicians	5 *1%*	1 *1%*	4 *2%*	2 *1%*	3 *2%*	- -	- -	- -	- -
Computer associate professionals	8 *2%*	4 *2%*	4 *2%*	4 *2%*	4 *2%*	- -	- -	- -	- -
Optical and electronic equipment operators	2 *	1 *1%*	1 *	1 *	1 *1%*	- -	- -	- -	- -
Ship and aircraft controllers and technicians	1 *	1 *1%*	- -	- -	1 *1%*	- -	- -	- -	- -
Safety and quality inspectors	- -	- -	- -	- -	- -	- -	- -	- -	- -
Life science and health associate professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -
Teaching associate professionals	4 *1%*	2 *1%*	2 *1%*	3 *1%*	1 *1%*	- -	- -	- -	- -
Finance and sales associate professionals	1 *	- -	1 *	- -	1 *1%*	- -	- -	- -	- -
Business services agents and trade brokers	1 *	1 *1%*	- -	- -	1 *1%*	- -	- -	- -	- -
Administrative associate professionals	7 *2%*	2 *1%*	5 *2%*	3 *1%*	4 *2%*	- -	- -	- -	- -
Customs, tax and related government associate professionals	1 *	- -	1 *	- -	- -	1 *20%*	- -	- -	- -
Police inspectors and detectives	2 *	1 *1%*	1 *	1 *	1 *1%*	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 121

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	437	181	256	224	197	5**	5**	3**	3**
Social work associate professionals	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Artistic, entertainment and sports associate professionals	1	-	1	-	1	-	-	-	-
	*	-	*	-	*1%*	-	-	-	-
Religious associate professionals	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Office clerks	33	15	18	10	21	2	-	-	-
	8%c	*8%*	*7%*	*4%*	**11%xc**	*40%*	-	-	-
Customer services clerks	15	5	10	8	7	-	-	-	-
	3%	*3%*	*4%*	*4%*	*4%*	-	-	-	-
Travel attendants and related workers	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Housekeeping and restaurant services workers	4	3	1	3	1	-	-	-	-
	1%	*2%*	*	*1%*	*1%*	-	-	-	-
Personal care and related workers	5	1	4	4	1	-	-	-	-
	1%	*1%*	*2%*	*2%*	*1%*	-	-	-	-
Other personal services workers	6	-	6	4	2	-	-	-	-
	1%	-	**2%a**	*2%*	*1%*	-	-	-	-
Protective services workers	5	3	2	3	2	-	-	-	-
	1%	*2%*	*1%*	*1%*	*1%*	-	-	-	-
Models, salespersons and demonstrators	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Skilled agricultural and fishery workers	6	3	3	5	1	-	-	-	-
	1%	*2%*	*1%*	*2%*	*1%*	-	-	-	-
Extraction and building trades workers	12	6	6	3	9	-	-	-	-
	3%c	*3%*	*2%*	*1%*	**5%c**	-	-	-	-
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	3	2	1	1	2	-	-	-	-
	1%	*1%*	*	*	*1%*	-	-	-	-
Blacksmiths, tool-makers and related trades workers	1	-	1	1	-	-	-	-	-
	*	-	*	*	-	-	-	-	-
Machinery mechanics and fitters	2	-	2	2	-	-	-	-	-
	*	-	*1%*	*1%*	-	-	-	-	-
Electrical and electronic equipment mechanics and fitters	6	2	4	3	3	-	-	-	-
	1%	*1%*	*2%*	*1%*	*2%*	-	-	-	-
Precision workers in metal and related materials	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Potters, glass-makers and related trades workers	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	1	1	-	1	-	-	-	-	-
	*	*1%*	-	*	-	-	-	-	-
Printing and related trades workers	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	437	181	256	224	197	5**	5**	3**	3**
Food processing and related trades workers	5 **1%b**	4 *2%*	1 *	4 *2%*	1 *1%*	-	-	-	-
Wood treaters, cabinet-makers and related trades workers	3 *1%*	1 *1%*	2 *1%*	1 *	2 *1%*	-	-	-	-
Textile, garment and related trades workers	- -	- -	- -	- -	- -	-	-	-	-
Pelt, leather and shoemaking trades workers	- -	- -	- -	- -	- -	-	-	-	-
Plant and machine operators and assemblers	8 *2%*	4 *2%*	4 *2%*	2 *1%*	5 *3%*	-	1 *20%*	-	-
Sales and services elementary occupations	13 *3%*	7 *4%*	6 *2%*	9 *4%*	4 *2%*	-	-	-	-
Agricultural, fishery and related labourers	1 *	1 *1%*	- -	1 *	- -	-	-	-	-
Labourers in mining, construction, manufacturing and transport	5 *1%*	2 *1%*	3 *1%*	2 *1%*	3 *2%*	-	-	-	-
Armed forces	6 *1%*	1 *1%*	5 *2%*	4 *2%*	2 *1%*	-	-	-	-
Unemployed and not looking for a job / Long-term sick or disabled	24 *5%*	9 *5%*	15 *6%*	11 *5%*	12 *6%*	-	-	1 *33%*	-
Pupil /Student/ in full time education	37 **8%d**	13 *7%*	24 *9%*	36 **16%xd**	1 *1%*	-	-	-	-
Housewife	12 **3%ac**	1 *1%*	11 **4%xa**	3 *1%*	8 *4%*	1 *20%*	-	-	-
Not stated	- -	- -	- -	- -	- -	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 122

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	437	7**	42*	34*	40*	29**	31*	42*	66*	62*	23**	45*	16**	251	48*	138
Legislators and senior officials	8 *2%*	- -	1 *2%*	2 *6%*	- -	- -	1 *3%*	1 *2%*	2 *3%*	- -	1 *4%*	- -	- -	7 **3%o**	1 *2%*	- -
Directors and chief executives	13 *3%*	- -	1 *2%*	- -	1 *3%*	1 *3%*	3 **10%xg**	- -	1 *2%*	5 **8%x**	- -	1 *2%*	- -	8 *3%*	2 *4%*	3 *2%*
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	- -	- -	- -	- -	1 *3%*	- -	1 *2%*	1 *2%*	- -	- -	- -	- -	3 *1%*	- -	- -
Production and operations department managers in manufacturing	6 *1%*	- -	- -	1 *3%*	1 *3%*	- -	2 **6%xi**	- -	1 *2%*	- -	1 *4%*	- -	- -	5 *2%*	1 *2%*	- -
Production and operations department managers in construction	2 *	- -	- -	1 *3%*	1 *3%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *1%*
Production and operations department managers in wholesale and retail trade	3 *1%*	- -	- -	1 *3%*	- -	- -	- -	- -	2 **3%x**	- -	- -	- -	- -	2 *1%*	- -	1 *1%*
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in transport, storage and communications	1 *	- -	- -	- -	- -	- -	- -	1 **2%x**	- -	- -	- -	- -	- -	- -	- -	1 *1%*
Production and operations department managers in business services	2 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	1 *6%*	1 *	- -	1 *1%*
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers not elsewhere classified	2 *	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	- -	1 *6%*	1 *	- -	1 *1%*
Finance and administration department managers	9 *2%*	- -	1 *2%*	2 *6%*	- -	2 *7%*	- -	- -	3 *5%*	- -	- -	- -	1 *6%*	6 *2%*	1 *2%*	2 *1%*
Personnel and industrial relations department managers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	1 *	- -	- -
Sales and marketing department managers	3 *1%*	- -	- -	- -	- -	- -	1 *3%*	1 *2%*	1 *2%*	- -	- -	- -	- -	3 *1%*	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	437	7**	42*	34*	40*	29**	31*	42*	66*	62*	23**	45*	16**	251	48*	138
Advertising and public relations department managers	1 *	- -	- -	- -	- -	- -	1 **3%x**	- -	- -	- -	- -	- -	- -	1 *	- -	- -
Supply and distribution department managers	2 *	- -	1 *2%*	- -	- -	1 *3%*	- -	- -	- -	- -	- -	- -	- -	1 *	1 *2%*	- -
Computing services department managers	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 **4%x**	- -	1 *	- -	1 *1%*
Research and development department managers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other department managers not elsewhere classified	5 *1%*	- -	1 *2%*	1 *3%*	1 *3%*	- -	- -	- -	- -	1 *2%*	1 *4%*	- -	- -	3 *1%*	- -	2 *1%*
General managers in agriculture, hunting, forestry/ and fishing	2 *	- -	1 *2%*	- -	1 *3%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 *1%*
General managers in manufacturing	3 *1%*	- -	- -	- -	- -	1 *3%*	- -	- -	1 *2%*	- -	- -	1 *2%*	- -	2 *1%*	- -	1 *1%*
General managers in construction	5 *1%*	- -	- -	1 *3%*	- -	1 *3%*	- -	- -	1 *2%*	1 *2%*	- -	1 *2%*	- -	2 *1%*	1 *2%*	2 *1%*
General managers in wholesale and retail trade	14 *3%*	2 *29%*	1 *2%*	- -	2 *5%*	- -	- -	3 **7%i**	1 *2%*	- -	2 *9%*	2 *4%*	1 *6%*	13 **5%o**	- -	1 *1%*
General managers of restaurants and hotels	3 *1%*	- -	1 *2%*	1 *3%*	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	3 *1%*	- -	- -
General managers in transport, storage and communications	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *4%*	- -	- -	1 *	- -	- -
General managers of business services	7 *2%*	- -	- -	- -	- -	- -	- -	2 *5%*	- -	3 *5%*	- -	1 *2%*	1 *6%*	5 *2%*	- -	2 *1%*
General managers in personal care, cleaning and related services	1 *	- -	- -	- -	- -	1 *3%*	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -
General managers not elsewhere classified	3 *1%*	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	1 *4%*	1 *2%*	- -	2 *1%*	- -	1 *1%*
Physicists, chemists and related professionals	3 *1%*	- -	- -	- -	- -	- -	- -	1 *2%*	- -	1 *2%*	- -	1 *2%*	- -	2 *1%*	1 *2%*	- -
Mathematicians, statisticians and related professionals	1 *	- -	1 **2%x**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -
Computing professionals	8 *2%*	1 *14%*	1 *2%*	- -	2 *5%*	1 *3%*	1 *3%*	- -	2 *3%*	- -	- -	- -	- -	8 **3%o**	- -	- -
Architects, town and traffic planners	3 *1%*	- -	- -	- -	- -	- -	- -	1 *2%*	1 *2%*	1 *2%*	- -	- -	- -	3 *1%*	- -	- -

Participant Type : General Public Omnibus
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	437	7**	42*	34*	40*	29**	31*	42*	66*	62*	23**	45*	16**	251	48*	138
Civil engineers	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	**2%x**	-	-	-	-	-	-	-	-	-	-	-	-	*1%*
Electrical engineers	6	-	-	-	-	-	-	1	2	1	1	1	-	3	1	2
	1%	-	-	-	-	-	-	*2%*	*3%*	*2%*	*4%*	*2%*	-	*1%*	*2%*	*1%*
Electronics and telecommunications engineers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mechanical engineers	5	-	1	-	-	-	2	1	1	-	-	-	-	2	1	2
	1%	-	*2%*	-	-	-	**6%xi**	*2%*	*2%*	-	-	-	-	*1%*	*2%*	*1%*
Chemical engineers	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-
	*	-	-	-	-	-	-	-	-	-	*4%*	-	-	*	-	-
Mining engineers, metallurgists and related professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	*	-	-	**3%x**	-	-	-	-	-	-	-	-	-	*	-	-
Architects, engineers and related professionals not elsewhere classified	2	-	-	1	-	-	-	1	-	-	-	-	-	2	-	-
	*	-	-	*3%*	-	-	-	*2%*	-	-	-	-	-	*1%*	-	-
Life science professionals	3	-	-	-	-	-	-	-	1	2	-	-	-	3	-	-
	1%	-	-	-	-	-	-	-	*2%*	**3%x**	-	-	-	*1%*	-	-
Health professionals (except nursing)	14	1	1	-	2	1	1	1	-	5	-	1	1	7	3	4
	3%	*14%*	*2%*	-	*5%*	*3%*	*3%*	*2%*	-	**8%xh**	-	*2%*	*6%*	*3%*	*6%*	*3%*
Nursing and midwifery professionals	10	-	1	1	1	1	1	1	1	2	-	-	1	6	-	4
	2%	-	*2%*	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*3%*	-	-	*6%*	*2%*	-	*3%*
Teaching professionals	3	-	-	-	1	-	-	-	2	-	-	-	-	1	-	2
	1%	-	-	-	*3%*	-	-	-	**3%x**	-	-	-	-	*	-	*1%*
Business professionals	17	-	2	3	-	1	1	1	5	3	-	-	1	10	-	7
	4%	-	*5%*	**9%k**	-	*3%*	*3%*	*2%*	*8%*	*5%*	-	-	*6%*	*4%*	-	*5%*
Legal professionals	6	-	2	-	-	-	-	-	1	1	-	-	2	5	-	1
	1%	-	*5%*	-	-	-	-	-	*2%*	*2%*	-	-	*13%*	*2%*	-	*1%*
Archivists, librarians and related information professionals	2	-	-	-	-	-	-	-	-	1	-	1	-	2	-	-
	*	-	-	-	-	-	-	-	-	*2%*	-	*2%*	-	*1%*	-	-
Social science and related professionals	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-
	*	-	-	-	-	-	-	-	-	-	-	**2%x**	-	*	-	-
Writers and creative or performing artists	2	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-
	*	-	-	-	-	-	-	-	-	-	-	**4%x**	-	-	**4%mo**	-
Religious professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Physical and engineering science technicians	5	-	-	-	1	-	-	-	1	2	-	1	-	3	-	2
	1%	-	-	-	*3%*	-	-	-	*2%*	*3%*	-	*2%*	-	*1%*	-	*1%*

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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	437	7**	42*	34*	40*	29**	31*	42*	66*	62*	23**	45*	16**	251	48*	138
Computer associate professionals	8 *2%*	- -	1 *2%*	1 *3%*	1 *3%*	1 *3%*	- -	- -	1 *2%*	1 *2%*	- -	2 *4%*	- -	6 *2%*	2 **4%o**	- -
Optical and electronic equipment operators	2 *	- -	- -	- -	1 *3%*	1 *3%*	- -	- -	- -	- -	- -	- -	- -	2 *1%*	- -	- -
Ship and aircraft controllers and technicians	1 *	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	- -	1 *	- -	- -
Safety and quality inspectors	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Life science and health associate professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Teaching associate professionals	4 *1%*	- -	- -	1 *3%*	1 *3%*	2 *7%*	- -	- -	- -	- -	- -	- -	- -	3 *1%*	- -	1 *1%*
Finance and sales associate professionals	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 **2%x**	- -	1 *	- -	- -
Business services agents and trade brokers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	1 *	- -	- -
Administrative associate professionals	7 *2%*	1 *14%*	- -	- -	1 *3%*	- -	1 *3%*	1 *2%*	2 *3%*	1 *2%*	- -	- -	- -	6 *2%*	- -	1 *1%*
Customs, tax and related government associate professionals	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	1 *	- -	- -
Police inspectors and detectives	2 *	- -	- -	- -	- -	- -	1 **3%x**	- -	- -	1 *2%*	- -	- -	- -	1 *	- -	1 *1%*
Social work associate professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Artistic, entertainment and sports associate professionals	1 *	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	- -	- -	- -	1 *1%*
Religious associate professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Office clerks	33 *8%*	- -	1 *2%*	3 *9%*	4 *10%*	1 *3%*	3 *10%*	6 **14%h**	2 *3%*	6 *10%*	1 *4%*	5 *11%*	1 *6%*	19 *8%*	4 *8%*	10 *7%*
Customer services clerks	15 *3%*	- -	- -	3 **9%i**	2 *5%*	- -	1 *3%*	2 *5%*	4 *6%*	- -	- -	3 **7%i**	- -	14 **6%o**	- -	1 *1%*
Travel attendants and related workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Housekeeping and restaurant services workers	4 *1%*	- -	- -	- -	- -	- -	- -	- -	2 *3%*	- -	1 *4%*	1 *2%*	- -	3 *1%*	- -	1 *1%*
Personal care and related workers	5 *1%*	- -	1 *2%*	- -	1 *3%*	- -	- -	- -	2 *3%*	- -	1 *4%*	- -	- -	5 *2%*	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	437	7**	42*	34*	40*	29**	31*	42*	66*	62*	23**	45*	16**	251	48*	138
Other personal services workers	6 *1%*	- -	- -	- -	2 *5%*	2 *7%*	2 **6%xhi**	- -	- -	- -	- -	- -	- -	4 *2%*	1 *2%*	1 *1%*
Protective services workers	5 *1%*	- -	1 *2%*	- -	1 *3%*	- -	1 *3%*	- -	1 *2%*	1 *2%*	- -	- -	- -	2 *1%*	2 *4%*	1 *1%*
Models, salespersons and demonstrators	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Skilled agricultural and fishery workers	6 *1%*	- -	- -	1 *3%*	1 *3%*	1 *3%*	1 *3%*	2 *5%*	- -	- -	- -	- -	- -	6 *2%*	- -	- -
Extraction and building trades workers	12 *3%*	- -	2 *5%*	- -	- -	2 *7%*	1 *3%*	3 **7%h**	- -	1 *2%*	1 *4%*	2 *4%*	- -	7 *3%*	2 *4%*	3 *2%*
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	3 *1%*	- -	- -	- -	1 *3%*	1 *3%*	- -	1 *2%*	- -	- -	- -	- -	- -	1 *	1 *2%*	1 *1%*
Blacksmiths, tool-makers and related trades workers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *4%*	- -	- -	1 *	- -	- -
Machinery mechanics and fitters	2 *	- -	- -	- -	- -	- -	1 **3%x**	1 *2%*	- -	- -	- -	- -	- -	- -	- -	2 *1%*
Electrical and electronic equipment mechanics and fitters	6 *1%*	- -	- -	- -	- -	- -	- -	- -	2 *3%*	1 *2%*	1 *4%*	2 *4%*	- -	3 *1%*	2 *4%*	1 *1%*
Precision workers in metal and related materials	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Potters, glass-makers and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Handicraft workers in wood, textile, leather and related materials	1 *	- -	1 **2%x**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *1%*
Printing and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Food processing and related trades workers	5 *1%*	- -	- -	- -	- -	1 *3%*	- -	- -	- -	2 *3%*	- -	2 *4%*	- -	4 *2%*	1 *2%*	- -
Wood treaters, cabinet-makers and related trades workers	3 *1%*	- -	- -	1 *3%*	- -	- -	1 *3%*	- -	- -	1 *2%*	- -	- -	- -	1 *	1 *2%*	1 *1%*
Textile, garment and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pelt, leather and shoemaking trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plant and machine operators and assemblers	8 *2%*	- -	- -	1 *3%*	- -	- -	- -	1 *2%*	2 *3%*	1 *2%*	- -	2 *4%*	1 *6%*	5 *2%*	2 *4%*	1 *1%*

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 122

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	437	7**	42*	34*	40*	29**	31*	42*	66*	62*	23**	45*	16**	251	48*	138
Sales and services elementary occupations	13 *3%*	- -	2 *5%*	3 **9%i**	2 *5%*	1 *3%*	1 *3%*	- -	3 *5%*	- -	- -	1 *2%*	- -	8 *3%*	- -	5 *4%*
Agricultural, fishery and related labourers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	- -	- -	1 *1%*
Labourers in mining, construction, manufacturing and transport	5 *1%*	- -	1 *2%*	- -	1 *3%*	- -	- -	1 *2%*	- -	- -	1 *4%*	1 *2%*	- -	2 *1%*	2 *4%*	1 *1%*
Armed forces	6 *1%*	1 *14%*	1 *2%*	- -	- -	1 *3%*	- -	- -	3 **5%x**	- -	- -	- -	- -	1 *	- -	5 **4%m**
Unemployed and not looking for a job / Long-term sick or disabled	24 *5%*	- -	4 *10%*	2 *6%*	5 *13%*	- -	1 *3%*	2 *5%*	2 *3%*	2 *3%*	1 *4%*	3 *7%*	2 *13%*	3 *1%*	9 **19%m**	12 **9%m**
Pupil /Student/ in full time education	37 *8%*	1 *14%*	6 *14%*	1 *3%*	2 *5%*	3 *10%*	2 *6%*	3 *7%*	4 *6%*	7 *11%*	5 *22%*	3 *7%*	- -	3 *1%*	1 *2%*	33 **24%mn**
Housewife	12 *3%*	- -	3 *7%*	1 *3%*	- -	- -	- -	1 *2%*	2 *3%*	2 *3%*	1 *4%*	- -	2 *13%*	2 *1%*	3 **6%m**	7 **5%m**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 123

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	437	21**	48*	29**	4**	16**	4**
Legislators and senior officials	8 *2%*	2 *10%*	3 **6%x**	1 *3%*	- -	- -	- -
Directors and chief executives	13 *3%*	1 *5%*	3 *6%*	- -	- -	3 *19%*	- -
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	- -	1 *2%*	1 *3%*	1 *25%*	- -	- -
Production and operations department managers in manufacturing	6 *1%*	- -	2 *4%*	1 *3%*	- -	- -	- -
Production and operations department managers in construction	2 *	- -	- -	- -	- -	1 *6%*	- -
Production and operations department managers in wholesale and retail trade	3 *1%*	- -	- -	2 *7%*	- -	- -	- -
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in transport, storage and communications	1 *	- -	- -	- -	- -	- -	- -
Production and operations department managers in business services	2 *	- -	- -	- -	- -	- -	- -
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers not elsewhere classified	2 *	- -	- -	- -	- -	- -	- -
Finance and administration department managers	9 *2%*	- -	1 *2%*	2 *7%*	- -	- -	- -
Personnel and industrial relations department managers	1 *	- -	1 **2%x**	- -	- -	- -	- -
Sales and marketing department managers	3 *1%*	- -	1 *2%*	1 *3%*	- -	- -	- -
Advertising and public relations department managers	1 *	- -	- -	1 *3%*	- -	- -	- -
Supply and distribution department managers	2 *	- -	1 *2%*	1 *3%*	- -	- -	- -
Computing services department managers	2 *	- -	- -	- -	- -	1 *6%*	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
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Doteveryone Tech Professionals - Omnibus

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	437	21**	48*	29**	4**	16**	4**
Research and development department managers	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Other department managers not elsewhere classified	5	1	-	-	-	-	-
	1%	*5%*	-	-	-	-	-
General managers in agriculture, hunting, forestry/ and fishing	2	-	-	-	1	-	-
	*	-	-	-	*25%*	-	-
General managers in manufacturing	3	-	1	-	-	-	-
	1%	-	*2%*	-	-	-	-
General managers in construction	5	1	-	1	-	-	-
	1%	*5%*	-	*3%*	-	-	-
General managers in wholesale and retail trade	14	-	3	3	-	-	-
	3%	-	*6%*	*10%*	-	-	-
General managers of restaurants and hotels	3	-	1	1	-	-	-
	1%	-	*2%*	*3%*	-	-	-
General managers in transport, storage and communications	1	-	-	1	-	-	-
	*	-	-	*3%*	-	-	-
General managers of business services	7	-	2	1	-	-	-
	2%	-	*4%*	*3%*	-	-	-
General managers in personal care, cleaning and related services	1	-	-	-	-	-	-
	*	-	-	-	-	-	-
General managers not elsewhere classified	3	-	-	1	-	-	-
	1%	-	-	*3%*	-	-	-
Physicists, chemists and related professionals	3	-	1	-	-	-	-
	1%	-	*2%*	-	-	-	-
Mathematicians, statisticians and related professionals	1	1	-	-	-	-	-
	*	*5%*	-	-	-	-	-
Computing professionals	8	3	1	-	-	3	-
	2%	*14%*	*2%*	-	-	*19%*	-
Architects, town and traffic planners	3	-	1	-	-	-	-
	1%	-	*2%*	-	-	-	-
Civil engineers	1	-	-	-	-	-	-
	*	-	-	-	-	-	-
Electrical engineers	6	-	2	-	-	-	-
	1%	-	*4%*	-	-	-	-
Electronics and telecommunications engineers	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Mechanical engineers	5	-	-	-	-	-	1
	1%	-	-	-	-	-	*25%*
Chemical engineers	1	-	-	-	-	-	-
	*	-	-	-	-	-	-
Mining engineers, metallurgists and related professionals	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Cartographers and surveyors	1	-	-	-	-	-	-
	*	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Doteveryone Tech Professionals - Omnibus

Table 123

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	437	21**	48*	29**	4**	16**	4**
Architects, engineers and related professionals not elsewhere classified	2 *	- -	- -	- -	- -	- -	1 *25%*
Life science professionals	3 *1%*	1 *5%*	1 *2%*	- -	- -	- -	- -
Health professionals (except nursing)	14 *3%*	1 *5%*	1 *2%*	- -	- -	- -	- -
Nursing and midwifery professionals	10 *2%*	2 *10%*	1 *2%*	- -	- -	- -	- -
Teaching professionals	3 *1%*	- -	- -	- -	- -	1 *6%*	- -
Business professionals	17 *4%*	1 *5%*	- -	1 *3%*	- -	- -	- -
Legal professionals	6 *1%*	- -	- -	- -	- -	1 *6%*	- -
Archivists, librarians and related information professionals	2 *	1 *5%*	1 *2%*	- -	- -	- -	- -
Social science and related professionals	1 *	- -	- -	- -	- -	- -	- -
Writers and creative or performing artists	2 *	- -	- -	1 *3%*	- -	- -	- -
Religious professionals	- -	- -	- -	- -	- -	- -	- -
Physical and engineering science technicians	5 *1%*	- -	2 *4%*	- -	- -	- -	- -
Computer associate professionals	8 *2%*	- -	3 **6%x**	1 *3%*	- -	2 *13%*	- -
Optical and electronic equipment operators	2 *	- -	1 *2%*	- -	- -	- -	- -
Ship and aircraft controllers and technicians	1 *	- -	1 **2%x**	- -	- -	- -	- -
Safety and quality inspectors	- -	- -	- -	- -	- -	- -	- -
Life science and health associate professionals	- -	- -	- -	- -	- -	- -	- -
Teaching associate professionals	4 *1%*	- -	1 *2%*	- -	- -	- -	- -
Finance and sales associate professionals	1 *	- -	- -	- -	- -	- -	- -
Business services agents and trade brokers	1 *	- -	- -	- -	- -	- -	- -
Administrative associate professionals	7 *2%*	- -	- -	1 *3%*	- -	- -	- -
Customs, tax and related government associate professionals	1 *	1 *5%*	- -	- -	- -	- -	- -
Police inspectors and detectives	2 *	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
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Doteveryone Tech Professionals - Omnibus

Table 123

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	437	21**	48*	29**	4**	16**	4**
Social work associate professionals	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Artistic, entertainment and sports associate professionals	1	-	-	-	-	-	-
	*	-	-	-	-	-	-
Religious associate professionals	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Office clerks	33	1	4	1	1	1	-
	8%	*5%*	*8%*	*3%*	*25%*	*6%*	-
Customer services clerks	15	-	-	2	-	2	-
	3%	-	-	*7%*	-	*13%*	-
Travel attendants and related workers	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Housekeeping and restaurant services workers	4	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Personal care and related workers	5	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Other personal services workers	6	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Protective services workers	5	-	1	-	-	-	-
	1%	-	*2%*	-	-	-	-
Models, salespersons and demonstrators	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Skilled agricultural and fishery workers	6	1	1	1	-	1	-
	1%	*5%*	*2%*	*3%*	-	*6%*	-
Extraction and building trades workers	12	1	1	-	-	-	-
	3%	*5%*	*2%*	-	-	-	-
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	3	-	-	1	-	-	-
	1%	-	-	*3%*	-	-	-
Blacksmiths, tool-makers and related trades workers	1	-	1	-	-	-	-
	*	-	**2%x**	-	-	-	-
Machinery mechanics and fitters	2	-	-	-	-	-	-
	*	-	-	-	-	-	-
Electrical and electronic equipment mechanics and fitters	6	-	-	-	-	-	1
	1%	-	-	-	-	-	*25%*
Precision workers in metal and related materials	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Potters, glass-makers and related trades workers	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	1	-	-	-	-	-	-
	*	-	-	-	-	-	-
Printing and related trades workers	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 123

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	437	21**	48*	29**	4**	16**	4**
Food processing and related trades workers	5 *1%*	- -	- -	- -	- -	- -	- -
Wood treaters, cabinet-makers and related trades workers	3 *1%*	- -	1 *2%*	- -	- -	- -	- -
Textile, garment and related trades workers	- -	- -	- -	- -	- -	- -	- -
Pelt, leather and shoemaking trades workers	- -	- -	- -	- -	- -	- -	- -
Plant and machine operators and assemblers	8 *2%*	1 *5%*	1 *2%*	1 *3%*	1 *25%*	- -	- -
Sales and services elementary occupations	13 *3%*	- -	- -	- -	- -	- -	- -
Agricultural, fishery and related labourers	1 *	- -	- -	- -	- -	- -	- -
Labourers in mining, construction, manufacturing and transport	5 *1%*	- -	- -	1 *3%*	- -	- -	- -
Armed forces	6 *1%*	- -	- -	- -	- -	- -	- -
Unemployed and not looking for a job / Long-term sick or disabled	24 *5%*	- -	- -	- -	- -	- -	1 *25%*
Pupil /Student/ in full time education	37 *8%*	1 *5%*	1 *2%*	- -	- -	- -	- -
Housewife	12 *3%*	- -	- -	- -	- -	- -	- -
Not stated	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Role S2_tech_func.															
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	437	6**	8**	7**	14**	2**	7**	5**	-**	1**	-**	17**	-**	2**	-**	6**	7**	14**
Legislators and senior officials	8 *2%*	1 *17%*	1 *13%*	- -	2 *14%*	- -	1 *14%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *17%*	- -	- -
Directors and chief executives	13 *3%*	- -	- -	1 *14%*	2 *14%*	- -	- -	- -	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	- -	- -	- -	1 *7%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*
Production and operations department managers in manufacturing	6 *1%*	- -	- -	- -	1 *7%*	- -	- -	1 *20%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*
Production and operations department managers in construction	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in wholesale and retail trade	3 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *14%*
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in transport, storage and communications	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in business services	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers not elsewhere classified	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Finance and administration department managers	9 *2%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *6%*	- -	- -	- -	1 *17%*	1 *14%*	- -
Personnel and industrial relations department managers	1 *	- -	- -	- -	1 *7%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sales and marketing department managers	3 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -
Advertising and public relations department managers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Role S2_tech_func.															
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	437	6**	8**	7**	14**	2**	7**	5**	-**	1**	-**	17**	-**	2**	-**	6**	7**	14**
Supply and distribution department managers	2	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	*6%*	-	-	-	-	-	*7%*
Computing services department managers	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Research and development department managers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other department managers not elsewhere classified	5	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	*14%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
General managers in agriculture, hunting, forestry/ and fishing	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
General managers in manufacturing	3	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	*6%*	-	-	-	-	-	-
General managers in construction	5	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	1%	-	*13%*	-	-	-	-	-	-	-	-	-	-	-	-	*17%*	-	-
General managers in wholesale and retail trade	14	-	-	-	-	-	1	-	-	-	-	2	-	-	-	-	1	2
	3%	-	-	-	-	-	*14%*	-	-	-	-	*12%*	-	-	-	-	*14%*	*14%*
General managers of restaurants and hotels	3	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1
	1%	-	-	-	-	-	*14%*	-	-	-	-	-	-	-	-	-	-	*7%*
General managers in transport, storage and communications	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*14%*	-
General managers of business services	7	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
	2%	-	-	-	*7%*	-	-	-	-	-	-	*6%*	-	-	-	-	-	-
General managers in personal care, cleaning and related services	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
General managers not elsewhere classified	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*7%*
Physicists, chemists and related professionals	3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	*7%*	-	-	-	-	-	-	-	-	-	-	-	-	-
Mathematicians, statisticians and related professionals	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*13%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Computing professionals	8	2	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	2%	*33%*	*13%*	-	-	-	-	*20%*	-	-	-	-	-	-	-	-	-	-
Architects, town and traffic planners	3	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	*7%*	-	-	-	-	-	-	-	-	-	-	-	-	-
Civil engineers	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Electrical engineers	6	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	*6%*	-	*50%*	-	-	-	-
Electronics and telecommunications engineers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mechanical engineers	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Ipsos MORI

Doteveryone Tech Professionals - Omnibus

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	437	6**	8**	7**	14**	2**	7**	5**	-**	1**	-**	17**	-**	2**	-**	6**	7**	14**
Chemical engineers	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mining engineers, metallurgists and related professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Architects, engineers and related professionals not elsewhere classified	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Life science professionals	3	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	*13%*	-	-	*50%*	-	-	-	-	-	-	-	-	-	-	-	-
Health professionals (except nursing)	14	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	3%	-	*13%*	-	-	-	-	*20%*	-	-	-	-	-	-	-	-	-	-
Nursing and midwifery professionals	10	-	-	2	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	2%	-	-	*29%*	-	-	-	-	-	-	-	*6%*	-	-	-	-	-	-
Teaching professionals	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business professionals	17	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	4%	-	-	*14%*	-	-	-	-	-	-	-	-	-	-	-	*17%*	-	-
Legal professionals	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Archivists, librarians and related information professionals	2	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*13%*	-	-	*50%*	-	-	-	-	-	-	-	-	-	-	-	-
Social science and related professionals	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Writers and creative or performing artists	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*7%*
Religious professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Physical and engineering science technicians	5	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	*7%*	-	-	*20%*	-	-	-	-	-	-	-	-	-	-
Computer associate professionals	8	-	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	1
	2%	-	-	-	-	-	*14%*	*20%*	-	-	-	*6%*	-	-	-	-	-	*7%*
Optical and electronic equipment operators	2	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	*6%*	-	-	-	-	-	-
Ship and aircraft controllers and technicians	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	*100%*	-	-	-	-	-	-	-	-
Safety and quality inspectors	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Life science and health associate professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Teaching associate professionals	4	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	*6%*	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
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Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	437	6**	8**	7**	14**	2**	7**	5**	-**	1**	-**	17**	-**	2**	-**	6**	7**	14**
Finance and sales associate professionals	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business services agents and trade brokers	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Administrative associate professionals	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*17%*	-	-
Customs, tax and related government associate professionals	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	*14%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Police inspectors and detectives	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Social work associate professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Artistic, entertainment and sports associate professionals	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Religious associate professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Office clerks	33	1	-	-	1	-	-	-	-	-	-	2	-	1	-	-	1	-
	8%	*17%*	-	-	*7%*	-	-	-	-	-	-	*12%*	-	*50%*	-	-	*14%*	-
Customer services clerks	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*17%*	*14%*	-
Travel attendants and related workers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housekeeping and restaurant services workers	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal care and related workers	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other personal services workers	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Protective services workers	5	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	*14%*	-	-	-	-	-	-	-	-	-	-	-
Models, salespersons and demonstrators	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Skilled agricultural and fishery workers	6	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1
	1%	-	-	*14%*	-	-	*14%*	-	-	-	-	-	-	-	-	-	-	*7%*
Extraction and building trades workers	12	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	3%	-	*13%*	-	-	-	-	-	-	-	-	*6%*	-	-	-	-	-	-
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*14%*	-
Blacksmiths, tool-makers and related trades workers	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	*14%*	-	-	-	-	-	-	-	-	-	-	-
Machinery mechanics and fitters	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	437	6**	8**	7**	14**	2**	7**	5**	-**	1**	-**	17**	-**	2**	-**	6**	7**	14**
Electrical and electronic equipment mechanics and fitters	6 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Precision workers in metal and related materials	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Potters, glass-makers and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Handicraft workers in wood, textile, leather and related materials	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Printing and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Food processing and related trades workers	5 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Wood treaters, cabinet-makers and related trades workers	3 *1%*	- -	- -	- -	1 *7%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Textile, garment and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pelt, leather and shoemaking trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plant and machine operators and assemblers	8 *2%*	1 *17%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *6%*	- -	- -	- -	- -	1 *14%*	- -
Sales and services elementary occupations	13 *3%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Agricultural, fishery and related labourers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Labourers in mining, construction, manufacturing and transport	5 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*
Armed forces	6 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Unemployed and not looking for a job / Long-term sick or disabled	24 *5%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pupil /Student/ in full time education	37 *8%*	1 *17%*	- -	- -	1 *7%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Housewife	12 *3%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**437**	2**	-**	3**	-**	1**	1**	5**	1**	-**	2**
Legislators and senior officials	**8** ***2%***	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Directors and chief executives	**13** ***3%***	- -	- -	- -	- -	- -	1 *100%*	1 *20%*	- -	- -	- -
Production and operations department managers in agriculture, hunting, forestry and fishing	**3** ***1%***	- -	- -	1 *33%*	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in manufacturing	**6** ***1%***	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in construction	**2** *	- -	- -	- -	- -	- -	- -	1 *20%*	- -	- -	- -
Production and operations department managers in wholesale and retail trade	**3** ***1%***	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in restaurants and hotels	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in transport, storage and communications	**1** *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in business services	**2** *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in personal care, cleaning and related services	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers not elsewhere classified	**2** *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Finance and administration department managers	**9** ***2%***	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Personnel and industrial relations department managers	**1** *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sales and marketing department managers	**3** ***1%***	1 *50%*	- -	- -	- -	- -	- -	- -	- -	- -	- -
Advertising and public relations department managers	**1** *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**437**	2**	-**	3**	-**	1**	1**	5**	1**	-**	2**
Supply and distribution department managers	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Computing services department managers	**2**	-	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	*20%*	-	-	-
Research and development department managers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other department managers not elsewhere classified	**5**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
General managers in agriculture, hunting, forestry/ and fishing	**2**	-	-	1	-	-	-	-	-	-	-
	*	-	-	*33%*	-	-	-	-	-	-	-
General managers in manufacturing	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
General managers in construction	**5**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
General managers in wholesale and retail trade	**14**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
General managers of restaurants and hotels	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
General managers in transport, storage and communications	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
General managers of business services	**7**	1	-	-	-	-	-	-	-	-	-
	2%	*50%*	-	-	-	-	-	-	-	-	-
General managers in personal care, cleaning and related services	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
General managers not elsewhere classified	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Physicists, chemists and related professionals	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Mathematicians, statisticians and related professionals	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Computing professionals	**8**	-	-	-	-	-	-	-	-	-	2
	2%	-	-	-	-	-	-	-	-	-	*100%*
Architects, town and traffic planners	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Civil engineers	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Electrical engineers	**6**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Electronics and telecommunications engineers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Mechanical engineers	**5**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**437**	2**	-**	3**	-**	1**	1**	5**	1**	-**	2**
Chemical engineers	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Mining engineers, metallurgists and related professionals	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Architects, engineers and related professionals not elsewhere classified	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Life science professionals	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Health professionals (except nursing)	**14**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Nursing and midwifery professionals	**10**	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-
Teaching professionals	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Business professionals	**17**	-	-	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-
Legal professionals	**6**	-	-	-	-	-	-	-	1	-	-
	1%	-	-	-	-	-	-	-	*100%*	-	-
Archivists, librarians and related information professionals	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Social science and related professionals	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Writers and creative or performing artists	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Religious professionals	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Physical and engineering science technicians	**5**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Computer associate professionals	**8**	-	-	-	-	-	-	1	-	-	-
	2%	-	-	-	-	-	-	*20%*	-	-	-
Optical and electronic equipment operators	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Ship and aircraft controllers and technicians	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Safety and quality inspectors	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Life science and health associate professionals	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Teaching associate professionals	**4**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**437**	2**	-**	3**	-**	1**	1**	5**	1**	-**	2**
Finance and sales associate professionals	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Business services agents and trade brokers	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Administrative associate professionals	**7**	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-
Customs, tax and related government associate professionals	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Police inspectors and detectives	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Social work associate professionals	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Artistic, entertainment and sports associate professionals	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Religious associate professionals	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Office clerks	**33**	-	-	-	-	1	-	1	-	-	-
	8%	-	-	-	-	*100%*	-	*20%*	-	-	-
Customer services clerks	**15**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Travel attendants and related workers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Housekeeping and restaurant services workers	**4**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Personal care and related workers	**5**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Other personal services workers	**6**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Protective services workers	**5**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Models, salespersons and demonstrators	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Skilled agricultural and fishery workers	**6**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Extraction and building trades workers	**12**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Blacksmiths, tool-makers and related trades workers	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Machinery mechanics and fitters	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

		Role S2_tech_func.									
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**437**	2**	-**	3**	-**	1**	1**	5**	1**	-**	2**
Electrical and electronic equipment mechanics and fitters	**6**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Precision workers in metal and related materials	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Potters, glass-makers and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	**1**	-	-	-	-	-	-	-	-	-	-
	*****	-	-	-	-	-	-	-	-	-	-
Printing and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Food processing and related trades workers	**5**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Wood treaters, cabinet-makers and related trades workers	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Textile, garment and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Pelt, leather and shoemaking trades workers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Plant and machine operators and assemblers	**8**	-	-	1	-	-	-	-	-	-	-
	2%	-	-	*33%*	-	-	-	-	-	-	-
Sales and services elementary occupations	**13**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Agricultural, fishery and related labourers	**1**	-	-	-	-	-	-	-	-	-	-
	*****	-	-	-	-	-	-	-	-	-	-
Labourers in mining, construction, manufacturing and transport	**5**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Armed forces	**6**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Unemployed and not looking for a job / Long-term sick or disabled	**24**	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-
Pupil /Student/ in full time education	**37**	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-
Housewife	**12**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**437**	5**	-**	2**	-**	1**	1**	2**	-**	-**	-**	-*
Legislators and senior officials	**8**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Directors and chief executives	**13**	1	-	-	-	-	-	-	-	-	-	-
	3%	*20%*	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in agriculture, hunting, forestry and fishing	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in manufacturing	**6**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in construction	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in wholesale and retail trade	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in restaurants and hotels	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in transport, storage and communications	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in business services	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in personal care, cleaning and related services	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers not elsewhere classified	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Finance and administration department managers	**9**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Personnel and industrial relations department managers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Sales and marketing department managers	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Advertising and public relations department managers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**437**	5**	-**	2**	-**	1**	1**	2**	-**	-**	-**	-*
Supply and distribution department managers	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Computing services department managers	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Research and development department managers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Other department managers not elsewhere classified	**5**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
General managers in agriculture, hunting, forestry/ and fishing	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
General managers in manufacturing	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
General managers in construction	**5**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
General managers in wholesale and retail trade	**14**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
General managers of restaurants and hotels	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
General managers in transport, storage and communications	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
General managers of business services	**7**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
General managers in personal care, cleaning and related services	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
General managers not elsewhere classified	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Physicists, chemists and related professionals	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Mathematicians, statisticians and related professionals	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Computing professionals	**8**	1	-	-	-	-	-	-	-	-	-	-
	2%	*20%*	-	-	-	-	-	-	-	-	-	-
Architects, town and traffic planners	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Civil engineers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Electrical engineers	**6**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Electronics and telecommunications engineers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Mechanical engineers	**5**	-	-	-	-	-	-	1	-	-	-	-
	1%	-	-	-	-	-	-	*50%*	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**437**	5**	-**	2**	-**	1**	1**	2**	-**	-**	-**	-*
Chemical engineers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Mining engineers, metallurgists and related professionals	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Architects, engineers and related professionals not elsewhere classified	**2**	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	-	-	*50%*	-	-	-	-
Life science professionals	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Health professionals (except nursing)	**14**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Nursing and midwifery professionals	**10**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Teaching professionals	**3**	1	-	-	-	-	-	-	-	-	-	-
	1%	*20%*	-	-	-	-	-	-	-	-	-	-
Business professionals	**17**	-	-	-	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	-
Legal professionals	**6**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Archivists, librarians and related information professionals	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Social science and related professionals	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Writers and creative or performing artists	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Religious professionals	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Physical and engineering science technicians	**5**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Computer associate professionals	**8**	1	-	-	-	-	-	-	-	-	-	-
	2%	*20%*	-	-	-	-	-	-	-	-	-	-
Optical and electronic equipment operators	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Ship and aircraft controllers and technicians	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Safety and quality inspectors	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Life science and health associate professionals	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Teaching associate professionals	**4**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**437**	5**	-**	2**	-**	1**	1**	2**	-**	-**	-**	-*
Finance and sales associate professionals	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Business services agents and trade brokers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Administrative associate professionals	**7**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Customs, tax and related government associate professionals	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Police inspectors and detectives	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Social work associate professionals	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Artistic, entertainment and sports associate professionals	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Religious associate professionals	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Office clerks	**33**	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-
Customer services clerks	**15**	-	-	2	-	-	-	-	-	-	-	-
	3%	-	-	*100%*	-	-	-	-	-	-	-	-
Travel attendants and related workers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Housekeeping and restaurant services workers	**4**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Personal care and related workers	**5**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Other personal services workers	**6**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Protective services workers	**5**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Models, salespersons and demonstrators	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Skilled agricultural and fishery workers	**6**	1	-	-	-	-	-	-	-	-	-	-
	1%	*20%*	-	-	-	-	-	-	-	-	-	-
Extraction and building trades workers	**12**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Blacksmiths, tool-makers and related trades workers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Machinery mechanics and fitters	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 124

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**437**	5**	-**	2**	-**	1**	1**	2**	-**	-**	-**	-*
Electrical and electronic equipment mechanics and fitters	**6**	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	-	*100%*	-	-	-	-	-	-
Precision workers in metal and related materials	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Potters, glass-makers and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	**1**	-	-	-	-	-	-	-	-	-	-	-
	*****	-	-	-	-	-	-	-	-	-	-	-
Printing and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Food processing and related trades workers	**5**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Wood treaters, cabinet-makers and related trades workers	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Textile, garment and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Pelt, leather and shoemaking trades workers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Plant and machine operators and assemblers	**8**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Sales and services elementary occupations	**13**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Agricultural, fishery and related labourers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*****	-	-	-	-	-	-	-	-	-	-	-
Labourers in mining, construction, manufacturing and transport	**5**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Armed forces	**6**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Unemployed and not looking for a job / Long-term sick or disabled	**24**	-	-	-	-	-	1	-	-	-	-	-
	5%	-	-	-	-	-	*100%*	-	-	-	-	-
Pupil /Student/ in full time education	**37**	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-
Housewife	**12**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 125

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	437	8**	26**	86*	35*	127	129	26**
Legislators and senior officials	8 *2%*	- -	- -	2 *2%*	- -	1 *1%*	4 *3%*	1 *4%*
Directors and chief executives	13 *3%*	- -	- -	- -	1 *3%*	4 *3%*	6 **5%c**	2 *8%*
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	- -	- -	1 *1%*	- -	- -	2 *2%*	- -
Production and operations department managers in manufacturing	6 *1%*	- -	- -	2 *2%*	1 *3%*	- -	2 *2%*	1 *4%*
Production and operations department managers in construction	2 *	- -	- -	1 *1%*	- -	- -	- -	1 *4%*
Production and operations department managers in wholesale and retail trade	3 *1%*	- -	1 *4%*	- -	1 *3%*	1 *1%*	- -	- -
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in transport, storage and communications	1 *	- -	1 *4%*	- -	- -	- -	- -	- -
Production and operations department managers in business services	2 *	- -	- -	- -	- -	- -	2 *2%*	- -
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers not elsewhere classified	2 *	- -	- -	2 **2%x**	- -	- -	- -	- -
Finance and administration department managers	9 *2%*	- -	- -	- -	1 *3%*	4 *3%*	4 *3%*	- -
Personnel and industrial relations department managers	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Sales and marketing department managers	3 *1%*	- -	1 *4%*	- -	- -	1 *1%*	1 *1%*	- -
Advertising and public relations department managers	1 *	- -	1 *4%*	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 125

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	437	8**	26**	86*	35*	127	129	26**
Supply and distribution department managers	2 *	- -	- -	- -	- -	1 *1%*	- -	1 *4%*
Computing services department managers	2 *	- -	- -	- -	- -	1 *1%*	1 *1%*	- -
Research and development department managers	- -	- -	- -	- -	- -	- -	- -	- -
Other department managers not elsewhere classified	5 *1%*	- -	- -	1 *1%*	- -	2 *2%*	2 *2%*	- -
General managers in agriculture, hunting, forestry/ and fishing	2 *	- -	- -	- -	- -	1 *1%*	- -	1 *4%*
General managers in manufacturing	3 *1%*	1 *13%*	- -	- -	- -	1 *1%*	1 *1%*	- -
General managers in construction	5 *1%*	- -	- -	1 *1%*	- -	2 *2%*	2 *2%*	- -
General managers in wholesale and retail trade	14 *3%*	- -	- -	2 *2%*	1 *3%*	6 *5%*	4 *3%*	1 *4%*
General managers of restaurants and hotels	3 *1%*	- -	- -	1 *1%*	- -	2 *2%*	- -	- -
General managers in transport, storage and communications	1 *	- -	- -	1 *1%*	- -	- -	- -	- -
General managers of business services	7 *2%*	- -	- -	- -	- -	2 *2%*	3 *2%*	2 *8%*
General managers in personal care, cleaning and related services	1 *	- -	- -	- -	- -	- -	- -	1 *4%*
General managers not elsewhere classified	3 *1%*	- -	- -	2 *2%*	- -	1 *1%*	- -	- -
Physicists, chemists and related professionals	3 *1%*	- -	1 *4%*	1 *1%*	- -	1 *1%*	- -	- -
Mathematicians, statisticians and related professionals	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Computing professionals	8 *2%*	- -	- -	1 *1%*	- -	2 *2%*	4 *3%*	1 *4%*
Architects, town and traffic planners	3 *1%*	- -	- -	- -	- -	1 *1%*	2 *2%*	- -
Civil engineers	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Electrical engineers	6 *1%*	- -	- -	3 *3%*	- -	2 *2%*	1 *1%*	- -
Electronics and telecommunications engineers	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 125

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	437	8**	26**	86*	35*	127	129	26**
Mechanical engineers	5	-	1	-	1	-	3	-
	1%	-	*4%*	-	*3%*	-	*2%*	-
Chemical engineers	1	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	*4%*
Mining engineers, metallurgists and related professionals	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Cartographers and surveyors	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	*1%*	-
Architects, engineers and related professionals not elsewhere classified	2	-	-	1	-	1	-	-
	*	-	-	*1%*	-	*1%*	-	-
Life science professionals	3	-	-	-	-	-	1	2
	1%	-	-	-	-	-	*1%*	*8%*
Health professionals (except nursing)	14	-	-	4	2	3	4	1
	3%	-	-	*5%*	*6%*	*2%*	*3%*	*4%*
Nursing and midwifery professionals	10	-	2	1	-	3	3	1
	2%	-	*8%*	*1%*	-	*2%*	*2%*	*4%*
Teaching professionals	3	-	-	-	-	1	2	-
	1%	-	-	-	-	*1%*	*2%*	-
Business professionals	17	-	1	3	1	4	7	1
	4%	-	*4%*	*3%*	*3%*	*3%*	*5%*	*4%*
Legal professionals	6	-	-	1	1	2	-	2
	1%	-	-	*1%*	*3%*	*2%*	-	*8%*
Archivists, librarians and related information professionals	2	-	-	-	-	-	1	1
	*	-	-	-	-	-	*1%*	*4%*
Social science and related professionals	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	*1%*	-
Writers and creative or performing artists	2	-	-	1	-	-	1	-
	*	-	-	*1%*	-	-	*1%*	-
Religious professionals	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Physical and engineering science technicians	5	-	1	-	-	1	3	-
	1%	-	*4%*	-	-	*1%*	*2%*	-
Computer associate professionals	8	-	1	1	1	-	4	1
	2%	-	*4%*	*1%*	*3%*	-	**3%e**	*4%*
Optical and electronic equipment operators	2	-	-	2	-	-	-	-
	*	-	-	**2%x**	-	-	-	-
Ship and aircraft controllers and technicians	1	-	-	-	-	1	-	-
	*	-	-	-	-	*1%*	-	-
Safety and quality inspectors	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Life science and health associate professionals	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 125

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	437	8**	26**	86*	35*	127	129	26**
Teaching associate professionals	4 *1%*	- -	- -	1 *1%*	1 *3%*	- -	2 *2%*	- -
Finance and sales associate professionals	1 *	- -	- -	- -	- -	1 *1%*	- -	- -
Business services agents and trade brokers	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Administrative associate professionals	7 *2%*	- -	- -	2 *2%*	1 *3%*	3 *2%*	1 *1%*	- -
Customs, tax and related government associate professionals	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Police inspectors and detectives	2 *	- -	- -	- -	- -	2 *2%*	- -	- -
Social work associate professionals	- -	- -	- -	- -	- -	- -	- -	- -
Artistic, entertainment and sports associate professionals	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Religious associate professionals	- -	- -	- -	- -	- -	- -	- -	- -
Office clerks	33 *8%*	1 *13%*	3 *12%*	3 *3%*	4 *11%*	13 *10%*	8 *6%*	1 *4%*
Customer services clerks	15 *3%*	- -	- -	7 **8%x**	1 *3%*	3 *2%*	4 *3%*	- -
Travel attendants and related workers	- -	- -	- -	- -	- -	- -	- -	- -
Housekeeping and restaurant services workers	4 *1%*	- -	- -	1 *1%*	- -	2 *2%*	1 *1%*	- -
Personal care and related workers	5 *1%*	- -	- -	- -	1 *3%*	3 *2%*	- -	1 *4%*
Other personal services workers	6 *1%*	- -	- -	5 **6%xef**	- -	1 *1%*	- -	- -
Protective services workers	5 *1%*	- -	- -	1 *1%*	1 *3%*	1 *1%*	2 *2%*	- -
Models, salespersons and demonstrators	- -	- -	- -	- -	- -	- -	- -	- -
Skilled agricultural and fishery workers	6 *1%*	- -	- -	4 **5%xf**	1 *3%*	1 *1%*	- -	- -
Extraction and building trades workers	12 *3%*	1 *13%*	1 *4%*	4 *5%*	2 *6%*	2 *2%*	2 *2%*	- -
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	3 *1%*	- -	- -	- -	1 *3%*	2 *2%*	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 125

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	437	8**	26**	86*	35*	127	129	26**
Blacksmiths, tool-makers and related trades workers	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	*1%*	-
Machinery mechanics and fitters	2	-	-	1	-	1	-	-
	*	-	-	*1%*	-	*1%*	-	-
Electrical and electronic equipment mechanics and fitters	6	-	-	-	-	5	1	-
	1%	-	-	-	-	**4%x**	*1%*	-
Precision workers in metal and related materials	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Potters, glass-makers and related trades workers	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	1	-	-	-	-	1	-	-
	*	-	-	-	-	*1%*	-	-
Printing and related trades workers	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Food processing and related trades workers	5	-	-	-	1	2	2	-
	1%	-	-	-	*3%*	*2%*	*2%*	-
Wood treaters, cabinet-makers and related trades workers	3	-	-	-	1	2	-	-
	1%	-	-	-	*3%*	*2%*	-	-
Textile, garment and related trades workers	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Pelt, leather and shoemaking trades workers	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Plant and machine operators and assemblers	8	-	-	3	1	1	3	-
	2%	-	-	*3%*	*3%*	*1%*	*2%*	-
Sales and services elementary occupations	13	-	-	1	2	2	8	-
	3%	-	-	*1%*	*6%*	*2%*	**6%x**	-
Agricultural, fishery and related labourers	1	-	-	-	-	1	-	-
	*	-	-	-	-	*1%*	-	-
Labourers in mining, construction, manufacturing and transport	5	1	1	1	-	1	1	-
	1%	*13%*	*4%*	*1%*	-	*1%*	*1%*	-
Armed forces	6	-	-	3	-	2	1	-
	1%	-	-	*3%*	-	*2%*	*1%*	-
Unemployed and not looking for a job / Long-term sick or disabled	24	2	7	6	4	1	4	-
	5%e	*25%*	*27%*	**7%e**	**11%ef**	*1%*	*3%*	-
Pupil /Student/ in full time education	37	-	2	5	-	19	9	2
	8%	-	*8%*	*6%*	-	**15%xcdf**	*7%*	*8%*
Housewife	12	2	1	3	2	3	1	-
	3%	*25%*	*4%*	*3%*	*6%*	*2%*	*1%*	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 125

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	437	8**	26**	86*	35*	127	129	26**
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	437	44*	75*	118	44*	42*	53*	18**	21**	138	117	40*	48*	73*
Legislators and senior officials	8 *2%*	- -	2 *3%*	2 *2%*	2 *5%*	- -	- -	2 *11%*	8 *38%*	- -	- -	- -	- -	- -
Directors and chief executives	13 **3%i**	- -	1 *1%*	1 *1%*	1 *2%*	1 *2%*	5 **9%xabc**	3 *17%*	13 *62%*	- -	- -	- -	- -	- -
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	- -	- -	1 *1%*	- -	- -	1 *2%*	- -	- -	- -	3 **3%x**	- -	- -	- -
Production and operations department managers in manufacturing	6 *1%*	1 *2%*	1 *1%*	2 *2%*	- -	1 *2%*	- -	1 *6%*	- -	- -	6 **5%xi**	- -	- -	- -
Production and operations department managers in construction	2 *	- -	- -	- -	- -	1 *2%*	1 *2%*	- -	- -	- -	2 *2%*	- -	- -	- -
Production and operations department managers in wholesale and retail trade	3 *1%*	- -	- -	2 *2%*	- -	1 *2%*	- -	- -	- -	- -	3 **3%x**	- -	- -	- -
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in transport, storage and communications	1 *	- -	1 *1%*	- -	- -	- -	- -	- -	- -	- -	1 *1%*	- -	- -	- -
Production and operations department managers in business services	2 *	- -	1 *1%*	- -	1 *2%*	- -	- -	- -	- -	- -	2 *2%*	- -	- -	- -
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers not elsewhere classified	2 *	- -	- -	1 *1%*	- -	- -	- -	- -	- -	- -	2 *2%*	- -	- -	- -
Finance and administration department managers	9 *2%*	2 *5%*	- -	3 *3%*	1 *2%*	1 *2%*	2 *4%*	- -	- -	9 **7%xjm**	- -	- -	- -	- -
Personnel and industrial relations department managers	1 *	- -	- -	- -	- -	- -	1 **2%x**	- -	- -	1 *1%*	- -	- -	- -	- -
Sales and marketing department managers	3 *1%*	- -	- -	1 *1%*	- -	1 *2%*	1 *2%*	- -	- -	3 **2%x**	- -	- -	- -	- -
Advertising and public relations department managers	1 *	- -	- -	- -	- -	- -	- -	1 *6%*	- -	1 *1%*	- -	- -	- -	- -
Supply and distribution department managers	2 *	- -	1 *1%*	- -	- -	- -	- -	1 *6%*	- -	2 *1%*	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 126

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	437	44*	75*	118	44*	42*	53*	18**	21**	138	117	40*	48*	73*
Computing services department managers	2 *	-	1 *1%*	1 *1%*	-	-	-	-	-	2 *1%*	-	-	-	-
Research and development department managers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-
Other department managers not elsewhere classified	5 *1%*	-	-	1 *1%*	-	1 *2%*	2 *4%*	-	-	5 **4%xj**	-	-	-	-
General managers in agriculture, hunting, forestry/ and fishing	2 *	1 *2%*	1 *1%*	-	-	-	-	-	-	2 *1%*	-	-	-	-
General managers in manufacturing	3 *1%*	1 *2%*	-	-	1 *2%*	-	1 *2%*	-	-	3 **2%x**	-	-	-	-
General managers in construction	5 *1%*	-	1 *1%*	1 *1%*	-	-	2 *4%*	1 *6%*	-	5 **4%xj**	-	-	-	-
General managers in wholesale and retail trade	14 *3%*	1 *2%*	4 *5%*	4 *3%*	3 *7%*	2 *5%*	-	-	-	14 **10%xjklm**	-	-	-	-
General managers of restaurants and hotels	3 *1%*	-	1 *1%*	1 *1%*	-	-	-	1 *6%*	-	3 **2%x**	-	-	-	-
General managers in transport, storage and communications	1 *	-	-	1 *1%*	-	-	-	-	-	1 *1%*	-	-	-	-
General managers of business services	7 *2%*	-	1 *1%*	1 *1%*	1 *2%*	1 *2%*	-	1 *6%*	-	7 **5%xj**	-	-	-	-
General managers in personal care, cleaning and related services	1 *	-	-	-	1 **2%x**	-	-	-	-	1 *1%*	-	-	-	-
General managers not elsewhere classified	3 *1%*	1 *2%*	-	2 *2%*	-	-	-	-	-	3 **2%x**	-	-	-	-
Physicists, chemists and related professionals	3 *1%*	-	-	2 *2%*	-	1 *2%*	-	-	-	3 **2%x**	-	-	-	-
Mathematicians, statisticians and related professionals	1 *	-	-	-	-	-	1 **2%x**	-	-	1 *1%*	-	-	-	-
Computing professionals	8 *2%*	-	-	4 *3%*	1 *2%*	1 *2%*	2 *4%*	-	-	8 **6%xjm**	-	-	-	-
Architects, town and traffic planners	3 *1%*	-	-	2 *2%*	-	1 *2%*	-	-	-	3 **2%x**	-	-	-	-
Civil engineers	1 *	-	-	-	-	1 **2%x**	-	-	-	1 *1%*	-	-	-	-
Electrical engineers	6 *1%*	-	2 *3%*	2 *2%*	-	1 *2%*	-	1 *6%*	-	6 **4%xj**	-	-	-	-
Electronics and telecommunications engineers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-
Mechanical engineers	5 *1%*	-	-	2 *2%*	-	1 *2%*	1 *2%*	1 *6%*	-	5 **4%xj**	-	-	-	-
Chemical engineers	1 *	-	-	-	-	1 **2%x**	-	-	-	1 *1%*	-	-	-	-

Participant Type : General Public Omnibus
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 126

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	437	44*	75*	118	44*	42*	53*	18**	21**	138	117	40*	48*	73*
Mining engineers, metallurgists and related professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	1	-	-	-	-	1	-	-	-	1	-	-	-	-
	*	-	-	-	-	**2%x**	-	-	-	*1%*	-	-	-	-
Architects, engineers and related professionals not elsewhere classified	2	1	-	-	-	-	-	1	-	2	-	-	-	-
	*	*2%*	-	-	-	-	-	*6%*	-	*1%*	-	-	-	-
Life science professionals	3	-	-	1	-	-	1	1	-	3	-	-	-	-
	1%	-	-	*1%*	-	-	*2%*	*6%*	-	**2%x**	-	-	-	-
Health professionals (except nursing)	14	1	2	4	3	1	1	1	-	14	-	-	-	-
	3%	*2%*	*3%*	*3%*	*7%*	*2%*	*2%*	*6%*	-	**10%xjklm**	-	-	-	-
Nursing and midwifery professionals	10	-	1	1	1	3	2	-	-	-	10	-	-	-
	2%	-	*1%*	*1%*	*2%*	**7%xc**	*4%*	-	-	-	**9%xilm**	-	-	-
Teaching professionals	3	-	-	1	1	1	-	-	-	-	3	-	-	-
	1%	-	-	*1%*	*2%*	*2%*	-	-	-	-	**3%x**	-	-	-
Business professionals	17	2	-	3	-	2	9	-	-	17	-	-	-	-
	4%j	*5%*	-	*3%*	-	*5%*	**17%xbcd**	-	-	**12%xjklm**	-	-	-	-
Legal professionals	6	-	1	2	1	1	-	-	-	6	-	-	-	-
	1%	-	*1%*	*2%*	*2%*	*2%*	-	-	-	**4%xj**	-	-	-	-
Archivists, librarians and related information professionals	2	-	-	1	-	-	1	-	-	-	2	-	-	-
	*	-	-	*1%*	-	-	*2%*	-	-	-	*2%*	-	-	-
Social science and related professionals	1	-	-	1	-	-	-	-	-	1	-	-	-	-
	*	-	-	*1%*	-	-	-	-	-	*1%*	-	-	-	-
Writers and creative or performing artists	2	-	2	-	-	-	-	-	-	2	-	-	-	-
	*	-	**3%x**	-	-	-	-	-	-	*1%*	-	-	-	-
Religious professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Physical and engineering science technicians	5	1	-	-	-	2	1	-	-	-	5	-	-	-
	1%	*2%*	-	-	-	**5%xc**	*2%*	-	-	-	**4%xi**	-	-	-
Computer associate professionals	8	-	3	3	1	-	1	-	-	-	8	-	-	-
	2%	-	*4%*	*3%*	*2%*	-	*2%*	-	-	-	**7%xim**	-	-	-
Optical and electronic equipment operators	2	-	1	-	-	-	1	-	-	-	2	-	-	-
	*	-	*1%*	-	-	-	*2%*	-	-	-	*2%*	-	-	-
Ship and aircraft controllers and technicians	1	-	-	-	-	1	-	-	-	-	1	-	-	-
	*	-	-	-	-	**2%x**	-	-	-	-	*1%*	-	-	-
Safety and quality inspectors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Life science and health associate professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Teaching associate professionals	4	-	-	-	1	1	2	-	-	-	4	-	-	-
	1%	-	-	-	*2%*	*2%*	**4%xc**	-	-	-	**3%xi**	-	-	-
Finance and sales associate professionals	1	-	-	-	-	1	-	-	-	-	1	-	-	-
	*	-	-	-	-	**2%x**	-	-	-	-	*1%*	-	-	-
Business services agents and trade brokers	1	-	-	-	-	-	1	-	-	-	1	-	-	-
	*	-	-	-	-	-	**2%x**	-	-	-	*1%*	-	-	-

Participant Type : General Public Omnibus
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Doteveryone Tech Professionals - Omnibus

Table 126

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	437	44*	75*	118	44*	42*	53*	18**	21**	138	117	40*	48*	73*
Administrative associate professionals	7 *2%*	- -	2 *3%*	2 *2%*	- -	2 *5%*	1 *2%*	-	-	-	-	7 **18%xijlm**	-	-
Customs, tax and related government associate professionals	1 *	- -	- -	- -	- -	- -	- -	-	-	-	1 *1%*	-	-	-
Police inspectors and detectives	2 *	- -	- -	1 *1%*	- -	- -	1 *2%*	-	-	2 *1%*	-	-	-	-
Social work associate professionals	- -	- -	- -	- -	- -	- -	- -	-	-	-	-	-	-	-
Artistic, entertainment and sports associate professionals	1 *	- -	1 *1%*	- -	- -	- -	- -	-	-	-	1 *1%*	-	-	-
Religious associate professionals	- -	- -	- -	- -	- -	- -	- -	-	-	-	-	-	-	-
Office clerks	33 **8%bilm**	1 *2%*	1 *1%*	16 **14%xab**	6 **14%b**	3 *7%*	3 *6%*	-	-	-	33 **28%xiklm**	-	-	-
Customer services clerks	15 **3%i**	1 *2%*	7 **9%xef**	5 *4%*	2 *5%*	- -	- -	-	-	-	15 **13%xiklm**	-	-	-
Travel attendants and related workers	- -	- -	- -	- -	- -	- -	- -	-	-	-	-	-	-	-
Housekeeping and restaurant services workers	4 *1%*	1 *2%*	2 *3%*	- -	- -	1 *2%*	- -	-	-	-	-	-	4 **8%xijm**	-
Personal care and related workers	5 *1%*	1 *2%*	1 *1%*	1 *1%*	1 *2%*	- -	- -	-	-	-	-	-	5 **10%xijkm**	-
Other personal services workers	6 *1%*	- -	3 *4%*	1 *1%*	1 *2%*	- -	- -	-	-	-	-	-	6 **13%xijkm**	-
Protective services workers	5 *1%*	- -	- -	3 *3%*	1 *2%*	- -	1 *2%*	-	-	-	5 **4%xi**	-	-	-
Models, salespersons and demonstrators	- -	- -	- -	- -	- -	- -	- -	-	-	-	-	-	-	-
Skilled agricultural and fishery workers	6 *1%*	- -	2 *3%*	3 *3%*	- -	- -	- -	-	-	-	-	-	6 **13%xijkm**	-
Extraction and building trades workers	12 **3%i**	1 *2%*	4 *5%*	3 *3%*	3 *7%*	- -	1 *2%*	-	-	-	-	12 **30%xijlm**	-	-
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	3 *1%*	- -	- -	1 *1%*	- -	2 **5%x**	- -	-	-	-	-	3 **8%xijm**	-	-
Blacksmiths, tool-makers and related trades workers	1 *	- -	- -	- -	- -	- -	1 **2%x**	-	-	-	-	1 **3%x**	-	-
Machinery mechanics and fitters	2 *	- -	- -	- -	1 *2%*	- -	- -	-	-	-	-	2 **5%xij**	-	-
Electrical and electronic equipment mechanics and fitters	6 *1%*	- -	1 *1%*	2 *2%*	- -	- -	1 *2%*	-	-	-	-	6 **15%xijlm**	-	-
Precision workers in metal and related materials	- -	- -	- -	- -	- -	- -	- -	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
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Doteveryone Tech Professionals - Omnibus

Table 126

UK01OCCHI. What is the occupation of the person with the highest income?

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	437	44*	75*	118	44*	42*	53*	18**	21**	138	117	40*	48*	73*
Potters, glass-makers and related trades workers	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	1	-	-	-	1	-	-	-	-	-	-	1	-	-
	*	-	-	-	**2%x**	-	-	-	-	-	-	**3%x**	-	-
Printing and related trades workers	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food processing and related trades workers	5	-	-	3	-	-	2	-	-	-	-	5	-	-
	1%	-	-	*3%*	-	-	*4%*	-	-	-	-	**13%xijlm**	-	-
Wood treaters, cabinet-makers and related trades workers	3	1	-	1	-	1	-	-	-	-	-	3	-	-
	1%	*2%*	-	*1%*	-	*2%*	-	-	-	-	-	**8%xijm**	-	-
Textile, garment and related trades workers	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pelt, leather and shoemaking trades workers	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plant and machine operators and assemblers	8	1	2	3	1	-	-	-	-	-	-	-	8	-
	2%	*2%*	*3%*	*3%*	*2%*	-	-	-	-	-	-	-	**17%xijkm**	-
Sales and services elementary occupations	13	2	5	4	1	-	1	-	-	-	-	-	13	-
	3%i	*5%*	*7%*	*3%*	*2%*	-	*2%*	-	-	-	-	-	**27%xijkm**	-
Agricultural, fishery and related labourers	1	-	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	*1%*	-	-	-	-	-	-	-	-	-	**2%x**	-
Labourers in mining, construction, manufacturing and transport	5	-	1	2	1	-	-	-	-	-	-	-	5	-
	1%	-	*1%*	*2%*	*2%*	-	-	-	-	-	-	-	**10%xijkm**	-
Armed forces	6	-	-	1	2	-	-	-	-	-	6	-	-	-
	1%	-	-	*1%*	*5%*	-	-	-	-	-	**5%xi**	-	-	-
Unemployed and not looking for a job / Long-term sick or disabled	24	9	6	4	-	1	1	-	-	-	-	-	-	24
	5%ij	**20%xcdef**	*8%*	*3%*	-	*2%*	*2%*	-	-	-	-	-	-	**33%xijkl**
Pupil /Student/ in full time education	37	9	2	7	3	1	-	2	-	-	-	-	-	37
	8%bfijl	**20%xbcef**	*3%*	*6%*	*7%*	*2%*	-	*11%*	-	-	-	-	-	**51%xijkl**
Housewife	12	5	6	1	-	-	-	-	-	-	-	-	-	12
	3%i	**11%xcdef**	**8%xcf**	*1%*	-	-	-	-	-	-	-	-	-	**16%xijkl**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 128

UK01MAR. What is your marital status?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Never Married (Single)	674 **30%befgh**	359 **33%xb**	315 *28%*	249 **71%xdefgh**	169 **41%xefgh**	90 **24%gh**	107 **25%gh**	34 **12%h**	25 *7%*
Domestic Partner (Living as a couple)	340 **15%agh**	142 *13%*	198 **17%xa**	69 **20%xfgh**	109 **26%xcefgh**	69 **19%fgh**	53 **12%h**	26 **9%h**	14 *4%*
Married / Civil Partnership	951 **43%cd**	480 *44%*	471 *41%*	28 *8%*	126 **30%c**	186 **50%xcd**	215 **50%xcd**	154 **54%xcd**	242 **63%xcdefg**
Separated	43 **2%c**	22 *2%*	21 *2%*	2 *1%*	6 *1%*	11 **3%c**	12 **3%c**	7 **2%c**	5 *1%*
Divorced	162 **7%cde**	73 *7%*	89 *8%*	1 *	5 *1%*	13 **4%cd**	40 **9%cde**	49 **17%xcdef**	54 **14%xcdef**
Widowed	64 **3%acdef**	16 *1%*	48 **4%xa**	1 *	- -	2 *1%*	5 **1%d**	13 **5%cdef**	43 **11%xcdefg**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 129

UK01MAR. What is your marital status?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi-tion (part-time or full time) incl. own busin-ess (n)	Not employ-ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Never Married (Single)	674 **30%af**	19 *21%*	65 *27%*	58 *31%*	60 *30%*	45 *28%*	49 *24%*	61 **32%a**	87 *28%*	106 **36%xabfh**	39 **36%af**	61 **33%af**	24 **40%abf**	330 *28%*	122 **41%amo**	222 *30%*
Domestic Partner (Living as a couple)	340 *15%*	12 *13%*	37 *15%*	28 *15%*	25 *13%*	27 *17%*	30 *15%*	27 *14%*	55 *18%*	40 *14%*	20 *18%*	33 *18%*	6 *10%*	230 **19%no**	31 *10%*	79 *11%*
Married / Civil Partnership	951 **43%l**	43 **47%ln**	108 **44%l**	78 *41%*	95 **48%l**	71 **44%l**	98 **48%l**	79 *42%*	129 *42%*	119 *41%*	41 *38%*	73 *39%*	17 *28%*	508 **43%n**	107 *36%*	336 **45%n**
Separated	43 *2%*	3 *3%*	4 *2%*	5 *3%*	3 *2%*	3 *2%*	2 *1%*	2 *1%*	6 *2%*	6 *2%*	2 *2%*	4 *2%*	3 **5%f**	22 *2%*	12 **4%mo**	9 *1%*
Divorced	162 *7%*	12 **13%xdijkm**	22 *9%*	15 *8%*	11 *6%*	12 *7%*	20 **10%i**	13 *7%*	23 *7%*	14 *5%*	5 *5%*	10 *5%*	5 *8%*	80 *7%*	21 *7%*	61 *8%*
Widowed	64 *3%*	3 *3%*	8 *3%*	4 *2%*	4 *2%*	5 *3%*	7 *3%*	7 *4%*	8 *3%*	7 *2%*	2 *2%*	4 *2%*	5 **8%xcdhijk**	18 *2%*	8 *3%*	38 **5%m**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 130

UK01MAR. What is your marital status?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Never Married (Single)	674	9	35	19	2	11	2
	30%	*26%*	*38%*	*27%*	*29%*	*26%*	*14%*
Domestic Partner (Living as a couple)	340	13	13	13	3	9	3
	15%	**37%xbc**	*14%*	*19%*	*43%*	*21%*	*21%*
Married / Civil Partnership	951	13	40	33	2	17	6
	43%	*37%*	*43%*	*47%*	*29%*	*40%*	*43%*
Separated	43	-	1	1	-	-	1
	2%	-	*1%*	*1%*	-	-	*7%*
Divorced	162	-	3	3	-	5	1
	7%	-	*3%*	*4%*	-	**12%a**	*7%*
Widowed	64	-	-	1	-	-	1
	3%	-	-	*1%*	-	-	*7%*
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 131

UK01MAR. What is your marital status?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Never Married (Single)	674	3	3	3	7	1	3	3	2	3	-	13	1	2	-	1	4	8
	30%	*33%*	*27%*	*20%*	*37%*	*33%*	*38%*	*38%*	*33%*	*60%*	-	*39%*	*100%*	*33%*	-	*9%*	*25%*	*30%*
Domestic Partner (Living as a couple)	340	2	4	7	4	1	1	-	-	1	-	4	-	2	-	3	3	7
	15%	*22%*	*36%*	*47%*	*21%*	*33%*	*13%*	-	-	*20%*	-	*12%*	-	*33%*	-	*27%*	*19%*	*26%*
Married / Civil Partnership	951	4	4	5	7	1	4	5	4	-	1	14	-	2	2	6	7	12
	43%	*44%*	*36%*	*33%*	*37%*	*33%*	*50%*	*63%*	*67%*	-	*100%*	*42%*	-	*33%*	*100%*	*55%*	*44%*	*44%*
Separated	43	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
	2%	-	-	-	*5%*	-	-	-	-	-	-	-	-	-	-	*9%*	-	-
Divorced	162	-	-	-	-	-	-	-	-	1	-	2	-	-	-	-	1	-
	7%	-	-	-	-	-	-	-	-	*20%*	-	*6%*	-	-	-	-	*6%*	-
Widowed	64	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*6%*	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 131

UK01MAR. What is your marital status?

Base : All respondents

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Never Married (Single)	**674**	1	5	1	1	-	-	2	-	1	-
	30%	*17%*	*50%*	*25%*	*50%*	-	-	*25%*	-	*50%*	-
Domestic Partner (Living as a couple)	**340**	-	-	2	-	1	1	2	3	-	-
	15%	-	-	*50%*	-	*100%*	*25%*	*25%*	*75%*	-	-
Married / Civil Partnership	**951**	4	4	1	1	-	3	4	1	-	2
	43%	*67%*	*40%*	*25%*	*50%*	-	*75%*	*50%*	*25%*	-	*100%*
Separated	**43**	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-
Divorced	**162**	1	1	-	-	-	-	-	-	1	-
	7%	*17%*	*10%*	-	-	-	-	-	-	*50%*	-
Widowed	**64**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Ipsos MORI

Doteveryone Tech Professionals - Omnibus

Table 131

UK01MAR. What is your marital status?

Base : All respondents

	Total Base	Role S2_tech_func.										
		Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Never Married (Single)	**674**	7	-	1	-	1	-	1	-	-	-	-
	30%	*54%*	-	*25%*	-	*50%*	-	*13%*	-	-	-	-
Domestic Partner (Living as a couple)	**340**	2	-	1	-	1	-	1	-	-	-	1
	15%	*15%*	-	*25%*	-	*50%*	-	*13%*	-	-	-	*50%*
Married / Civil Partnership	**951**	2	2	1	2	-	-	5	-	1	-	-
	43%	*15%*	*100%*	*25%*	*67%*	-	-	*63%*	-	*100%*	-	-
Separated	**43**	-	-	-	-	-	1	-	-	-	-	-
	2%	-	-	-	-	-	*100%*	-	-	-	-	-
Divorced	**162**	2	-	1	1	-	-	-	-	-	-	1
	7%	*15%*	-	*25%*	*33%*	-	-	-	-	-	-	*50%*
Widowed	**64**	-	-	-	-	-	-	1	-	-	-	-
	3%	-	-	-	-	-	-	*13%*	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 132

UK01MAR. What is your marital status?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Never Married (Single)	674	3	31	140	59	193	185	63
	30%bf	*21%*	*22%*	**33%bf**	**33%b**	**35%xbfg**	*27%*	*26%*
Domestic Partner (Living as a couple)	340	3	14	58	38	83	116	28
	15%	*21%*	*10%*	*14%*	**21%xbcg**	*15%*	*17%*	*12%*
Married / Civil Partnership	951	2	64	175	62	205	315	128
	43%de	*14%*	**46%d**	*41%*	*35%*	*38%*	**45%de**	**53%xcdef**
Separated	43	1	3	8	3	10	15	3
	2%	*7%*	*2%*	*2%*	*2%*	*2%*	*2%*	*1%*
Divorced	162	1	19	32	13	40	44	13
	7%	*7%*	**14%xcefg**	*8%*	*7%*	*7%*	*6%*	*5%*
Widowed	64	4	7	10	4	15	18	6
	3%	*29%*	*5%*	*2%*	*2%*	*3%*	*3%*	*2%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 133

UK01MAR. What is your marital status?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Never Married (Single)	674 **30%dfgk**	110 **61%xbcdefg**	156 **41%xcdefg**	160 **27%df**	46 *17%*	56 **25%df**	36 *14%*	11 *17%*	20 *26%*	161 *29%*	180 *30%*	112 *26%*	91 *28%*	110 **48%xhijkl**
Domestic Partner (Living as a couple)	340 **15%ab**	9 *5%*	33 *9%*	115 **20%xab**	46 **17%ab**	38 **17%ab**	54 **21%xab**	9 **14%a**	9 *12%*	81 *14%*	87 *14%*	75 *17%*	61 **19%xm**	27 *12%*
Married / Civil Partnership	951 **43%abm**	22 *12%*	109 **29%a**	236 **40%ab**	148 **56%xabc**	127 **56%xabc**	151 **60%xabc**	40 **63%xabc**	38 **50%m**	270 **48%xm**	264 **43%m**	193 **44%m**	133 **41%m**	53 *23%*
Separated	43 *2%*	5 **3%f**	12 **3%f**	13 *2%*	6 *2%*	3 *1%*	1 *	1 *2%*	2 *3%*	12 *2%*	11 *2%*	9 *2%*	4 *1%*	5 *2%*
Divorced	162 **7%efi**	25 **14%xcdef**	53 **14%xcdefg**	42 **7%ef**	16 **6%ef**	2 *1%*	6 *2%*	3 **5%e**	5 *7%*	27 *5%*	48 **8%i**	35 **8%i**	24 *7%*	23 **10%i**
Widowed	64 **3%de**	10 **6%xdef**	18 **5%xdef**	21 **4%de**	2 *1%*	1 *	4 *2%*	- -	2 *3%*	13 *2%*	20 *3%*	11 *3%*	9 *3%*	9 *4%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 135

PGS01. How much of your household's grocery shopping do you, yourself, do?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
All of it	1123 **50%ac**	471 *43%*	652 **57%xa**	127 *36%*	227 **55%xc**	181 **49%c**	230 **53%c**	174 **61%xcefh**	184 **48%c**
Almost all of it	494 **22%a**	199 *18%*	295 **26%xa**	72 *21%*	100 *24%*	99 **27%xgh**	93 *22%*	56 *20%*	74 *19%*
About half of it	404 **18%bd**	280 **26%xb**	124 *11%*	65 *19%*	57 *14%*	69 *19%*	81 **19%d**	43 *15%*	89 **23%xdg**
Less than half of it	144 **6%beg**	97 **9%xb**	47 *4%*	50 **14%xdefgh**	23 *6%*	15 *4%*	21 *5%*	8 *3%*	27 **7%g**
None	69 **3%bfg**	45 **4%xb**	24 *2%*	36 **10%xdefgh**	8 *2%*	7 *2%*	7 *2%*	2 *1%*	9 *2%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 136

PGS01. How much of your household's grocery shopping do you, yourself, do?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
All of it	1123	53	131	96	99	81	87	93	148	160	56	84	35	627	141	355
	50%f	**58%f**	**54%f**	*51%*	*50%*	*50%*	*42%*	*49%*	*48%*	**55%fk**	*51%*	*45%*	**58%f**	**53%o**	*47%*	*48%*
Almost all of it	494	16	50	36	39	43	53	37	69	65	24	53	9	283	55	156
	22%	*17%*	*20%*	*19%*	*20%*	*26%*	*26%*	*20%*	*22%*	*22%*	*22%*	**29%xacdgl**	*15%*	**24%n**	*18%*	*21%*
About half of it	404	20	40	41	42	21	45	33	58	41	17	37	9	202	64	138
	18%	*22%*	*16%*	**22%ei**	**21%ei**	*13%*	**22%ei**	*17%*	*19%*	*14%*	*16%*	*20%*	*15%*	*17%*	*21%*	*19%*
Less than half of it	144	2	19	8	13	15	14	13	23	19	8	7	3	58	28	58
	6%	*2%*	*8%*	*4%*	*7%*	**9%ak**	*7%*	*7%*	*7%*	*7%*	*7%*	*4%*	*5%*	*5%*	**9%am**	**8%am**
None	69	1	4	7	5	3	7	13	10	7	4	4	4	18	13	38
	3%	*1%*	*2%*	*4%*	*3%*	*2%*	*3%*	**7%xabdeik**	*3%*	*2%*	*4%*	*2%*	**7%b**	*2%*	**4%m**	**5%m**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 137

PGS01. How much of your household's grocery shopping do you, yourself, do?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
All of it	1123	21	55	30	3	26	1
	50%	*60%*	**60%c**	*43%*	*43%*	*62%*	*7%*
Almost all of it	494	11	14	21	2	9	4
	22%	**31%b**	*15%*	**30%b**	*29%*	*21%*	*29%*
About half of it	404	3	16	16	1	6	7
	18%	*9%*	*17%*	*23%*	*14%*	*14%*	*50%*
Less than half of it	144	-	5	3	-	1	2
	6%	-	*5%*	*4%*	-	*2%*	*14%*
None	69	-	2	-	1	-	-
	3%	-	*2%*	-	*14%*	-	-
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 138

PGS01. How much of your household's grocery shopping do you, yourself, do?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
All of it	1123	6	7	8	12	2	6	4	4	3	-	20	-	3	1	2	10	9
	50%	*67%*	*64%*	*53%*	*63%*	*67%*	*75%*	*50%*	*67%*	*60%*	-	*61%*	-	*50%*	*50%*	*18%*	*63%*	*33%*
Almost all of it	494	3	3	5	4	1	2	3	-	-	-	3	-	1	-	5	3	9
	22%	*33%*	*27%*	*33%*	*21%*	*33%*	*25%*	*38%*	-	-	-	*9%*	-	*17%*	-	*45%*	*19%*	*33%*
About half of it	404	-	1	2	2	-	-	1	2	2	1	7	1	-	-	3	3	7
	18%	-	*9%*	*13%*	*11%*	-	-	*13%*	*33%*	*40%*	*100%*	*21%*	*100%*	-	-	*27%*	*19%*	*26%*
Less than half of it	144	-	-	-	1	-	-	-	-	-	-	1	-	2	1	1	-	2
	6%	-	-	-	*5%*	-	-	-	-	-	-	*3%*	-	*33%*	*50%*	*9%*	-	*7%*
None	69	-	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	*6%*	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 138

PGS01. How much of your household's grocery shopping do you, yourself, do?

Base : All respondents

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
All of it	**1123**	4	5	2	1	-	2	7	1	1	2
	50%	*67%*	*50%*	*50%*	*50%*	-	*50%*	*88%*	*25%*	*50%*	*100%*
Almost all of it	**494**	2	2	1	1	-	2	-	1	-	-
	22%	*33%*	*20%*	*25%*	*50%*	-	*50%*	-	*25%*	-	-
About half of it	**404**	-	3	-	-	1	-	1	2	-	-
	18%	-	*30%*	-	-	*100%*	-	*13%*	*50%*	-	-
Less than half of it	**144**	-	-	-	-	-	-	-	-	1	-
	6%	-	-	-	-	-	-	-	-	*50%*	-
None	**69**	-	-	1	-	-	-	-	-	-	-
	3%	-	-	*25%*	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 138

PGS01. How much of your household's grocery shopping do you, yourself, do?

Base : All respondents

		Role S2_tech_func.										
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
All of it	**1123**	7	1	3	2	-	-	1	-	-	-	-
	50%	*54%*	*50%*	*75%*	*67%*	-	-	*13%*	-	-	-	-
Almost all of it	**494**	5	-	1	-	2	-	1	-	-	-	1
	22%	*38%*	-	*25%*	-	*100%*	-	*13%*	-	-	-	*50%*
About half of it	**404**	1	1	-	1	-	1	5	-	-	-	1
	18%	*8%*	*50%*	-	*33%*	-	*100%*	*63%*	-	-	-	*50%*
Less than half of it	**144**	-	-	-	-	-	-	1	-	1	-	-
	6%	-	-	-	-	-	-	*13%*	-	*100%*	-	-
None	**69**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 139

PGS01. How much of your household's grocery shopping do you, yourself, do?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
All of it	1123	5	82	209	95	255	350	127
	50%	*36%*	**59%xce**	*49%*	*53%*	*47%*	*51%*	*53%*
Almost all of it	494	2	16	81	44	122	165	64
	22%b	*14%*	*12%*	**19%b**	**25%b**	**22%b**	**24%b**	**27%bc**
About half of it	404	3	23	72	27	117	122	40
	18%	*21%*	*17%*	*17%*	*15%*	**21%x**	*18%*	*17%*
Less than half of it	144	-	11	33	9	41	43	7
	6%g	-	**8%g**	**8%g**	*5%*	**8%g**	*6%*	*3%*
None	69	4	6	28	4	11	13	3
	3%f	*29%*	*4%*	**7%xdefg**	*2%*	*2%*	*2%*	*1%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 140

PGS01. How much of your household's grocery shopping do you, yourself, do?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
All of it	1123 **50%defi**	132 **73%xbcdefg**	243 **64%xcdef**	313 **53%def**	108 *41%*	86 *38%*	98 *39%*	33 *52%*	39 *51%*	257 *46%*	310 *51%*	217 *50%*	165 *51%*	135 **59%xijk**
Almost all of it	494 **22%abkm**	14 *8%*	68 **18%a**	119 **20%a**	69 **26%ab**	72 **32%xabc**	74 **29%xabc**	15 **23%a**	28 **37%xijklm**	144 **26%xkm**	140 **23%m**	81 *19%*	66 *20%*	35 *15%*
About half of it	404 **18%bh**	25 *14%*	41 *11%*	115 **20%b**	59 **22%ab**	48 **21%b**	49 **19%b**	12 *19%*	4 *5%*	106 **19%h**	105 **17%h**	93 **21%xhm**	63 **20%h**	33 **15%h**
Less than half of it	144 **6%ac**	5 *3%*	17 *4%*	25 *4%*	18 *7%*	14 *6%*	25 **10%xabc**	4 *6%*	4 *5%*	37 *7%*	38 *6%*	31 *7%*	20 *6%*	14 *6%*
None	69 *3%*	5 *3%*	12 *3%*	15 *3%*	10 *4%*	7 *3%*	6 *2%*	- -	1 *1%*	20 *4%*	17 *3%*	13 *3%*	8 *2%*	10 *4%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

UKSTDREGION. Postcode-UKStdRegion. Region

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
North & Yorkshire	280 **13%c**	133 *12%*	147 *13%*	32 *9%*	57 **14%c**	50 *13%*	57 *13%*	41 **14%c**	43 *11%*
North West	244 **11%d**	120 *11%*	124 *11%*	38 *11%*	32 *8%*	43 *12%*	55 **13%d**	34 *12%*	42 *11%*
Midlands	361 *16%*	175 *16%*	186 *16%*	57 *16%*	65 *16%*	50 *13%*	74 *17%*	63 **22%xdeh**	52 *14%*
South West & Wales	298 **13%g**	152 *14%*	146 *13%*	58 **17%g**	61 **15%g**	44 *12%*	53 *12%*	26 *9%*	56 **15%g**
South East & Anglia	514 *23%*	250 *23%*	264 *23%*	78 *22%*	96 *23%*	90 *24%*	88 *20%*	63 *22%*	99 *26%*
Greater London	292 *13%*	145 *13%*	147 *13%*	39 *11%*	60 *14%*	51 *14%*	58 *13%*	28 *10%*	56 *15%*
Scotland	185 *8%*	89 *8%*	96 *8%*	38 *11%*	33 *8%*	31 *8%*	36 *8%*	19 *7%*	28 *7%*
Northern Ireland	60 *3%*	28 *3%*	32 *3%*	10 *3%*	11 *3%*	12 *3%*	11 *3%*	9 *3%*	7 *2%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 143

UKSTDREGION. Postcode-UKStdRegion. Region

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
North & Yorkshire	280 **13%bdef ghijkl**	92 **100%xbdefg hijklmno**	- -	188 **100%xbdefg hijkl**	- -	- -	- -	- -	- -	- -	- -	- -	- -	158 *13%*	36 *12%*	86 *12%*
North West	244 **11%acdefg hijkl**	- -	244 **100%xacdef ghijkl**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	133 **11%a**	27 **9%a**	84 **11%a**
Midlands	361 **16%abcfgh ijkl**	- -	- -	- -	198 **100%xabc fghijkl**	163 **100%xabcfg hijkl**	- -	- -	- -	- -	- -	- -	- -	199 **17%a**	45 **15%a**	117 **16%a**
South West & Wales	298 **13%abcdef hikl**	- -	- -	- -	- -	- -	- -	189 **100%xabcde fhikl**	- -	- -	109 **100%xabcde fhikl**	- -	- -	153 **13%a**	49 **16%a**	96 **13%a**
South East & Anglia	514 **23%abcdeg ijkl**	- -	- -	- -	- -	- -	206 **100%xabcde gijkl**	- -	308 **100%xabcde gijkl**	- -	- -	- -	- -	268 **23%a**	70 **23%a**	176 **24%a**
Greater London	292 **13%abcdef ghjkl**	- -	- -	- -	- -	- -	- -	- -	- -	292 **100%xabcde fghjkl**	- -	- -	- -	152 **13%a**	40 **13%a**	100 **13%a**
Scotland	185 **8%abcdef ghijl**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	185 **100%xabcde fghijl**	- -	97 **8%a**	27 **9%a**	61 **8%a**
Northern Ireland	60 **3%bcdefg hik**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	60 **100%xabcde fghijk**	28 *2%*	7 *2%*	25 *3%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 144

UKSTDREGION. Postcode-UKStdRegion. Region

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
North & Yorkshire	280	4	15	7	-	8	2
	13%	*11%*	*16%*	*10%*	-	*19%*	*14%*
North West	244	4	9	4	-	5	-
	11%	*11%*	*10%*	*6%*	-	*12%*	-
Midlands	361	3	8	12	3	5	3
	16%b	*9%*	*9%*	*17%*	*43%*	*12%*	*21%*
South West & Wales	298	5	15	8	-	6	-
	13%	*14%*	*16%*	*11%*	-	*14%*	-
South East & Anglia	514	8	16	21	2	8	3
	23%	*23%*	*17%*	*30%*	*29%*	*19%*	*21%*
Greater London	292	10	21	9	2	5	3
	13%	**29%x**	**23%x**	*13%*	*29%*	*12%*	*21%*
Scotland	185	1	7	7	-	4	2
	8%	*3%*	*8%*	*10%*	-	*10%*	*14%*
Northern Ireland	60	-	1	2	-	1	1
	3%	-	*1%*	*3%*	-	*2%*	*7%*
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 145

UKSTDREGION. Postcode-UKStdRegion. Region

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
North & Yorkshire	280	2	1	1	1	1	1	1	3	1	-	4	-	2	1	5	-	1
	13%	*22%*	*9%*	*7%*	*5%*	*33%*	*13%*	*13%*	*50%*	*20%*	-	*12%*	-	*33%*	*50%*	*45%*	-	*4%*
North West	244	1	2	1	-	-	-	1	1	-	-	7	-	-	-	-	-	3
	11%	*11%*	*18%*	*7%*	-	-	-	*13%*	*17%*	-	-	*21%*	-	-	-	-	-	*11%*
Midlands	361	-	1	2	4	-	-	1	-	-	-	3	-	-	-	-	3	6
	16%	-	*9%*	*13%*	*21%*	-	-	*13%*	-	-	-	*9%*	-	-	-	-	*19%*	*22%*
South West & Wales	298	2	1	2	7	-	1	2	-	-	-	3	1	1	-	-	4	2
	13%	*22%*	*9%*	*13%*	*37%*	-	*13%*	*25%*	-	-	-	*9%*	*100%*	*17%*	-	-	*25%*	*7%*
South East & Anglia	514	3	1	4	1	-	3	-	1	3	1	6	-	1	-	5	3	9
	23%	*33%*	*9%*	*27%*	*5%*	-	*38%*	-	*17%*	*60%*	*100%*	*18%*	-	*17%*	-	*45%*	*19%*	*33%*
Greater London	292	1	4	5	5	1	2	2	1	1	-	7	-	1	1	1	3	-
	13%	*11%*	*36%*	*33%*	*26%*	*33%*	*25%*	*25%*	*17%*	*20%*	-	*21%*	-	*17%*	*50%*	*9%*	*19%*	-
Scotland	185	-	1	-	1	1	1	1	-	-	-	2	-	1	-	-	3	4
	8%	-	*9%*	-	*5%*	*33%*	*13%*	*13%*	-	-	-	*6%*	-	*17%*	-	-	*19%*	*15%*
Northern Ireland	60	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2
	3%	-	-	-	-	-	-	-	-	-	-	*3%*	-	-	-	-	-	*7%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 145

UKSTDREGION. Postcode-UKStdRegion. Region

Base : All respondents

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
North & Yorkshire	**280**	-	1	-	-	-	-	2	-	-	1
	13%	-	*10%*	-	-	-	-	*25%*	-	-	*50%*
North West	**244**	1	-	-	-	-	2	1	-	-	-
	11%	*17%*	-	-	-	-	*50%*	*13%*	-	-	-
Midlands	**361**	2	1	2	-	1	-	1	-	-	-
	16%	*33%*	*10%*	*50%*	-	*100%*	-	*13%*	-	-	-
South West & Wales	**298**	-	2	-	-	-	-	-	2	1	-
	13%	-	*20%*	-	-	-	-	-	*50%*	*50%*	-
South East & Anglia	**514**	1	3	1	1	-	-	-	1	1	1
	23%	*17%*	*30%*	*25%*	*50%*	-	-	-	*25%*	*50%*	*50%*
Greater London	**292**	2	3	1	1	-	2	2	1	-	-
	13%	*33%*	*30%*	*25%*	*50%*	-	*50%*	*25%*	*25%*	-	-
Scotland	**185**	-	-	-	-	-	-	2	-	-	-
	8%	-	-	-	-	-	-	*25%*	-	-	-
Northern Ireland	**60**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 145

UKSTDREGION. Postcode-UKStdRegion. Region

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
North & Yorkshire	**280**	2	-	2	1	-	-	2	-	-	-	-
	13%	*15%*	-	*50%*	*33%*	-	-	*25%*	-	-	-	-
North West	**244**	2	-	-	-	-	-	-	-	-	-	-
	11%	*15%*	-	-	-	-	-	-	-	-	-	-
Midlands	**361**	4	-	-	-	-	-	2	-	-	-	1
	16%	*31%*	-	-	-	-	-	*25%*	-	-	-	*50%*
South West & Wales	**298**	1	-	1	1	-	-	-	-	-	-	-
	13%	*8%*	-	*25%*	*33%*	-	-	-	-	-	-	-
South East & Anglia	**514**	3	1	-	1	-	-	2	-	-	-	1
	23%	*23%*	*50%*	-	*33%*	-	-	*25%*	-	-	-	*50%*
Greater London	**292**	-	-	-	-	-	1	2	-	-	-	-
	13%	-	-	-	-	-	*100%*	*25%*	-	-	-	-
Scotland	**185**	-	1	1	-	2	-	-	-	-	-	-
	8%	-	*50%*	*25%*	-	*100%*	-	-	-	-	-	-
Northern Ireland	**60**	1	-	-	-	-	-	-	-	1	-	-
	3%	*8%*	-	-	-	-	-	-	-	*100%*	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 146

UKSTDREGION. Postcode-UKStdRegion. Region

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
North & Yorkshire	280	3	12	42	21	83	93	26
	13%	*21%*	*9%*	*10%*	*12%*	**15%xbc**	*13%*	*11%*
North West	244	1	18	52	24	54	64	31
	11%	*7%*	*13%*	*12%*	*13%*	*10%*	*9%*	*13%*
Midlands	361	1	22	75	32	96	102	33
	16%	*7%*	*16%*	*18%*	*18%*	*18%*	*15%*	*14%*
South West & Wales	298	-	15	62	33	70	88	30
	13%	-	*11%*	*15%*	**18%xf**	*13%*	*13%*	*12%*
South East & Anglia	514	3	44	99	38	128	152	50
	23%	*21%*	**32%xcdefg**	*23%*	*21%*	*23%*	*22%*	*21%*
Greater London	292	2	13	48	19	57	115	38
	13%e	*14%*	*9%*	*11%*	*11%*	*10%*	**17%xbcde**	**16%e**
Scotland	185	2	12	30	8	49	59	25
	8%	*14%*	*9%*	*7%*	*4%*	*9%*	*9%*	**10%d**
Northern Ireland	60	2	2	15	4	9	20	8
	3%	*14%*	*1%*	*4%*	*2%*	*2%*	*3%*	*3%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 147

UKSTDREGION. Postcode-UKStdRegion. Region

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
North & Yorkshire	280 **13%g**	26 **14%g**	51 **13%g**	80 **14%g**	34 **13%g**	30 **13%g**	25 *10%*	2 *3%*	10 *13%*	79 **14%m**	76 *12%*	59 *14%*	36 *11%*	20 *9%*
North West	244 **11%e**	23 *13%*	41 *11%*	67 *11%*	35 **13%e**	16 *7%*	22 *9%*	8 *13%*	7 *9%*	57 *10%*	54 *9%*	59 **14%j**	36 *11%*	31 **14%j**
Midlands	361 *16%*	22 *12%*	74 **19%ae**	101 *17%*	46 *17%*	30 *13%*	38 *15%*	8 *13%*	12 *16%*	86 *15%*	106 *17%*	67 *15%*	58 *18%*	32 *14%*
South West & Wales	298 **13%f**	26 **14%f**	60 **16%f**	85 **14%f**	32 *12%*	33 **15%f**	19 *8%*	6 *9%*	5 *7%*	80 *14%*	82 *13%*	55 *13%*	43 *13%*	33 *15%*
South East & Anglia	514 *23%*	35 *19%*	74 *19%*	121 *21%*	57 *22%*	64 **28%abc**	75 **30%xabcd**	16 *25%*	18 *24%*	122 *22%*	139 *23%*	102 *23%*	85 *26%*	48 *21%*
Greater London	292 **13%c**	21 *12%*	41 *11%*	57 *10%*	37 *14%*	27 *12%*	43 **17%xbc**	23 **36%xabcdef**	19 **25%xijklm**	71 *13%*	82 *13%*	53 *12%*	37 *11%*	30 *13%*
Scotland	185 **8%g**	21 **12%g**	33 **9%g**	52 **9%g**	20 *8%*	21 **9%g**	23 **9%g**	1 *2%*	5 *7%*	47 *8%*	53 *9%*	35 *8%*	24 *7%*	21 *9%*
Northern Ireland	60 **3%kl**	7 *4%*	7 *2%*	24 **4%xd**	3 *1%*	6 *3%*	7 *3%*	- -	- -	22 **4%xkl**	18 **3%l**	5 *1%*	3 *1%*	12 **5%xhkl**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

UKREGION1. Region

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
North East	92 *4%*	41 *4%*	51 *4%*	8 *2%*	13 *3%*	17 *5%*	20 *5%*	18 **6%xcd**	16 *4%*
North West	244 **11%d**	120 *11%*	124 *11%*	38 *11%*	32 *8%*	43 *12%*	55 **13%d**	34 *12%*	42 *11%*
Yorkshire and The Humber	188 *8%*	92 *8%*	96 *8%*	24 *7%*	44 *11%*	33 *9%*	37 *9%*	23 *8%*	27 *7%*
West Midlands	198 *9%*	99 *9%*	99 *9%*	32 *9%*	37 *9%*	31 *8%*	36 *8%*	37 **13%xfh**	25 *7%*
East Midlands	163 *7%*	76 *7%*	87 *8%*	25 *7%*	28 *7%*	19 *5%*	38 **9%e**	26 **9%e**	27 *7%*
East of England	206 **9%d**	105 *10%*	101 *9%*	36 **10%d**	24 *6%*	41 **11%d**	37 *9%*	29 **10%d**	39 **10%d**
South West	189 *8%*	90 *8%*	99 *9%*	36 **10%g**	38 *9%*	31 *8%*	35 *8%*	16 *6%*	33 *9%*
South East	308 *14%*	145 *13%*	163 *14%*	42 *12%*	72 **17%xcf**	49 *13%*	51 *12%*	34 *12%*	60 *16%*
Greater London	292 *13%*	145 *13%*	147 *13%*	39 *11%*	60 *14%*	51 *14%*	58 *13%*	28 *10%*	56 *15%*
Wales	109 *5%*	62 *6%*	47 *4%*	22 *6%*	23 *6%*	13 *4%*	18 *4%*	10 *4%*	23 *6%*
Scotland	185 *8%*	89 *8%*	96 *8%*	38 *11%*	33 *8%*	31 *8%*	36 *8%*	19 *7%*	28 *7%*
Northern Ireland	60 *3%*	28 *3%*	32 *3%*	10 *3%*	11 *3%*	12 *3%*	11 *3%*	9 *3%*	7 *2%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 150

UKREGION1. Region

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi-tion (part-time or full time) incl. own busin-ess (n)	Not employ-ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
North East	92 **4%bcde fghijk**	92 **100%xbcdef ghijklmno**	-	-	-	-	-	-	-	-	-	-	-	48 *4%*	15 *5%*	29 *4%*
North West	244 **11%acdefg hijkl**	-	244 **100%xacdef ghijkl**	-	-	-	-	-	-	-	-	-	-	133 **11%a**	27 **9%a**	84 **11%a**
Yorkshire and The Humber	188 **8%abdefg hijkl**	-	-	188 **100%xabdef ghijkl**	-	-	-	-	-	-	-	-	-	110 **9%a**	21 **7%a**	57 **8%a**
West Midlands	198 **9%abcefg hijkl**	-	-	-	198 **100%xabcef ghijkl**	-	-	-	-	-	-	-	-	101 **9%a**	28 **9%a**	69 **9%a**
East Midlands	163 **7%abcdfg hijkl**	-	-	-	-	163 **100%xabcdf ghijkl**	-	-	-	-	-	-	-	98 **8%a**	17 **6%a**	48 **6%a**
East of England	206 **9%abcdeg hijkl**	-	-	-	-	-	206 **100%xabcde ghijkl**	-	-	-	-	-	-	109 **9%a**	31 **10%a**	66 **9%a**
South West	189 **8%abcdef hijkl**	-	-	-	-	-	-	189 **100%xabcde fhijkl**	-	-	-	-	-	104 **9%a**	30 **10%a**	55 **7%a**
South East	308 **14%abcdef gijkl**	-	-	-	-	-	-	-	308 **100%xabcde fgijkl**	-	-	-	-	159 **13%a**	39 **13%a**	110 **15%a**
Greater London	292 **13%abcdef ghjkl**	-	-	-	-	-	-	-	-	292 **100%xabcde fghjkl**	-	-	-	152 **13%a**	40 **13%a**	100 **13%a**
Wales	109 **5%abcdef ghik**	-	-	-	-	-	-	-	-	-	109 **100%xabcde fghikl**	-	-	49 **4%a**	19 **6%a**	41 **6%a**
Scotland	185 **8%abcdef ghijl**	-	-	-	-	-	-	-	-	-	-	185 **100%xabcde fghijl**	-	97 **8%a**	27 **9%a**	61 **8%a**
Northern Ireland	60 **3%bcdefg hik**	-	-	-	-	-	-	-	-	-	-	-	60 **100%xabcde fghijk**	28 *2%*	7 *2%*	25 *3%*
Not stated	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 151

UKREGION1. Region

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
North East	92 *4%*	1 *3%*	4 *4%*	3 *4%*	- -	3 *7%*	- -
North West	244 *11%*	4 *11%*	9 *10%*	4 *6%*	- -	5 *12%*	- -
Yorkshire and The Humber	188 *8%*	3 *9%*	11 *12%*	4 *6%*	- -	5 *12%*	2 *14%*
West Midlands	198 *9%*	- -	6 *7%*	5 *7%*	2 *29%*	3 *7%*	- -
East Midlands	163 *7%*	3 *9%*	2 *2%*	7 **10%b**	1 *14%*	2 *5%*	3 *21%*
East of England	206 *9%*	3 *9%*	7 *8%*	8 *11%*	- -	1 *2%*	1 *7%*
South West	189 *8%*	5 *14%*	10 *11%*	3 *4%*	- -	4 *10%*	- -
South East	308 *14%*	5 *14%*	9 *10%*	13 *19%*	2 *29%*	7 *17%*	2 *14%*
Greater London	292 *13%*	10 **29%x**	21 **23%x**	9 *13%*	2 *29%*	5 *12%*	3 *21%*
Wales	109 *5%*	- -	5 *5%*	5 *7%*	- -	2 *5%*	- -
Scotland	185 *8%*	1 *3%*	7 *8%*	7 *10%*	- -	4 *10%*	2 *14%*
Northern Ireland	60 *3%*	- -	1 *1%*	2 *3%*	- -	1 *2%*	1 *7%*
Not stated	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 152

UKREGION1. Region

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
North East	92	1	-	-	-	1	-	-	1	1	-	-	-	1	-	1	-	1
	4%	*11%*	-	-	-	*33%*	-	-	*17%*	*20%*	-	-	-	*17%*	-	*9%*	-	*4%*
North West	244	1	2	1	-	-	-	1	1	-	-	7	-	-	-	-	-	3
	11%	*11%*	*18%*	*7%*	-	-	-	*13%*	*17%*	-	-	*21%*	-	-	-	-	-	*11%*
Yorkshire and The Humber	188	1	1	1	-	1	1	2	-	-	-	4	-	1	1	4	-	-
	8%	*11%*	*9%*	*7%*	*5%*	-	*13%*	*13%*	*33%*	-	-	*12%*	-	*17%*	*50%*	*36%*	-	-
West Midlands	198	-	-	-	2	-	-	1	-	-	-	3	-	-	-	-	1	3
	9%	-	-	-	*11%*	-	-	*13%*	-	-	-	*9%*	-	-	-	-	*6%*	*11%*
East Midlands	163	-	1	2	2	-	-	-	-	-	-	-	-	-	-	-	2	3
	7%	-	*9%*	*13%*	*11%*	-	-	-	-	-	-	-	-	-	-	-	*13%*	*11%*
East of England	206	1	-	2	1	-	2	-	-	1	-	2	-	1	-	2	-	5
	9%	*11%*	-	*13%*	*5%*	-	*25%*	-	-	*20%*	-	*6%*	-	*17%*	-	*18%*	-	*19%*
South West	189	2	1	2	5	-	-	1	-	-	-	2	1	1	-	-	2	-
	8%	*22%*	*9%*	*13%*	*26%*	-	-	*13%*	-	-	-	*6%*	*100%*	*17%*	-	-	*13%*	-
South East	308	2	1	2	-	-	1	-	1	2	1	4	-	-	-	3	3	4
	14%	*22%*	*9%*	*13%*	-	-	*13%*	-	*17%*	*40%*	*100%*	*12%*	-	-	-	*27%*	*19%*	*15%*
Greater London	292	1	4	5	5	1	2	2	1	1	-	7	-	1	1	1	3	-
	13%	*11%*	*36%*	*33%*	*26%*	*33%*	*25%*	*25%*	*17%*	*20%*	-	*21%*	-	*17%*	*50%*	*9%*	*19%*	-
Wales	109	-	-	-	2	-	1	1	-	-	-	1	-	-	-	-	2	2
	5%	-	-	-	*11%*	-	*13%*	*13%*	-	-	-	*3%*	-	-	-	-	*13%*	*7%*
Scotland	185	-	1	-	1	1	1	1	-	-	-	2	-	1	-	-	3	4
	8%	-	*9%*	-	*5%*	*33%*	*13%*	*13%*	-	-	-	*6%*	-	*17%*	-	-	*19%*	*15%*
Northern Ireland	60	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2
	3%	-	-	-	-	-	-	-	-	-	-	*3%*	-	-	-	-	-	*7%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 152

UKREGION1. Region

Base : All respondents

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
North East	**92**	-	1	-	-	-	-	-	-	-	1
	4%	-	*10%*	-	-	-	-	-	-	-	*50%*
North West	**244**	1	-	-	-	-	2	1	-	-	-
	11%	*17%*	-	-	-	-	*50%*	*13%*	-	-	-
Yorkshire and The Humber	**188**	-	-	-	-	-	-	2	-	-	-
	8%	-	-	-	-	-	-	*25%*	-	-	-
West Midlands	**198**	-	1	1	-	1	-	1	-	-	-
	9%	-	*10%*	*25%*	-	*100%*	-	*13%*	-	-	-
East Midlands	**163**	2	-	1	-	-	-	-	-	-	-
	7%	*33%*	-	*25%*	-	-	-	-	-	-	-
East of England	**206**	-	1	-	-	-	-	-	-	-	-
	9%	-	*10%*	-	-	-	-	-	-	-	-
South West	**189**	-	1	-	-	-	-	-	-	1	-
	8%	-	*10%*	-	-	-	-	-	-	*50%*	-
South East	**308**	1	2	1	1	-	-	-	1	1	1
	14%	*17%*	*20%*	*25%*	*50%*	-	-	-	*25%*	*50%*	*50%*
Greater London	**292**	2	3	1	1	-	2	2	1	-	-
	13%	*33%*	*30%*	*25%*	*50%*	-	*50%*	*25%*	*25%*	-	-
Wales	**109**	-	1	-	-	-	-	-	2	-	-
	5%	-	*10%*	-	-	-	-	-	*50%*	-	-
Scotland	**185**	-	-	-	-	-	-	2	-	-	-
	8%	-	-	-	-	-	-	*25%*	-	-	-
Northern Ireland	**60**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 152

UKREGION1. Region

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
North East	**92**	1	-	-	1	-	-	-	-	-	-	-
	4%	*8%*	-	-	*33%*	-	-	-	-	-	-	-
North West	**244**	2	-	-	-	-	-	-	-	-	-	-
	11%	*15%*	-	-	-	-	-	-	-	-	-	-
Yorkshire and The Humber	**188**	1	-	2	-	-	-	2	-	-	-	-
	8%	*8%*	-	*50%*	-	-	-	*25%*	-	-	-	-
West Midlands	**198**	2	-	-	-	-	-	-	-	-	-	-
	9%	*15%*	-	-	-	-	-	-	-	-	-	-
East Midlands	**163**	2	-	-	-	-	-	2	-	-	-	1
	7%	*15%*	-	-	-	-	-	*25%*	-	-	-	*50%*
East of England	**206**	-	-	-	1	-	-	1	-	-	-	-
	9%	-	-	-	*33%*	-	-	*13%*	-	-	-	-
South West	**189**	1	-	1	1	-	-	-	-	-	-	-
	8%	*8%*	-	*25%*	*33%*	-	-	-	-	-	-	-
South East	**308**	3	1	-	-	-	-	1	-	-	-	1
	14%	*23%*	*50%*	-	-	-	-	*13%*	-	-	-	*50%*
Greater London	**292**	-	-	-	-	-	1	2	-	-	-	-
	13%	-	-	-	-	-	*100%*	*25%*	-	-	-	-
Wales	**109**	-	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-
Scotland	**185**	-	1	1	-	2	-	-	-	-	-	-
	8%	-	*50%*	*25%*	-	*100%*	-	-	-	-	-	-
Northern Ireland	**60**	1	-	-	-	-	-	-	-	1	-	-
	3%	*8%*	-	-	-	-	-	-	-	*100%*	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 153

UKREGION1. Region

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
North East	92	-	7	11	8	28	26	12
	4%	-	*5%*	*3%*	*4%*	**5%c**	*4%*	*5%*
North West	244	1	18	52	24	54	64	31
	11%	*7%*	*13%*	*12%*	*13%*	*10%*	*9%*	*13%*
Yorkshire and The Humber	188	3	5	31	13	55	67	14
	8%b	*21%*	*4%*	*7%*	*7%*	**10%b**	**10%b**	*6%*
West Midlands	198	1	14	43	15	55	53	17
	9%	*7%*	*10%*	*10%*	*8%*	*10%*	*8%*	*7%*
East Midlands	163	-	8	32	17	41	49	16
	7%	-	*6%*	*8%*	*9%*	*8%*	*7%*	*7%*
East of England	206	1	22	34	17	49	61	22
	9%	*7%*	**16%xcefg**	*8%*	*9%*	*9%*	*9%*	*9%*
South West	189	-	10	38	21	47	57	16
	8%	-	*7%*	*9%*	*12%*	*9%*	*8%*	*7%*
South East	308	2	22	65	21	79	91	28
	14%	*14%*	*16%*	*15%*	*12%*	*14%*	*13%*	*12%*
Greater London	292	2	13	48	19	57	115	38
	13%e	*14%*	*9%*	*11%*	*11%*	*10%*	**17%xbcde**	**16%e**
Wales	109	-	5	24	12	23	31	14
	5%	-	*4%*	*6%*	*7%*	*4%*	*4%*	*6%*
Scotland	185	2	12	30	8	49	59	25
	8%	*14%*	*9%*	*7%*	*4%*	*9%*	*9%*	**10%d**
Northern Ireland	60	2	2	15	4	9	20	8
	3%	*14%*	*1%*	*4%*	*2%*	*2%*	*3%*	*3%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 154

UKREGION1. Region

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
North East	92 *4%*	9 *5%*	15 *4%*	30 **5%f**	11 *4%*	9 *4%*	5 *2%*	1 *2%*	4 *5%*	27 *5%*	25 *4%*	17 *4%*	11 *3%*	8 *4%*
North West	244 **11%e**	23 *13%*	41 *11%*	67 *11%*	35 **13%e**	16 *7%*	22 *9%*	8 *13%*	7 *9%*	57 *10%*	54 *9%*	59 **14%j**	36 *11%*	31 **14%j**
Yorkshire and The Humber	188 **8%g**	17 **9%g**	36 **9%g**	50 **9%g**	23 **9%g**	21 **9%g**	20 *8%*	1 *2%*	6 *8%*	52 *9%*	51 *8%*	42 *10%*	25 *8%*	12 *5%*
West Midlands	198 *9%*	16 *9%*	39 *10%*	49 *8%*	23 *9%*	19 *8%*	22 *9%*	6 *9%*	6 *8%*	39 *7%*	64 **10%i**	39 *9%*	29 *9%*	21 *9%*
East Midlands	163 **7%a**	6 *3%*	35 **9%a**	52 **9%a**	23 **9%a**	11 *5%*	16 *6%*	2 *3%*	6 *8%*	47 *8%*	42 *7%*	28 *6%*	29 *9%*	11 *5%*
East of England	206 *9%*	10 *6%*	33 *9%*	46 *8%*	20 *8%*	29 **13%ac**	33 **13%xacd**	6 *9%*	11 **14%i**	43 *8%*	58 *10%*	40 *9%*	38 **12%i**	16 *7%*
South West	189 **8%f**	19 **10%f**	32 **8%f**	53 **9%f**	25 **9%f**	22 **10%f**	10 *4%*	3 *5%*	3 *4%*	50 *9%*	58 *10%*	33 *8%*	29 *9%*	16 *7%*
South East	308 *14%*	25 *14%*	41 *11%*	75 *13%*	37 *14%*	35 *15%*	42 **17%b**	10 *16%*	7 *9%*	79 *14%*	81 *13%*	62 *14%*	47 *15%*	32 *14%*
Greater London	292 **13%c**	21 *12%*	41 *11%*	57 *10%*	37 *14%*	27 *12%*	43 **17%xbc**	23 **36%xabcdef**	19 **25%xijklm**	71 *13%*	82 *13%*	53 *12%*	37 *11%*	30 *13%*
Wales	109 *5%*	7 *4%*	28 **7%xdf**	32 *5%*	7 *3%*	11 *5%*	9 *4%*	3 *5%*	2 *3%*	30 *5%*	24 *4%*	22 *5%*	14 *4%*	17 **7%j**
Scotland	185 **8%g**	21 **12%g**	33 **9%g**	52 **9%g**	20 *8%*	21 **9%g**	23 **9%g**	1 *2%*	5 *7%*	47 *8%*	53 *9%*	35 *8%*	24 *7%*	21 *9%*
Northern Ireland	60 **3%kl**	7 *4%*	7 *2%*	24 **4%xd**	3 *1%*	6 *3%*	7 *3%*	- -	- -	22 **4%xkl**	18 **3%l**	5 *1%*	3 *1%*	12 **5%xhkl**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 156

UKMKTSIZE. Postcode-UKMktSize.

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2171	1069	1102	313	390	371	432	282	383
Under 50 inhab/sqkm	76 **4%h**	35 *3%*	41 *4%*	12 *4%*	11 *3%*	16 **4%h**	18 **4%h**	13 **5%h**	6 *2%*
50-99 inhab/sqkm	108 *5%*	50 *5%*	58 *5%*	11 *4%*	21 *5%*	19 *5%*	22 *5%*	9 *3%*	26 **7%g**
100-199 inhab/sqkm	275 *13%*	126 *12%*	149 *14%*	39 *12%*	42 *11%*	41 *11%*	52 *12%*	41 *15%*	60 **16%d**
200-499 inhab/sqkm	342 *16%*	166 *16%*	176 *16%*	45 *14%*	53 *14%*	58 *16%*	71 *16%*	50 *18%*	65 *17%*
500-999 inhab/sqkm	315 *15%*	167 *16%*	148 *13%*	39 *12%*	62 *16%*	55 *15%*	63 *15%*	41 *15%*	55 *14%*
1000 or more inhab/sqkm	1055 *49%*	525 *49%*	530 *48%*	167 **53%h**	201 *52%*	182 *49%*	206 *48%*	128 *45%*	171 *45%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 157

UKMKTSIZE. Postcode-UKMktSize.

Base : All applicable

	Total	Region (UKREGION1).													Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2171	92*	240	183	191	158	202	184	297	278	106	181	59*	1153	294	724
Under 50 inhab/sqkm	76 **4%defhi**	- -	5 **2%dfhi**	8 **4%adefhi**	- -	- -	- -	6 **3%defhi**	- -	- -	14 **13%xabcd efghi**	36 **20%xabcd efghi**	7 **12%xabcde fghi**	42 *4%*	6 *2%*	28 *4%*
50-99 inhab/sqkm	108 **5%cfhi**	16 **17%xbcdef hikmno**	11 **5%cfhi**	2 *1%*	16 **8%xcfhi**	13 **8%cfhi**	- -	17 **9%xcfhi**	- -	- -	11 **10%xbcfhi**	15 **8%xcfhi**	7 **12%xbcfhi**	49 *4%*	21 **7%m**	38 *5%*
100-199 inhab/sqkm	275 **13%abdhi**	1 *1%*	3 *1%*	30 **16%abdhik**	15 **8%abi**	42 **27%xabcd hijkl**	63 **31%xabcd hijkl**	60 **33%xabcdh ijkl**	27 **9%abi**	- -	12 **11%abi**	17 **9%abi**	5 **8%abi**	140 **12%a**	38 **13%a**	97 **13%a**
200-499 inhab/sqkm	342 **16%cgi**	17 **18%cgi**	42 **18%cgi**	- -	29 **15%ci**	29 **18%cgi**	43 **21%xcgi**	16 **9%ci**	101 **34%xabcde fgijk**	- -	21 **20%cgi**	31 **17%cgi**	13 **22%cgi**	188 *16%*	47 *16%*	107 *15%*
500-999 inhab/sqkm	315 **15%bdi**	21 **23%xbdegi mo**	22 **9%i**	52 **28%xbdefg hik**	12 **6%i**	15 **9%i**	37 **18%bdei**	23 **13%di**	58 **20%xbdegi**	- -	35 **33%xbdef ghik**	29 **16%bdi**	11 **19%bdi**	170 *15%*	51 *17%*	94 *13%*
1000 or more inhab/sqkm	1055 **49%efghj kl**	37 **40%j**	157 **65%xacef ghjkl**	91 **50%efghj kl**	119 **62%xacef ghjkl**	59 **37%j**	59 **29%j**	62 **34%j**	111 **37%j**	278 **100%xabcd efghjkl**	13 *12%*	53 **29%j**	16 **27%j**	564 *49%*	131 *45%*	360 *50%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 158

UKMKTSIZE. Postcode-UKMktSize.

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2171	31*	88*	66*	6**	41*	14**
Under 50 inhab/sqkm	76	-	1	4	-	1	-
	4%	-	*1%*	*6%*	-	*2%*	-
50-99 inhab/sqkm	108	1	2	1	-	1	1
	5%	*3%*	*2%*	*2%*	-	*2%*	*7%*
100-199 inhab/sqkm	275	2	11	7	1	6	2
	13%	*6%*	*13%*	*11%*	*17%*	*15%*	*14%*
200-499 inhab/sqkm	342	7	12	16	-	9	2
	16%	*23%*	*14%*	*24%*	-	*22%*	*14%*
500-999 inhab/sqkm	315	5	10	8	1	8	2
	15%	*16%*	*11%*	*12%*	*17%*	*20%*	*14%*
1000 or more inhab/sqkm	1055	16	52	30	4	16	7
	49%	*52%*	**59%xe**	*45%*	*67%*	*39%*	*50%*
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 159

UKMKTSIZE. Postcode-UKMktSize.

Base : All applicable

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2171	7**	10**	14**	17**	3**	7**	8**	6**	5**	1**	32*	1**	6**	2**	10**	14**	26**
Under 50 inhab/sqkm	76	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	3
	4%	-	-	-	-	-	-	-	-	-	-	*3%*	-	-	-	-	*7%*	*12%*
50-99 inhab/sqkm	108	-	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-	1
	5%	-	*10%*	-	*6%*	*33%*	-	-	-	-	-	-	-	-	-	-	-	*4%*
100-199 inhab/sqkm	275	1	1	-	3	-	2	1	-	-	-	3	-	1	1	-	2	2
	13%	*14%*	*10%*	-	*18%*	-	*29%*	*13%*	-	-	-	*9%*	-	*17%*	*50%*	-	*14%*	*8%*
200-499 inhab/sqkm	342	1	1	5	1	-	3	1	2	1	-	2	1	1	-	1	3	8
	16%	*14%*	*10%*	*36%*	*6%*	-	*43%*	*13%*	*33%*	*20%*	-	*6%*	*100%*	*17%*	-	*10%*	*21%*	*31%*
500-999 inhab/sqkm	315	2	1	2	2	-	-	1	1	1	-	3	-	2	-	4	2	2
	15%	*29%*	*10%*	*14%*	*12%*	-	-	*13%*	*17%*	*20%*	-	*9%*	-	*33%*	-	*40%*	*14%*	*8%*
1000 or more inhab/sqkm	1055	3	6	7	10	2	2	5	3	3	1	23	-	2	1	5	6	10
	49%	*43%*	*60%*	*50%*	*59%*	*67%*	*29%*	*63%*	*50%*	*60%*	*100%*	**72%x**	-	*33%*	*50%*	*50%*	*43%*	*38%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 159

UKMKTSIZE. Postcode-UKMktSize.

Base : All applicable

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2171**	6**	10**	3**	2**	1**	4**	8**	4**	2**	2**
Under 50 inhab/sqkm	**76**	-	-	-	-	-	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-
50-99 inhab/sqkm	**108**	-	-	-	-	-	-	-	1	-	-
	5%	-	-	-	-	-	-	-	*25%*	-	-
100-199 inhab/sqkm	**275**	1	2	-	-	1	-	1	-	1	-
	13%	*17%*	*20%*	-	-	*100%*	-	*13%*	-	*50%*	-
200-499 inhab/sqkm	**342**	1	3	-	-	-	-	1	1	-	1
	16%	*17%*	*30%*	-	-	-	-	*13%*	*25%*	-	*50%*
500-999 inhab/sqkm	**315**	-	-	1	-	-	1	2	1	1	-
	15%	-	-	*33%*	-	-	*25%*	*25%*	*25%*	*50%*	-
1000 or more inhab/sqkm	**1055**	4	5	2	2	-	3	4	1	-	1
	49%	*67%*	*50%*	*67%*	*100%*	-	*75%*	*50%*	*25%*	-	*50%*
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 159

UKMKTSIZE. Postcode-UKMktSize.

Base : All applicable

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2171**	12**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Under 50 inhab/sqkm	**76**	-	1	-	-	-	-	-	-	-	-	-
	4%	-	*50%*	-	-	-	-	-	-	-	-	-
50-99 inhab/sqkm	**108**	-	-	-	-	-	-	-	-	-	-	1
	5%	-	-	-	-	-	-	-	-	-	-	*50%*
100-199 inhab/sqkm	**275**	2	1	1	-	-	-	1	-	1	-	-
	13%	*17%*	*50%*	*25%*	-	-	-	*13%*	-	*100%*	-	-
200-499 inhab/sqkm	**342**	4	-	-	2	-	-	1	-	-	-	1
	16%	*33%*	-	-	*67%*	-	-	*13%*	-	-	-	*50%*
500-999 inhab/sqkm	**315**	3	-	-	-	-	-	2	-	-	-	-
	15%	*25%*	-	-	-	-	-	*25%*	-	-	-	-
1000 or more inhab/sqkm	**1055**	3	-	3	1	2	1	4	-	-	-	-
	49%	*25%*	-	*75%*	*33%*	*100%*	*100%*	*50%*	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 160

UKMKTSIZE. Postcode-UKMktSize.

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2171	13**	133	404	175	527	681	238
Under 50 inhab/sqkm	76	1	4	20	6	20	17	8
	4%	*8%*	*3%*	**5%f**	*3%*	*4%*	*2%*	*3%*
50-99 inhab/sqkm	108	-	7	15	5	28	37	16
	5%	-	*5%*	*4%*	*3%*	*5%*	*5%*	*7%*
100-199 inhab/sqkm	275	-	21	51	26	68	91	18
	13%g	-	**16%g**	**13%g**	**15%g**	**13%g**	**13%g**	*8%*
200-499 inhab/sqkm	342	2	20	66	22	76	112	44
	16%	*15%*	*15%*	*16%*	*13%*	*14%*	*16%*	*18%*
500-999 inhab/sqkm	315	2	11	60	36	82	86	38
	15%b	*15%*	*8%*	*15%*	**21%xbf**	**16%b**	*13%*	**16%b**
1000 or more inhab/sqkm	1055	8	70	192	80	253	338	114
	49%	*62%*	*53%*	*48%*	*46%*	*48%*	*50%*	*48%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 161

UKMKTSIZE. Postcode-UKMktSize.

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2171	178	368	576	259	224	245	61*	72*	541	595	433	315	215
Under 50 inhab/sqkm	76	8	10	25	9	5	8	-	2	18	21	13	12	10
	4%	*4%*	*3%*	*4%*	*3%*	*2%*	*3%*	-	*3%*	*3%*	*4%*	*3%*	*4%*	*5%*
50-99 inhab/sqkm	108	11	21	31	15	12	5	2	3	31	30	19	15	10
	5%f	**6%f**	**6%f**	**5%f**	**6%f**	*5%*	*2%*	*3%*	*4%*	*6%*	*5%*	*4%*	*5%*	*5%*
100-199 inhab/sqkm	275	24	53	68	26	25	31	4	7	58	81	60	46	23
	13%	*13%*	*14%*	*12%*	*10%*	*11%*	*13%*	*7%*	*10%*	*11%*	*14%*	*14%*	*15%*	*11%*
200-499 inhab/sqkm	342	26	58	96	41	34	36	13	11	86	92	64	59	30
	16%	*15%*	*16%*	*17%*	*16%*	*15%*	*15%*	*21%*	*15%*	*16%*	*15%*	*15%*	*19%*	*14%*
500-999 inhab/sqkm	315	22	55	78	42	41	46	3	9	104	69	61	43	29
	15%gj	*12%*	**15%g**	*14%*	**16%g**	**18%g**	**19%xg**	*5%*	*13%*	**19%xjkl**	*12%*	*14%*	*14%*	*13%*
1000 or more inhab/sqkm	1055	87	171	278	126	107	119	39	40	244	302	216	140	113
	49%	*49%*	*46%*	*48%*	*49%*	*48%*	*49%*	**64%xabcdef**	*56%*	*45%*	*51%*	*50%*	*44%*	*53%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 163

UKSTDMKTSIZE. Postcode-UKStdMktSize

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2171	1069	1102	313	390	371	432	282	383
Up to 199 inhab/sqkm	459	211	248	62	74	76	92	63	92
	21%	*20%*	*23%*	*20%*	*19%*	*20%*	*21%*	*22%*	*24%*
200-999 inhab/sqkm	657	333	324	84	115	113	134	91	120
	30%	*31%*	*29%*	*27%*	*29%*	*30%*	*31%*	*32%*	*31%*
1000 or more inhab/sqkm	1055	525	530	167	201	182	206	128	171
	49%	*49%*	*48%*	**53%h**	*52%*	*49%*	*48%*	*45%*	*45%*
Not stated	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 164

UKSTDMKTSIZE. Postcode-UKStdMktSize

Base : All applicable

	Total	Region (UKREGION1).													Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2171	92*	240	183	191	158	202	184	297	278	106	181	59*	1153	294	724
Up to 199 inhab/sqkm	459 **21%bhi**	17 **18%bhi**	19 **8%i**	40 **22%bhi**	31 **16%bhi**	55 **35%xabcd hi**	63 **31%xabcd hi**	83 **45%xabcdf hi**	27 **9%i**	- -	37 **35%xabcd hi**	68 **38%xabcd hi**	19 **32%xbdhi**	231 *20%*	65 *22%*	163 *23%*
200-999 inhab/sqkm	657 **30%dgi**	38 **41%xbcde gimo**	64 **27%i**	52 **28%i**	41 **21%i**	44 **28%i**	80 **40%xbcde gi**	39 **21%i**	159 **54%xabcde fgik**	- -	56 **53%xbcde fgik**	60 **33%dgi**	24 **41%bdgi**	358 *31%*	98 *33%*	201 *28%*
1000 or more inhab/sqkm	1055 **49%efghj kl**	37 **40%j**	157 **65%xacef ghjkl**	91 **50%efghj kl**	119 **62%xacef ghjkl**	59 **37%j**	59 **29%j**	62 **34%j**	111 **37%j**	278 **100%xabcd efghjkl**	13 *12%*	53 **29%j**	16 **27%j**	564 *49%*	131 *45%*	360 *50%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 165

UKSTDMKTSIZE. Postcode-UKStdMktSize

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2171	31*	88*	66*	6**	41*	14**
Up to 199 inhab/sqkm	459 *21%*	3 *10%*	14 *16%*	12 *18%*	1 *17%*	8 *20%*	3 *21%*
200-999 inhab/sqkm	657 *30%*	12 *39%*	22 *25%*	24 *36%*	1 *17%*	17 *41%*	4 *29%*
1000 or more inhab/sqkm	1055 *49%*	16 *52%*	52 **59%xe**	30 *45%*	4 *67%*	16 *39%*	7 *50%*
Not stated	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 166

UKSTDMKTSIZE. Postcode-UKStdMktSize

Base : All applicable

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2171	7**	10**	14**	17**	3**	7**	8**	6**	5**	1**	32*	1**	6**	2**	10**	14**	26**
Up to 199 inhab/sqkm	459	1	2	-	4	1	2	1	-	-	-	4	-	1	1	-	3	6
	21%	*14%*	*20%*	-	*24%*	*33%*	*29%*	*13%*	-	-	-	*13%*	-	*17%*	*50%*	-	*21%*	*23%*
200-999 inhab/sqkm	657	3	2	7	3	-	3	2	3	2	-	5	1	3	-	5	5	10
	30%	*43%*	*20%*	*50%*	*18%*	-	*43%*	*25%*	*50%*	*40%*	-	*16%*	*100%*	*50%*	-	*50%*	*36%*	*38%*
1000 or more inhab/sqkm	1055	3	6	7	10	2	2	5	3	3	1	23	-	2	1	5	6	10
	49%	*43%*	*60%*	*50%*	*59%*	*67%*	*29%*	*63%*	*50%*	*60%*	*100%*	**72%x**	-	*33%*	*50%*	*50%*	*43%*	*38%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 166

UKSTDMKTSIZE. Postcode-UKStdMktSize

Base : All applicable

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2171**	6**	10**	3**	2**	1**	4**	8**	4**	2**	2**
Up to 199 inhab/sqkm	**459**	1	2	-	-	1	-	1	1	1	-
	21%	*17%*	*20%*	-	-	*100%*	-	*13%*	*25%*	*50%*	-
200-999 inhab/sqkm	**657**	1	3	1	-	-	1	3	2	1	1
	30%	*17%*	*30%*	*33%*	-	-	*25%*	*38%*	*50%*	*50%*	*50%*
1000 or more inhab/sqkm	**1055**	4	5	2	2	-	3	4	1	-	1
	49%	*67%*	*50%*	*67%*	*100%*	-	*75%*	*50%*	*25%*	-	*50%*
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 166

UKSTDMKTSIZE. Postcode-UKStdMktSize

Base : All applicable

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2171**	12**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Up to 199 inhab/sqkm	**459**	2	2	1	-	-	-	1	-	1	-	1
	21%	*17%*	*100%*	*25%*	-	-	-	*13%*	-	*100%*	-	*50%*
200-999 inhab/sqkm	**657**	7	-	-	2	-	-	3	-	-	-	1
	30%	*58%*	-	-	*67%*	-	-	*38%*	-	-	-	*50%*
1000 or more inhab/sqkm	**1055**	3	-	3	1	2	1	4	-	-	-	-
	49%	*25%*	-	*75%*	*33%*	*100%*	*100%*	*50%*	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UKSTDMKTSIZE. Postcode-UKStdMktSize

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2171	13**	133	404	175	527	681	238
Up to 199 inhab/sqkm	459	1	32	86	37	116	145	42
	21%	*8%*	*24%*	*21%*	*21%*	*22%*	*21%*	*18%*
200-999 inhab/sqkm	657	4	31	126	58	158	198	82
	30%	*31%*	*23%*	*31%*	*33%*	*30%*	*29%*	***34%b***
1000 or more inhab/sqkm	1055	8	70	192	80	253	338	114
	49%	*62%*	*53%*	*48%*	*46%*	*48%*	*50%*	*48%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 168

UKSTDMKTSIZE. Postcode-UKStdMktSize

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2171	178	368	576	259	224	245	61*	72*	541	595	433	315	215
Up to 199 inhab/sqkm	459	43	84	124	50	42	44	6	12	107	132	92	73	43
	21%g	**24%g**	**23%g**	**22%g**	*19%*	*19%*	*18%*	*10%*	*17%*	*20%*	*22%*	*21%*	*23%*	*20%*
200-999 inhab/sqkm	657	48	113	174	83	75	82	16	20	190	161	125	102	59
	30%j	*27%*	*31%*	*30%*	*32%*	*33%*	*33%*	*26%*	*28%*	**35%xjkm**	*27%*	*29%*	*32%*	*27%*
1000 or more inhab/sqkm	1055	87	171	278	126	107	119	39	40	244	302	216	140	113
	49%	*49%*	*46%*	*48%*	*49%*	*48%*	*49%*	**64%xabcdef**	*56%*	*45%*	*51%*	*50%*	*44%*	*53%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

UKRURALURBAN. Postcode-UKRuralUrban

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2171	1069	1102	313	390	371	432	282	383
Urban	1813	909	904	270	336	306	362	231	308
	84%	*85%*	*82%*	**86%h**	**86%h**	*82%*	*84%*	*82%*	*80%*
Rural	358	160	198	43	54	65	70	51	75
	16%	*15%*	*18%*	*14%*	*14%*	*18%*	*16%*	*18%*	**20%cd**
Not stated	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 171

UKRURALURBAN. Postcode-UKRuralUrban

Base : All applicable

	Total	Region (UKREGION1).													Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2171	92*	240	183	191	158	202	184	297	278	106	181	59*	1153	294	724
Urban	1813 **84%fgjl**	75 **82%g**	209 **87%fgjl**	159 **87%fgjl**	162 **85%fgjl**	126 **80%g**	146 *72%*	128 *70%*	254 **86%fgjl**	278 **100%xabcd efghjkl**	76 *72%*	157 **87%fgjl**	43 *73%*	970 *84%*	235 *80%*	608 *84%*
Rural	358 **16%i**	17 **18%i**	31 **13%i**	24 **13%i**	29 **15%i**	32 **20%i**	56 **28%xbcdh ik**	56 **30%xabcd ehik**	43 **14%i**	- -	30 **28%xbcdh ik**	24 **13%i**	16 **27%xbcdh ik**	183 *16%*	59 *20%*	116 *16%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 172

UKRURALURBAN. Postcode-UKRuralUrban

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2171	31*	88*	66*	6**	41*	14**
Urban	1813	26	77	60	5	34	13
	84%	*84%*	*88%*	*91%*	*83%*	*83%*	*93%*
Rural	358	5	11	6	1	7	1
	16%	*16%*	*13%*	*9%*	*17%*	*17%*	*7%*
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 173

UKRURALURBAN. Postcode-UKRuralUrban

Base : All applicable

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2171	7**	10**	14**	17**	3**	7**	8**	6**	5**	1**	32*	1**	6**	2**	10**	14**	26**
Urban	1813	6	9	11	15	2	4	7	5	5	1	30	1	5	2	10	14	21
	84%	*86%*	*90%*	*79%*	*88%*	*67%*	*57%*	*88%*	*83%*	*100%*	*100%*	*94%*	*100%*	*83%*	*100%*	*100%*	*100%*	*81%*
Rural	358	1	1	3	2	1	3	1	1	-	-	2	-	1	-	-	-	5
	16%	*14%*	*10%*	*21%*	*12%*	*33%*	*43%*	*13%*	*17%*	-	-	*6%*	-	*17%*	-	-	-	*19%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 173

UKRURALURBAN. Postcode-UKRuralUrban

Base : All applicable

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2171**	6**	10**	3**	2**	1**	4**	8**	4**	2**	2**
Urban	**1813**	5	10	3	2	-	3	8	3	2	2
	84%	*83%*	*100%*	*100%*	*100%*	-	*75%*	*100%*	*75%*	*100%*	*100%*
Rural	**358**	1	-	-	-	1	1	-	1	-	-
	16%	*17%*	-	-	-	*100%*	*25%*	-	*25%*	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 173

UKRURALURBAN. Postcode-UKRuralUrban

Base : All applicable

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2171**	12**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Urban	**1813**	9	2	3	2	2	1	7	-	1	-	2
	84%	*75%*	*100%*	*75%*	*67%*	*100%*	*100%*	*88%*	-	*100%*	-	*100%*
Rural	**358**	3	-	1	1	-	-	1	-	-	-	-
	16%	*25%*	-	*25%*	*33%*	-	-	*13%*	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 174

UKRURALURBAN. Postcode-UKRuralUrban

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2171	13**	133	404	175	527	681	238
Urban	1813	12	113	340	154	432	568	194
	84%	*92%*	*85%*	*84%*	*88%*	*82%*	*83%*	*82%*
Rural	358	1	20	64	21	95	113	44
	16%	*8%*	*15%*	*16%*	*12%*	*18%*	*17%*	*18%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 175

UKRURALURBAN. Postcode-UKRuralUrban

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2171	178	368	576	259	224	245	61*	72*	541	595	433	315	215
Urban	1813	149	312	486	220	192	197	51	60	436	499	360	271	187
	84%i	*84%*	*85%*	*84%*	*85%*	*86%*	*80%*	*84%*	*83%*	*81%*	*84%*	*83%*	**86%i**	**87%i**
Rural	358	29	56	90	39	32	48	10	12	105	96	73	44	28
	16%	*16%*	*15%*	*16%*	*15%*	*14%*	*20%*	*16%*	*17%*	**19%xlm**	*16%*	*17%*	*14%*	*13%*
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 177

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	267	135	132	115	138	4**	5**	2**	3**
Legislators and senior officials	7 *3%*	4 *3%*	3 *2%*	3 *3%*	4 *3%*	-	-	-	-
Directors and chief executives	7 *3%*	4 *3%*	3 *2%*	3 *3%*	4 *3%*	-	-	-	-
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	1 *1%*	2 *2%*	2 *2%*	1 *1%*	-	-	-	-
Production and operations department managers in manufacturing	4 *1%*	3 *2%*	1 *1%*	2 *2%*	2 *1%*	-	-	-	-
Production and operations department managers in construction	1 *	- -	1 *1%*	- -	1 *1%*	-	-	-	-
Production and operations department managers in wholesale and retail trade	2 *1%*	2 *1%*	- -	1 *1%*	1 *1%*	-	-	-	-
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	-	-	-	-
Production and operations department managers in transport, storage and communications	- -	- -	- -	- -	- -	-	-	-	-
Production and operations department managers in business services	2 *1%*	1 *1%*	1 *1%*	1 *1%*	1 *1%*	-	-	-	-
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	-	-	-	-
Production and operations department managers not elsewhere classified	1 *	1 *1%*	- -	- -	- -	-	1 *20%*	-	-
Finance and administration department managers	6 *2%*	4 *3%*	2 *2%*	3 *3%*	2 *1%*	-	1 *20%*	-	-
Personnel and industrial relations department managers	1 *	- -	1 *1%*	- -	1 *1%*	-	-	-	-
Sales and marketing department managers	2 *1%*	2 *1%*	- -	- -	2 *1%*	-	-	-	-
Advertising and public relations department managers	1 *	- -	1 *1%*	1 *1%*	- -	-	-	-	-
Supply and distribution department managers	2 *1%*	2 *1%*	- -	- -	2 *1%*	-	-	-	-
Computing services department managers	1 *	1 *1%*	- -	- -	1 *1%*	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 177

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	267	135	132	115	138	4**	5**	2**	3**
Research and development department managers	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Other department managers not elsewhere classified	1	1	-	-	1	-	-	-	-
	*	*1%*	-	-	*1%*	-	-	-	-
General managers in agriculture, hunting, forestry/ and fishing	1	1	-	1	-	-	-	-	-
	*	*1%*	-	*1%*	-	-	-	-	-
General managers in manufacturing	2	2	-	-	2	-	-	-	-
	1%	*1%*	-	-	*1%*	-	-	-	-
General managers in construction	2	1	1	1	1	-	-	-	-
	1%	*1%*	*1%*	*1%*	*1%*	-	-	-	-
General managers in wholesale and retail trade	8	5	3	2	5	-	1	-	-
	3%	*4%*	*2%*	*2%*	*4%*	-	*20%*	-	-
General managers of restaurants and hotels	2	1	1	1	1	-	-	-	-
	1%	*1%*	*1%*	*1%*	*1%*	-	-	-	-
General managers in transport, storage and communications	1	1	-	1	-	-	-	-	-
	*	*1%*	-	*1%*	-	-	-	-	-
General managers of business services	5	3	2	2	2	-	1	-	-
	2%	*2%*	*2%*	*2%*	*1%*	-	*20%*	-	-
General managers in personal care, cleaning and related services	1	-	1	-	1	-	-	-	-
	*	-	*1%*	-	*1%*	-	-	-	-
General managers not elsewhere classified	2	2	-	1	1	-	-	-	-
	1%	*1%*	-	*1%*	*1%*	-	-	-	-
Physicists, chemists and related professionals	2	2	-	2	-	-	-	-	-
	1%	*1%*	-	*2%*	-	-	-	-	-
Mathematicians, statisticians and related professionals	1	1	-	-	1	-	-	-	-
	*	*1%*	-	-	*1%*	-	-	-	-
Computing professionals	7	6	1	2	5	-	-	-	-
	3%b	*4%*	*1%*	*2%*	*4%*	-	-	-	-
Architects, town and traffic planners	2	-	2	1	1	-	-	-	-
	1%	-	*2%*	*1%*	*1%*	-	-	-	-
Civil engineers	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Electrical engineers	1	-	1	1	-	-	-	-	-
	*	-	*1%*	*1%*	-	-	-	-	-
Electronics and telecommunications engineers	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Mechanical engineers	1	1	-	1	-	-	-	-	-
	*	*1%*	-	*1%*	-	-	-	-	-
Chemical engineers	1	-	1	-	1	-	-	-	-
	*	-	*1%*	-	*1%*	-	-	-	-
Mining engineers, metallurgists and related professionals	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
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Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 177

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	267	135	132	115	138	4**	5**	2**	3**
Architects, engineers and related professionals not elsewhere classified	1 *	1 *1%*	- -	- -	1 *1%*	- -	- -	- -	- -
Life science professionals	3 *1%*	1 *1%*	2 *2%*	1 *1%*	2 *1%*	- -	- -	- -	- -
Health professionals (except nursing)	8 *3%*	3 *2%*	5 *4%*	3 *3%*	4 *3%*	- -	- -	- -	1 *33%*
Nursing and midwifery professionals	5 *2%*	1 *1%*	4 *3%*	1 *1%*	3 *2%*	- -	- -	- -	1 *33%*
Teaching professionals	2 *1%*	1 *1%*	1 *1%*	- -	1 *1%*	- -	- -	1 *50%*	- -
Business professionals	6 *2%*	4 *3%*	2 *2%*	1 *1%*	5 *4%*	- -	- -	- -	- -
Legal professionals	4 *1%*	- -	4 **3%a**	1 *1%*	2 *1%*	- -	- -	- -	1 *33%*
Archivists, librarians and related information professionals	2 *1%*	1 *1%*	1 *1%*	1 *1%*	1 *1%*	- -	- -	- -	- -
Social science and related professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -
Writers and creative or performing artists	2 *1%*	1 *1%*	1 *1%*	1 *1%*	1 *1%*	- -	- -	- -	- -
Religious professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -
Physical and engineering science technicians	3 *1%*	1 *1%*	2 *2%*	1 *1%*	2 *1%*	- -	- -	- -	- -
Computer associate professionals	7 *3%*	4 *3%*	3 *2%*	3 *3%*	4 *3%*	- -	- -	- -	- -
Optical and electronic equipment operators	2 *1%*	1 *1%*	1 *1%*	1 *1%*	1 *1%*	- -	- -	- -	- -
Ship and aircraft controllers and technicians	1 *	1 *1%*	- -	- -	1 *1%*	- -	- -	- -	- -
Safety and quality inspectors	- -	- -	- -	- -	- -	- -	- -	- -	- -
Life science and health associate professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -
Teaching associate professionals	2 *1%*	1 *1%*	1 *1%*	1 *1%*	1 *1%*	- -	- -	- -	- -
Finance and sales associate professionals	1 *	- -	1 *1%*	- -	1 *1%*	- -	- -	- -	- -
Business services agents and trade brokers	1 *	1 *1%*	- -	- -	1 *1%*	- -	- -	- -	- -
Administrative associate professionals	2 *1%*	1 *1%*	1 *1%*	1 *1%*	1 *1%*	- -	- -	- -	- -
Customs, tax and related government associate professionals	1 *	- -	1 *1%*	- -	- -	1 *25%*	- -	- -	- -
Police inspectors and detectives	1 *	1 *1%*	- -	- -	1 *1%*	- -	- -	- -	- -

Participant Type : General Public Omnibus
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**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	267	135	132	115	138	4**	5**	2**	3**
Social work associate professionals	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Artistic, entertainment and sports associate professionals	1	-	1	-	1	-	-	-	-
	*	-	*1%*	-	*1%*	-	-	-	-
Religious associate professionals	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Office clerks	21	12	9	4	15	2	-	-	-
	8%c	*9%*	*7%*	*3%*	**11%c**	*50%*	-	-	-
Customer services clerks	14	4	10	7	7	-	-	-	-
	5%	*3%*	*8%*	*6%*	*5%*	-	-	-	-
Travel attendants and related workers	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Housekeeping and restaurant services workers	4	3	1	3	1	-	-	-	-
	1%	*2%*	*1%*	*3%*	*1%*	-	-	-	-
Personal care and related workers	4	1	3	3	1	-	-	-	-
	1%	*1%*	*2%*	*3%*	*1%*	-	-	-	-
Other personal services workers	2	-	2	1	1	-	-	-	-
	1%	-	*2%*	*1%*	*1%*	-	-	-	-
Protective services workers	3	2	1	2	1	-	-	-	-
	1%	*1%*	*1%*	*2%*	*1%*	-	-	-	-
Models, salespersons and demonstrators	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Skilled agricultural and fishery workers	4	2	2	3	1	-	-	-	-
	1%	*1%*	*2%*	*3%*	*1%*	-	-	-	-
Extraction and building trades workers	5	4	1	1	4	-	-	-	-
	2%	*3%*	*1%*	*1%*	*3%*	-	-	-	-
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	2	2	-	-	2	-	-	-	-
	1%	*1%*	-	-	*1%*	-	-	-	-
Blacksmiths, tool-makers and related trades workers	1	-	1	1	-	-	-	-	-
	*	-	*1%*	*1%*	-	-	-	-	-
Machinery mechanics and fitters	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Electrical and electronic equipment mechanics and fitters	3	2	1	2	1	-	-	-	-
	1%	*1%*	*1%*	*2%*	*1%*	-	-	-	-
Precision workers in metal and related materials	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Potters, glass-makers and related trades workers	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Printing and related trades workers	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	267	135	132	115	138	4**	5**	2**	3**
Food processing and related trades workers	3 *1%*	3 *2%*	- -	2 *2%*	1 *1%*	- -	- -	- -	- -
Wood treaters, cabinet-makers and related trades workers	2 *1%*	1 *1%*	1 *1%*	- -	2 *1%*	- -	- -	- -	- -
Textile, garment and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pelt, leather and shoemaking trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plant and machine operators and assemblers	5 *2%*	3 *2%*	2 *2%*	1 *1%*	3 *2%*	- -	1 *20%*	- -	- -
Sales and services elementary occupations	9 *3%*	4 *3%*	5 *4%*	5 *4%*	4 *3%*	- -	- -	- -	- -
Agricultural, fishery and related labourers	- -	- -	- -	- -	- -	- -	- -	- -	- -
Labourers in mining, construction, manufacturing and transport	1 *	- -	1 *1%*	- -	1 *1%*	- -	- -	- -	- -
Armed forces	1 *	- -	1 *1%*	- -	1 *1%*	- -	- -	- -	- -
Unemployed and not looking for a job / Long-term sick or disabled	18 *7%*	6 *4%*	12 *9%*	8 *7%*	9 *7%*	- -	- -	1 *50%*	- -
Pupil /Student/ in full time education	21 **8%d**	9 *7%*	12 *9%*	21 **18%xd**	- -	- -	- -	- -	- -
Housewife	9 **3%a**	1 *1%*	8 **6%xa**	3 *3%*	5 *4%*	1 *25%*	- -	- -	- -
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 178

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	267	5**	27**	20**	16**	19**	20**	20**	40*	45*	14**	27**	14**	195	19**	53*
Legislators and senior officials	7 *3%*	- -	- -	2 *10%*	- -	- -	1 *5%*	1 *5%*	2 *5%*	- -	1 *7%*	- -	- -	6 *3%*	1 *5%*	- -
Directors and chief executives	7 *3%*	- -	1 *4%*	- -	- -	1 *5%*	- -	- -	- -	5 **11%xh**	- -	- -	- -	6 *3%*	- -	1 *2%*
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	- -	- -	- -	- -	1 *5%*	- -	1 *5%*	1 *3%*	- -	- -	- -	- -	3 *2%*	- -	- -
Production and operations department managers in manufacturing	4 *1%*	- -	- -	- -	- -	- -	2 *10%*	- -	1 *3%*	- -	1 *7%*	- -	- -	3 *2%*	1 *5%*	- -
Production and operations department managers in construction	1 *	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *1%*	- -	- -
Production and operations department managers in wholesale and retail trade	2 *1%*	- -	- -	- -	- -	- -	- -	- -	2 **5%x**	- -	- -	- -	- -	2 *1%*	- -	- -
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in transport, storage and communications	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in business services	2 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	1 *7%*	1 *1%*	- -	1 *2%*
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers not elsewhere classified	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*	1 *1%*	- -	- -
Finance and administration department managers	6 *2%*	- -	- -	1 *5%*	- -	2 *11%*	- -	- -	2 *5%*	- -	- -	- -	1 *7%*	4 *2%*	1 *5%*	1 *2%*
Personnel and industrial relations department managers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	1 *1%*	- -	- -
Sales and marketing department managers	2 *1%*	- -	- -	- -	- -	- -	1 *5%*	- -	1 *3%*	- -	- -	- -	- -	2 *1%*	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 178

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	267	5**	27**	20**	16**	19**	20**	20**	40*	45*	14**	27**	14**	195	19**	53*
Advertising and public relations department managers	1 *	- -	- -	- -	- -	- -	1 *5%*	- -	- -	- -	- -	- -	- -	1 *1%*	- -	- -
Supply and distribution department managers	2 *1%*	- -	1 *4%*	- -	- -	1 *5%*	- -	- -	- -	- -	- -	- -	- -	1 *1%*	1 *5%*	- -
Computing services department managers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *4%*	- -	1 *1%*	- -	- -
Research and development department managers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other department managers not elsewhere classified	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*	- -	- -	1 *1%*	- -	- -
General managers in agriculture, hunting, forestry/ and fishing	1 *	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *1%*	- -	- -
General managers in manufacturing	2 *1%*	- -	- -	- -	- -	1 *5%*	- -	- -	1 *3%*	- -	- -	- -	- -	2 *1%*	- -	- -
General managers in construction	2 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	1 *4%*	- -	2 *1%*	- -	- -
General managers in wholesale and retail trade	8 *3%*	1 *20%*	- -	- -	1 *6%*	- -	- -	2 *10%*	1 *3%*	- -	1 *7%*	1 *4%*	1 *7%*	8 *4%*	- -	- -
General managers of restaurants and hotels	2 *1%*	- -	1 *4%*	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	2 *1%*	- -	- -
General managers in transport, storage and communications	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*	- -	- -	1 *1%*	- -	- -
General managers of business services	5 *2%*	- -	- -	- -	- -	- -	- -	1 *5%*	- -	2 *4%*	- -	1 *4%*	1 *7%*	5 *3%*	- -	- -
General managers in personal care, cleaning and related services	1 *	- -	- -	- -	- -	1 *5%*	- -	- -	- -	- -	- -	- -	- -	1 *1%*	- -	- -
General managers not elsewhere classified	2 *1%*	- -	- -	- -	- -	- -	- -	- -	1 *3%*	- -	1 *7%*	- -	- -	2 *1%*	- -	- -
Physicists, chemists and related professionals	2 *1%*	- -	- -	- -	- -	- -	- -	1 *5%*	- -	- -	- -	1 *4%*	- -	2 *1%*	- -	- -
Mathematicians, statisticians and related professionals	1 *	- -	1 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *1%*	- -	- -
Computing professionals	7 *3%*	1 *20%*	1 *4%*	- -	1 *6%*	1 *5%*	1 *5%*	- -	2 *5%*	- -	- -	- -	- -	7 *4%*	- -	- -
Architects, town and traffic planners	2 *1%*	- -	- -	- -	- -	- -	- -	1 *5%*	- -	1 *2%*	- -	- -	- -	2 *1%*	- -	- -
Civil engineers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 178

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	267	5**	27**	20**	16**	19**	20**	20**	40*	45*	14**	27**	14**	195	19**	53*
Electrical engineers	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	*	-	-	-	-	-	-	-	*3%*	-	-	-	-	*1%*	-	-
Electronics and telecommunications engineers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mechanical engineers	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-
	*	-	-	-	-	-	*5%*	-	-	-	-	-	-	*1%*	-	-
Chemical engineers	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-
	*	-	-	-	-	-	-	-	-	-	*7%*	-	-	*1%*	-	-
Mining engineers, metallurgists and related professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Architects, engineers and related professionals not elsewhere classified	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	*	-	-	*5%*	-	-	-	-	-	-	-	-	-	*1%*	-	-
Life science professionals	3	-	-	-	-	-	-	-	1	2	-	-	-	3	-	-
	1%	-	-	-	-	-	-	-	*3%*	*4%*	-	-	-	*2%*	-	-
Health professionals (except nursing)	8	1	-	-	1	-	1	-	-	3	-	1	1	6	1	1
	3%	*20%*	-	-	*6%*	-	*5%*	-	-	*7%*	-	*4%*	*7%*	*3%*	*5%*	*2%*
Nursing and midwifery professionals	5	-	-	1	-	1	-	-	1	1	-	-	1	4	-	1
	2%	-	-	*5%*	-	*5%*	-	-	*3%*	*2%*	-	-	*7%*	*2%*	-	*2%*
Teaching professionals	2	-	-	-	-	-	-	-	2	-	-	-	-	1	-	1
	1%	-	-	-	-	-	-	-	**5%x**	-	-	-	-	*1%*	-	*2%*
Business professionals	6	-	1	1	-	-	-	-	2	2	-	-	-	6	-	-
	2%	-	*4%*	*5%*	-	-	-	-	*5%*	*4%*	-	-	-	*3%*	-	-
Legal professionals	4	-	2	-	-	-	-	-	1	-	-	-	1	3	-	1
	1%	-	*7%*	-	-	-	-	-	*3%*	-	-	-	*7%*	*2%*	-	*2%*
Archivists, librarians and related information professionals	2	-	-	-	-	-	-	-	-	1	-	1	-	2	-	-
	1%	-	-	-	-	-	-	-	-	*2%*	-	*4%*	-	*1%*	-	-
Social science and related professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Writers and creative or performing artists	2	-	-	-	-	-	-	-	-	-	-	2	-	-	2	-
	1%	-	-	-	-	-	-	-	-	-	-	*7%*	-	-	*11%*	-
Religious professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Physical and engineering science technicians	3	-	-	-	-	-	-	-	-	2	-	1	-	2	-	1
	1%	-	-	-	-	-	-	-	-	*4%*	-	*4%*	-	*1%*	-	*2%*
Computer associate professionals	7	-	1	1	1	1	-	-	1	1	-	1	-	6	1	-
	3%	-	*4%*	*5%*	*6%*	*5%*	-	-	*3%*	*2%*	-	*4%*	-	*3%*	*5%*	-

Participant Type : General Public Omnibus
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 178

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi-tion (part-time or full time) incl. own busin-ess (n)	Not employ-ed (o)
Total Base	267	5**	27**	20**	16**	19**	20**	20**	40*	45*	14**	27**	14**	195	19**	53*
Optical and electronic equipment operators	2 *1%*	- -	- -	- -	1 *6%*	1 *5%*	- -	- -	- -	- -	- -	- -	- -	2 *1%*	- -	- -
Ship and aircraft controllers and technicians	1 *	- -	- -	- -	- -	- -	- -	- -	1 *3%*	- -	- -	- -	- -	1 *1%*	- -	- -
Safety and quality inspectors	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Life science and health associate professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Teaching associate professionals	2 *1%*	- -	- -	1 *5%*	- -	1 *5%*	- -	- -	- -	- -	- -	- -	- -	2 *1%*	- -	- -
Finance and sales associate professionals	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *4%*	- -	1 *1%*	- -	- -
Business services agents and trade brokers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	1 *1%*	- -	- -
Administrative associate professionals	2 *1%*	1 *20%*	- -	- -	- -	- -	1 *5%*	- -	- -	- -	- -	- -	- -	2 *1%*	- -	- -
Customs, tax and related government associate professionals	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	1 *1%*	- -	- -
Police inspectors and detectives	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -	1 *1%*	- -	- -
Social work associate professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Artistic, entertainment and sports associate professionals	1 *	- -	- -	- -	- -	- -	- -	- -	1 *3%*	- -	- -	- -	- -	- -	- -	1 *2%*
Religious associate professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Office clerks	21 *8%*	- -	1 *4%*	3 *15%*	2 *13%*	1 *5%*	2 *10%*	4 *20%*	- -	4 *9%*	- -	3 *11%*	1 *7%*	17 *9%*	- -	4 *8%*
Customer services clerks	14 *5%*	- -	- -	3 *15%*	2 *13%*	- -	1 *5%*	2 *10%*	3 *8%*	- -	- -	3 *11%*	- -	14 **7%o**	- -	- -
Travel attendants and related workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Housekeeping and restaurant services workers	4 *1%*	- -	- -	- -	- -	- -	- -	- -	2 *5%*	- -	1 *7%*	1 *4%*	- -	3 *2%*	- -	1 *2%*
Personal care and related workers	4 *1%*	- -	1 *4%*	- -	- -	- -	- -	- -	2 *5%*	- -	1 *7%*	- -	- -	4 *2%*	- -	- -
Other personal services workers	2 *1%*	- -	- -	- -	- -	1 *5%*	1 *5%*	- -	- -	- -	- -	- -	- -	2 *1%*	- -	- -
Protective services workers	3 *1%*	- -	- -	- -	1 *6%*	- -	1 *5%*	- -	- -	1 *2%*	- -	- -	- -	2 *1%*	1 *5%*	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi-tion (part-time or full time) incl. own busin-ess (n)	Not employ-ed (o)
Total Base	267	5**	27**	20**	16**	19**	20**	20**	40*	45*	14**	27**	14**	195	19**	53*
Models, salespersons and demonstrators	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Skilled agricultural and fishery workers	4 *1%*	- -	- -	- -	- -	1 *5%*	1 *5%*	2 *10%*	- -	- -	- -	- -	- -	4 *2%*	- -	- -
Extraction and building trades workers	5 *2%*	- -	1 *4%*	- -	- -	1 *5%*	1 *5%*	1 *5%*	- -	1 *2%*	- -	- -	- -	5 *3%*	- -	- -
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	2 *1%*	- -	- -	- -	- -	1 *5%*	- -	1 *5%*	- -	- -	- -	- -	- -	1 *1%*	1 *5%*	- -
Blacksmiths, tool-makers and related trades workers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*	- -	- -	1 *1%*	- -	- -
Machinery mechanics and fitters	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Electrical and electronic equipment mechanics and fitters	3 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*	2 *7%*	- -	2 *1%*	1 *5%*	- -
Precision workers in metal and related materials	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Potters, glass-makers and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Handicraft workers in wood, textile, leather and related materials	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Printing and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Food processing and related trades workers	3 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	2 *4%*	- -	1 *4%*	- -	3 *2%*	- -	- -
Wood treaters, cabinet-makers and related trades workers	2 *1%*	- -	- -	- -	- -	- -	1 *5%*	- -	- -	1 *2%*	- -	- -	- -	1 *1%*	1 *5%*	- -
Textile, garment and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pelt, leather and shoemaking trades workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Plant and machine operators and assemblers	5 *2%*	- -	- -	1 *5%*	- -	- -	- -	1 *5%*	- -	1 *2%*	- -	1 *4%*	1 *7%*	4 *2%*	- -	1 *2%*
Sales and services elementary occupations	9 *3%*	- -	1 *4%*	2 *10%*	- -	1 *5%*	1 *5%*	- -	3 *8%*	- -	- -	1 *4%*	- -	6 *3%*	- -	3 *6%*
Agricultural, fishery and related labourers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 178

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi -tion (part-time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	267	5**	27**	20**	16**	19**	20**	20**	40*	45*	14**	27**	14**	195	19**	53*
Labourers in mining, construction, manufacturing and transport	1 *	- -	1 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *1%*	- -	- -
Armed forces	1 *	- -	- -	- -	- -	- -	- -	- -	1 *3%*	- -	- -	- -	- -	1 *1%*	- -	- -
Unemployed and not looking for a job / Long-term sick or disabled	18 *7%*	- -	4 *15%*	1 *5%*	3 *19%*	- -	1 *5%*	2 *10%*	2 *5%*	1 *2%*	- -	2 *7%*	2 *14%*	3 *2%*	5 *26%*	10 **19%m**
Pupil /Student/ in full time education	21 *8%*	1 *20%*	6 *22%*	1 *5%*	1 *6%*	1 *5%*	1 *5%*	- -	1 *3%*	5 *11%*	3 *21%*	1 *4%*	- -	2 *1%*	- -	19 **36%m**
Housewife	9 *3%*	- -	3 *11%*	1 *5%*	- -	- -	- -	- -	1 *3%*	2 *4%*	- -	- -	2 *14%*	1 *1%*	2 *11%*	6 **11%m**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Doteveryone Tech Professionals - Omnibus

Table 179

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	267	19**	45*	29**	4**	15**	3**
Legislators and senior officials	7 *3%*	2 *11%*	3 *7%*	1 *3%*	- -	- -	- -
Directors and chief executives	7 *3%*	- -	3 *7%*	- -	- -	2 *13%*	- -
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	- -	1 *2%*	1 *3%*	1 *25%*	- -	- -
Production and operations department managers in manufacturing	4 *1%*	- -	1 *2%*	1 *3%*	- -	- -	- -
Production and operations department managers in construction	1 *	- -	- -	- -	- -	1 *7%*	- -
Production and operations department managers in wholesale and retail trade	2 *1%*	- -	- -	2 *7%*	- -	- -	- -
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in transport, storage and communications	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in business services	2 *1%*	- -	- -	- -	- -	- -	- -
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers not elsewhere classified	1 *	- -	- -	- -	- -	- -	- -
Finance and administration department managers	6 *2%*	- -	1 *2%*	2 *7%*	- -	- -	- -
Personnel and industrial relations department managers	1 *	- -	1 *2%*	- -	- -	- -	- -
Sales and marketing department managers	2 *1%*	- -	1 *2%*	1 *3%*	- -	- -	- -
Advertising and public relations department managers	1 *	- -	- -	1 *3%*	- -	- -	- -
Supply and distribution department managers	2 *1%*	- -	1 *2%*	1 *3%*	- -	- -	- -
Computing services department managers	1 *	- -	- -	- -	- -	1 *7%*	- -

Participant Type : General Public Omnibus
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Doteveryone Tech Professionals - Omnibus

Table 179

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	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	267	19**	45*	29**	4**	15**	3**
Research and development department managers	- -	- -	- -	- -	- -	- -	- -
Other department managers not elsewhere classified	1 *	- -	- -	- -	- -	- -	- -
General managers in agriculture, hunting, forestry/ and fishing	1 *	- -	- -	- -	1 *25%*	- -	- -
General managers in manufacturing	2 *1%*	- -	1 *2%*	- -	- -	- -	- -
General managers in construction	2 *1%*	1 *5%*	- -	1 *3%*	- -	- -	- -
General managers in wholesale and retail trade	8 *3%*	- -	3 *7%*	3 *10%*	- -	- -	- -
General managers of restaurants and hotels	2 *1%*	- -	1 *2%*	1 *3%*	- -	- -	- -
General managers in transport, storage and communications	1 *	- -	- -	1 *3%*	- -	- -	- -
General managers of business services	5 *2%*	- -	2 *4%*	1 *3%*	- -	- -	- -
General managers in personal care, cleaning and related services	1 *	- -	- -	- -	- -	- -	- -
General managers not elsewhere classified	2 *1%*	- -	- -	1 *3%*	- -	- -	- -
Physicists, chemists and related professionals	2 *1%*	- -	1 *2%*	- -	- -	- -	- -
Mathematicians, statisticians and related professionals	1 *	1 *5%*	- -	- -	- -	- -	- -
Computing professionals	7 *3%*	3 *16%*	1 *2%*	- -	- -	3 *20%*	- -
Architects, town and traffic planners	2 *1%*	- -	1 *2%*	- -	- -	- -	- -
Civil engineers	- -	- -	- -	- -	- -	- -	- -
Electrical engineers	1 *	- -	1 *2%*	- -	- -	- -	- -
Electronics and telecommunications engineers	- -	- -	- -	- -	- -	- -	- -
Mechanical engineers	1 *	- -	- -	- -	- -	- -	- -
Chemical engineers	1 *	- -	- -	- -	- -	- -	- -
Mining engineers, metallurgists and related professionals	- -	- -	- -	- -	- -	- -	- -
Cartographers and surveyors	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 179

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	267	19**	45*	29**	4**	15**	3**
Architects, engineers and related professionals not elsewhere classified	1 *	- -	- -	- -	- -	- -	1 *33%*
Life science professionals	3 *1%*	1 *5%*	1 *2%*	- -	- -	- -	- -
Health professionals (except nursing)	8 *3%*	1 *5%*	1 *2%*	- -	- -	- -	- -
Nursing and midwifery professionals	5 *2%*	2 *11%*	- -	- -	- -	- -	- -
Teaching professionals	2 *1%*	- -	- -	- -	- -	1 *7%*	- -
Business professionals	6 *2%*	1 *5%*	- -	1 *3%*	- -	- -	- -
Legal professionals	4 *1%*	- -	- -	- -	- -	1 *7%*	- -
Archivists, librarians and related information professionals	2 *1%*	1 *5%*	1 *2%*	- -	- -	- -	- -
Social science and related professionals	- -	- -	- -	- -	- -	- -	- -
Writers and creative or performing artists	2 *1%*	- -	- -	1 *3%*	- -	- -	- -
Religious professionals	- -	- -	- -	- -	- -	- -	- -
Physical and engineering science technicians	3 *1%*	- -	2 *4%*	- -	- -	- -	- -
Computer associate professionals	7 *3%*	- -	3 *7%*	1 *3%*	- -	2 *13%*	- -
Optical and electronic equipment operators	2 *1%*	- -	1 *2%*	- -	- -	- -	- -
Ship and aircraft controllers and technicians	1 *	- -	1 *2%*	- -	- -	- -	- -
Safety and quality inspectors	- -	- -	- -	- -	- -	- -	- -
Life science and health associate professionals	- -	- -	- -	- -	- -	- -	- -
Teaching associate professionals	2 *1%*	- -	1 *2%*	- -	- -	- -	- -
Finance and sales associate professionals	1 *	- -	- -	- -	- -	- -	- -
Business services agents and trade brokers	1 *	- -	- -	- -	- -	- -	- -
Administrative associate professionals	2 *1%*	- -	- -	1 *3%*	- -	- -	- -
Customs, tax and related government associate professionals	1 *	1 *5%*	- -	- -	- -	- -	- -
Police inspectors and detectives	1 *	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 179

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	267	19**	45*	29**	4**	15**	3**
Social work associate professionals	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Artistic, entertainment and sports associate professionals	1	-	-	-	-	-	-
	*	-	-	-	-	-	-
Religious associate professionals	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Office clerks	21	1	4	1	1	1	-
	8%	*5%*	*9%*	*3%*	*25%*	*7%*	-
Customer services clerks	14	-	-	2	-	2	-
	5%	-	-	*7%*	-	*13%*	-
Travel attendants and related workers	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Housekeeping and restaurant services workers	4	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Personal care and related workers	4	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Other personal services workers	2	-	-	-	-	-	-
	1%	-	-	-	-	-	-
Protective services workers	3	-	1	-	-	-	-
	1%	-	*2%*	-	-	-	-
Models, salespersons and demonstrators	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Skilled agricultural and fishery workers	4	1	1	1	-	1	-
	1%	*5%*	*2%*	*3%*	-	*7%*	-
Extraction and building trades workers	5	1	1	-	-	-	-
	2%	*5%*	*2%*	-	-	-	-
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	2	-	-	1	-	-	-
	1%	-	-	*3%*	-	-	-
Blacksmiths, tool-makers and related trades workers	1	-	1	-	-	-	-
	*	-	*2%*	-	-	-	-
Machinery mechanics and fitters	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Electrical and electronic equipment mechanics and fitters	3	-	-	-	-	-	1
	1%	-	-	-	-	-	*33%*
Precision workers in metal and related materials	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Potters, glass-makers and related trades workers	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Printing and related trades workers	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 179

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	267	19**	45*	29**	4**	15**	3**
Food processing and related trades workers	3 *1%*	- -	- -	- -	- -	- -	- -
Wood treaters, cabinet-makers and related trades workers	2 *1%*	- -	1 *2%*	- -	- -	- -	- -
Textile, garment and related trades workers	- -	- -	- -	- -	- -	- -	- -
Pelt, leather and shoemaking trades workers	- -	- -	- -	- -	- -	- -	- -
Plant and machine operators and assemblers	5 *2%*	1 *5%*	1 *2%*	1 *3%*	1 *25%*	- -	- -
Sales and services elementary occupations	9 *3%*	- -	- -	- -	- -	- -	- -
Agricultural, fishery and related labourers	- -	- -	- -	- -	- -	- -	- -
Labourers in mining, construction, manufacturing and transport	1 *	- -	- -	1 *3%*	- -	- -	- -
Armed forces	1 *	- -	- -	- -	- -	- -	- -
Unemployed and not looking for a job / Long-term sick or disabled	18 *7%*	- -	- -	- -	- -	- -	1 *33%*
Pupil /Student/ in full time education	21 *8%*	1 *5%*	1 *2%*	- -	- -	- -	- -
Housewife	9 *3%*	- -	- -	- -	- -	- -	- -
Not stated	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Role S2_tech_func.															
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	267	6**	8**	5**	13**	2**	7**	5**	-**	1**	-**	16**	-**	1**	-**	6**	7**	14**
Legislators and senior officials	7 *3%*	1 *17%*	1 *13%*	- -	2 *15%*	- -	1 *14%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *17%*	- -	- -
Directors and chief executives	7 *3%*	- -	- -	- -	2 *15%*	- -	- -	- -	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	- -	- -	- -	1 *8%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*
Production and operations department managers in manufacturing	4 *1%*	- -	- -	- -	- -	- -	- -	1 *20%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*
Production and operations department managers in construction	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in wholesale and retail trade	2 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *14%*
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in transport, storage and communications	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in business services	2 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers not elsewhere classified	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Finance and administration department managers	6 *2%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *6%*	- -	- -	- -	1 *17%*	1 *14%*	- -
Personnel and industrial relations department managers	1 *	- -	- -	- -	1 *8%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sales and marketing department managers	2 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -
Advertising and public relations department managers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Role S2_tech_func.															
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	267	6**	8**	5**	13**	2**	7**	5**	-**	1**	-**	16**	-**	1**	-**	6**	7**	14**
Supply and distribution department managers	2 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	1 *7%*
Computing services department managers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Research and development department managers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other department managers not elsewhere classified	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
General managers in agriculture, hunting, forestry/ and fishing	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
General managers in manufacturing	2 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -
General managers in construction	2 *1%*	- -	1 *13%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *17%*	- -	- -
General managers in wholesale and retail trade	8 *3%*	- -	- -	- -	- -	- -	1 *14%*	- -	- -	- -	- -	2 *13%*	- -	- -	- -	- -	1 *14%*	2 *14%*
General managers of restaurants and hotels	2 *1%*	- -	- -	- -	- -	- -	1 *14%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*
General managers in transport, storage and communications	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *14%*	- -
General managers of business services	5 *2%*	- -	- -	- -	1 *8%*	- -	- -	- -	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -
General managers in personal care, cleaning and related services	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
General managers not elsewhere classified	2 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *7%*
Physicists, chemists and related professionals	2 *1%*	- -	- -	- -	1 *8%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mathematicians, statisticians and related professionals	1 *	- -	1 *13%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Computing professionals	7 *3%*	2 *33%*	1 *13%*	- -	- -	- -	- -	1 *20%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Architects, town and traffic planners	2 *1%*	- -	- -	- -	1 *8%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Civil engineers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Electrical engineers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -
Electronics and telecommunications engineers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mechanical engineers	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	267	6**	8**	5**	13**	2**	7**	5**	-**	1**	-**	16**	-**	1**	-**	6**	7**	14**
Chemical engineers	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mining engineers, metallurgists and related professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Architects, engineers and related professionals not elsewhere classified	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Life science professionals	3	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	13%	-	-	50%	-	-	-	-	-	-	-	-	-	-	-	-
Health professionals (except nursing)	8	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	3%	-	13%	-	-	-	-	20%	-	-	-	-	-	-	-	-	-	-
Nursing and midwifery professionals	5	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	40%	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Teaching professionals	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business professionals	6	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	2%	-	-	20%	-	-	-	-	-	-	-	-	-	-	-	17%	-	-
Legal professionals	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Archivists, librarians and related information professionals	2	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	13%	-	-	50%	-	-	-	-	-	-	-	-	-	-	-	-
Social science and related professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Writers and creative or performing artists	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%
Religious professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Physical and engineering science technicians	3	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	8%	-	-	20%	-	-	-	-	-	-	-	-	-	-
Computer associate professionals	7	-	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	1
	3%	-	-	-	-	-	14%	20%	-	-	-	6%	-	-	-	-	-	7%
Optical and electronic equipment operators	2	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	-	-	-
Ship and aircraft controllers and technicians	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-
Safety and quality inspectors	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Life science and health associate professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Teaching associate professionals	2	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	6%	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	267	6**	8**	5**	13**	2**	7**	5**	-**	1**	-**	16**	-**	1**	-**	6**	7**	14**
Finance and sales associate professionals	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business services agents and trade brokers	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Administrative associate professionals	2 *1%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *17%*	-	-
Customs, tax and related government associate professionals	1 *	-	-	1 *20%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Police inspectors and detectives	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Social work associate professionals	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Artistic, entertainment and sports associate professionals	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Religious associate professionals	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Office clerks	21 *8%*	1 *17%*	-	-	1 *8%*	-	-	-	-	-	-	2 *13%*	-	1 *100%*	-	-	1 *14%*	-
Customer services clerks	14 *5%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *17%*	1 *14%*	-
Travel attendants and related workers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Housekeeping and restaurant services workers	4 *1%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal care and related workers	4 *1%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other personal services workers	2 *1%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Protective services workers	3 *1%*	-	-	-	-	-	1 *14%*	-	-	-	-	-	-	-	-	-	-	-
Models, salespersons and demonstrators	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Skilled agricultural and fishery workers	4 *1%*	-	-	1 *20%*	-	-	1 *14%*	-	-	-	-	-	-	-	-	-	-	1 *7%*
Extraction and building trades workers	5 *2%*	-	1 *13%*	-	-	-	-	-	-	-	-	1 *6%*	-	-	-	-	-	-
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	2 *1%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *14%*	-
Blacksmiths, tool-makers and related trades workers	1 *	-	-	-	-	-	1 *14%*	-	-	-	-	-	-	-	-	-	-	-
Machinery mechanics and fitters	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 180

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	267	6**	8**	5**	13**	2**	7**	5**	-**	1**	-**	16**	-**	1**	-**	6**	7**	14**
Electrical and electronic equipment mechanics and fitters	3 *1%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Precision workers in metal and related materials	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Potters, glass-makers and related trades workers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Printing and related trades workers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food processing and related trades workers	3 *1%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wood treaters, cabinet-makers and related trades workers	2 *1%*	-	-	-	1 *8%*	-	-	-	-	-	-	-	-	-	-	-	-	-
Textile, garment and related trades workers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pelt, leather and shoemaking trades workers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plant and machine operators and assemblers	5 *2%*	1 *17%*	-	-	-	-	-	-	-	-	-	1 *6%*	-	-	-	-	1 *14%*	-
Sales and services elementary occupations	9 *3%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Agricultural, fishery and related labourers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Labourers in mining, construction, manufacturing and transport	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *7%*
Armed forces	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unemployed and not looking for a job / Long-term sick or disabled	18 *7%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pupil /Student/ in full time education	21 *8%*	1 *17%*	-	-	1 *8%*	-	-	-	-	-	-	-	-	-	-	-	-	-
Housewife	9 *3%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	- -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Ipsos MORI

Doteveryone Tech Professionals - Omnibus

Table 180

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**267**	2**	-**	3**	-**	1**	1**	5**	1**	-**	2**
Legislators and senior officials	**7**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Directors and chief executives	**7**	-	-	-	-	-	1	1	-	-	-
	3%	-	-	-	-	-	*100%*	*20%*	-	-	-
Production and operations department managers in agriculture, hunting, forestry and fishing	**3**	-	-	1	-	-	-	-	-	-	-
	1%	-	-	*33%*	-	-	-	-	-	-	-
Production and operations department managers in manufacturing	**4**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in construction	**1**	-	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	*20%*	-	-	-
Production and operations department managers in wholesale and retail trade	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in restaurants and hotels	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in transport, storage and communications	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in business services	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in personal care, cleaning and related services	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers not elsewhere classified	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Finance and administration department managers	**6**	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-
Personnel and industrial relations department managers	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Sales and marketing department managers	**2**	1	-	-	-	-	-	-	-	-	-
	1%	*50%*	-	-	-	-	-	-	-	-	-
Advertising and public relations department managers	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
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Doteveryone Tech Professionals - Omnibus

Table 180

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**267**	2**	-**	3**	-**	1**	1**	5**	1**	-**	2**
Supply and distribution department managers	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Computing services department managers	**1**	-	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	*20%*	-	-	-
Research and development department managers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Other department managers not elsewhere classified	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
General managers in agriculture, hunting, forestry/ and fishing	**1**	-	-	1	-	-	-	-	-	-	-
	*	-	-	*33%*	-	-	-	-	-	-	-
General managers in manufacturing	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
General managers in construction	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
General managers in wholesale and retail trade	**8**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
General managers of restaurants and hotels	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
General managers in transport, storage and communications	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
General managers of business services	**5**	1	-	-	-	-	-	-	-	-	-
	2%	*50%*	-	-	-	-	-	-	-	-	-
General managers in personal care, cleaning and related services	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
General managers not elsewhere classified	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Physicists, chemists and related professionals	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Mathematicians, statisticians and related professionals	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Computing professionals	**7**	-	-	-	-	-	-	-	-	-	2
	3%	-	-	-	-	-	-	-	-	-	*100%*
Architects, town and traffic planners	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Civil engineers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Electrical engineers	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Electronics and telecommunications engineers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Mechanical engineers	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 180

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**267**	2**	-**	3**	-**	1**	1**	5**	1**	-**	2**
Chemical engineers	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Mining engineers, metallurgists and related professionals	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Architects, engineers and related professionals not elsewhere classified	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Life science professionals	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Health professionals (except nursing)	**8**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Nursing and midwifery professionals	**5**	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-
Teaching professionals	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Business professionals	**6**	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-
Legal professionals	**4**	-	-	-	-	-	-	-	1	-	-
	1%	-	-	-	-	-	-	-	*100%*	-	-
Archivists, librarians and related information professionals	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Social science and related professionals	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Writers and creative or performing artists	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Religious professionals	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Physical and engineering science technicians	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Computer associate professionals	**7**	-	-	-	-	-	-	1	-	-	-
	3%	-	-	-	-	-	-	*20%*	-	-	-
Optical and electronic equipment operators	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Ship and aircraft controllers and technicians	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Safety and quality inspectors	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Life science and health associate professionals	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Teaching associate professionals	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 180

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**267**	2**	-**	3**	-**	1**	1**	5**	1**	-**	2**
Finance and sales associate professionals	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Business services agents and trade brokers	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Administrative associate professionals	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Customs, tax and related government associate professionals	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Police inspectors and detectives	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Social work associate professionals	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Artistic, entertainment and sports associate professionals	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Religious associate professionals	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Office clerks	**21**	-	-	-	-	1	-	1	-	-	-
	8%	-	-	-	-	*100%*	-	*20%*	-	-	-
Customer services clerks	**14**	-	-	-	-	-	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-
Travel attendants and related workers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Housekeeping and restaurant services workers	**4**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Personal care and related workers	**4**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Other personal services workers	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Protective services workers	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Models, salespersons and demonstrators	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Skilled agricultural and fishery workers	**4**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Extraction and building trades workers	**5**	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Blacksmiths, tool-makers and related trades workers	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Machinery mechanics and fitters	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 180

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**267**	2**	-**	3**	-**	1**	1**	5**	1**	-**	2**
Electrical and electronic equipment mechanics and fitters	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Precision workers in metal and related materials	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Potters, glass-makers and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Printing and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Food processing and related trades workers	**3**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Wood treaters, cabinet-makers and related trades workers	**2**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Textile, garment and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Pelt, leather and shoemaking trades workers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Plant and machine operators and assemblers	**5**	-	-	1	-	-	-	-	-	-	-
	2%	-	-	*33%*	-	-	-	-	-	-	-
Sales and services elementary occupations	**9**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Agricultural, fishery and related labourers	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Labourers in mining, construction, manufacturing and transport	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Armed forces	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Unemployed and not looking for a job / Long-term sick or disabled	**18**	-	-	-	-	-	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-
Pupil /Student/ in full time education	**21**	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-
Housewife	**9**	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 180

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**267**	4**	-**	2**	-**	1**	1**	1**	-**	-**	-**	-*
Legislators and senior officials	**7**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Directors and chief executives	**7**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in agriculture, hunting, forestry and fishing	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in manufacturing	**4**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in construction	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in wholesale and retail trade	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in restaurants and hotels	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in transport, storage and communications	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in business services	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers in personal care, cleaning and related services	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Production and operations department managers not elsewhere classified	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Finance and administration department managers	**6**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Personnel and industrial relations department managers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Sales and marketing department managers	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Advertising and public relations department managers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 180

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**267**	4**	-**	2**	-**	1**	1**	1**	-**	-**	-**	-*
Supply and distribution department managers	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Computing services department managers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Research and development department managers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Other department managers not elsewhere classified	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
General managers in agriculture, hunting, forestry/ and fishing	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
General managers in manufacturing	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
General managers in construction	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
General managers in wholesale and retail trade	**8**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
General managers of restaurants and hotels	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
General managers in transport, storage and communications	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
General managers of business services	**5**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
General managers in personal care, cleaning and related services	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
General managers not elsewhere classified	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Physicists, chemists and related professionals	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Mathematicians, statisticians and related professionals	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Computing professionals	**7**	1	-	-	-	-	-	-	-	-	-	-
	3%	*25%*	-	-	-	-	-	-	-	-	-	-
Architects, town and traffic planners	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Civil engineers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Electrical engineers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Electronics and telecommunications engineers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Mechanical engineers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**267**	4**	-**	2**	-**	1**	1**	1**	-**	-**	-**	-*
Chemical engineers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Mining engineers, metallurgists and related professionals	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Architects, engineers and related professionals not elsewhere classified	**1**	-	-	-	-	-	-	1	-	-	-	-
	*	-	-	-	-	-	-	*100%*	-	-	-	-
Life science professionals	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Health professionals (except nursing)	**8**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Nursing and midwifery professionals	**5**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Teaching professionals	**2**	1	-	-	-	-	-	-	-	-	-	-
	1%	*25%*	-	-	-	-	-	-	-	-	-	-
Business professionals	**6**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Legal professionals	**4**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Archivists, librarians and related information professionals	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Social science and related professionals	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Writers and creative or performing artists	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Religious professionals	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Physical and engineering science technicians	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Computer associate professionals	**7**	1	-	-	-	-	-	-	-	-	-	-
	3%	*25%*	-	-	-	-	-	-	-	-	-	-
Optical and electronic equipment operators	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Ship and aircraft controllers and technicians	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Safety and quality inspectors	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Life science and health associate professionals	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Teaching associate professionals	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 180

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total Base	Role S2_tech_func.										
		Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**267**	4**	-**	2**	-**	1**	1**	1**	-**	-**	-**	-*
Finance and sales associate professionals	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Business services agents and trade brokers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Administrative associate professionals	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Customs, tax and related government associate professionals	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Police inspectors and detectives	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Social work associate professionals	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Artistic, entertainment and sports associate professionals	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Religious associate professionals	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Office clerks	**21**	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-
Customer services clerks	**14**	-	-	2	-	-	-	-	-	-	-	-
	5%	-	-	*100%*	-	-	-	-	-	-	-	-
Travel attendants and related workers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Housekeeping and restaurant services workers	**4**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Personal care and related workers	**4**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Other personal services workers	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Protective services workers	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Models, salespersons and demonstrators	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Skilled agricultural and fishery workers	**4**	1	-	-	-	-	-	-	-	-	-	-
	1%	*25%*	-	-	-	-	-	-	-	-	-	-
Extraction and building trades workers	**5**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Blacksmiths, tool-makers and related trades workers	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Machinery mechanics and fitters	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 180

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total Base	Role S2_tech_func.										
		Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**267**	4**	-**	2**	-**	1**	1**	1**	-**	-**	-**	-*
Electrical and electronic equipment mechanics and fitters	**3**	-	-	-	-	1	-	-	-	-	-	-
	1%	-	-	-	-	*100%*	-	-	-	-	-	-
Precision workers in metal and related materials	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Potters, glass-makers and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Printing and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Food processing and related trades workers	**3**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Wood treaters, cabinet-makers and related trades workers	**2**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Textile, garment and related trades workers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Pelt, leather and shoemaking trades workers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Plant and machine operators and assemblers	**5**	-	-	-	-	-	-	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-
Sales and services elementary occupations	**9**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Agricultural, fishery and related labourers	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Labourers in mining, construction, manufacturing and transport	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Armed forces	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Unemployed and not looking for a job / Long-term sick or disabled	**18**	-	-	-	-	-	1	-	-	-	-	-
	7%	-	-	-	-	-	*100%*	-	-	-	-	-
Pupil /Student/ in full time education	**21**	-	-	-	-	-	-	-	-	-	-	-
	8%	-	-	-	-	-	-	-	-	-	-	-
Housewife	**9**	-	-	-	-	-	-	-	-	-	-	-
	3%	-	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 181

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	267	6**	18**	44*	22**	67*	88*	22**
Legislators and senior officials	7 *3%*	- -	- -	2 *5%*	- -	1 *1%*	3 *3%*	1 *5%*
Directors and chief executives	7 *3%*	- -	- -	- -	1 *5%*	1 *1%*	3 *3%*	2 *9%*
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	- -	- -	1 *2%*	- -	- -	2 *2%*	- -
Production and operations department managers in manufacturing	4 *1%*	- -	- -	2 *5%*	1 *5%*	- -	1 *1%*	- -
Production and operations department managers in construction	1 *	- -	- -	- -	- -	- -	- -	1 *5%*
Production and operations department managers in wholesale and retail trade	2 *1%*	- -	1 *6%*	- -	- -	1 *1%*	- -	- -
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in transport, storage and communications	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in business services	2 *1%*	- -	- -	- -	- -	- -	2 *2%*	- -
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers not elsewhere classified	1 *	- -	- -	1 *2%*	- -	- -	- -	- -
Finance and administration department managers	6 *2%*	- -	- -	- -	1 *5%*	4 **6%x**	1 *1%*	- -
Personnel and industrial relations department managers	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Sales and marketing department managers	2 *1%*	- -	1 *6%*	- -	- -	- -	1 *1%*	- -
Advertising and public relations department managers	1 *	- -	1 *6%*	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	267	6**	18**	44*	22**	67*	88*	22**
Supply and distribution department managers	2 *1%*	- -	- -	- -	- -	1 *1%*	- -	1 *5%*
Computing services department managers	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Research and development department managers	- -	- -	- -	- -	- -	- -	- -	- -
Other department managers not elsewhere classified	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
General managers in agriculture, hunting, forestry/ and fishing	1 *	- -	- -	- -	- -	- -	- -	1 *5%*
General managers in manufacturing	2 *1%*	- -	- -	- -	- -	1 *1%*	1 *1%*	- -
General managers in construction	2 *1%*	- -	- -	1 *2%*	- -	1 *1%*	- -	- -
General managers in wholesale and retail trade	8 *3%*	- -	- -	2 *5%*	1 *5%*	2 *3%*	2 *2%*	1 *5%*
General managers of restaurants and hotels	2 *1%*	- -	- -	- -	- -	2 *3%*	- -	- -
General managers in transport, storage and communications	1 *	- -	- -	1 *2%*	- -	- -	- -	- -
General managers of business services	5 *2%*	- -	- -	- -	- -	1 *1%*	2 *2%*	2 *9%*
General managers in personal care, cleaning and related services	1 *	- -	- -	- -	- -	- -	- -	1 *5%*
General managers not elsewhere classified	2 *1%*	- -	- -	1 *2%*	- -	1 *1%*	- -	- -
Physicists, chemists and related professionals	2 *1%*	- -	1 *6%*	- -	- -	1 *1%*	- -	- -
Mathematicians, statisticians and related professionals	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Computing professionals	7 *3%*	- -	- -	- -	- -	2 *3%*	4 *5%*	1 *5%*
Architects, town and traffic planners	2 *1%*	- -	- -	- -	- -	- -	2 *2%*	- -
Civil engineers	- -	- -	- -	- -	- -	- -	- -	- -
Electrical engineers	1 *	- -	- -	- -	- -	1 *1%*	- -	- -
Electronics and telecommunications engineers	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 181

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	267	6**	18**	44*	22**	67*	88*	22**
Mechanical engineers	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	*1%*	-
Chemical engineers	1	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	*5%*
Mining engineers, metallurgists and related professionals	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Cartographers and surveyors	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Architects, engineers and related professionals not elsewhere classified	1	-	-	-	-	1	-	-
	*	-	-	-	-	*1%*	-	-
Life science professionals	3	-	-	-	-	-	1	2
	1%	-	-	-	-	-	*1%*	*9%*
Health professionals (except nursing)	8	-	-	1	1	1	4	1
	3%	-	-	*2%*	*5%*	*1%*	*5%*	*5%*
Nursing and midwifery professionals	5	-	1	1	-	-	3	-
	2%	-	*6%*	*2%*	-	-	*3%*	-
Teaching professionals	2	-	-	-	-	-	2	-
	1%	-	-	-	-	-	*2%*	-
Business professionals	6	-	-	-	-	2	4	-
	2%	-	-	-	-	*3%*	*5%*	-
Legal professionals	4	-	-	1	-	1	-	2
	1%	-	-	*2%*	-	*1%*	-	*9%*
Archivists, librarians and related information professionals	2	-	-	-	-	-	1	1
	1%	-	-	-	-	-	*1%*	*5%*
Social science and related professionals	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Writers and creative or performing artists	2	-	-	1	-	-	1	-
	1%	-	-	*2%*	-	-	*1%*	-
Religious professionals	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Physical and engineering science technicians	3	-	1	-	-	-	2	-
	1%	-	*6%*	-	-	-	*2%*	-
Computer associate professionals	7	-	1	1	1	-	3	1
	3%	-	*6%*	*2%*	*5%*	-	*3%*	*5%*
Optical and electronic equipment operators	2	-	-	2	-	-	-	-
	1%	-	-	**5%xf**	-	-	-	-
Ship and aircraft controllers and technicians	1	-	-	-	-	1	-	-
	*	-	-	-	-	*1%*	-	-
Safety and quality inspectors	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Life science and health associate professionals	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
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Doteveryone Tech Professionals - Omnibus

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Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	267	6**	18**	44*	22**	67*	88*	22**
Teaching associate professionals	2 *1%*	- -	- -	- -	- -	- -	2 *2%*	- -
Finance and sales associate professionals	1 *	- -	- -	- -	- -	1 *1%*	- -	- -
Business services agents and trade brokers	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Administrative associate professionals	2 *1%*	- -	- -	- -	1 *5%*	1 *1%*	- -	- -
Customs, tax and related government associate professionals	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Police inspectors and detectives	1 *	- -	- -	- -	- -	1 *1%*	- -	- -
Social work associate professionals	- -	- -	- -	- -	- -	- -	- -	- -
Artistic, entertainment and sports associate professionals	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Religious associate professionals	- -	- -	- -	- -	- -	- -	- -	- -
Office clerks	21 *8%*	1 *17%*	2 *11%*	2 *5%*	2 *9%*	7 *10%*	7 *8%*	- -
Customer services clerks	14 *5%*	- -	- -	6 **14%x**	1 *5%*	3 *4%*	4 *5%*	- -
Travel attendants and related workers	- -	- -	- -	- -	- -	- -	- -	- -
Housekeeping and restaurant services workers	4 *1%*	- -	- -	1 *2%*	- -	2 *3%*	1 *1%*	- -
Personal care and related workers	4 *1%*	- -	- -	- -	1 *5%*	2 *3%*	- -	1 *5%*
Other personal services workers	2 *1%*	- -	- -	1 *2%*	- -	1 *1%*	- -	- -
Protective services workers	3 *1%*	- -	- -	- -	1 *5%*	- -	2 *2%*	- -
Models, salespersons and demonstrators	- -	- -	- -	- -	- -	- -	- -	- -
Skilled agricultural and fishery workers	4 *1%*	- -	- -	2 **5%f**	1 *5%*	1 *1%*	- -	- -
Extraction and building trades workers	5 *2%*	- -	1 *6%*	1 *2%*	- -	2 *3%*	1 *1%*	- -
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	2 *1%*	- -	- -	- -	1 *5%*	1 *1%*	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 181

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	267	6**	18**	44*	22**	67*	88*	22**
Blacksmiths, tool-makers and related trades workers	1 *	- -	- -	- -	- -	- -	1 *1%*	- -
Machinery mechanics and fitters	- -	- -	- -	- -	- -	- -	- -	- -
Electrical and electronic equipment mechanics and fitters	3 *1%*	- -	- -	- -	- -	3 **4%xf**	- -	- -
Precision workers in metal and related materials	- -	- -	- -	- -	- -	- -	- -	- -
Potters, glass-makers and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -
Handicraft workers in wood, textile, leather and related materials	- -	- -	- -	- -	- -	- -	- -	- -
Printing and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -
Food processing and related trades workers	3 *1%*	- -	- -	- -	1 *5%*	- -	2 *2%*	- -
Wood treaters, cabinet-makers and related trades workers	2 *1%*	- -	- -	- -	1 *5%*	1 *1%*	- -	- -
Textile, garment and related trades workers	- -	- -	- -	- -	- -	- -	- -	- -
Pelt, leather and shoemaking trades workers	- -	- -	- -	- -	- -	- -	- -	- -
Plant and machine operators and assemblers	5 *2%*	- -	- -	3 **7%xe**	- -	- -	2 *2%*	- -
Sales and services elementary occupations	9 *3%*	- -	- -	1 *2%*	2 *9%*	1 *1%*	5 *6%*	- -
Agricultural, fishery and related labourers	- -	- -	- -	- -	- -	- -	- -	- -
Labourers in mining, construction, manufacturing and transport	1 *	1 *17%*	- -	- -	- -	- -	- -	- -
Armed forces	1 *	- -	- -	- -	- -	1 *1%*	- -	- -
Unemployed and not looking for a job / Long-term sick or disabled	18 **7%ef**	2 *33%*	7 *39%*	5 **11%ef**	3 *14%*	- -	1 *1%*	- -
Pupil /Student/ in full time education	21 *8%*	- -	- -	2 *5%*	- -	10 **15%x**	7 *8%*	2 *9%*

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	267	6**	18**	44*	22**	67*	88*	22**
Housewife	9	2	1	2	1	3	-	-
	3%	*33%*	*6%*	**5%f**	*5%*	**4%f**	-	-
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 182

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	267	26**	53*	79*	28**	22**	33*	13**	14**	78*	80*	18**	29**	48*
Legislators and senior officials	7 *3%*	- -	2 *4%*	1 *1%*	2 *7%*	- -	- -	2 *15%*	7 *50%*	- -	- -	- -	- -	- -
Directors and chief executives	7 *3%*	- -	1 *2%*	1 *1%*	1 *4%*	1 *5%*	1 *3%*	2 *15%*	7 *50%*	- -	- -	- -	- -	- -
Production and operations department managers in agriculture, hunting, forestry and fishing	3 *1%*	- -	- -	1 *1%*	- -	- -	1 *3%*	- -	- -	- -	3 **4%x**	- -	- -	- -
Production and operations department managers in manufacturing	4 *1%*	1 *4%*	1 *2%*	2 *3%*	- -	- -	- -	- -	- -	- -	4 **5%xi**	- -	- -	- -
Production and operations department managers in construction	1 *	- -	- -	- -	- -	1 *5%*	- -	- -	- -	- -	1 *1%*	- -	- -	- -
Production and operations department managers in wholesale and retail trade	2 *1%*	- -	- -	1 *1%*	- -	1 *5%*	- -	- -	- -	- -	2 *3%*	- -	- -	- -
Production and operations department managers in restaurants and hotels	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in transport, storage and communications	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers in business services	2 *1%*	- -	1 *2%*	- -	1 *4%*	- -	- -	- -	- -	- -	2 *3%*	- -	- -	- -
Production and operations department managers in personal care, cleaning and related services	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Production and operations department managers not elsewhere classified	1 *	- -	- -	1 *1%*	- -	- -	- -	- -	- -	- -	1 *1%*	- -	- -	- -
Finance and administration department managers	6 *2%*	1 *4%*	- -	2 *3%*	1 *4%*	1 *5%*	1 *3%*	- -	- -	6 **8%xj**	- -	- -	- -	- -
Personnel and industrial relations department managers	1 *	- -	- -	- -	- -	- -	1 **3%x**	- -	- -	1 *1%*	- -	- -	- -	- -
Sales and marketing department managers	2 *1%*	- -	- -	1 *1%*	- -	- -	1 *3%*	- -	- -	2 *3%*	- -	- -	- -	- -
Advertising and public relations department managers	1 *	- -	- -	- -	- -	- -	- -	1 *8%*	- -	1 *1%*	- -	- -	- -	- -
Supply and distribution department managers	2 *1%*	- -	1 *2%*	- -	- -	- -	- -	1 *8%*	- -	2 *3%*	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	267	26**	53*	79*	28**	22**	33*	13**	14**	78*	80*	18**	29**	48*
Computing services department managers	1 *	-	-	1 *1%*	-	-	-	-	-	1 *1%*	-	-	-	-
Research and development department managers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-
Other department managers not elsewhere classified	1 *	-	-	-	-	-	1 **3%x**	-	-	1 *1%*	-	-	-	-
General managers in agriculture, hunting, forestry/ and fishing	1 *	-	1 *2%*	-	-	-	-	-	-	1 *1%*	-	-	-	-
General managers in manufacturing	2 *1%*	-	-	-	1 *4%*	-	1 *3%*	-	-	2 *3%*	-	-	-	-
General managers in construction	2 *1%*	-	1 *2%*	-	-	-	1 *3%*	-	-	2 *3%*	-	-	-	-
General managers in wholesale and retail trade	8 *3%*	-	3 *6%*	3 *4%*	1 *4%*	1 *5%*	-	-	-	8 **10%xjm**	-	-	-	-
General managers of restaurants and hotels	2 *1%*	-	-	1 *1%*	-	-	-	1 *8%*	-	2 *3%*	-	-	-	-
General managers in transport, storage and communications	1 *	-	-	1 *1%*	-	-	-	-	-	1 *1%*	-	-	-	-
General managers of business services	5 *2%*	-	1 *2%*	1 *1%*	1 *4%*	1 *5%*	-	1 *8%*	-	5 **6%xj**	-	-	-	-
General managers in personal care, cleaning and related services	1 *	-	-	-	1 *4%*	-	-	-	-	1 *1%*	-	-	-	-
General managers not elsewhere classified	2 *1%*	1 *4%*	-	1 *1%*	-	-	-	-	-	2 *3%*	-	-	-	-
Physicists, chemists and related professionals	2 *1%*	-	-	1 *1%*	-	1 *5%*	-	-	-	2 *3%*	-	-	-	-
Mathematicians, statisticians and related professionals	1 *	-	-	-	-	-	1 **3%x**	-	-	1 *1%*	-	-	-	-
Computing professionals	7 *3%*	-	-	3 *4%*	1 *4%*	1 *5%*	2 *6%*	-	-	7 **9%xjm**	-	-	-	-
Architects, town and traffic planners	2 *1%*	-	-	1 *1%*	-	1 *5%*	-	-	-	2 *3%*	-	-	-	-
Civil engineers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-
Electrical engineers	1 *	-	1 *2%*	-	-	-	-	-	-	1 *1%*	-	-	-	-
Electronics and telecommunications engineers	- -	-	-	-	-	-	-	-	-	-	-	-	-	-
Mechanical engineers	1 *	-	-	-	-	-	-	1 *8%*	-	1 *1%*	-	-	-	-
Chemical engineers	1 *	-	-	-	-	1 *5%*	-	-	-	1 *1%*	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 182

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	267	26**	53*	79*	28**	22**	33*	13**	14**	78*	80*	18**	29**	48*
Mining engineers, metallurgists and related professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cartographers and surveyors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Architects, engineers and related professionals not elsewhere classified	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	*	-	-	-	-	-	-	*8%*	-	*1%*	-	-	-	-
Life science professionals	3	-	-	1	-	-	1	1	-	3	-	-	-	-
	1%	-	-	*1%*	-	-	*3%*	*8%*	-	**4%x**	-	-	-	-
Health professionals (except nursing)	8	1	1	3	2	-	1	-	-	8	-	-	-	-
	3%	*4%*	*2%*	*4%*	*7%*	-	*3%*	-	-	**10%xjm**	-	-	-	-
Nursing and midwifery professionals	5	-	1	1	-	-	2	-	-	-	5	-	-	-
	2%	-	*2%*	*1%*	-	-	*6%*	-	-	-	**6%xi**	-	-	-
Teaching professionals	2	-	-	1	1	-	-	-	-	-	2	-	-	-
	1%	-	-	*1%*	*4%*	-	-	-	-	-	*3%*	-	-	-
Business professionals	6	-	-	1	-	1	4	-	-	6	-	-	-	-
	2%	-	-	*1%*	-	*5%*	**12%xbc**	-	-	**8%xj**	-	-	-	-
Legal professionals	4	-	1	2	1	-	-	-	-	4	-	-	-	-
	1%	-	*2%*	*3%*	*4%*	-	-	-	-	**5%xj**	-	-	-	-
Archivists, librarians and related information professionals	2	-	-	1	-	-	1	-	-	-	2	-	-	-
	1%	-	-	*1%*	-	-	*3%*	-	-	-	*3%*	-	-	-
Social science and related professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Writers and creative or performing artists	2	-	2	-	-	-	-	-	-	2	-	-	-	-
	1%	-	**4%x**	-	-	-	-	-	-	*3%*	-	-	-	-
Religious professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Physical and engineering science technicians	3	1	-	-	-	1	1	-	-	-	3	-	-	-
	1%	*4%*	-	-	-	*5%*	*3%*	-	-	-	**4%x**	-	-	-
Computer associate professionals	7	-	3	3	1	-	-	-	-	-	7	-	-	-
	3%	-	*6%*	*4%*	*4%*	-	-	-	-	-	**9%xim**	-	-	-
Optical and electronic equipment operators	2	-	1	-	-	-	1	-	-	-	2	-	-	-
	1%	-	*2%*	-	-	-	*3%*	-	-	-	*3%*	-	-	-
Ship and aircraft controllers and technicians	1	-	-	-	-	1	-	-	-	-	1	-	-	-
	*	-	-	-	-	*5%*	-	-	-	-	*1%*	-	-	-
Safety and quality inspectors	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Life science and health associate professionals	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Teaching associate professionals	2	-	-	-	1	-	1	-	-	-	2	-	-	-
	1%	-	-	-	*4%*	-	*3%*	-	-	-	*3%*	-	-	-
Finance and sales associate professionals	1	-	-	-	-	1	-	-	-	-	1	-	-	-
	*	-	-	-	-	*5%*	-	-	-	-	*1%*	-	-	-
Business services agents and trade brokers	1	-	-	-	-	-	1	-	-	-	1	-	-	-
	*	-	-	-	-	-	**3%x**	-	-	-	*1%*	-	-	-

Participant Type : General Public Omnibus
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Doteveryone Tech Professionals - Omnibus

Table 182

UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	267	26**	53*	79*	28**	22**	33*	13**	14**	78*	80*	18**	29**	48*
Administrative associate professionals	2 *1%*	- -	1 *2%*	- -	- -	1 *5%*	- -	- -	- -	- -	- -	2 *11%*	- -	- -
Customs, tax and related government associate professionals	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *1%*	- -	- -	- -
Police inspectors and detectives	1 *	- -	- -	1 *1%*	- -	- -	- -	- -	- -	1 *1%*	- -	- -	- -	- -
Social work associate professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Artistic, entertainment and sports associate professionals	1 *	- -	1 *2%*	- -	- -	- -	- -	- -	- -	- -	1 *1%*	- -	- -	- -
Religious associate professionals	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Office clerks	21 **8%im**	1 *4%*	1 *2%*	10 **13%b**	4 *14%*	1 *5%*	2 *6%*	- -	- -	- -	21 **26%xim**	- -	- -	- -
Customer services clerks	14 **5%i**	- -	7 **13%xf**	5 *6%*	2 *7%*	- -	- -	- -	- -	- -	14 **18%xim**	- -	- -	- -
Travel attendants and related workers	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Housekeeping and restaurant services workers	4 *1%*	1 *4%*	2 *4%*	- -	- -	1 *5%*	- -	- -	- -	- -	- -	- -	4 *14%*	- -
Personal care and related workers	4 *1%*	1 *4%*	1 *2%*	1 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	4 *14%*	- -
Other personal services workers	2 *1%*	- -	1 *2%*	- -	1 *4%*	- -	- -	- -	- -	- -	- -	- -	2 *7%*	- -
Protective services workers	3 *1%*	- -	- -	2 *3%*	- -	- -	1 *3%*	- -	- -	- -	3 **4%x**	- -	- -	- -
Models, salespersons and demonstrators	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Skilled agricultural and fishery workers	4 *1%*	- -	1 *2%*	3 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	4 *14%*	- -
Extraction and building trades workers	5 *2%*	- -	2 *4%*	2 *3%*	- -	- -	1 *3%*	- -	- -	- -	- -	5 *28%*	- -	- -
Metal moulders, welders, sheet-metal workers, structural - metal preparers, and related trades workers	2 *1%*	- -	- -	- -	- -	2 *9%*	- -	- -	- -	- -	- -	2 *11%*	- -	- -
Blacksmiths, tool-makers and related trades workers	1 *	- -	- -	- -	- -	- -	1 **3%x**	- -	- -	- -	- -	1 *6%*	- -	- -
Machinery mechanics and fitters	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Electrical and electronic equipment mechanics and fitters	3 *1%*	- -	1 *2%*	2 *3%*	- -	- -	- -	- -	- -	- -	- -	3 *17%*	- -	- -
Precision workers in metal and related materials	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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Doteveryone Tech Professionals - Omnibus

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UK01OCCR. In which of the below categories does your occupation fall?

Base : All applicable

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	267	26**	53*	79*	28**	22**	33*	13**	14**	78*	80*	18**	29**	48*
Potters, glass-makers and related trades workers	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Handicraft workers in wood, textile, leather and related materials	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Printing and related trades workers	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food processing and related trades workers	3	-	-	1	-	-	2	-	-	-	-	3	-	-
	1%	-	-	*1%*	-	-	**6%x**	-	-	-	-	*17%*	-	-
Wood treaters, cabinet-makers and related trades workers	2	-	-	1	-	1	-	-	-	-	-	2	-	-
	1%	-	-	*1%*	-	*5%*	-	-	-	-	-	*11%*	-	-
Textile, garment and related trades workers	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pelt, leather and shoemaking trades workers	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plant and machine operators and assemblers	5	1	2	2	-	-	-	-	-	-	-	-	5	-
	2%	*4%*	*4%*	*3%*	-	-	-	-	-	-	-	-	*17%*	-
Sales and services elementary occupations	9	1	3	3	1	-	1	-	-	-	-	-	9	-
	3%	*4%*	*6%*	*4%*	*4%*	-	*3%*	-	-	-	-	-	*31%*	-
Agricultural, fishery and related labourers	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Labourers in mining, construction, manufacturing and transport	1	-	-	-	1	-	-	-	-	-	-	-	1	-
	*	-	-	-	*4%*	-	-	-	-	-	-	-	*3%*	-
Armed forces	1	-	-	1	-	-	-	-	-	-	1	-	-	-
	*	-	-	*1%*	-	-	-	-	-	-	*1%*	-	-	-
Unemployed and not looking for a job / Long-term sick or disabled	18	7	4	4	-	1	1	-	-	-	-	-	-	18
	7%ij	*27%*	*8%*	*5%*	-	*5%*	*3%*	-	-	-	-	-	-	**38%xij**
Pupil /Student/ in full time education	21	4	1	4	3	1	-	2	-	-	-	-	-	21
	8%ij	*15%*	*2%*	*5%*	*11%*	*5%*	-	*15%*	-	-	-	-	-	**44%xij**
Housewife	9	5	3	1	-	-	-	-	-	-	-	-	-	9
	3%	*19%*	*6%*	*1%*	-	-	-	-	-	-	-	-	-	**19%xij**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 184

UK01SG. Social Grade

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
A - Upper middle class	76 *3%*	32 *3%*	44 *4%*	13 *4%*	13 *3%*	8 *2%*	15 *3%*	11 *4%*	16 *4%*
B - Middle class	564 **25%g**	284 *26%*	280 *25%*	94 **27%g**	130 **31%xfg**	94 **25%g**	101 **23%g**	48 *17%*	97 **25%g**
C1 - Lower middle class	610 **27%g**	299 *27%*	311 *27%*	89 *25%*	124 **30%g**	106 *29%*	110 *25%*	62 *22%*	119 **31%g**
C2 - Skilled working class	435 **19%c**	223 *20%*	212 *19%*	42 *12%*	69 *17%*	73 **20%c**	115 **27%xcdeh**	62 **22%c**	74 **19%c**
D - Working class	322 **14%d**	150 *14%*	172 *15%*	44 *13%*	43 *10%*	60 **16%d**	61 *14%*	52 **18%xcd**	62 **16%d**
E - Lower level of subsistence	227 **10%fh**	104 *10%*	123 *11%*	68 **19%xdefh**	36 **9%h**	30 **8%h**	30 *7%*	48 **17%xdefh**	15 *4%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 185

UK01SG. Social Grade

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
A - Upper middle class	76	4	7	6	6	6	11	3	7	19	2	5	-	49	15	12
	3%	*4%*	*3%*	*3%*	*3%*	*4%*	**5%g**	*2%*	*2%*	**7%xghl**	*2%*	*3%*	-	**4%o**	**5%o**	*2%*
B - Middle class	564	27	57	52	39	47	43	50	79	71	30	47	22	322	77	165
	25%	*29%*	*23%*	*28%*	*20%*	**29%d**	*21%*	*26%*	*26%*	*24%*	*28%*	*25%*	**37%xbdfi**	**27%o**	*26%*	*22%*
C1 - Lower middle class	610	25	54	51	64	42	58	58	81	82	24	53	18	351	76	183
	27%	*27%*	*22%*	*27%*	**32%b**	*26%*	*28%*	**31%b**	*26%*	*28%*	*22%*	*29%*	*30%*	**30%o**	*25%*	*25%*
C2 - Skilled working class	435	17	59	42	39	28	40	33	62	53	22	35	5	251	66	118
	19%l	*18%*	**24%l**	**22%l**	**20%l**	*17%*	**19%l**	*17%*	**20%l**	*18%*	**20%l**	*19%*	*8%*	**21%o**	**22%o**	*16%*
D - Working class	322	11	36	25	29	29	38	29	47	37	14	24	3	192	40	90
	14%l	*12%*	**15%l**	*13%*	**15%l**	**18%l**	**18%l**	**15%l**	**15%l**	*13%*	*13%*	*13%*	*5%*	**16%o**	*13%*	*12%*
E - Lower level of subsistence	227	8	31	12	21	11	16	16	32	30	17	21	12	23	27	177
	10%	**9%m**	**13%c**	*6%*	*11%*	*7%*	*8%*	*8%*	*10%*	*10%*	**16%cef**	*11%*	**20%xacefg hi**	*2%*	**9%m**	**24%amn**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 186

UK01SG. Social Grade

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
A - Upper middle class	76 *3%*	3 *9%*	8 **9%x**	7 **10%x**	- -	4 **10%x**	- -
B - Middle class	564 *25%*	15 **43%x**	41 **45%x**	26 **37%x**	3 *43%*	18 **43%x**	5 *36%*
C1 - Lower middle class	610 *27%*	8 *23%*	27 *29%*	23 *33%*	3 *43%*	12 *29%*	4 *29%*
C2 - Skilled working class	435 **19%be**	6 *17%*	8 *9%*	8 *11%*	- -	3 *7%*	3 *21%*
D - Working class	322 **14%b**	2 *6%*	4 *4%*	5 *7%*	1 *14%*	5 *12%*	1 *7%*
E - Lower level of subsistence	227 **10%ce**	1 *3%*	4 *4%*	1 *1%*	- -	- -	1 *7%*
Not stated	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 187

UK01SG. Social Grade

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
A - Upper middle class	76	1	1	1	4	-	1	-	-	-	-	2	-	-	1	1	1	1
	3%	*11%*	*9%*	*7%*	*21%*	-	*13%*	-	-	-	-	*6%*	-	-	*50%*	*9%*	*6%*	*4%*
B - Middle class	564	3	7	5	6	1	3	5	1	2	1	20	-	2	-	6	5	9
	25%	*33%*	*64%*	*33%*	*32%*	*33%*	*38%*	*63%*	*17%*	*40%*	*100%*	**61%x**	-	*33%*	-	*55%*	*31%*	*33%*
C1 - Lower middle class	610	1	1	6	6	2	2	3	2	1	-	9	-	1	1	3	5	13
	27%	*11%*	*9%*	*40%*	*32%*	*67%*	*25%*	*38%*	*33%*	*20%*	-	*27%*	-	*17%*	*50%*	*27%*	*31%*	*48%*
C2 - Skilled working class	435	2	2	2	1	-	1	-	2	1	-	1	-	2	-	1	3	2
	19%q	*22%*	*18%*	*13%*	*5%*	-	*13%*	-	*33%*	*20%*	-	*3%*	-	*33%*	-	*9%*	*19%*	*7%*
D - Working class	322	1	-	1	1	-	1	-	-	1	-	1	-	-	-	-	2	2
	14%	*11%*	-	*7%*	*5%*	-	*13%*	-	-	*20%*	-	*3%*	-	-	-	-	*13%*	*7%*
E - Lower level of subsistence	227	1	-	-	1	-	-	-	1	-	-	-	1	1	-	-	-	-
	10%	*11%*	-	-	*5%*	-	-	-	*17%*	-	-	-	*100%*	*17%*	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 187

UK01SG. Social Grade

Base : All respondents

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
A - Upper middle class	**76**	1	3	-	-	-	1	1	-	-	-
	3%	*17%*	*30%*	-	-	-	*25%*	*13%*	-	-	-
B - Middle class	**564**	4	2	2	1	-	3	1	3	1	2
	25%	*67%*	*20%*	*50%*	*50%*	-	*75%*	*13%*	*75%*	*50%*	*100%*
C1 - Lower middle class	**610**	1	1	1	1	1	-	5	-	-	-
	27%	*17%*	*10%*	*25%*	*50%*	*100%*	-	*63%*	-	-	-
C2 - Skilled working class	**435**	-	2	-	-	-	-	-	1	1	-
	19%	-	*20%*	-	-	-	-	-	*25%*	*50%*	-
D - Working class	**322**	-	1	1	-	-	-	1	-	-	-
	14%	-	*10%*	*25%*	-	-	-	*13%*	-	-	-
E - Lower level of subsistence	**227**	-	1	-	-	-	-	-	-	-	-
	10%	-	*10%*	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 187

UK01SG. Social Grade

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
A - Upper middle class	**76**	2	-	-	-	-	-	-	-	-	-	-
	3%	*15%*	-	-	-	-	-	-	-	-	-	-
B - Middle class	**564**	7	-	1	-	-	-	3	-	1	-	1
	25%	*54%*	-	*25%*	-	-	-	*38%*	-	*100%*	-	*50%*
C1 - Lower middle class	**610**	2	-	3	2	1	-	2	-	-	-	1
	27%	*15%*	-	*75%*	*67%*	*50%*	-	*25%*	-	-	-	*50%*
C2 - Skilled working class	**435**	-	1	-	-	1	-	2	-	-	-	-
	19%	-	*50%*	-	-	*50%*	-	*25%*	-	-	-	-
D - Working class	**322**	2	1	-	1	-	-	1	-	-	-	-
	14%	*15%*	*50%*	-	*33%*	-	-	*13%*	-	-	-	-
E - Lower level of subsistence	**227**	-	-	-	-	-	1	-	-	-	-	-
	10%	-	-	-	-	-	*100%*	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 188

UK01SG. Social Grade

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
A - Upper middle class	76	-	2	9	3	12	32	18
	3%	-	*1%*	*2%*	*2%*	*2%*	**5%xce**	**7%xbcde**
B - Middle class	564	2	17	69	24	128	229	95
	25%bcd	*14%*	*12%*	*16%*	*13%*	**23%bcd**	**33%xbcde**	**39%xbcde**
C1 - Lower middle class	610	2	27	94	46	153	213	75
	27%bc	*14%*	*20%*	*22%*	*26%*	**28%bc**	**31%xbc**	**31%bc**
C2 - Skilled working class	435	2	32	89	43	124	115	30
	19%fg	*14%*	**23%g**	**21%g**	**24%fg**	**23%xfg**	*17%*	*12%*
D - Working class	322	3	32	104	44	73	54	12
	14%fg	*21%*	**23%xefg**	**25%xefg**	**25%xefg**	**13%fg**	*8%*	*5%*
E - Lower level of subsistence	227	5	28	58	19	56	50	11
	10%fg	*36%*	**20%xdefg**	**14%xfg**	**11%g**	**10%g**	*7%*	*5%*
Not stated	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 189

UK01SG. Social Grade

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
A - Upper middle class	76 **3%bijklm**	2 *1%*	3 *1%*	13 *2%*	8 **3%b**	8 **4%b**	18 **7%xabcd**	16 **25%xabcdef**	76 **100%xijklm**	-	-	-	-	-
B - Middle class	564 **25%abchjklm**	34 *19%*	52 *14%*	124 **21%b**	74 **28%abc**	89 **39%xabcd**	102 **40%xabcd**	25 **39%xabc**	-	564 **100%xhjklm**	-	-	-	-
C1 - Lower middle class	610 **27%abhiklm**	33 *18%*	87 *23%*	177 **30%ab**	86 **33%xab**	64 **28%a**	75 **30%a**	13 *20%*	-	-	610 **100%xhiklm**	-	-	-
C2 - Skilled working class	435 **19%afghijlm**	23 *13%*	91 **24%xafg**	130 **22%afg**	56 **21%afg**	40 *18%*	36 *14%*	5 *8%*	-	-	-	435 **100%xhijlm**	-	-
D - Working class	322 **14%efghijkm**	29 **16%efg**	80 **21%xdefg**	107 **18%xdefg**	29 *11%*	20 *9%*	17 *7%*	2 *3%*	-	-	-	-	322 **100%xhijkm**	-
E - Lower level of subsistence	227 **10%cdefhijkl**	60 **33%xbcdefg**	68 **18%xcdefg**	36 **6%ef**	11 *4%*	6 *3%*	4 *2%*	3 *5%*	-	-	-	-	-	227 **100%xhijkl**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 191

WORKINGSTATUS_1

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Working	1371 **61%ch**	687 *63%*	684 *60%*	189 **54%h**	301 **73%xcgh**	248 **67%xch**	302 **70%xch**	184 **65%ch**	147 *38%*
Not working	863 **39%def**	405 *37%*	458 *40%*	161 **46%xdefg**	114 *27%*	123 *33%*	130 *30%*	99 **35%d**	236 **62%xcdefg**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 192

WORKINGSTATUS_1

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Working	1371	57	151	122	116	111	132	120	183	176	60	112	31	1188	183	-
	61%	**62%o**	*62%*	*65%*	*59%*	**68%jl**	*64%*	*63%*	*59%*	*60%*	*55%*	*61%*	*52%*	**100%ano**	**61%o**	-
Not working	863	35	93	66	82	52	74	69	125	116	49	73	29	-	118	745
	39%	**38%m**	*38%*	*35%*	*41%*	*32%*	*36%*	*37%*	*41%*	*40%*	**45%e**	*39%*	**48%e**	-	**39%m**	**100%amn**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 193

WORKINGSTATUS_1

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Working	1371	35	92	70	7	42	14
	61%	**100%x**	**100%x**	**100%x**	*100%*	**100%x**	*100%*
Not working	863	-	-	-	-	-	-
	39%abce	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 194

WORKINGSTATUS_1

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Working	1371	9	11	15	19	3	8	8	6	5	1	33	1	6	2	11	16	27
	61%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	**100%x**	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Not working	863	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	39%q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 194

WORKINGSTATUS_1

Base : All respondents

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Working	**1371**	6	10	4	2	1	4	8	4	2	2
	61%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Not working	**863**	-	-	-	-	-	-	-	-	-	-
	39%	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 194

WORKINGSTATUS_1

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Working	**1371**	13	2	4	3	2	1	8	-	1	-	2
	61%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*
Not working	**863**	-	-	-	-	-	-	-	-	-	-	-
	39%	-	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 195

WORKINGSTATUS_1

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Working	1371 **61%bc**	4 *29%*	50 *36%*	231 **55%b**	115 **64%bc**	339 **62%bc**	452 **65%xbc**	180 **75%xbcdef**
Not working	863 **39%fg**	10 *71%*	88 **64%xcdefg**	192 **45%xdefg**	64 **36%g**	207 **38%g**	241 **35%g**	61 *25%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 196

WORKINGSTATUS_1

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Working	1371	59	200	378	168	168	201	54	59	372	395	297	217	31
	61%abm	*33%*	**52%a**	**64%ab**	**64%ab**	**74%xabcd**	**80%xabcd**	**84%xabcd**	**78%xijm**	**66%xm**	**65%xm**	**68%xm**	**67%xm**	*14%*
Not working	863	122	181	209	96	59	51	10	17	192	215	138	105	196
	39%efghijkl	**67%xbcdefg**	**48%xcdefg**	**36%efg**	**36%efg**	*26%*	*20%*	*16%*	*22%*	**34%h**	**35%h**	*32%*	*33%*	**86%xhijkl**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 198

WORKINGSTATUS_2

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Active	1489 **67%bch**	760 **70%xb**	729 *64%*	207 **59%h**	337 **81%xcegh**	276 **74%xcgh**	331 **77%xcgh**	190 **67%ch**	148 *39%*
Inactive	745 **33%adef**	332 *30%*	413 **36%xa**	143 **41%xdefg**	78 *19%*	95 **26%d**	101 *23%*	93 **33%def**	235 **61%xcdefg**
Not stated	- -	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 199

WORKINGSTATUS_2

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Active	1489	63	160	131	129	115	140	134	198	192	68	124	35	1188	301	-
	67%	**68%o**	*66%*	*70%*	*65%*	*71%*	*68%*	*71%*	*64%*	*66%*	*62%*	*67%*	*58%*	**100%ao**	**100%ao**	-
Inactive	745	29	84	57	69	48	66	55	110	100	41	61	25	-	-	745
	33%	**32%mn**	*34%*	*30%*	*35%*	*29%*	*32%*	*29%*	*36%*	*34%*	*38%*	*33%*	*42%*	-	-	**100%amn**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g/h/i/j/k/l - a/m/n/o
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 200

WORKINGSTATUS_2

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Active	1489	35	92	70	7	42	14
	67%	**100%x**	**100%x**	**100%x**	*100%*	**100%x**	*100%*
Inactive	745	-	-	-	-	-	-
	33%abce	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-
	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 201

WORKINGSTATUS_2

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Active	1489	9	11	15	19	3	8	8	6	5	1	33	1	6	2	11	16	27
	67%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	**100%x**	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Inactive	745	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	33%q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 201

WORKINGSTATUS_2

Base : All respondents

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Active	**1489**	6	10	4	2	1	4	8	4	2	2
	67%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
Inactive	**745**	-	-	-	-	-	-	-	-	-	-
	33%	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 201

WORKINGSTATUS_2

Base : All respondents

		Role S2_tech_func.										
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Active	**1489**	13	2	4	3	2	1	8	-	1	-	2
	67%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*
Inactive	**745**	-	-	-	-	-	-	-	-	-	-	-
	33%	-	-	-	-	-	-	-	-	-	-	-
Not stated	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 202

WORKINGSTATUS_2

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Active	1489 **67%bc**	4 *29%*	59 *43%*	260 **61%b**	129 **72%bc**	360 **66%b**	489 **71%xbc**	188 **78%xbcef**
Inactive	745 **33%fg**	10 *71%*	79 **57%xcdefg**	163 **39%xdfg**	50 *28%*	186 **34%g**	204 **29%g**	53 *22%*
Not stated	- -	- -	- -	- -	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 203

WORKINGSTATUS_2

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Active	1489	98	223	405	173	176	203	54	64	399	427	317	232	50
	67%abm	*54%*	*59%*	**69%ab**	**66%a**	**78%xabcd**	**81%xabcd**	**84%xabcd**	**84%xijklm**	**71%xm**	**70%xm**	**73%xm**	**72%xm**	*22%*
Inactive	745	83	158	182	91	51	49	10	12	165	183	118	90	177
	33%efghijkl	**46%xcdefg**	**41%xcefg**	**31%efg**	**34%efg**	*22%*	*19%*	*16%*	*16%*	**29%h**	**30%h**	**27%h**	**28%h**	**78%xhijkl**
Not stated	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 205

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Data engineer	9 *b	8 **1%xb**	1 *	3 *1%*	5 **1%xfh**	1 *	- -	- -	- -
Data scientist	11 *	6 *1%*	5 *	1 *	9 **2%xcefgh**	1 *	- -	- -	- -
Performance analyst	15 *1%*	6 *1%*	9 *1%*	3 *1%*	5 **1%h**	3 *1%*	4 *1%*	- -	- -
Business relationship manager	19 **1%a**	2 *	17 **1%xa**	7 **2%xefh**	9 **2%xefh**	1 *	- -	2 *1%*	- -
Change and release manager	3 *	1 *	2 *	2 **1%x**	1 *	- -	- -	- -	- -
Command and control centre manager	8 *	4 *	4 *	5 **1%xefgh**	3 *1%*	- -	- -	- -	- -
Engineer - application operations	8 *b	7 **1%b**	1 *	2 *1%*	4 **1%x**	1 *	1 *	- -	- -
Engineer - end user computing	6 *	5 *	1 *	- -	- -	- -	5 **1%xcde**	- -	1 *
Engineer - infrastructure operations	5 *	4 *	1 *	1 *	2 *	1 *	1 *	- -	- -
Incident manager	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -
IT service manager	33 **1%b**	29 **3%xb**	4 *	5 *1%*	15 **4%xefgh**	5 *1%*	5 *1%*	1 *	2 *1%*
Problem manager	1 *	1 *	- -	1 *	- -	- -	- -	- -	- -
Service desk manager	6 *	2 *	4 *	3 **1%x**	2 *	1 *	- -	- -	- -
Service transition manager	2 *	2 *	- -	- -	1 *	1 *	- -	- -	- -
Business analyst	11 *	6 *1%*	5 *	4 **1%eh**	4 *1%*	- -	2 *	1 *	- -
Delivery manager	16 **1%b**	12 **1%b**	4 *	2 *1%*	7 **2%xf**	2 *1%*	1 *	1 *	3 *1%*
Product manager	27 *1%*	16 *1%*	11 *1%*	9 **3%xgh**	9 **2%gh**	3 *1%*	4 *1%*	- -	2 *1%*
Programme delivery manager	6 *	3 *	3 *	1 *	1 *	2 *1%*	- -	2 *1%*	- -
Service owner	10 *b	9 **1%xb**	1 *	- -	1 *	3 *1%*	1 *	4 **1%xc**	1 *
QAT analyst	4 *	2 *	2 *	2 *1%*	1 *	1 *	- -	- -	- -
Test engineer	2 *	2 *	- -	- -	2 *x	- -	- -	- -	- -
Test manager	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -
Data architect	4 *	3 *	1 *	- -	2 *	2 *1%*	- -	- -	- -
Development operations	8 *	5 *	3 *	1 *	6 **1%xfgh**	1 *	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 205

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Sex (S1b_sex)		Age (QUOTAGERANGE/RESPONDENTAGE)					
	(x)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65 or more (h)
Total Base	2234	1092	1142	350	415	371	432	283	383
Infrastructure engineer	4 *	3 *	1 *	- -	2 *	- -	2 *	- -	- -
Network architect	2 *	2 *	- -	- -	1 *	- -	1 *	- -	- -
Security architect	2 *	2 *	- -	- -	2 *x	- -	- -	- -	- -
Software developer	13 *1%*	9 *1%*	4 *	6 **2%xegh**	5 **1%eh**	- -	2 *	- -	- -
Specialist infrastructure engineer	2 *	2 *	- -	- -	- -	1 *	1 *	- -	- -
Technical architect	4 *	3 *	1 *	2 *1%*	- -	- -	1 *	- -	1 *
Technical specialist architect	3 *	2 *	1 *	- -	- -	2 *1%*	- -	- -	1 *
Content designer	2 *	1 *	1 *	1 *	- -	1 *	- -	- -	- -
Content strategist	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -
Graphic designer	8 *	6 *1%*	2 *	1 *	2 *	4 **1%xf**	- -	- -	1 *
Interaction designer	- -	- -	- -	- -	- -	- -	- -	- -	- -
Service designer	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -
Technical writer	- -	- -	- -	- -	- -	- -	- -	- -	- -
User researcher	2 *	- -	2 *	- -	1 *	- -	1 *	- -	- -
None of the above	1111 **50%ach**	519 *48%*	592 **52%xa**	127 *36%*	197 **47%ch**	209 **56%xcdh**	270 **63%xcdh**	173 **61%xcdh**	135 *35%*
Not stated	863 **39%def**	405 *37%*	458 *40%*	161 **46%xdefg**	114 *27%*	123 *33%*	130 *30%*	99 **35%d**	236 **62%xcdefg**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/a/b - x/c/d/e/f/g/h

Doteveryone Tech Professionals - Omnibus

Table 206

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid-lands (d)	East Mid-lands (e)	East of Eng-land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire-land (l)	Employed position (part-time or full time) (m)	Self-emp-loyed posi-tion (part-time or full time) incl. own busin-ess (n)	Not employ-ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Data engineer	9	1	1	1	-	-	1	2	2	1	-	-	-	9	-	-
	*	**1%o**	*	*1%*	-	-	*	*1%*	*1%*	*	-	-	-	**1%o**	-	-
Data scientist	11	-	2	1	-	1	-	1	1	4	-	1	-	10	1	-
	*	-	*1%*	*1%*	-	*1%*	-	*1%*	*	**1%x**	-	*1%*	-	**1%o**	*	-
Performance analyst	15	-	1	1	-	2	2	2	2	5	-	-	-	14	1	-
	1%	-	*	*1%*	-	*1%*	*1%*	*1%*	*1%*	**2%x**	-	-	-	**1%o**	*	-
Business relationship manager	19	-	-	1	2	2	1	5	-	5	2	1	-	17	2	-
	1%	-	-	*1%*	*1%*	*1%*	*	**3%xbh**	-	**2%bh**	**2%bh**	*1%*	-	**1%o**	**1%o**	-
Change and release manager	3	1	-	-	-	-	-	-	-	1	-	1	-	3	-	-
	*	**1%xo**	-	-	-	-	-	-	-	*	-	*1%*	-	*	-	-
Command and control centre manager	8	-	-	1	-	-	2	-	1	2	1	1	-	7	1	-
	*	-	-	*1%*	-	-	*1%*	-	*	*1%*	*1%*	*1%*	-	**1%o**	*	-
Engineer - application operations	8	-	1	1	1	-	-	1	-	2	1	1	-	8	-	-
	*	-	*	*1%*	*1%*	-	-	*1%*	-	*1%*	*1%*	*1%*	-	**1%o**	-	-
Engineer - end user computing	6	1	1	2	-	-	-	-	1	1	-	-	-	3	3	-
	*	**1%o**	*	**1%x**	-	-	-	-	*	*	-	-	-	*	**1%o**	-
Engineer - infrastructure operations	5	1	-	-	-	-	1	-	2	1	-	-	-	4	1	-
	*	**1%o**	-	-	-	-	*	-	*1%*	*	-	-	-	*	*	-
Incident manager	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-
IT service manager	33	-	7	4	3	-	2	2	4	7	1	2	1	31	2	-
	1%	-	**3%e**	*2%*	*2%*	-	*1%*	*1%*	*1%*	**2%e**	*1%*	*1%*	*2%*	**3%no**	**1%o**	-
Problem manager	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-
	*	-	-	-	-	-	-	**1%x**	-	-	-	-	-	*	-	-
Service desk manager	6	1	-	1	-	-	1	1	-	1	-	1	-	6	-	-
	*	**1%o**	-	*1%*	-	-	*	*1%*	-	*	-	*1%*	-	*1%*	-	-
Service transition manager	2	-	-	1	-	-	-	-	-	1	-	-	-	2	-	-
	*	-	-	*1%*	-	-	-	-	-	*	-	-	-	*	-	-
Business analyst	11	1	-	4	-	-	2	-	3	1	-	-	-	11	-	-
	*	**1%o**	-	**2%xbdgk**	-	-	*1%*	-	*1%*	*	-	-	-	**1%o**	-	-
Delivery manager	16	-	-	-	1	2	-	2	3	3	2	3	-	12	4	-
	1%	-	-	-	*1%*	*1%*	-	*1%*	*1%*	*1%*	**2%b**	**2%b**	-	**1%o**	**1%o**	-
Product manager	27	1	3	-	3	3	5	-	4	-	2	4	2	26	1	-
	1%	**1%o**	*1%*	-	**2%i**	**2%i**	**2%cgi**	-	*1%*	-	**2%i**	**2%cgi**	**3%cgi**	**2%no**	*	-
Programme delivery manager	6	-	1	-	-	2	-	-	1	2	-	-	-	5	1	-
	*	-	*	-	-	**1%x**	-	-	*	*1%*	-	-	-	*	*	-
Service owner	10	1	-	-	1	-	1	1	2	3	1	-	-	7	3	-
	*	**1%o**	-	-	*1%*	-	*	*1%*	*1%*	*1%*	*1%*	-	-	**1%o**	**1%o**	-
QAT analyst	4	-	-	-	1	1	-	-	1	1	-	-	-	4	-	-
	*	-	-	-	*1%*	*1%*	-	-	*	*	-	-	-	*	-	-
Test engineer	2	-	-	-	-	-	-	-	1	1	-	-	-	1	1	-
	*	-	-	-	-	-	-	-	*	*	-	-	-	*	*	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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*** small base**

Doteveryone Tech Professionals - Omnibus

Table 206

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Region (UKREGION1).												Employment (EMP01)		
	(x)	North East (a)	North West (b)	York -shire and The Humber (c)	West Mid- lands (d)	East Mid- lands (e)	East of Eng- land (f)	South West (g)	South East (h)	Great -er London (i)	Wales (j)	Scot -land (k)	North -ern Ire- land (l)	Employed position (part- time or full time) (m)	Self- emp- loyed posi -tion (part- time or full time) incl. own busin -ess (n)	Not employ -ed (o)
Total Base	2234	92*	244	188	198	163	206	189	308	292	109	185	60*	1188	301	745
Test manager	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-
	*	-	-	-	**1%x**	-	-	-	-	-	-	-	-	*	-	-
Data architect	4	-	2	-	-	-	-	-	-	2	-	-	-	4	-	-
	*	-	**1%x**	-	-	-	-	-	-	*1%*	-	-	-	*	-	-
Development operations	8	-	1	2	1	-	-	-	-	2	-	2	-	8	-	-
	*	-	*	*1%*	*1%*	-	-	-	-	*1%*	-	*1%*	-	**1%o**	-	-
Infrastructure engineer	4	-	-	-	-	-	-	-	1	1	2	-	-	4	-	-
	*	-	-	-	-	-	-	-	*	*	**2%xb**	-	-	*	-	-
Network architect	2	-	-	-	-	-	-	1	1	-	-	-	-	2	-	-
	*	-	-	-	-	-	-	*1%*	*	-	-	-	-	*	-	-
Security architect	2	1	-	-	-	-	-	-	1	-	-	-	-	2	-	-
	*	**1%xo**	-	-	-	-	-	-	*	-	-	-	-	*	-	-
Software developer	13	1	2	1	2	2	-	1	3	-	-	-	1	12	1	-
	1%	**1%o**	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*	-	-	-	**2%i**	**1%o**	*	-
Specialist infrastructure engineer	2	-	-	-	-	-	-	-	1	-	-	1	-	2	-	-
	*	-	-	-	-	-	-	-	*	-	-	*1%*	-	*	-	-
Technical architect	4	-	-	2	-	-	-	1	-	-	-	1	-	4	-	-
	*	-	-	**1%x**	-	-	-	*1%*	-	-	-	*1%*	-	*	-	-
Technical specialist architect	3	1	-	-	-	-	1	1	-	-	-	-	-	3	-	-
	*	**1%xo**	-	-	-	-	*	*1%*	-	-	-	-	-	*	-	-
Content designer	2	-	-	-	-	-	-	-	-	-	-	2	-	2	-	-
	*	-	-	-	-	-	-	-	-	-	-	**1%x**	-	*	-	-
Content strategist	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	*	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-
Graphic designer	8	-	-	2	-	2	1	-	1	2	-	-	-	6	2	-
	*	-	-	*1%*	-	*1%*	*	-	*	*1%*	-	-	-	*1%*	**1%o**	-
Interaction designer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Service designer	1	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	**2%xbhi**	*	-	-
Technical writer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
User researcher	2	-	-	-	-	1	-	-	1	-	-	-	-	2	-	-
	*	-	-	-	-	**1%x**	-	-	*	-	-	-	-	*	-	-
None of the above	1111	46	129	97	100	93	112	98	145	126	48	91	26	952	159	-
	50%i	**50%o**	**53%i**	*52%*	*51%*	**57%hij**	**54%i**	*52%*	*47%*	*43%*	*44%*	*49%*	*43%*	**80%ano**	**53%o**	-
Not stated	863	35	93	66	82	52	74	69	125	116	49	73	29	-	118	745
	39%	**38%m**	*38%*	*35%*	*41%*	*32%*	*36%*	*37%*	*41%*	*40%*	**45%e**	*39%*	**48%e**	-	**39%m**	**100%amn**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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*** small base**

Doteveryone Tech Professionals - Omnibus

Table 207

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Data engineer	9 *	9 **26%xbce**	- -	- -	- -	- -	- -
Data scientist	11 *	11 **31%xbce**	- -	- -	- -	- -	- -
Performance analyst	15 *1%*	15 **43%xbce**	- -	- -	- -	- -	- -
Business relationship manager	19 *1%*	- -	19 **21%xace**	- -	- -	- -	- -
Change and release manager	3 *	- -	3 **3%x**	- -	- -	- -	- -
Command and control centre manager	8 *	- -	8 **9%xc**	- -	- -	- -	- -
Engineer - application operations	8 *	- -	8 **9%xc**	- -	- -	- -	- -
Engineer - end user computing	6 *	- -	6 **7%xc**	- -	- -	- -	- -
Engineer - infrastructure operations	5 *	- -	5 **5%xc**	- -	- -	- -	- -
Incident manager	1 *	- -	1 **1%x**	- -	- -	- -	- -
IT service manager	33 *1%*	- -	33 **36%xace**	- -	- -	- -	- -
Problem manager	1 *	- -	1 **1%x**	- -	- -	- -	- -
Service desk manager	6 *	- -	6 **7%xc**	- -	- -	- -	- -
Service transition manager	2 *	- -	2 **2%x**	- -	- -	- -	- -
Business analyst	11 *	- -	- -	11 **16%xabe**	- -	- -	- -
Delivery manager	16 *1%*	- -	- -	16 **23%xabe**	- -	- -	- -
Product manager	27 *1%*	- -	- -	27 **39%xabe**	- -	- -	- -
Programme delivery manager	6 *	- -	- -	6 **9%xb**	- -	- -	- -
Service owner	10 *	- -	- -	10 **14%xabe**	- -	- -	- -
QAT analyst	4 *	- -	- -	- -	4 *57%*	- -	- -
Test engineer	2 *	- -	- -	- -	2 *29%*	- -	- -
Test manager	1 *	- -	- -	- -	1 *14%*	- -	- -
Data architect	4 *	- -	- -	- -	- -	4 **10%xbc**	- -
Development operations	8 *	- -	- -	- -	- -	8 **19%xabc**	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 207

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Role Type S2_tech_func.					
	(x)	Data (a)	IT Operations (b)	Product and Delivery (c)	QAT (d)	Technical (e)	User Centred Design (f)
Total Base	2234	35*	92*	70*	7**	42*	14**
Infrastructure engineer	4	-	-	-	-	4	-
	*	-	-	-	-	**10%xbc**	-
Network architect	2	-	-	-	-	2	-
	*	-	-	-	-	**5%xb**	-
Security architect	2	-	-	-	-	2	-
	*	-	-	-	-	**5%xb**	-
Software developer	13	-	-	-	-	13	-
	1%	-	-	-	-	**31%xabc**	-
Specialist infrastructure engineer	2	-	-	-	-	2	-
	*	-	-	-	-	**5%xb**	-
Technical architect	4	-	-	-	-	4	-
	*	-	-	-	-	**10%xbc**	-
Technical specialist architect	3	-	-	-	-	3	-
	*	-	-	-	-	**7%xbc**	-
Content designer	2	-	-	-	-	-	2
	*	-	-	-	-	-	*14%*
Content strategist	1	-	-	-	-	-	1
	*	-	-	-	-	-	*7%*
Graphic designer	8	-	-	-	-	-	8
	*	-	-	-	-	-	*57%*
Interaction designer	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
Service designer	1	-	-	-	-	-	1
	*	-	-	-	-	-	*7%*
Technical writer	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
User researcher	2	-	-	-	-	-	2
	*	-	-	-	-	-	*14%*
None of the above	1111	-	-	-	-	-	-
	50%abce	-	-	-	-	-	-
Not stated	863	-	-	-	-	-	-
	39%abce	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast -ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Data engineer	9	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*100%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Data scientist	11	-	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*100%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Performance analyst	15	-	-	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	*100%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Business relationship manager	19	-	-	-	19	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	*100%*	-	-	-	-	-	-	-	-	-	-	-	-	-
Change and release manager	3	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	*100%*	-	-	-	-	-	-	-	-	-	-	-	-
Command and control centre manager	8	-	-	-	-	-	8	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	*100%*	-	-	-	-	-	-	-	-	-	-	-
Engineer - application operations	8	-	-	-	-	-	-	8	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	*100%*	-	-	-	-	-	-	-	-	-	-
Engineer - end user computing	6	-	-	-	-	-	-	-	6	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	*100%*	-	-	-	-	-	-	-	-	-
Engineer - infrastructure operations	5	-	-	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	*100%*	-	-	-	-	-	-	-	-
Incident manager	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	*100%*	-	-	-	-	-	-	-
IT service manager	33	-	-	-	-	-	-	-	-	-	-	33	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	**100%x**	-	-	-	-	-	-
Problem manager	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	*100%*	-	-	-	-	-
Service desk manager	6	-	-	-	-	-	-	-	-	-	-	-	-	6	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	*100%*	-	-	-	-
Service transition manager	2	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*100%*	-	-	-
Business analyst	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	11	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*100%*	-	-
Delivery manager	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	16	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*100%*	-
Product manager	27	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	27
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*100%*
Programme delivery manager	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Service owner	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
QAT analyst	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Test engineer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Test manager	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 208

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Role S2_tech_func.																
	(x)	Data engin -eer (g)	Data scient- ist (h)	Perfor -mance analyst (i)	Busin -ess relat -ion -ship manager (j)	Change and release manager (k)	Command and control centre manager (l)	Engin -eer - applic -ation operat -ions (m)	Engin -eer - end user comput -ing (n)	Engin -eer - infrast - ructure operat -ions (o)	Incid -ent manag -er (p)	IT service manag -er (q)	Problem manag -er (r)	Service desk manag -er (s)	Service transit -ion manag -er (t)	Busin -ess analyst (u)	Deliv -ery manag -er (v)	Product manag -er (w)
Total Base	2234	9**	11**	15**	19**	3**	8**	8**	6**	5**	1**	33*	1**	6**	2**	11**	16**	27**
Data architect	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Development operations	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Infrastructure engineer	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Network architect	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Security architect	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Software developer	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Specialist infrastructure engineer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Technical architect	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Technical specialist architect	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content designer	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Content strategist	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graphic designer	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Interaction designer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Service designer	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Technical writer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
User researcher	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	1111	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	50%q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not stated	863	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	39%q	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 208

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total Base	Role S2_tech_func.									
		Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Data engineer	**9**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Data scientist	**11**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Performance analyst	**15**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Business relationship manager	**19**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Change and release manager	**3**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Command and control centre manager	**8**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Engineer - application operations	**8**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Engineer - end user computing	**6**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Engineer - infrastructure operations	**5**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Incident manager	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
IT service manager	**33**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Problem manager	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Service desk manager	**6**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Service transition manager	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Business analyst	**11**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Delivery manager	**16**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Product manager	**27**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Programme delivery manager	**6**	6	-	-	-	-	-	-	-	-	-
	*	*100%*	-	-	-	-	-	-	-	-	-
Service owner	**10**	-	10	-	-	-	-	-	-	-	-
	*	-	*100%*	-	-	-	-	-	-	-	-
QAT analyst	**4**	-	-	4	-	-	-	-	-	-	-
	*	-	-	*100%*	-	-	-	-	-	-	-
Test engineer	**2**	-	-	-	2	-	-	-	-	-	-
	*	-	-	-	*100%*	-	-	-	-	-	-
Test manager	**1**	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	*100%*	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 208

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Role S2_tech_func.										
	Total Base	Prog -ramme deliv -ery manag -er (y)	Service owner (z)	QAT analyst (A)	Test engin -eer (B)	Test manag -er (C)	Data archit -ect (D)	Devel -opment operat -ions (E)	Infras -truct -ure engin -eer (F)	Net- work archit -ect (G)	Secur -ity archit -ect (H)
Total Base	**2234**	6**	10**	4**	2**	1**	4**	8**	4**	2**	2**
Data architect	**4**	-	-	-	-	-	4	-	-	-	-
	*	-	-	-	-	-	*100%*	-	-	-	-
Development operations	**8**	-	-	-	-	-	-	8	-	-	-
	*	-	-	-	-	-	-	*100%*	-	-	-
Infrastructure engineer	**4**	-	-	-	-	-	-	-	4	-	-
	*	-	-	-	-	-	-	-	*100%*	-	-
Network architect	**2**	-	-	-	-	-	-	-	-	2	-
	*	-	-	-	-	-	-	-	-	*100%*	-
Security architect	**2**	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	*100%*
Software developer	**13**	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-
Specialist infrastructure engineer	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Technical architect	**4**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Technical specialist architect	**3**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Content designer	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Content strategist	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Graphic designer	**8**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Interaction designer	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
Service designer	**1**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
Technical writer	**-**	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
User researcher	**2**	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-
None of the above	**1111**	-	-	-	-	-	-	-	-	-	-
	50%	-	-	-	-	-	-	-	-	-	-
Not stated	**863**	-	-	-	-	-	-	-	-	-	-
	39%	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 208

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total Base	Role S2_tech_func.										
		Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Data engineer	**9**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Data scientist	**11**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Performance analyst	**15**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Business relationship manager	**19**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Change and release manager	**3**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Command and control centre manager	**8**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Engineer - application operations	**8**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Engineer - end user computing	**6**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Engineer - infrastructure operations	**5**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Incident manager	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
IT service manager	**33**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Problem manager	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Service desk manager	**6**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Service transition manager	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Business analyst	**11**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Delivery manager	**16**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Product manager	**27**	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-	-	-	-
Programme delivery manager	**6**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Service owner	**10**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
QAT analyst	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Test engineer	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Test manager	**1**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 208

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Role S2_tech_func.											
	Total Base	Soft -ware devel -oper (I)	Specia -list infras -truct -ure engin -eer (J)	Tech- nical archit -ect (K)	Tech- nical specia -list archit -ect (L)	Content desig -ner (M)	Content strat -egist (N)	Graphic desig -ner (O)	Intera -ction desig -ner (P)	Service design -er (Q)	Tech- nical writ -er (R)	User resear -cher (S)
Total Base	**2234**	13**	2**	4**	3**	2**	1**	8**	-**	1**	-**	2*
Data architect	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Development operations	**8**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Infrastructure engineer	**4**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Network architect	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Security architect	**2**	-	-	-	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-	-	-	-
Software developer	**13**	13	-	-	-	-	-	-	-	-	-	-
	1%	*100%*	-	-	-	-	-	-	-	-	-	-
Specialist infrastructure engineer	**2**	-	2	-	-	-	-	-	-	-	-	-
	*	-	*100%*	-	-	-	-	-	-	-	-	-
Technical architect	**4**	-	-	4	-	-	-	-	-	-	-	-
	*	-	-	*100%*	-	-	-	-	-	-	-	-
Technical specialist architect	**3**	-	-	-	3	-	-	-	-	-	-	-
	*	-	-	-	*100%*	-	-	-	-	-	-	-
Content designer	**2**	-	-	-	-	2	-	-	-	-	-	-
	*	-	-	-	-	*100%*	-	-	-	-	-	-
Content strategist	**1**	-	-	-	-	-	1	-	-	-	-	-
	*	-	-	-	-	-	*100%*	-	-	-	-	-
Graphic designer	**8**	-	-	-	-	-	-	8	-	-	-	-
	*	-	-	-	-	-	-	*100%*	-	-	-	-
Interaction designer	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
Service designer	**1**	-	-	-	-	-	-	-	-	1	-	-
	*	-	-	-	-	-	-	-	-	*100%*	-	-
Technical writer	**-**	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-
User researcher	**2**	-	-	-	-	-	-	-	-	-	-	2
	*	-	-	-	-	-	-	-	-	-	-	*100%*
None of the above	**1111**	-	-	-	-	-	-	-	-	-	-	-
	50%	-	-	-	-	-	-	-	-	-	-	-
Not stated	**863**	-	-	-	-	-	-	-	-	-	-	-
	39%	-	-	-	-	-	-	-	-	-	-	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/g/h/i/j/k/l/m/n/o/p/q/r/s/t/u/v/w/y/z/A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R
*** small base; ** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 209

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Data engineer	9	-	-	2	1	1	3	2
	*	-	-	*	*1%*	*	*	*1%*
Data scientist	11	-	-	1	-	1	5	4
	*	-	-	*	-	*	*1%*	**2%xce**
Performance analyst	15	-	-	3	1	4	6	1
	1%	-	-	*1%*	*1%*	*1%*	*1%*	*
Business relationship manager	19	1	1	2	-	4	6	5
	1%	*7%*	*1%*	*	-	*1%*	*1%*	**2%x**
Change and release manager	3	-	-	-	-	1	1	1
	*	-	-	-	-	*	*	*
Command and control centre manager	8	-	1	1	-	1	5	-
	*	-	*1%*	*	-	*	*1%*	-
Engineer - application operations	8	-	1	1	-	1	3	2
	*	-	*1%*	*	-	*	*	*1%*
Engineer - end user computing	6	-	-	1	-	3	2	-
	*	-	-	*	-	*1%*	*	-
Engineer - infrastructure operations	5	-	-	-	-	3	2	-
	*	-	-	-	-	*1%*	*	-
Incident manager	1	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	*x
IT service manager	33	-	-	2	1	9	15	6
	1%c	-	-	*	*1%*	*2%*	**2%c**	**2%c**
Problem manager	1	-	-	-	-	1	-	-
	*	-	-	-	-	*	-	-
Service desk manager	6	-	1	-	-	3	2	-
	*	-	*1%*	-	-	*1%*	*	-
Service transition manager	2	-	-	-	-	-	2	-
	*	-	-	-	-	-	*	-
Business analyst	11	-	-	4	-	3	4	-
	*	-	-	*1%*	-	*1%*	*1%*	-
Delivery manager	16	-	-	2	4	3	5	2
	1%	-	-	*	**2%xce**	*1%*	*1%*	*1%*
Product manager	27	1	3	8	1	9	2	3
	1%f	*7%*	**2%f**	**2%f**	*1%*	**2%f**	*	*1%*
Programme delivery manager	6	-	1	-	1	1	1	2
	*	-	*1%*	-	*1%*	*	*	*1%*
Service owner	10	-	-	1	-	1	6	2
	*	-	-	*	-	*	*1%*	*1%*
QAT analyst	4	-	-	-	-	-	3	1
	*	-	-	-	-	-	*	*
Test engineer	2	-	-	-	-	-	2	-
	*	-	-	-	-	-	*	-
Test manager	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	*	-

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

Table 209

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Education (UK02EDU)						
	(x)	Primary school (a)	Secondary school (age under 15 years old) (b)	GNVQ / GSVQ / GCSE/ SCE standard (c)	NVQ1, NVQ2 (d)	NVQ3/ SCE Higher Grade/ Advanced GNVQ/ GCE A/AS or similar (e)	NVQ4 / HNC / HND / Bachelor 's degree or similar (f)	NVQ5 or post-graduate diploma (g)
Total Base	2234	14**	138	423	179	546	693	241
Data architect	4	-	-	1	-	-	-	3
	*	-	-	*	-	-	-	**1%xef**
Development operations	8	-	-	-	-	2	3	3
	*	-	-	-	-	*	*	**1%xc**
Infrastructure engineer	4	-	-	2	-	1	1	-
	*	-	-	*	-	*	*	-
Network architect	2	-	-	1	1	-	-	-
	*	-	-	*	**1%f**	-	-	-
Security architect	2	-	-	-	-	-	2	-
	*	-	-	-	-	-	*	-
Software developer	13	-	-	-	1	3	9	-
	1%	-	-	-	*1%*	*1%*	**1%xc**	-
Specialist infrastructure engineer	2	-	-	-	-	1	1	-
	*	-	-	-	-	*	*	-
Technical architect	4	-	-	-	-	-	3	1
	*	-	-	-	-	-	*	*
Technical specialist architect	3	-	1	-	-	2	-	-
	*	-	**1%f**	-	-	*	-	-
Content designer	2	-	-	-	-	1	-	1
	*	-	-	-	-	*	-	*
Content strategist	1	-	-	-	1	-	-	-
	*	-	-	-	**1%xf**	-	-	-
Graphic designer	8	-	-	1	1	1	5	-
	*	-	-	*	*1%*	*	*1%*	-
Interaction designer	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Service designer	1	-	-	-	-	-	1	-
	*	-	-	-	-	-	*	-
Technical writer	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
User researcher	2	-	-	-	-	1	-	1
	*	-	-	-	-	*	-	*
None of the above	1111	2	41	198	102	278	351	139
	50%b	*14%*	*30%*	**47%b**	**57%xbc**	**51%b**	**51%b**	**58%xbc**
Not stated	863	10	88	192	64	207	241	61
	39%fg	*71%*	**64%xcdefg**	**45%xdefg**	**36%g**	**38%g**	**35%g**	*25%*

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
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Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g
**** very small base (under 30) ineligible for sig testing**

Doteveryone Tech Professionals - Omnibus

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Data engineer	9 *	1 *1%*	2 *1%*	2 *	2 *1%*	- -	1 *	1 *2%*	1 *1%*	3 *1%*	1 *	2 *	1 *	1 *
Data scientist	11 *	- -	2 *1%*	1 *	2 *1%*	- -	6 **2%xabce**	- -	1 **1%l**	7 **1%xjl**	1 *	2 *	- -	- -
Performance analyst	15 *1%*	- -	1 *	1 *	2 *1%*	1 *	8 **3%xabcde**	- -	1 *1%*	5 *1%*	6 *1%*	2 *	1 *	- -
Business relationship manager	19 *1%*	- -	3 *1%*	2 *	3 *1%*	5 **2%xac**	2 *1%*	2 **3%ac**	4 **5%xijklm**	6 *1%*	6 *1%*	1 *	1 *	1 *
Change and release manager	3 *	- -	1 *	1 *	- -	- -	- -	1 **2%xdf**	- -	1 *	2 *	- -	- -	- -
Command and control centre manager	8 *	- -	3 *1%*	2 *	- -	- -	2 *1%*	1 **2%d**	1 *1%*	3 *1%*	2 *	1 *	1 *	- -
Engineer - application operations	8 *	- -	1 *	1 *	1 *	3 **1%xc**	2 *1%*	- -	- -	5 **1%xk**	3 *	- -	- -	- -
Engineer - end user computing	6 *	1 *1%*	- -	3 *1%*	- -	- -	1 *	- -	- -	1 *	2 *	2 *	- -	1 *
Engineer - infrastructure operations	5 *	- -	- -	2 *	- -	3 **1%xb**	- -	- -	- -	2 *	1 *	1 *	1 *	- -
Incident manager	1 *	- -	- -	- -	1 *x	- -	- -	- -	- -	1 *	- -	- -	- -	- -
IT service manager	33 **1%ckl**	- -	5 *1%*	3 *1%*	6 **2%ac**	9 **4%xabc**	8 **3%xac**	1 *2%*	2 **3%klm**	20 **4%xjklm**	9 **1%k**	1 *	1 *	- -
Problem manager	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *x
Service desk manager	6 *	- -	- -	2 *	1 *	2 *1%*	- -	- -	- -	2 *	1 *	2 *	- -	1 *
Service transition manager	2 *	- -	- -	- -	- -	- -	1 *	1 **2%xbcd**	1 **1%xikl**	- -	1 *	- -	- -	- -
Business analyst	11 *	- -	1 *	- -	1 *	2 **1%c**	6 **2%xabc**	1 **2%c**	1 **1%l**	6 **1%x**	3 *	1 *	- -	- -
Delivery manager	16 *1%*	- -	1 *	5 *1%*	5 **2%xb**	2 *1%*	1 *	2 **3%xabf**	1 *1%*	5 *1%*	5 *1%*	3 *1%*	2 *1%*	- -
Product manager	27 *1%*	1 *1%*	3 *1%*	9 *2%*	2 *1%*	6 **3%x**	4 *2%*	2 *3%*	1 *1%*	9 *2%*	13 **2%xkm**	2 *	2 *1%*	- -
Programme delivery manager	6 *	- -	1 *	2 *	- -	- -	2 *1%*	1 **2%d**	1 **1%kl**	4 **1%x**	1 *	- -	- -	- -
Service owner	10 *	- -	2 *1%*	6 **1%x**	1 *	- -	1 *	- -	3 **4%xijklm**	2 *	1 *	2 *	1 *	1 *
QAT analyst	4 *	- -	1 *	2 *	1 *	- -	- -	- -	- -	2 *	1 *	- -	1 *	- -
Test engineer	2 *	- -	- -	2 *	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	- -
Test manager	1 *	- -	- -	- -	1 *x	- -	- -	- -	- -	- -	1 *	- -	- -	- -
Data architect	4 *	- -	- -	2 *	- -	- -	- -	1 **2%xbdf**	1 **1%xjkl**	3 *1%*	- -	- -	- -	- -

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
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j18-078489_tabs_Final2.
Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**

Doteveryone Tech Professionals - Omnibus

Table 210

S2_tech_func_tech. Which if any of the following best describes your job role?

Base : All respondents

	Total	Income (UK02INC)							SEC - Social Grade (UK01SG)					
	(x)	Up to £9,999 (a)	£10,000 - £19,999 (b)	£20,000 - £34,999 (c)	£35,000 - £44,999 (d)	£45,000 - £54,999 (e)	£55,000 - £99,999 (f)	£100,000 or more (g)	A - Upper middle class (h)	B - Middle class (i)	C1 - Lower middle class (j)	C2 - Skilled working class (k)	D - Working class (l)	E - Lower level of subsistence (m)
Total Base	2234	181	381	587	264	227	252	64*	76*	564	610	435	322	227
Development operations	8	-	-	1	1	1	4	1	1	1	5	-	1	-
	*	-	-	*	*	*	**2%xbc**	**2%b**	**1%k**	*	**1%x**	-	*	-
Infrastructure engineer	4	-	-	1	3	-	-	-	-	3	-	1	-	-
	*	-	-	*	**1%xb**	-	-	-	-	*1%*	-	*	-	-
Network architect	2	-	1	-	-	-	-	-	-	1	-	1	-	-
	*	-	*	-	-	-	-	-	-	*	-	*	-	-
Security architect	2	-	-	2	-	-	-	-	-	2	-	-	-	-
	*	-	-	*	-	-	-	-	-	*	-	-	-	-
Software developer	13	-	1	4	2	1	4	1	2	7	2	-	2	-
	1%	-	*	*1%*	*1%*	*	**2%x**	*2%*	**3%xjkm**	**1%xk**	*	-	*1%*	-
Specialist infrastructure engineer	2	-	-	1	-	-	1	-	-	-	-	1	1	-
	*	-	-	*	-	-	*	-	-	-	-	*	*	-
Technical architect	4	-	-	4	-	-	-	-	-	1	3	-	-	-
	*	-	-	**1%x**	-	-	-	-	-	*	*	-	-	-
Technical specialist architect	3	1	-	2	-	-	-	-	-	-	2	-	1	-
	*	*1%*	-	*	-	-	-	-	-	-	*	-	*	-
Content designer	2	-	1	-	-	-	1	-	-	-	1	1	-	-
	*	-	*	-	-	-	*	-	-	-	*	*	-	-
Content strategist	1	-	-	-	-	1	-	-	-	-	-	-	-	1
	*	-	-	-	-	*x	-	-	-	-	-	-	-	*x
Graphic designer	8	-	1	3	-	1	2	1	-	3	2	2	1	-
	*	-	*	*1%*	-	*	*1%*	**2%d**	-	*1%*	*	*	*	-
Interaction designer	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Service designer	1	-	-	-	-	-	1	-	-	1	-	-	-	-
	*	-	-	-	-	-	*x	-	-	*	-	-	-	-
Technical writer	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
User researcher	2	-	-	-	1	-	-	-	-	1	1	-	-	-
	*	-	-	-	*	-	-	-	-	*	*	-	-	-
None of the above	1111	55	168	312	132	131	143	37	37	264	318	269	199	24
	50%abm	*30%*	**44%a**	**53%ab**	**50%a**	**58%xab**	**57%xab**	**58%ab**	**49%m**	**47%m**	**52%m**	**62%xhijm**	**62%xhijm**	*11%*
Not stated	863	122	181	209	96	59	51	10	17	192	215	138	105	196
	39%efghijkl	**67%xbcdefg**	**48%xcdefg**	**36%efg**	**36%efg**	*26%*	*20%*	*16%*	*22%*	**34%h**	**35%h**	*32%*	*33%*	**86%xhijkl**

Participant Type : General Public Omnibus
Fieldwork Dates : 12th March to 15th March 2019
Source : Ipsos MORI - Corporate Reputation (JN: 18-078489)
j18-078489_tabs_Final2.

Proportions/Means: Columns Tested (5% risk level) - x/a/b/c/d/e/f/g - x/h/i/j/k/l/m
*** small base**