



# Origin apathy

*Do people know where digital businesses are based, and do they care?*





# Objectives & methodology



# Why should businesses think globally?

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## Background

- Google hosted a [Think Performance](#) event on 5th June, encouraging businesses to embrace the digital world or risk losing out to competitors
- The event brought together Google executives, business leaders and industry innovators to discuss the mobile opportunities in a globalised world

**This research aimed to highlight the need for businesses to think digitally and think globally**



# Why should businesses think globally?

## Methodology

- The research consisted of Google Consumer Surveys asking the following questions about 10 digitally-minded businesses:
  - **Where do you think *Netflix* is from?**
  - ***Netflix* is from *the USA*. Knowing this, how much more or less likely are you to use *Netflix* in the future?**
- Sample size n=500 per survey
- Responses weighted to general internet population
- 10 surveys conducted in the UK, 2 in the US





# Results



Origin apathy

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# There's limited awareness of the origin of many digital businesses

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Before looking at what the respondents said on the next slide ask yourself this question...

Where do **you** think **Booking.com** is from?



# There's limited awareness of the origin of many digital businesses

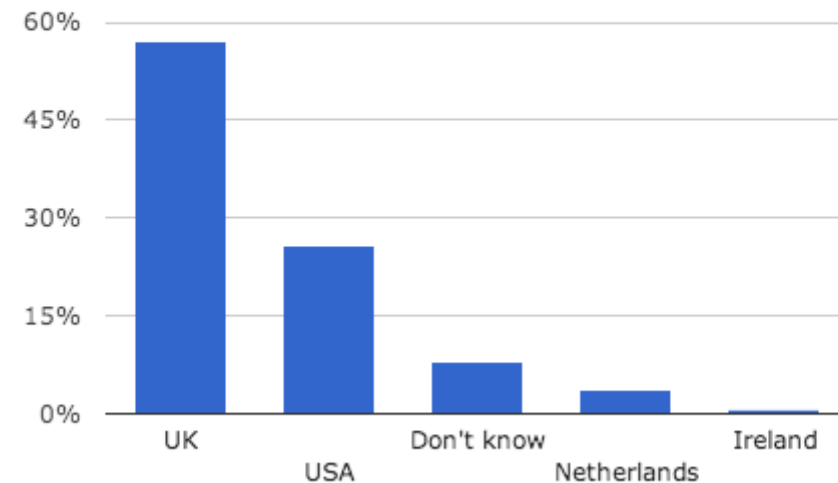
Top 5 countries guessed:

Booking.com is from...

**The Netherlands**

**But only 4% of respondents knew this**

**Booking.com (from The Netherlands)**



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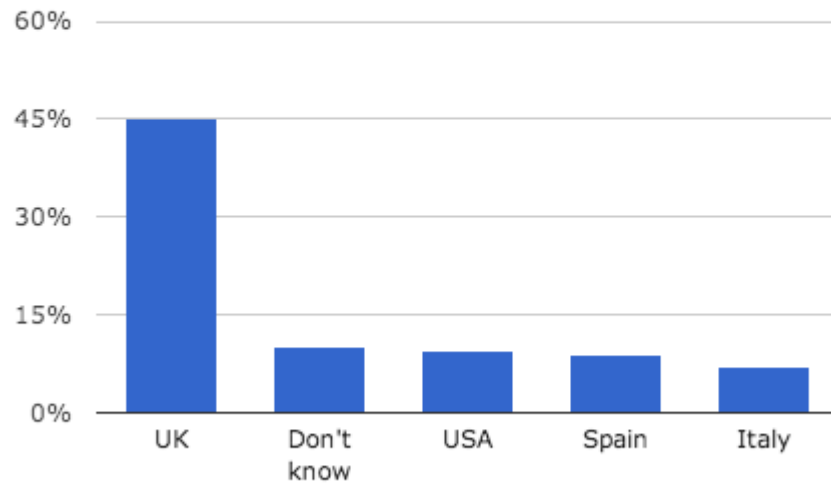


# There's limited awareness of the origin of many digital businesses

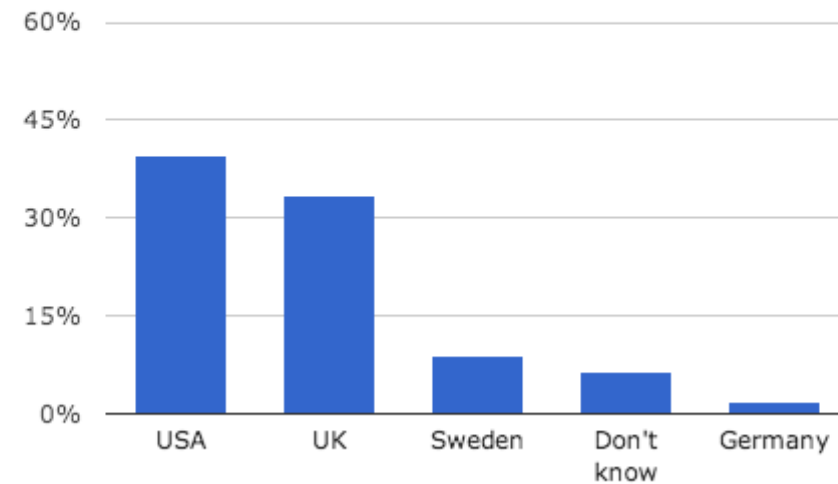
## It's a similar story for other online-centric businesses:

Top 5 countries guessed

**Trivago (from Germany)**



**Spotify (from Sweden)**



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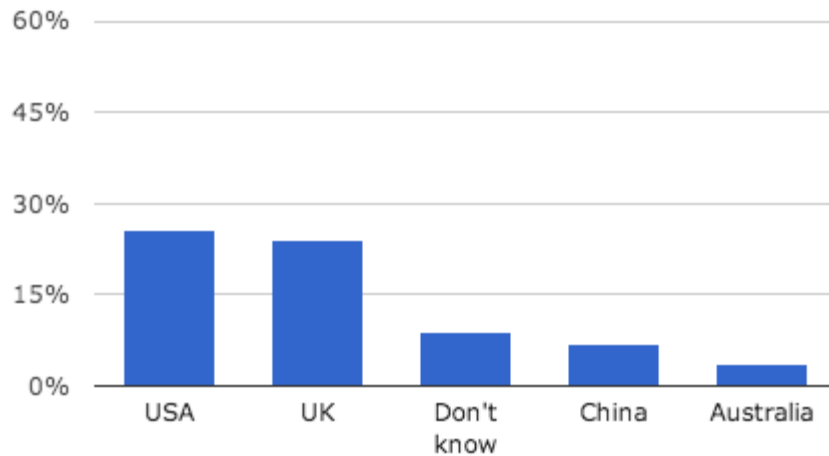


# There's limited awareness of the origin of many digital businesses

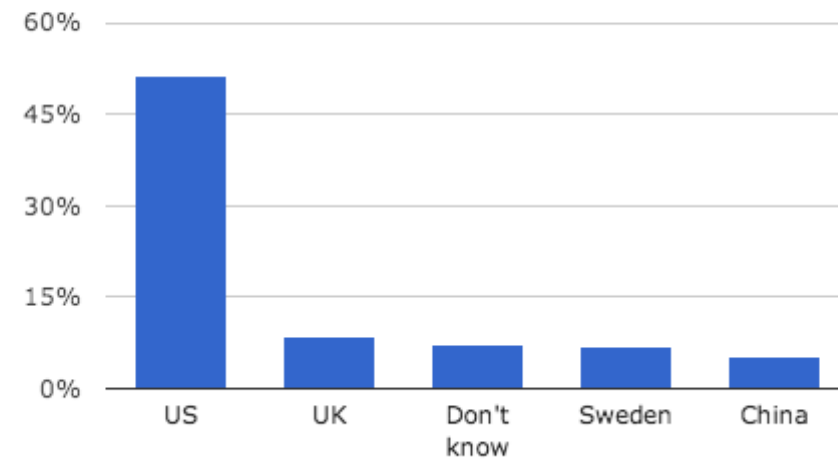
## US surveys also reveal a lack of awareness:

Top 5 countries guessed

**ASOS (from the UK)**



**Sofa.com (from the UK)**

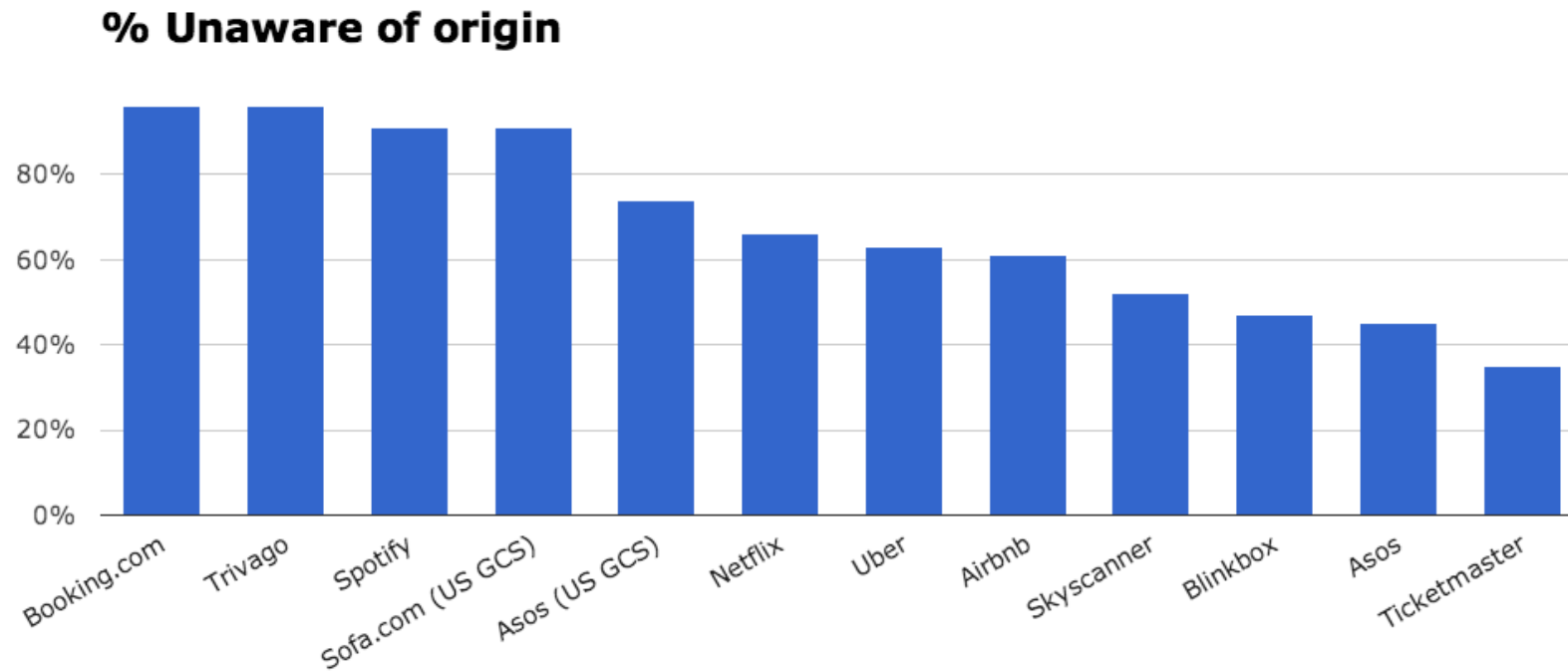


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# There's limited awareness of the origin of many digital businesses

## Looking across the board:



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UK / US Google Consumer Surveys May 2014  
% of respondents who named a country other than true country of origin

May 2014

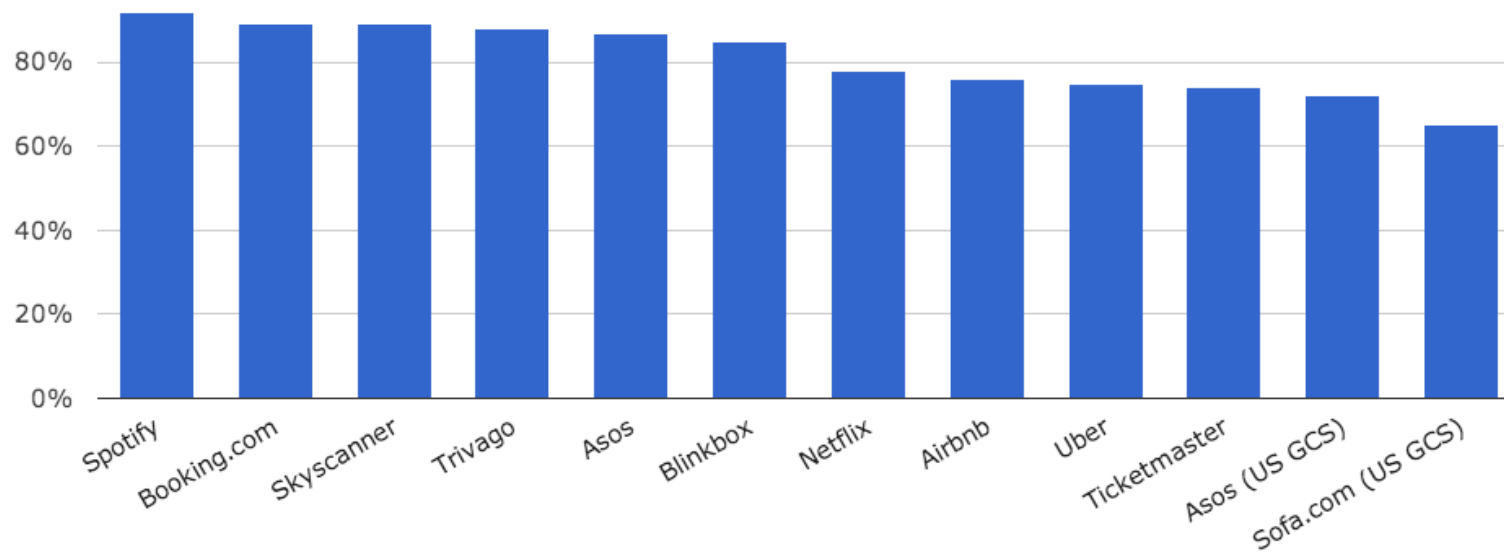
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# ...but it isn't important to most

Learning that a company's origin is different to expected **doesn't affect most people's likelihood to use in future**

**% Of those unaware of origin who are no less likely to use again**



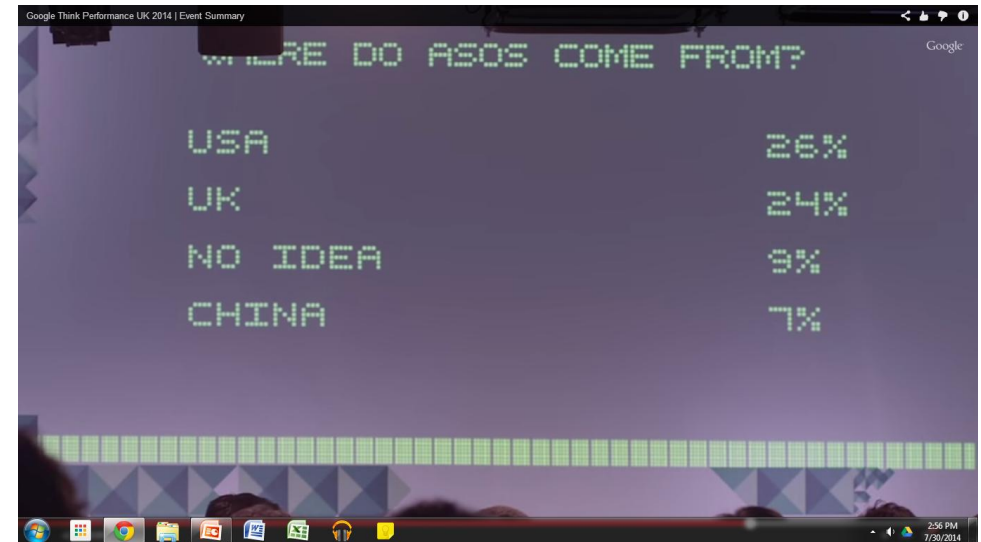
NB. US respondents appear to be more discriminating



# Origin apathy means businesses need to reconsider the export opportunity (especially in a digital context)

Most neither know nor care where digitally-focussed businesses are from, so:

- 1. Businesses shouldn't be afraid to export, especially in a digital context**
- 2. Businesses should watch out for foreign companies exploiting this origin apathy to establish themselves in the local market**



Findings from this research used at Google's recent *Think Performance* event at the Saatchi Gallery in London

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# Appendix



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# Results from 12 GCSs

Company	Origin	% Unaware of origin <sup>(1)</sup>	% Of those unaware of origin who are <b>no less likely to use again</b> <sup>(2)</sup>	Country surveyed
Spotify	SE	91%	<b>92%</b>	UK
Booking.com	NE	96%	<b>89%</b>	UK
Skyscanner	UK	52%	<b>89%</b>	UK
Trivago	DE	96%	<b>88%</b>	UK
Asos	UK	45%	<b>87%</b>	UK
Netflix	US	66%	<b>78%</b>	UK
Airbnb	US	61%	<b>76%</b>	UK
Uber	US	63%	<b>75%</b>	UK
Ticketmaster	US	35%	<b>74%</b>	UK
Asos	UK	74%	<b>72%</b>	<b>US</b>
Sofa.com	UK	91%	<b>65%</b>	<b>US</b>

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UK / US Google Consumer Surveys May 2014

(1) % of respondents who named a country other than true country of origin  
 (2) % of above respondents who also stated they were either 'a lot more likely', 'somewhat more likely' or 'neither more nor less likely' to use the company again

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