

Public First Poll for Google Finland (Business Count)

Fieldwork: 6th Jun - 29th Jun 2023
Interview method: Online Survey
Population represented: Senior business decision makers in Finland
Sample size: 494

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact the Public First Polling Team (polling@publicfirst.co.uk)

List of Tables

1	Where are your customers located?: Within your country	4
2	Where are your customers located?: Within the EU / rest of the EU	7
3	Where are your customers located?: Outside the EU	10
4	Which, if any, of the following channels do you use to sell to customers or clients?Please select all that apply	13
5	When did your business first start selling online?	16
6	Which of the following forms of paid online advertising does your business use?Please select all that apply.	19
7	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Word of mouth	22
8	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Physical location	25
9	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Local advertising	28
10	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Online search engines	31
11	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Online maps	34
12	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Paid search advertising	37
13	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Through a dedicated app	40
14	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Social network advertising	43
15	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Other online advertising	46
16	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Print advertising	49
17	How important would you say each of the following are as ways customers/clients find your business? Would you say . : Television advertising	52
18	How important would you say each of the following are as ways customers/clients find your business? Would you say . : E-mail advertising	55
19	What proportion of your total customers would you estimate come through online search and/or paid search advertising?	58
20	Which, if any, of the following are the most effective ways your business connects with customers? Please select all that apply.	61
21	As far as you are aware, does your business use any of the following Google products? : Chrome web browser	64
22	As far as you are aware, does your business use any of the following Google products? : Gmail	67
23	As far as you are aware, does your business use any of the following Google products? : Android	70
24	As far as you are aware, does your business use any of the following Google products? : Google Search	73
25	As far as you are aware, does your business use any of the following Google products? : Google Workspace (e.g. Google Docs, Gmail)	76
26	As far as you are aware, does your business use any of the following Google products? : Google Maps	79
27	As far as you are aware, does your business use any of the following Google products? : Google Business Profile / Google My Business	82
28	As far as you are aware, does your business use any of the following Google products? : Google Cloud (e.g. Cloud Storage, App Engine)	85
29	As far as you are aware, does your business use any of the following Google products? : YouTube	88
30	As far as you are aware, does your business use any of the following Google products? : Google Ads	91
31	As far as you are aware, does your business use any of the following Google products? : YouTube Ads	94
32	As far as you are aware, does your business use any of the following Google products? : AdSense	97
33	As far as you are aware, does your business use any of the following Google products? : Google Way	100
34	To what extent do you agree or disagree with the following?: Paid search advertising is one of the most important ways we reach new customers	103
35	To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile	106
36	To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business	109
37	To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers	112

38 There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ? 115

39 In general, how likely do you think it is that your business will explore AI tools more in the next year? 118

40 Does your business currently use any AI technology to do the following?Please select all that apply 121

41 In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans? 124

42 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks 127

43 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay 130

44 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay 133

45 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work 136

46 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce 139

47 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees 142

48 You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology 145

49 In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools? 148

50 Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years? 151

51 Does your business currently use any generative AI tools to do any of the following?Please select all that apply 154

52 And which of the same list of tasks do you expect to use generative AI technology to do in the next five years?Please select all that apply 157

53 Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)? 160

54 And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)? 163

55 Overall, how familiar are you with Google s work with AI? 166

56 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: World leader 169

57 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Responsible approach 172

58 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Bold approach 175

59 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach 178

60 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent 181

61 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Prevents AI misuse or harm . . . 184

62 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release 187

63 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Unbiased 190

64 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless 193

65 As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow 196

66 To what extent do you agree or disagree with the following? Google tools are instrumental for my business ability to succeed online 199

67 Has your business experienced any of these digital security threats in the past five years? 202

68 You said that your business had experienced Data loss in the past five years. Overall, how much would you estimate this financially cost your business? . 205

69 You said that your business had experienced ransomware or malware in the past five years. Overall, how much would you estimate this financially cost your business? 208

70 You said that your business had experienced hacking or a security breach in the past five years. Overall, how much would you estimate this financially cost your business? 211

71 You said that your business had experienced phishing e-mails in the past five years. Overall, how much would you estimate this financially cost your business? 214

72 You said that your business had experienced payment fraud in the past five years. Overall, how much would you estimate this financially cost your business? 217

73 You said that your business had experienced other forms of cyberattack in the past five years. Overall, how much would you estimate this financially cost your business? 220

(1.A) Where are your customers located?: Within your country

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Vast majority of our customers (75% +)	82%	55%	77%	86%	80%	86%	69%	58%	58%	75%	83%	70%	79%	90%
Significant majority of our customers (50-74%)	6%	18%	8%	4%	7%	4%	9%	20%	23%	0%	3%	11%	2%	6%
Significant proportion of our customers (25-49%)	6%	18%	7%	5%	6%	5%	15%	11%	8%	25%	7%	12%	6%	3%
Minority of our customers (10-24%)	4%	5%	2%	4%	5%	3%	6%	6%	8%	0%	6%	4%	7%	1%
Very small number of our customers (1-9%)	1%	3%	3%	1%	3%	1%	1%	4%	2%	0%	1%	3%	2%	0%
None of our customers	1%	0%	3%	0%	0%	1%	0%	1%	1%	0%	0%	0%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(1.B) Where are your customers located?: Within your country

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Vast majority of our customers (75% +)	82%	54%	84%	98%	79%	81%	83%	88%	86%	78%	75%	84%	68%	70%
Significant majority of our customers (50-74%)	6%	10%	6%	0%	10%	9%	5%	3%	4%	5%	0%	9%	22%	0%
Significant proportion of our customers (25-49%)	6%	23%	6%	2%	7%	1%	10%	5%	6%	5%	15%	5%	4%	12%
Minority of our customers (10-24%)	4%	0%	4%	0%	5%	9%	1%	1%	3%	2%	10%	2%	0%	17%
Very small number of our customers (1-9%)	1%	12%	1%	0%	0%	0%	0%	3%	0%	10%	0%	0%	6%	1%
None of our customers	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(1.C) Where are your customers located?: Within your country

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Vast majority of our customers (75% +)	82%	87%	79%	82%	74%	86%	55%	65%	89%	74%	81%	94%
Significant majority of our customers (50-74%)	6%	4%	5%	5%	6%	6%	24%	24%	4%	6%	8%	2%
Significant proportion of our customers (25-49%)	6%	3%	13%	5%	14%	4%	8%	2%	5%	8%	9%	1%
Minority of our customers (10-24%)	4%	5%	0%	3%	6%	2%	12%	3%	1%	9%	0%	2%
Very small number of our customers (1-9%)	1%	1%	0%	6%	0%	1%	0%	6%	0%	2%	3%	0%
None of our customers	1%	0%	3%	0%	1%	0%	0%	0%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(2.A) Where are your customers located?: Within the EU / rest of the EU

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Vast majority of our customers (75% +)	32%	24%	23%	35%	29%	34%	23%	21%	31%	9%	26%	31%	40%	32%
Significant majority of our customers (50-74%)	8%	16%	12%	6%	11%	5%	21%	22%	27%	25%	16%	17%	6%	2%
Significant proportion of our customers (25-49%)	6%	8%	16%	4%	5%	4%	17%	17%	17%	0%	11%	8%	6%	4%
Minority of our customers (10-24%)	7%	25%	10%	5%	3%	7%	9%	12%	12%	14%	4%	6%	14%	6%
Very small number of our customers (1-9%)	20%	20%	19%	21%	23%	21%	17%	27%	10%	0%	16%	19%	13%	26%
None of our customers	26%	6%	20%	30%	28%	30%	14%	2%	4%	53%	27%	19%	22%	29%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(2.B) Where are your customers located?: Within the EU / rest of the EU

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Vast majority of our customers (75% +)	32%	12%	33%	54%	13%	19%	36%	31%	38%	16%	16%	35%	56%	49%
Significant majority of our customers (50-74%)	8%	11%	6%	13%	12%	5%	12%	3%	6%	21%	2%	10%	5%	20%
Significant proportion of our customers (25-49%)	6%	17%	6%	0%	6%	15%	5%	7%	3%	7%	0%	6%	13%	18%
Minority of our customers (10-24%)	7%	25%	7%	0%	18%	17%	7%	6%	2%	1%	32%	11%	9%	0%
Very small number of our customers (1-9%)	20%	34%	20%	13%	20%	19%	22%	19%	22%	36%	17%	17%	12%	13%
None of our customers	26%	1%	27%	20%	30%	26%	17%	34%	30%	20%	33%	22%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(2.C) Where are your customers located?: Within the EU / rest of the EU

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Vast majority of our customers (75% +)	32%	39%	36%	28%	32%	21%	30%	19%	34%	27%	29%	39%
Significant majority of our customers (50-74%)	8%	4%	9%	3%	5%	18%	23%	31%	7%	11%	9%	2%
Significant proportion of our customers (25-49%)	6%	4%	5%	6%	8%	22%	17%	2%	4%	9%	7%	2%
Minority of our customers (10-24%)	7%	4%	14%	2%	5%	11%	3%	27%	4%	7%	7%	13%
Very small number of our customers (1-9%)	20%	18%	8%	38%	25%	15%	28%	21%	21%	25%	16%	18%
None of our customers	26%	30%	27%	24%	25%	14%	0%	0%	29%	20%	33%	27%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(3.A) Where are your customers located?: Outside the EU

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Vast majority of our customers (75% +)	3%	8%	4%	2%	3%	3%	5%	3%	16%	0%	10%	2%	9%	0%
Significant majority of our customers (50-74%)	3%	8%	4%	2%	2%	2%	8%	2%	16%	12%	0%	10%	1%	1%
Significant proportion of our customers (25-49%)	5%	7%	10%	3%	6%	2%	17%	22%	14%	12%	13%	9%	5%	1%
Minority of our customers (10-24%)	8%	29%	14%	5%	7%	6%	18%	20%	22%	0%	9%	4%	14%	6%
Very small number of our customers (1-9%)	21%	18%	32%	18%	21%	21%	16%	34%	18%	14%	9%	27%	19%	21%
None of our customers	61%	29%	37%	69%	61%	68%	35%	19%	13%	62%	58%	48%	52%	70%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(3.B) Where are your customers located?: Outside the EU

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Vast majority of our customers (75% +)	3%	10%	3%	1%	6%	0%	1%	1%	4%	0%	0%	3%	5%	29%
Significant majority of our customers (50-74%)	3%	30%	2%	1%	1%	8%	0%	7%	1%	0%	10%	2%	4%	13%
Significant proportion of our customers (25-49%)	5%	1%	4%	12%	6%	1%	11%	4%	2%	13%	7%	13%	0%	0%
Minority of our customers (10-24%)	8%	20%	8%	2%	15%	16%	6%	5%	5%	17%	0%	3%	13%	0%
Very small number of our customers (1-9%)	21%	13%	21%	3%	10%	26%	32%	19%	17%	25%	19%	26%	36%	30%
None of our customers	61%	25%	63%	81%	62%	48%	49%	63%	72%	44%	64%	53%	42%	29%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(3.C) Where are your customers located?: Outside the EU

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Vast majority of our customers (75% +)	3%	5%	3%	2%	0%	1%	14%	1%	1%	6%	3%	0%
Significant majority of our customers (50-74%)	3%	2%	7%	2%	0%	4%	1%	6%	1%	4%	6%	0%
Significant proportion of our customers (25-49%)	5%	2%	3%	6%	6%	17%	1%	16%	5%	5%	8%	0%
Minority of our customers (10-24%)	8%	1%	13%	3%	10%	16%	24%	28%	4%	11%	8%	9%
Very small number of our customers (1-9%)	21%	20%	22%	23%	11%	28%	32%	13%	15%	21%	16%	28%
None of our customers	61%	70%	53%	64%	73%	32%	28%	35%	73%	53%	60%	63%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(4.A) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
None of the above - we do not sell to customers or clients	6%	9%	4%	6%	8%	7%	2%	0%	7%	0%	0%	5%	5%	8%
Direct negotiation and/or sales	55%	35%	66%	55%	48%	55%	53%	68%	55%	18%	46%	48%	51%	64%
Online (directly)	49%	53%	49%	48%	51%	46%	57%	67%	49%	53%	56%	62%	50%	42%
Telephone order	35%	32%	49%	32%	32%	35%	35%	40%	38%	9%	31%	32%	38%	38%
Physical store or location	27%	23%	32%	26%	28%	25%	33%	42%	46%	32%	43%	21%	29%	25%
Online (through a third party)	23%	26%	27%	22%	31%	22%	20%	50%	45%	47%	28%	23%	39%	15%
Don't Know	2%	0%	0%	2%	2%	2%	0%	1%	0%	0%	6%	0%	0%	1%
Mail order	10%	18%	19%	8%	16%	8%	23%	18%	16%	0%	23%	17%	10%	7%
Other (Please Specify)	2%	8%	1%	2%	1%	2%	5%	3%	3%	21%	0%	0%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(4.B) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
None of the above - we do not sell to customers or clients	6%	4%	5%	0%	0%	0%	2%	2%	13%	0%	5%	0%	6%	0%
Direct negotiation and/or sales	55%	44%	58%	93%	73%	61%	69%	69%	52%	74%	35%	61%	32%	49%
Online (directly)	49%	56%	49%	42%	67%	48%	54%	56%	45%	36%	26%	62%	55%	51%
Telephone order	35%	21%	35%	25%	43%	35%	34%	37%	35%	50%	43%	46%	22%	8%
Physical store or location	27%	34%	28%	33%	44%	32%	44%	19%	24%	27%	21%	16%	34%	8%
Online (through a third party)	23%	26%	24%	29%	16%	40%	20%	23%	17%	36%	19%	13%	24%	40%
Don't Know	2%	0%	1%	0%	0%	0%	0%	0%	2%	0%	5%	0%	0%	0%
Mail order	10%	22%	9%	8%	7%	10%	16%	11%	8%	21%	2%	14%	26%	0%
Other (Please Specify)	2%	1%	3%	0%	0%	6%	6%	0%	2%	0%	0%	0%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(4.C) Which, if any, of the following channels do you use to sell to customers or clients? Please select all that apply

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
None of the above - we do not sell to customers or clients	6%	8%	5%	6%	0%	0%	0%	2%	6%	3%	8%	8%
Direct negotiation and/or sales	55%	47%	63%	55%	70%	64%	73%	63%	64%	47%	54%	59%
Online (directly)	49%	47%	45%	35%	57%	54%	67%	50%	47%	52%	48%	42%
Telephone order	35%	26%	42%	38%	28%	48%	49%	47%	40%	35%	32%	33%
Physical store or location	27%	21%	27%	41%	24%	48%	33%	35%	23%	30%	30%	24%
Online (through a third party)	23%	26%	19%	10%	28%	42%	24%	17%	17%	29%	24%	21%
Don't Know	2%	2%	0%	0%	0%	0%	0%	0%	2%	3%	0%	0%
Mail order	10%	8%	5%	8%	6%	30%	24%	25%	7%	14%	12%	6%
Other (Please Specify)	2%	4%	0%	0%	0%	3%	1%	8%	2%	2%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(5.A) When did your business first start selling online?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	309	74	91	144	96	115	48	67	79	6	21	59	88	135
Weighted	278	24	48	206	97	212	45	18	3	11	25	57	62	122
Started selling online in the last year	9%	8%	2%	11%	11%	9%	14%	2%	6%	67%	12%	8%	4%	6%
During the Covid-19 pandemic (2020 to 2021)	27%	37%	24%	27%	25%	23%	46%	32%	17%	0%	69%	46%	25%	13%
Started selling online between 2015 and 2020	31%	28%	46%	28%	30%	30%	27%	43%	39%	0%	7%	35%	41%	31%
Started selling online before 2015	25%	17%	26%	26%	29%	27%	13%	22%	38%	17%	0%	4%	19%	43%
Don't know	8%	11%	3%	9%	5%	11%	0%	1%	0%	16%	12%	7%	10%	6%

Note:

BASE: Sell goods or services online

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(5.B) When did your business first start selling online?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	309	16	265	12	22	36	40	53	77	15	7	19	12	7
Weighted	278	4	258	7	14	24	22	22	93	16	10	22	21	9
Started selling online in the last year	9%	0%	8%	1%	16%	3%	0%	10%	13%	0%	0%	7%	0%	0%
During the Covid-19 pandemic (2020 to 2021)	27%	35%	26%	55%	47%	41%	46%	20%	15%	41%	19%	30%	26%	42%
Started selling online between 2015 and 2020	31%	58%	30%	44%	20%	17%	36%	44%	31%	9%	68%	26%	57%	0%
Started selling online before 2015	25%	7%	27%	0%	8%	28%	18%	25%	32%	50%	13%	37%	6%	39%
Don't know	8%	0%	9%	0%	9%	11%	0%	1%	9%	0%	0%	0%	12%	19%

Note:

BASE: Sell goods or services online

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(5.C) When did your business first start selling online?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	309	62	36	19	29	66	29	50	80	108	75	43
Weighted	278	110	50	19	22	30	8	10	61	112	55	45
Started selling online in the last year	9%	10%	8%	0%	6%	15%	28%	0%	9%	11%	8%	6%
During the Covid-19 pandemic (2020 to 2021)	27%	20%	41%	31%	34%	31%	26%	36%	29%	31%	25%	22%
Started selling online between 2015 and 2020	31%	35%	19%	38%	21%	36%	33%	47%	27%	27%	35%	33%
Started selling online before 2015	25%	27%	27%	17%	34%	17%	13%	16%	27%	22%	26%	30%
Don't know	8%	9%	6%	13%	6%	0%	0%	0%	8%	9%	6%	8%

Note:

BASE: Sell goods or services online

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(6.A) Which of the following forms of paid online advertising does your business use? Please select all that apply.

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Native advertising	8%	7%	16%	6%	9%	5%	21%	25%	26%	0%	17%	13%	11%	4%
Social media advertising	39%	37%	53%	36%	50%	35%	51%	75%	62%	35%	52%	48%	42%	34%
Don't know	3%	15%	0%	2%	1%	3%	0%	3%	4%	0%	0%	2%	3%	4%
Paid search advertising	20%	30%	37%	15%	23%	13%	44%	61%	46%	12%	13%	20%	24%	20%
Display advertising on third party websites	16%	37%	23%	12%	16%	10%	38%	42%	45%	14%	26%	18%	17%	13%
Affiliate marketing	12%	16%	15%	12%	12%	10%	22%	28%	32%	12%	13%	14%	14%	11%
Influencer marketing	12%	14%	19%	10%	14%	9%	19%	32%	23%	0%	12%	14%	12%	12%
Video advertising	10%	35%	13%	7%	12%	3%	36%	43%	38%	9%	12%	15%	15%	6%
None of the above	42%	16%	34%	47%	36%	50%	12%	3%	6%	53%	26%	31%	41%	48%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(6.B) Which of the following forms of paid online advertising does your business use? Please select all that apply.

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Native advertising	8%	32%	7%	22%	14%	7%	16%	19%	4%	15%	2%	11%	11%	0%
Social media advertising	39%	60%	41%	38%	72%	48%	58%	56%	29%	22%	33%	42%	45%	25%
Don't know	3%	0%	3%	0%	6%	0%	1%	1%	4%	0%	0%	0%	9%	0%
Paid search advertising	20%	31%	21%	18%	48%	29%	37%	29%	12%	23%	10%	25%	17%	23%
Display advertising on third party websites	16%	35%	14%	5%	31%	32%	21%	17%	9%	13%	12%	25%	19%	9%
Affiliate marketing	12%	10%	13%	13%	22%	13%	15%	18%	12%	17%	20%	16%	0%	0%
Influencer marketing	12%	16%	12%	20%	19%	20%	14%	21%	11%	2%	0%	14%	4%	12%
Video advertising	10%	48%	9%	15%	27%	7%	18%	18%	7%	11%	2%	21%	4%	8%
None of the above	42%	4%	42%	61%	15%	40%	24%	37%	52%	46%	42%	28%	33%	39%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(6.C) Which of the following forms of paid online advertising does your business use? Please select all that apply.

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	EUR 10 million to More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Native advertising	8%	3%	7%	17%	10%	30%	3%	23%	6%	9%	11%	6%
Social media advertising	39%	40%	39%	21%	38%	64%	69%	52%	39%	40%	35%	40%
Don't know	3%	2%	0%	0%	5%	0%	1%	16%	2%	4%	2%	2%
Paid search advertising	20%	10%	22%	7%	42%	51%	63%	51%	13%	25%	25%	15%
Display advertising on third party websites	16%	12%	16%	14%	16%	37%	20%	42%	11%	21%	15%	13%
Affiliate marketing	12%	9%	17%	13%	17%	22%	26%	16%	13%	10%	16%	14%
Influencer marketing	12%	8%	13%	3%	7%	30%	17%	30%	12%	13%	12%	9%
Video advertising	10%	5%	5%	1%	30%	33%	50%	33%	10%	13%	9%	6%
None of the above	42%	49%	45%	56%	21%	9%	11%	14%	48%	39%	40%	46%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(7.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Word of mouth

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	55%	47%	43%	59%	60%	60%	38%	35%	44%	75%	58%	54%	48%	58%
Quite important	28%	42%	40%	23%	25%	23%	46%	43%	36%	12%	30%	28%	35%	25%
Neither important nor unimportant	8%	8%	12%	7%	8%	8%	10%	13%	12%	12%	0%	10%	6%	10%
Somewhat unimportant	3%	1%	3%	3%	0%	3%	2%	4%	4%	0%	7%	4%	2%	2%
Very unimportant	5%	1%	2%	6%	3%	5%	4%	3%	2%	0%	1%	4%	8%	5%
Don't Know	1%	1%	0%	2%	4%	2%	0%	2%	1%	0%	5%	0%	2%	0%
Total Important:	83%	89%	83%	82%	85%	83%	84%	79%	81%	88%	88%	82%	83%	84%
Total Unimportant:	8%	2%	5%	9%	3%	8%	6%	6%	6%	0%	8%	8%	10%	7%
Net:	75%	87%	78%	74%	82%	75%	78%	72%	74%	88%	80%	74%	73%	77%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(7.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Word of mouth

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	55%	8%	57%	73%	60%	59%	47%	54%	58%	45%	55%	51%	66%	31%
Quite important	28%	54%	26%	27%	29%	24%	40%	34%	24%	37%	23%	26%	34%	23%
Neither important nor unimportant	8%	26%	8%	0%	11%	17%	7%	6%	9%	9%	16%	5%	0%	1%
Somewhat unimportant	3%	5%	3%	0%	0%	0%	0%	0%	4%	0%	0%	5%	0%	29%
Very unimportant	5%	7%	5%	0%	0%	0%	5%	6%	6%	10%	5%	9%	0%	16%
Don't Know	1%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	5%	0%	0%
Total Important:	83%	62%	83%	100%	89%	83%	87%	88%	82%	81%	79%	77%	100%	54%
Total Unimportant:	8%	12%	8%	0%	0%	0%	5%	6%	9%	10%	5%	14%	0%	45%
Net:	75%	50%	75%	99%	89%	83%	81%	81%	72%	71%	74%	63%	100%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(7.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Word of mouth

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	55%	56%	56%	63%	55%	46%	28%	34%	58%	55%	51%	55%
Quite important	28%	27%	20%	24%	42%	45%	51%	45%	22%	34%	32%	20%
Neither important nor unimportant	8%	8%	9%	13%	2%	9%	7%	12%	12%	3%	9%	13%
Somewhat unimportant	3%	2%	7%	0%	1%	0%	12%	1%	0%	4%	2%	4%
Very unimportant	5%	5%	8%	0%	0%	0%	2%	8%	8%	3%	4%	6%
Don't Know	1%	2%	0%	0%	0%	0%	0%	0%	0%	1%	2%	2%
Total Important:	83%	83%	76%	87%	97%	91%	79%	79%	80%	89%	84%	75%
Total Unimportant:	8%	7%	15%	0%	1%	0%	14%	9%	8%	7%	6%	10%
Net:	75%	75%	61%	86%	96%	91%	65%	70%	72%	82%	78%	65%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(8.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Physical location

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	19%	35%	24%	16%	18%	17%	28%	25%	37%	0%	27%	16%	15%	21%
Quite important	26%	23%	25%	26%	35%	25%	26%	39%	34%	67%	32%	22%	22%	26%
Neither important nor unimportant	18%	30%	19%	16%	16%	16%	25%	17%	14%	25%	6%	21%	18%	18%
Somewhat unimportant	8%	7%	10%	8%	9%	7%	15%	10%	10%	0%	0%	13%	6%	10%
Very unimportant	26%	4%	22%	29%	17%	31%	6%	8%	4%	9%	35%	23%	35%	24%
Don't Know	3%	1%	0%	4%	5%	4%	0%	2%	1%	0%	0%	4%	5%	2%
Total Important:	45%	58%	49%	43%	53%	42%	55%	64%	71%	67%	59%	39%	37%	47%
Total Unimportant:	35%	11%	32%	37%	26%	38%	20%	18%	13%	9%	35%	36%	40%	34%
Net:	10%	47%	16%	5%	28%	4%	34%	46%	58%	58%	25%	3%	-3%	13%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(8.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Physical location

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	19%	30%	18%	5%	25%	21%	40%	28%	18%	7%	11%	18%	25%	1%
Quite important	26%	15%	26%	25%	35%	27%	27%	19%	23%	37%	9%	29%	26%	49%
Neither important nor unimportant	18%	38%	18%	49%	17%	24%	15%	22%	14%	24%	19%	18%	17%	12%
Somewhat unimportant	8%	2%	9%	0%	23%	12%	11%	8%	8%	4%	21%	12%	0%	1%
Very unimportant	26%	15%	27%	21%	0%	16%	4%	16%	35%	28%	39%	23%	32%	25%
Don't Know	3%	0%	2%	0%	1%	0%	3%	7%	1%	0%	0%	0%	0%	12%
Total Important:	45%	45%	44%	30%	59%	48%	67%	48%	41%	44%	20%	47%	51%	51%
Total Unimportant:	35%	17%	36%	21%	23%	28%	15%	24%	43%	32%	60%	35%	32%	26%
Net:	10%	28%	9%	9%	37%	20%	52%	24%	-2%	13%	-40%	12%	20%	24%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(8.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Physical location

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	19%	17%	14%	26%	19%	41%	29%	22%	16%	18%	25%	18%
Quite important	26%	28%	31%	16%	28%	29%	20%	21%	26%	25%	27%	25%
Neither important nor unimportant	18%	15%	12%	29%	27%	16%	12%	38%	21%	17%	18%	15%
Somewhat unimportant	8%	6%	7%	13%	8%	12%	26%	11%	4%	13%	6%	9%
Very unimportant	26%	32%	35%	16%	18%	1%	12%	8%	29%	25%	23%	29%
Don't Know	3%	3%	1%	0%	0%	0%	0%	0%	3%	3%	2%	4%
Total Important:	45%	44%	45%	43%	47%	70%	50%	43%	42%	42%	52%	43%
Total Unimportant:	35%	38%	41%	29%	26%	13%	38%	19%	33%	38%	29%	38%
Net:	10%	6%	4%	14%	21%	57%	12%	25%	9%	4%	23%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(9.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Local advertising

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	14%	21%	12%	13%	23%	11%	19%	31%	32%	59%	32%	9%	13%	10%
Quite important	23%	21%	32%	21%	25%	21%	32%	31%	42%	0%	19%	28%	28%	21%
Neither important nor unimportant	18%	35%	17%	17%	19%	19%	19%	14%	10%	18%	20%	26%	20%	15%
Somewhat unimportant	15%	6%	6%	18%	14%	16%	12%	8%	6%	14%	21%	16%	5%	18%
Very unimportant	27%	11%	29%	28%	15%	30%	14%	14%	6%	9%	7%	13%	31%	35%
Don't Know	3%	7%	3%	3%	5%	3%	4%	2%	4%	0%	0%	7%	3%	2%
Total Important:	37%	41%	45%	35%	48%	32%	51%	62%	75%	59%	52%	37%	41%	31%
Total Unimportant:	42%	17%	35%	46%	28%	46%	27%	22%	12%	22%	28%	30%	36%	52%
Net:	-5%	24%	10%	-11%	19%	-13%	24%	40%	63%	37%	23%	7%	5%	-22%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(9.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Local advertising

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	14%	22%	13%	4%	27%	31%	21%	14%	6%	7%	7%	15%	24%	29%
Quite important	23%	30%	23%	39%	10%	12%	33%	34%	21%	31%	38%	25%	23%	14%
Neither important nor unimportant	18%	38%	17%	2%	32%	15%	21%	12%	18%	19%	14%	13%	22%	23%
Somewhat unimportant	15%	1%	16%	0%	5%	15%	11%	13%	18%	16%	14%	16%	17%	17%
Very unimportant	27%	10%	28%	54%	27%	20%	13%	22%	34%	28%	26%	24%	15%	18%
Don't Know	3%	0%	3%	0%	0%	6%	1%	4%	3%	0%	0%	7%	0%	0%
Total Important:	37%	51%	36%	44%	36%	43%	54%	48%	27%	38%	46%	39%	47%	42%
Total Unimportant:	42%	11%	44%	54%	32%	35%	24%	36%	52%	43%	40%	40%	31%	35%
Net:	-5%	40%	-8%	-11%	4%	8%	30%	13%	-25%	-6%	5%	0%	16%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(9.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Local advertising

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	14%	15%	13%	3%	5%	32%	18%	13%	14%	15%	16%	9%
Quite important	23%	22%	22%	41%	27%	27%	12%	14%	26%	15%	29%	24%
Neither important nor unimportant	18%	18%	10%	24%	37%	12%	17%	30%	14%	19%	22%	19%
Somewhat unimportant	15%	16%	20%	10%	14%	5%	16%	16%	13%	18%	12%	16%
Very unimportant	27%	25%	32%	22%	12%	24%	37%	27%	32%	25%	21%	30%
Don't Know	3%	4%	3%	0%	4%	0%	0%	0%	1%	7%	0%	2%
Total Important:	37%	37%	35%	43%	31%	59%	29%	27%	40%	31%	45%	33%
Total Unimportant:	42%	41%	52%	32%	27%	28%	54%	42%	45%	43%	33%	45%
Net:	-5%	-4%	-17%	11%	5%	31%	-24%	-15%	-5%	-12%	12%	-13%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(10.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Online search engines

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	21%	25%	23%	20%	29%	20%	16%	35%	39%	12%	26%	29%	20%	17%
Quite important	33%	47%	32%	32%	40%	31%	45%	40%	34%	65%	39%	33%	40%	29%
Neither important nor unimportant	18%	20%	20%	17%	11%	17%	24%	14%	15%	0%	24%	20%	14%	18%
Somewhat unimportant	7%	4%	8%	7%	5%	7%	11%	5%	4%	0%	1%	7%	4%	10%
Very unimportant	19%	2%	18%	21%	11%	23%	3%	3%	6%	9%	10%	11%	22%	23%
Don't Know	3%	1%	0%	3%	4%	3%	2%	2%	2%	14%	0%	1%	0%	3%
Total Important:	54%	72%	55%	52%	69%	51%	60%	76%	73%	78%	65%	61%	60%	46%
Total Unimportant:	26%	7%	26%	28%	16%	29%	14%	8%	10%	9%	11%	18%	26%	33%
Net:	28%	66%	29%	24%	53%	22%	47%	68%	63%	69%	54%	44%	34%	13%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(10.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Online search engines

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	21%	40%	21%	43%	46%	19%	16%	23%	21%	13%	2%	27%	15%	13%
Quite important	33%	18%	33%	13%	35%	36%	56%	36%	23%	42%	40%	32%	34%	41%
Neither important nor unimportant	18%	28%	17%	13%	5%	26%	12%	10%	18%	23%	14%	8%	34%	38%
Somewhat unimportant	7%	5%	7%	21%	5%	12%	6%	8%	6%	1%	10%	19%	3%	0%
Very unimportant	19%	10%	19%	10%	9%	8%	5%	16%	29%	21%	33%	11%	15%	8%
Don't Know	3%	0%	2%	0%	0%	0%	4%	7%	2%	0%	0%	4%	0%	0%
Total Important:	54%	57%	54%	56%	82%	54%	72%	59%	45%	55%	42%	59%	48%	54%
Total Unimportant:	26%	15%	27%	31%	14%	19%	12%	24%	35%	22%	43%	29%	18%	8%
Net:	28%	43%	27%	26%	68%	35%	60%	36%	9%	33%	-1%	30%	30%	46%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(10.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Online search engines

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	21%	20%	14%	22%	20%	37%	28%	19%	18%	25%	22%	14%
Quite important	33%	33%	29%	33%	38%	31%	51%	36%	29%	38%	31%	33%
Neither important nor unimportant	18%	16%	18%	16%	27%	18%	10%	33%	12%	18%	20%	18%
Somewhat unimportant	7%	6%	7%	12%	10%	4%	8%	4%	9%	5%	7%	10%
Very unimportant	19%	22%	31%	13%	4%	9%	2%	9%	28%	12%	20%	20%
Don't Know	3%	3%	1%	3%	0%	0%	0%	0%	4%	2%	0%	4%
Total Important:	54%	54%	43%	55%	58%	68%	80%	54%	47%	64%	53%	47%
Total Unimportant:	26%	27%	38%	26%	15%	13%	10%	13%	37%	17%	27%	30%
Net:	28%	26%	5%	30%	43%	55%	69%	41%	10%	47%	27%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(11.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Online maps

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	8%	16%	14%	6%	10%	6%	19%	18%	30%	0%	17%	14%	8%	5%
Quite important	19%	35%	23%	16%	25%	16%	25%	39%	31%	0%	15%	25%	19%	17%
Neither important nor unimportant	20%	32%	22%	18%	17%	20%	22%	20%	23%	31%	17%	24%	13%	22%
Somewhat unimportant	13%	6%	12%	14%	16%	13%	15%	9%	9%	35%	1%	12%	18%	13%
Very unimportant	36%	10%	29%	40%	27%	41%	16%	12%	6%	21%	45%	18%	37%	42%
Don't Know	4%	1%	0%	5%	6%	5%	3%	3%	1%	14%	4%	7%	4%	2%
Total Important:	27%	51%	37%	22%	34%	22%	44%	57%	61%	0%	33%	39%	28%	22%
Total Unimportant:	49%	16%	41%	54%	43%	54%	31%	20%	15%	56%	46%	30%	55%	54%
Net:	-22%	34%	-4%	-32%	-9%	-32%	12%	36%	46%	-56%	-13%	9%	-27%	-32%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(11.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Online maps

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	8%	9%	8%	5%	21%	11%	16%	8%	1%	6%	12%	17%	19%	0%
Quite important	19%	32%	17%	11%	13%	27%	26%	19%	19%	31%	5%	16%	15%	14%
Neither important nor unimportant	20%	45%	20%	23%	16%	17%	28%	25%	18%	6%	17%	19%	29%	12%
Somewhat unimportant	13%	11%	14%	0%	0%	20%	6%	10%	15%	23%	18%	14%	6%	40%
Very unimportant	36%	3%	37%	51%	37%	24%	18%	34%	44%	33%	36%	34%	31%	35%
Don't Know	4%	0%	4%	10%	14%	0%	6%	3%	3%	0%	12%	0%	0%	0%
Total Important:	27%	40%	25%	16%	34%	38%	42%	28%	20%	37%	17%	33%	34%	14%
Total Unimportant:	49%	15%	51%	51%	37%	44%	24%	44%	59%	56%	54%	49%	37%	75%
Net:	-22%	26%	-26%	-36%	-3%	-6%	18%	-16%	-39%	-19%	-37%	-16%	-4%	-61%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(11.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . Online maps

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	8%	5%	5%	2%	1%	35%	29%	6%	7%	10%	7%	7%
Quite important	19%	15%	23%	29%	17%	18%	16%	25%	16%	22%	19%	16%
Neither important nor unimportant	20%	16%	15%	29%	30%	26%	13%	28%	21%	19%	24%	14%
Somewhat unimportant	13%	12%	13%	21%	18%	7%	15%	22%	13%	9%	12%	22%
Very unimportant	36%	46%	42%	18%	29%	13%	27%	19%	41%	32%	36%	37%
Don't Know	4%	7%	3%	0%	4%	2%	0%	0%	3%	7%	2%	4%
Total Important:	27%	20%	28%	31%	19%	53%	44%	31%	23%	33%	26%	23%
Total Unimportant:	49%	57%	55%	39%	47%	20%	42%	41%	54%	42%	48%	59%
Net:	-22%	-37%	-27%	-8%	-29%	33%	2%	-9%	-31%	-9%	-22%	-36%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(12.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Paid search advertising

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	10%	13%	16%	9%	12%	8%	16%	30%	26%	0%	10%	16%	14%	7%
Quite important	24%	41%	27%	21%	34%	19%	45%	36%	36%	37%	37%	33%	30%	16%
Neither important nor unimportant	17%	25%	27%	14%	14%	17%	21%	13%	23%	0%	14%	24%	7%	21%
Somewhat unimportant	12%	10%	4%	14%	17%	12%	12%	10%	6%	22%	7%	8%	9%	14%
Very unimportant	34%	9%	26%	38%	19%	40%	6%	9%	7%	27%	29%	19%	37%	40%
Don't Know	3%	1%	0%	4%	4%	4%	0%	2%	2%	14%	4%	0%	3%	3%
Total Important:	34%	55%	43%	30%	46%	27%	61%	66%	62%	37%	46%	49%	44%	23%
Total Unimportant:	46%	19%	30%	52%	36%	52%	18%	19%	13%	49%	36%	27%	46%	54%
Net:	-11%	35%	13%	-22%	10%	-25%	43%	47%	49%	-12%	11%	21%	-2%	-31%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(12.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Paid search advertising

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	10%	9%	11%	16%	35%	11%	12%	8%	7%	4%	10%	17%	16%	12%
Quite important	24%	57%	23%	9%	1%	23%	26%	29%	19%	52%	28%	32%	28%	30%
Neither important nor unimportant	17%	23%	18%	14%	27%	23%	32%	16%	14%	7%	22%	13%	15%	21%
Somewhat unimportant	12%	1%	13%	21%	11%	13%	11%	5%	16%	11%	7%	11%	10%	1%
Very unimportant	34%	10%	33%	41%	26%	24%	13%	41%	42%	25%	28%	28%	32%	37%
Don't Know	3%	0%	3%	0%	0%	6%	6%	0%	2%	0%	5%	0%	0%	0%
Total Important:	34%	66%	34%	25%	36%	34%	38%	37%	26%	56%	38%	49%	43%	41%
Total Unimportant:	46%	12%	46%	61%	36%	37%	24%	46%	58%	36%	35%	38%	42%	38%
Net:	-11%	54%	-13%	-36%	0%	-3%	13%	-9%	-32%	20%	3%	11%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(12.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Paid search advertising

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	10%	11%	8%	6%	7%	24%	19%	19%	4%	17%	12%	4%
Quite important	24%	24%	20%	15%	38%	40%	58%	24%	21%	23%	30%	21%
Neither important nor unimportant	17%	8%	18%	30%	29%	22%	18%	41%	17%	19%	16%	16%
Somewhat unimportant	12%	12%	10%	24%	7%	6%	3%	4%	13%	11%	13%	12%
Very unimportant	34%	39%	43%	25%	19%	9%	2%	12%	44%	26%	28%	43%
Don't Know	3%	5%	1%	0%	0%	0%	0%	0%	1%	4%	2%	4%
Total Important:	34%	35%	28%	22%	46%	64%	77%	43%	25%	40%	42%	25%
Total Unimportant:	46%	51%	53%	49%	26%	15%	6%	16%	57%	37%	41%	55%
Net:	-11%	-17%	-25%	-27%	20%	49%	71%	28%	-32%	3%	1%	-29%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(13.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Through a dedicated app

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	7%	19%	12%	5%	9%	4%	19%	20%	35%	0%	13%	10%	5%	5%
Quite important	11%	13%	20%	9%	10%	8%	24%	33%	27%	21%	12%	15%	9%	10%
Neither important nor unimportant	21%	42%	21%	19%	18%	21%	25%	21%	22%	12%	28%	35%	18%	18%
Somewhat unimportant	10%	13%	7%	11%	11%	11%	9%	7%	5%	0%	0%	10%	11%	13%
Very unimportant	43%	12%	37%	48%	42%	49%	19%	17%	10%	41%	43%	25%	50%	48%
Don't Know	7%	1%	3%	9%	10%	8%	4%	3%	1%	26%	4%	5%	8%	6%
Total Important:	18%	32%	32%	14%	19%	11%	43%	53%	62%	21%	25%	25%	14%	16%
Total Unimportant:	53%	25%	44%	58%	53%	60%	29%	24%	15%	41%	43%	35%	60%	60%
Net:	-35%	7%	-12%	-45%	-34%	-48%	14%	29%	47%	-19%	-17%	-10%	-46%	-45%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(13.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Through a dedicated app

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	7%	7%	7%	27%	22%	5%	8%	12%	2%	6%	2%	12%	15%	0%
Quite important	11%	38%	10%	7%	16%	7%	24%	13%	6%	30%	0%	21%	4%	34%
Neither important nor unimportant	21%	44%	20%	16%	13%	37%	18%	20%	18%	6%	46%	16%	39%	18%
Somewhat unimportant	10%	1%	11%	0%	0%	13%	15%	1%	13%	7%	7%	6%	11%	12%
Very unimportant	43%	9%	45%	51%	40%	25%	23%	47%	53%	52%	45%	45%	31%	37%
Don't Know	7%	0%	7%	0%	9%	13%	12%	7%	8%	0%	0%	0%	0%	0%
Total Important:	18%	45%	16%	34%	38%	12%	31%	25%	8%	36%	2%	33%	19%	34%
Total Unimportant:	53%	11%	56%	51%	40%	38%	38%	48%	66%	58%	51%	51%	42%	48%
Net:	-35%	35%	-40%	-17%	-2%	-26%	-7%	-22%	-58%	-22%	-49%	-18%	-23%	-15%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(13.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Through a dedicated app

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	7%	3%	5%	6%	8%	23%	39%	12%	2%	9%	12%	3%
Quite important	11%	8%	3%	14%	23%	27%	15%	19%	9%	11%	16%	8%
Neither important nor unimportant	21%	22%	21%	28%	33%	11%	13%	30%	20%	24%	16%	19%
Somewhat unimportant	10%	9%	17%	3%	5%	6%	14%	3%	8%	7%	9%	20%
Very unimportant	43%	47%	47%	49%	27%	30%	19%	35%	56%	39%	37%	43%
Don't Know	7%	10%	7%	0%	4%	3%	0%	0%	4%	9%	9%	6%
Total Important:	18%	11%	8%	19%	31%	50%	54%	32%	11%	21%	28%	12%
Total Unimportant:	53%	57%	64%	53%	32%	36%	33%	38%	64%	46%	47%	63%
Net:	-35%	-46%	-56%	-33%	-1%	14%	21%	-6%	-53%	-25%	-19%	-51%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(14.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Social network advertising

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	23%	29%	25%	23%	38%	22%	27%	39%	41%	35%	42%	33%	16%	20%
Quite important	29%	43%	34%	27%	26%	27%	41%	37%	34%	43%	32%	33%	40%	23%
Neither important nor unimportant	15%	13%	16%	15%	10%	15%	17%	11%	10%	0%	1%	8%	14%	21%
Somewhat unimportant	11%	9%	6%	13%	12%	12%	12%	5%	6%	14%	15%	12%	7%	13%
Very unimportant	18%	5%	16%	20%	11%	22%	2%	7%	7%	9%	10%	7%	19%	24%
Don't Know	3%	1%	2%	3%	3%	3%	2%	2%	2%	0%	0%	7%	4%	0%
Total Important:	53%	72%	59%	49%	64%	49%	68%	76%	75%	78%	74%	66%	56%	42%
Total Unimportant:	30%	14%	23%	33%	23%	34%	13%	12%	13%	22%	25%	19%	26%	37%
Net:	23%	58%	36%	16%	42%	15%	55%	64%	62%	55%	49%	47%	29%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(14.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . Social network advertising

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	23%	24%	24%	16%	42%	22%	22%	36%	18%	18%	19%	24%	32%	39%
Quite important	29%	39%	27%	27%	40%	26%	43%	23%	21%	36%	34%	39%	30%	40%
Neither important nor unimportant	15%	10%	16%	6%	5%	28%	17%	13%	15%	21%	19%	6%	24%	1%
Somewhat unimportant	11%	17%	12%	21%	14%	17%	17%	8%	13%	7%	5%	18%	0%	8%
Very unimportant	18%	11%	19%	31%	0%	0%	0%	20%	30%	19%	24%	13%	15%	12%
Don't Know	3%	0%	2%	0%	0%	6%	1%	0%	2%	0%	0%	0%	0%	0%
Total Important:	53%	62%	51%	42%	82%	48%	65%	60%	40%	54%	52%	63%	62%	79%
Total Unimportant:	30%	28%	31%	51%	14%	18%	17%	28%	43%	25%	28%	31%	15%	20%
Net:	23%	35%	20%	-9%	68%	30%	48%	32%	-4%	29%	24%	32%	47%	59%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(14.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Social network advertising

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	23%	28%	20%	13%	16%	31%	39%	30%	23%	23%	28%	17%
Quite important	29%	26%	29%	32%	38%	37%	38%	18%	25%	36%	24%	29%
Neither important nor unimportant	15%	11%	12%	27%	23%	13%	9%	35%	14%	13%	15%	20%
Somewhat unimportant	11%	12%	16%	13%	9%	12%	12%	4%	10%	11%	15%	12%
Very unimportant	18%	22%	22%	15%	10%	7%	3%	13%	28%	13%	18%	17%
Don't Know	3%	1%	2%	0%	4%	0%	0%	0%	0%	4%	0%	6%
Total Important:	53%	54%	48%	45%	54%	68%	76%	47%	49%	59%	51%	45%
Total Unimportant:	30%	34%	38%	28%	18%	19%	15%	17%	37%	24%	33%	28%
Net:	23%	20%	11%	18%	36%	50%	62%	30%	11%	35%	18%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(15.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . Other online advertising

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	15%	20%	18%	14%	25%	13%	23%	24%	38%	48%	36%	25%	11%	7%
Quite important	27%	39%	36%	24%	31%	24%	40%	46%	32%	12%	40%	31%	24%	26%
Neither important nor unimportant	19%	26%	16%	19%	15%	19%	20%	17%	21%	12%	7%	15%	25%	22%
Somewhat unimportant	9%	4%	11%	9%	9%	9%	9%	7%	2%	0%	6%	12%	6%	10%
Very unimportant	25%	6%	19%	28%	15%	30%	6%	4%	6%	9%	7%	13%	31%	31%
Don't Know	5%	4%	0%	6%	6%	5%	3%	2%	1%	18%	4%	4%	3%	4%
Total Important:	42%	59%	55%	37%	56%	36%	62%	70%	70%	61%	76%	56%	35%	33%
Total Unimportant:	34%	10%	30%	38%	24%	39%	15%	10%	8%	9%	13%	25%	37%	42%
Net:	8%	49%	25%	-1%	32%	-3%	48%	60%	62%	52%	63%	31%	-2%	-9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(15.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . Other online advertising

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	15%	14%	14%	13%	18%	13%	19%	22%	10%	10%	10%	22%	19%	29%
Quite important	27%	51%	26%	21%	55%	13%	43%	29%	17%	45%	38%	38%	28%	49%
Neither important nor unimportant	19%	8%	20%	34%	17%	41%	14%	17%	21%	16%	0%	14%	24%	1%
Somewhat unimportant	9%	1%	10%	0%	5%	12%	6%	6%	11%	0%	11%	7%	10%	21%
Very unimportant	25%	25%	26%	31%	5%	15%	9%	19%	39%	30%	38%	18%	15%	0%
Don't Know	5%	0%	4%	0%	0%	6%	9%	8%	1%	0%	2%	0%	4%	0%
Total Important:	42%	66%	41%	35%	74%	26%	62%	51%	27%	54%	48%	61%	47%	78%
Total Unimportant:	34%	26%	35%	31%	10%	26%	15%	25%	51%	30%	50%	25%	25%	21%
Net:	8%	40%	6%	4%	64%	0%	47%	26%	-24%	25%	-2%	35%	22%	57%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(15.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Other online advertising

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	15%	16%	17%	9%	17%	24%	21%	11%	10%	19%	20%	9%
Quite important	27%	28%	17%	33%	44%	36%	50%	40%	24%	27%	29%	25%
Neither important nor unimportant	19%	17%	12%	29%	19%	29%	10%	32%	18%	19%	19%	23%
Somewhat unimportant	9%	5%	20%	9%	11%	2%	8%	8%	11%	10%	10%	5%
Very unimportant	25%	31%	32%	15%	9%	8%	11%	10%	34%	20%	19%	31%
Don't Know	5%	4%	1%	6%	0%	1%	0%	0%	4%	5%	4%	6%
Total Important:	42%	43%	35%	42%	61%	60%	71%	50%	33%	46%	49%	34%
Total Unimportant:	34%	36%	52%	24%	19%	10%	19%	18%	44%	30%	28%	36%
Net:	8%	7%	-18%	19%	42%	50%	52%	32%	-11%	16%	21%	-2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(16.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Print advertising

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	6%	15%	13%	4%	11%	4%	17%	16%	30%	12%	20%	4%	8%	4%
Quite important	18%	24%	25%	16%	20%	15%	27%	37%	34%	47%	15%	25%	18%	14%
Neither important nor unimportant	18%	22%	26%	16%	22%	19%	17%	20%	15%	0%	20%	24%	19%	17%
Somewhat unimportant	21%	19%	13%	23%	24%	21%	24%	9%	10%	14%	21%	12%	22%	23%
Very unimportant	33%	16%	23%	38%	20%	38%	13%	16%	7%	27%	24%	27%	28%	40%
Don't Know	3%	4%	0%	3%	3%	3%	2%	2%	3%	0%	0%	7%	5%	1%
Total Important:	24%	39%	38%	20%	31%	19%	45%	53%	64%	59%	35%	30%	26%	18%
Total Unimportant:	54%	35%	36%	60%	43%	59%	37%	25%	17%	41%	45%	39%	50%	64%
Net:	-30%	4%	2%	-40%	-12%	-40%	8%	28%	47%	19%	-10%	-9%	-24%	-46%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(16.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Print advertising

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	6%	28%	5%	7%	19%	2%	6%	11%	3%	15%	2%	10%	13%	0%
Quite important	18%	38%	17%	7%	19%	10%	34%	20%	11%	23%	27%	25%	40%	12%
Neither important nor unimportant	18%	3%	19%	24%	32%	23%	22%	17%	19%	15%	13%	13%	17%	14%
Somewhat unimportant	21%	17%	22%	0%	25%	26%	22%	25%	20%	28%	22%	13%	8%	37%
Very unimportant	33%	14%	34%	61%	5%	26%	15%	24%	46%	19%	36%	40%	21%	38%
Don't Know	3%	0%	3%	0%	0%	13%	1%	4%	1%	0%	0%	0%	0%	0%
Total Important:	24%	67%	22%	14%	39%	12%	41%	30%	14%	37%	29%	35%	53%	12%
Total Unimportant:	54%	31%	56%	62%	29%	52%	37%	49%	66%	48%	58%	52%	29%	75%
Net:	-30%	36%	-34%	-47%	9%	-40%	4%	-19%	-52%	-11%	-28%	-17%	24%	-63%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(16.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : Print advertising

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	6%	5%	4%	0%	5%	28%	15%	12%	5%	7%	13%	0%
Quite important	18%	18%	15%	19%	34%	21%	19%	17%	16%	16%	17%	24%
Neither important nor unimportant	18%	16%	13%	26%	27%	22%	9%	25%	20%	17%	22%	15%
Somewhat unimportant	21%	18%	27%	19%	28%	17%	32%	31%	17%	22%	18%	26%
Very unimportant	33%	38%	41%	37%	6%	12%	25%	15%	40%	33%	30%	31%
Don't Know	3%	4%	0%	0%	0%	0%	0%	0%	1%	5%	0%	4%
Total Important:	24%	23%	18%	19%	39%	49%	33%	29%	21%	22%	30%	24%
Total Unimportant:	54%	56%	68%	55%	34%	29%	57%	46%	58%	55%	48%	57%
Net:	-30%	-33%	-50%	-36%	5%	20%	-24%	-17%	-37%	-33%	-18%	-33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(17.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Television advertising

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	5%	17%	9%	3%	6%	2%	17%	18%	25%	0%	16%	5%	7%	2%
Quite important	8%	20%	20%	4%	6%	4%	21%	28%	37%	12%	8%	14%	9%	5%
Neither important nor unimportant	9%	18%	7%	9%	12%	8%	15%	16%	14%	12%	1%	25%	8%	5%
Somewhat unimportant	10%	6%	12%	10%	11%	9%	13%	10%	12%	9%	7%	12%	11%	8%
Very unimportant	62%	34%	43%	69%	58%	70%	29%	24%	12%	53%	61%	37%	52%	76%
Don't Know	6%	4%	8%	6%	7%	6%	6%	4%	1%	14%	6%	7%	11%	3%
Total Important:	13%	37%	30%	7%	12%	6%	38%	46%	61%	12%	24%	19%	17%	7%
Total Unimportant:	72%	40%	55%	79%	69%	80%	42%	33%	24%	62%	69%	49%	64%	84%
Net:	-59%	-2%	-25%	-72%	-57%	-74%	-4%	13%	37%	-49%	-45%	-30%	-47%	-77%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(17.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Television advertising

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	5%	6%	4%	5%	24%	5%	2%	7%	1%	7%	12%	6%	13%	0%
Quite important	8%	22%	7%	7%	12%	5%	17%	13%	6%	20%	5%	6%	0%	13%
Neither important nor unimportant	9%	30%	9%	15%	14%	19%	11%	10%	4%	8%	15%	11%	16%	13%
Somewhat unimportant	10%	29%	10%	3%	14%	7%	19%	4%	14%	4%	7%	12%	4%	0%
Very unimportant	62%	10%	63%	71%	36%	58%	46%	57%	71%	60%	59%	58%	63%	63%
Don't Know	6%	4%	7%	0%	0%	6%	4%	9%	4%	0%	2%	7%	4%	12%
Total Important:	13%	28%	11%	11%	36%	10%	20%	20%	6%	27%	17%	12%	13%	13%
Total Unimportant:	72%	38%	73%	74%	50%	65%	65%	61%	85%	65%	66%	69%	67%	63%
Net:	-59%	-11%	-62%	-63%	-14%	-55%	-45%	-41%	-78%	-38%	-49%	-57%	-54%	-50%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(17.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : Television advertising

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	5%	3%	1%	3%	6%	22%	25%	10%	2%	8%	6%	1%
Quite important	8%	5%	5%	9%	15%	23%	8%	18%	6%	6%	12%	11%
Neither important nor unimportant	9%	6%	6%	15%	18%	14%	12%	22%	9%	10%	13%	4%
Somewhat unimportant	10%	11%	16%	6%	9%	6%	2%	7%	7%	13%	7%	10%
Very unimportant	62%	68%	63%	68%	47%	31%	52%	42%	70%	56%	59%	66%
Don't Know	6%	7%	8%	0%	5%	4%	0%	0%	6%	6%	4%	8%
Total Important:	13%	8%	6%	12%	22%	45%	34%	28%	8%	14%	18%	12%
Total Unimportant:	72%	79%	79%	73%	56%	37%	54%	49%	77%	69%	66%	76%
Net:	-59%	-72%	-73%	-62%	-34%	8%	-21%	-21%	-69%	-54%	-48%	-64%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(18.A) How important would you say each of the following are as ways customers/clients find your business? Would you say . . . : E-mail advertising

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very important	10%	20%	13%	9%	15%	8%	18%	21%	26%	0%	13%	8%	16%	9%
Quite important	27%	33%	42%	23%	27%	24%	41%	34%	35%	37%	30%	45%	28%	19%
Neither important nor unimportant	21%	23%	11%	23%	21%	22%	14%	17%	21%	9%	25%	19%	16%	24%
Somewhat unimportant	14%	8%	12%	15%	14%	14%	15%	12%	10%	18%	10%	9%	13%	16%
Very unimportant	26%	14%	21%	28%	19%	29%	12%	12%	6%	22%	22%	17%	25%	31%
Don't Know	2%	2%	0%	3%	3%	3%	0%	4%	2%	14%	0%	2%	2%	1%
Total Important:	37%	53%	55%	31%	42%	32%	59%	55%	61%	37%	43%	53%	44%	28%
Total Unimportant:	40%	22%	33%	43%	34%	43%	27%	25%	16%	41%	32%	26%	39%	47%
Net:	-3%	31%	22%	-11%	9%	-11%	32%	31%	45%	-4%	11%	28%	5%	-19%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(18.B) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : E-mail advertising

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very important	10%	2%	11%	20%	24%	11%	8%	13%	5%	12%	29%	20%	13%	1%
Quite important	27%	57%	25%	24%	16%	30%	27%	25%	21%	45%	16%	34%	20%	53%
Neither important nor unimportant	21%	6%	21%	3%	35%	29%	41%	22%	20%	20%	5%	9%	35%	12%
Somewhat unimportant	14%	22%	14%	0%	16%	10%	10%	13%	20%	4%	16%	11%	6%	9%
Very unimportant	26%	13%	27%	53%	9%	19%	7%	27%	34%	19%	33%	27%	25%	25%
Don't Know	2%	0%	2%	0%	0%	1%	6%	0%	1%	0%	0%	0%	0%	0%
Total Important:	37%	59%	36%	44%	40%	41%	36%	38%	26%	57%	45%	54%	33%	54%
Total Unimportant:	40%	36%	41%	53%	25%	29%	17%	41%	53%	23%	50%	37%	32%	35%
Net:	-3%	23%	-5%	-10%	15%	12%	18%	-3%	-28%	34%	-4%	16%	2%	19%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(18.C) How important would you say each of the following are as ways customers/clients find your business? Would you say . . : E-mail advertising

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very important	10%	9%	9%	6%	6%	24%	32%	14%	7%	15%	11%	5%
Quite important	27%	25%	28%	19%	39%	37%	33%	25%	20%	30%	28%	26%
Neither important nor unimportant	21%	20%	18%	34%	30%	14%	17%	24%	17%	20%	30%	19%
Somewhat unimportant	14%	10%	17%	16%	17%	12%	15%	15%	17%	14%	8%	16%
Very unimportant	26%	34%	28%	20%	8%	13%	2%	20%	39%	19%	23%	26%
Don't Know	2%	2%	0%	4%	0%	0%	0%	2%	0%	2%	0%	8%
Total Important:	37%	34%	37%	26%	45%	61%	65%	39%	27%	45%	39%	31%
Total Unimportant:	40%	44%	45%	36%	25%	25%	18%	35%	56%	33%	31%	42%
Net:	-3%	-11%	-8%	-11%	20%	36%	47%	4%	-29%	12%	8%	-11%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(19.A) What proportion of your total customers would you estimate come through online search and/or paid search advertising?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
None	20%	0%	14%	24%	13%	24%	3%	1%	5%	21%	19%	13%	18%	24%
1-5%	16%	7%	18%	17%	15%	17%	15%	7%	4%	26%	4%	8%	21%	19%
6-10%	11%	14%	11%	10%	9%	10%	17%	9%	6%	0%	22%	5%	8%	13%
11-20%	13%	15%	9%	14%	16%	13%	18%	13%	14%	9%	20%	20%	15%	10%
21-30%	11%	29%	14%	8%	9%	8%	22%	25%	9%	12%	13%	12%	13%	8%
31-40%	5%	9%	8%	4%	6%	4%	10%	9%	12%	0%	8%	12%	3%	3%
41-50%	3%	1%	3%	4%	4%	4%	2%	0%	15%	0%	0%	5%	0%	5%
51-60%	6%	5%	7%	5%	7%	6%	4%	8%	13%	32%	7%	4%	9%	3%
61-70%	1%	1%	1%	1%	1%	1%	2%	7%	3%	0%	0%	2%	1%	1%
71-80%	3%	2%	1%	3%	5%	2%	4%	4%	7%	0%	0%	7%	3%	2%
81-90%	2%	3%	1%	2%	3%	1%	0%	10%	5%	0%	5%	2%	3%	1%
91-100%	3%	3%	7%	2%	4%	3%	2%	2%	4%	0%	0%	4%	4%	2%
Don't know	7%	11%	5%	6%	8%	8%	2%	4%	4%	0%	3%	7%	1%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(19.B) What proportion of your total customers would you estimate come through online search and/or paid search advertising?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
None	20%	3%	21%	21%	19%	5%	9%	24%	29%	20%	14%	18%	15%	17%
1-5%	16%	4%	16%	31%	9%	23%	23%	7%	16%	14%	21%	6%	18%	36%
6-10%	11%	6%	11%	0%	21%	3%	12%	20%	10%	15%	14%	8%	0%	25%
11-20%	13%	36%	14%	10%	1%	38%	12%	18%	12%	7%	22%	10%	9%	0%
21-30%	11%	44%	9%	0%	0%	13%	11%	10%	8%	20%	7%	23%	17%	0%
31-40%	5%	1%	5%	0%	13%	8%	11%	3%	4%	0%	10%	6%	0%	1%
41-50%	3%	1%	3%	0%	7%	0%	0%	8%	3%	6%	0%	4%	6%	0%
51-60%	6%	1%	5%	0%	14%	1%	9%	1%	5%	0%	0%	14%	11%	1%
61-70%	1%	0%	1%	0%	2%	1%	1%	1%	2%	0%	0%	4%	0%	0%
71-80%	3%	0%	3%	3%	0%	0%	10%	5%	1%	0%	7%	0%	10%	8%
81-90%	2%	1%	2%	19%	0%	3%	0%	0%	1%	0%	0%	0%	0%	0%
91-100%	3%	1%	3%	4%	6%	0%	0%	0%	3%	9%	0%	7%	0%	12%
Don't know	7%	1%	6%	13%	7%	6%	1%	3%	6%	9%	5%	0%	13%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(19.C) What proportion of your total customers would you estimate come through online search and/or paid search advertising?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
None	20%	26%	23%	23%	7%	9%	0%	1%	27%	13%	20%	26%
1-5%	16%	16%	18%	11%	32%	13%	10%	16%	22%	15%	14%	14%
6-10%	11%	11%	8%	10%	7%	19%	23%	4%	6%	11%	14%	13%
11-20%	13%	13%	20%	5%	6%	14%	4%	21%	14%	14%	11%	13%
21-30%	11%	7%	4%	28%	20%	19%	12%	7%	7%	11%	11%	11%
31-40%	5%	4%	8%	0%	14%	5%	16%	6%	2%	7%	7%	4%
41-50%	3%	4%	6%	0%	0%	2%	1%	2%	5%	2%	7%	2%
51-60%	6%	6%	2%	5%	4%	12%	13%	5%	1%	7%	5%	8%
61-70%	1%	2%	0%	0%	1%	0%	7%	2%	0%	3%	1%	0%
71-80%	3%	3%	2%	4%	0%	4%	1%	8%	2%	2%	7%	0%
81-90%	2%	2%	3%	0%	0%	3%	1%	7%	1%	2%	1%	2%
91-100%	3%	3%	5%	0%	0%	0%	12%	3%	2%	5%	2%	0%
Don't know	7%	4%	1%	14%	9%	0%	0%	18%	11%	7%	2%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(20.A) Which, if any, of the following are the most effective ways your business connects with customers? Please select all that apply.

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
TikTok	9%	28%	12%	7%	10%	6%	23%	28%	25%	21%	38%	9%	9%	4%
Google Shopping free listings	6%	8%	7%	6%	10%	4%	10%	27%	18%	0%	4%	9%	12%	4%
Word of mouth	53%	37%	42%	56%	52%	58%	29%	36%	24%	39%	39%	43%	57%	59%
Through a dedicated app	5%	12%	6%	3%	5%	3%	8%	24%	10%	12%	2%	4%	4%	5%
Twitter	5%	7%	10%	3%	4%	3%	8%	15%	23%	12%	7%	7%	5%	3%
Your company website	42%	33%	46%	43%	45%	43%	38%	47%	38%	48%	39%	35%	40%	47%
Facebook	37%	38%	39%	37%	44%	37%	37%	41%	38%	21%	57%	45%	36%	33%
Google Search	34%	33%	42%	32%	36%	31%	44%	49%	46%	12%	34%	45%	38%	30%
E-mail	31%	37%	31%	31%	29%	31%	33%	28%	33%	52%	29%	22%	35%	32%
Ebay	3%	1%	9%	2%	2%	1%	9%	13%	13%	0%	10%	3%	7%	0%
Instagram	26%	28%	25%	26%	43%	26%	26%	30%	29%	65%	35%	32%	20%	23%
Google Maps / Google Business Profile / Google My Business / Google Reviews	14%	13%	24%	11%	18%	14%	8%	23%	28%	0%	9%	19%	13%	14%
Google Reviews	12%	19%	16%	10%	14%	11%	8%	39%	26%	12%	1%	19%	17%	9%
YouTube	12%	28%	13%	10%	15%	6%	35%	40%	37%	12%	27%	22%	13%	5%
LinkedIn	11%	13%	12%	10%	8%	9%	18%	15%	23%	0%	20%	16%	11%	8%
Mastodon	1%	2%	3%	0%	1%	0%	2%	8%	2%	0%	0%	0%	1%	0%
Amazon Marketplace	1%	4%	3%	1%	2%	0%	3%	15%	14%	0%	4%	0%	3%	1%
Etsy	1%	0%	5%	1%	2%	0%	6%	3%	6%	0%	7%	3%	0%	0%
None of the above	6%	7%	7%	6%	6%	8%	2%	1%	3%	9%	0%	4%	1%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(20.B) Which, if any, of the following are the most effective ways your business connects with customers? Please select all that apply.

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
TikTok	9%	40%	8%	19%	26%	4%	9%	15%	6%	6%	2%	5%	13%	30%
Google Shopping free listings	6%	8%	7%	7%	10%	13%	2%	13%	4%	4%	0%	17%	4%	0%
Word of mouth	53%	10%	54%	70%	51%	81%	45%	61%	52%	42%	33%	48%	58%	29%
Through a dedicated app	5%	10%	4%	6%	3%	8%	3%	6%	3%	6%	0%	7%	6%	20%
Twitter	5%	11%	5%	7%	3%	7%	14%	2%	5%	4%	0%	0%	0%	17%
Your company website	42%	8%	44%	49%	73%	58%	57%	45%	37%	40%	16%	55%	32%	18%
Facebook	37%	64%	36%	60%	68%	34%	49%	41%	28%	40%	40%	34%	36%	55%
Google Search	34%	30%	36%	52%	50%	37%	29%	44%	31%	21%	24%	53%	13%	37%
E-mail	31%	38%	31%	50%	37%	34%	31%	32%	31%	29%	31%	37%	10%	29%
Ebay	3%	6%	2%	7%	2%	1%	6%	2%	0%	7%	10%	8%	0%	12%
Instagram	26%	50%	26%	27%	55%	25%	43%	19%	19%	28%	30%	19%	36%	20%
Google Maps / Google Business Profile / Google My Business / Google Reviews	14%	26%	14%	6%	26%	27%	18%	13%	10%	16%	0%	33%	9%	0%
Google Reviews	12%	28%	11%	12%	14%	19%	21%	20%	9%	12%	15%	8%	4%	13%
YouTube	12%	42%	11%	9%	33%	13%	13%	16%	8%	13%	2%	11%	7%	38%
LinkedIn	11%	1%	12%	5%	25%	27%	7%	15%	8%	13%	0%	10%	0%	25%
Mastodon	1%	6%	1%	6%	0%	0%	0%	1%	0%	5%	0%	1%	0%	0%
Amazon Marketplace	1%	4%	1%	6%	4%	3%	0%	1%	0%	3%	0%	5%	0%	0%
Etsy	1%	16%	1%	3%	0%	0%	0%	8%	1%	6%	0%	0%	0%	0%
None of the above	6%	0%	6%	0%	0%	0%	4%	11%	9%	0%	7%	6%	9%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(20.C) Which, if any, of the following are the most effective ways your business connects with customers? Please select all that apply.

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
TikTok	9%	8%	7%	9%	13%	26%	15%	9%	11%	8%	12%	7%
Google Shopping free listings	6%	4%	9%	4%	4%	12%	31%	20%	6%	7%	8%	4%
Word of mouth	53%	55%	55%	64%	53%	43%	29%	33%	57%	53%	39%	58%
Through a dedicated app	5%	1%	5%	8%	8%	5%	8%	21%	5%	4%	5%	5%
Twitter	5%	6%	4%	1%	7%	6%	5%	7%	2%	7%	5%	4%
Your company website	42%	40%	44%	43%	41%	53%	57%	45%	43%	43%	40%	44%
Facebook	37%	37%	33%	50%	43%	43%	29%	32%	35%	36%	36%	40%
Google Search	34%	29%	39%	25%	28%	51%	66%	40%	26%	42%	30%	34%
E-mail	31%	26%	32%	37%	48%	26%	34%	23%	23%	38%	34%	27%
Ebay	3%	2%	1%	4%	3%	11%	1%	8%	1%	4%	5%	0%
Instagram	26%	33%	21%	18%	29%	24%	26%	27%	26%	26%	27%	22%
Google Maps / Google Business Profile / Google My Business / Google Reviews	14%	11%	14%	23%	10%	20%	8%	16%	12%	16%	13%	13%
Google Reviews	12%	9%	13%	20%	19%	11%	13%	25%	8%	14%	6%	17%
YouTube	12%	10%	5%	3%	20%	30%	45%	32%	6%	15%	14%	10%
LinkedIn	11%	8%	13%	8%	26%	11%	48%	16%	7%	19%	5%	8%
Mastodon	1%	0%	2%	0%	1%	1%	0%	5%	0%	1%	0%	0%
Amazon Marketplace	1%	0%	0%	1%	1%	5%	3%	13%	1%	2%	2%	0%
Etsy	1%	1%	1%	0%	0%	9%	1%	2%	1%	0%	5%	0%
None of the above	6%	4%	9%	0%	2%	0%	0%	19%	9%	3%	11%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(21.A) As far as you are aware, does your business use any of the following Google products? : Chrome web browser

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	59%	56%	65%	58%	67%	59%	55%	70%	66%	56%	58%	60%	73%	54%
My business does not use this	36%	37%	30%	37%	32%	36%	41%	25%	25%	44%	30%	34%	27%	40%
Don't know	5%	8%	4%	5%	2%	5%	4%	5%	9%	0%	11%	6%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(21.B) As far as you are aware, does your business use any of the following Google products? : Chrome web browser

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	59%	66%	60%	52%	52%	66%	54%	55%	55%	66%	62%	69%	69%	65%
My business does not use this	36%	33%	34%	35%	48%	31%	38%	37%	39%	34%	38%	30%	22%	35%
Don't know	5%	1%	6%	13%	0%	3%	7%	8%	7%	0%	0%	1%	9%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(21.C) As far as you are aware, does your business use any of the following Google products? : Chrome web browser

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	59%	58%	62%	50%	62%	57%	89%	43%	52%	63%	62%	57%
My business does not use this	36%	39%	31%	44%	38%	38%	11%	36%	44%	27%	35%	43%
Don't know	5%	3%	7%	6%	0%	5%	0%	21%	4%	10%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(22.A) As far as you are aware, does your business use any of the following Google products? : Gmail

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	60%	60%	48%	63%	71%	62%	50%	62%	56%	91%	74%	63%	71%	52%
My business does not use this	35%	32%	47%	33%	27%	33%	46%	31%	36%	9%	23%	32%	25%	43%
Don't know	5%	8%	5%	5%	2%	5%	4%	7%	9%	0%	3%	5%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(22.B) As far as you are aware, does your business use any of the following Google products? : Gmail

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	60%	76%	60%	46%	83%	53%	60%	46%	59%	65%	45%	75%	63%	79%
My business does not use this	35%	23%	34%	44%	15%	46%	40%	45%	37%	35%	38%	23%	20%	21%
Don't know	5%	1%	5%	11%	2%	1%	0%	8%	4%	0%	17%	2%	17%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(22.C) As far as you are aware, does your business use any of the following Google products? : Gmail

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	60%	70%	60%	53%	67%	44%	51%	21%	57%	64%	57%	59%
My business does not use this	35%	26%	36%	38%	33%	51%	49%	56%	39%	29%	39%	38%
Don't know	5%	4%	4%	9%	0%	6%	0%	23%	4%	7%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(23.A) As far as you are aware, does your business use any of the following Google products? : Android

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	44%	52%	36%	45%	49%	44%	45%	54%	50%	37%	34%	51%	49%	43%
My business does not use this	49%	34%	55%	50%	47%	50%	47%	38%	36%	49%	63%	46%	48%	48%
Don't know	6%	13%	9%	5%	3%	6%	8%	8%	14%	14%	3%	3%	3%	9%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(23.B) As far as you are aware, does your business use any of the following Google products? : Android

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	44%	57%	45%	24%	52%	36%	43%	48%	47%	46%	55%	43%	42%	61%
My business does not use this	49%	19%	48%	73%	48%	61%	53%	46%	47%	54%	45%	39%	43%	38%
Don't know	6%	24%	7%	3%	0%	3%	4%	6%	6%	0%	0%	18%	15%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(23.C) As far as you are aware, does your business use any of the following Google products? : Android

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	44%	50%	39%	50%	26%	45%	60%	28%	48%	45%	43%	37%
My business does not use this	49%	45%	57%	50%	69%	43%	37%	45%	47%	47%	51%	57%
Don't know	6%	5%	5%	0%	5%	12%	3%	26%	6%	7%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(24.A) As far as you are aware, does your business use any of the following Google products? : Google Search

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	68%	68%	68%	69%	68%	68%	65%	85%	73%	86%	70%	65%	70%	68%
My business does not use this	27%	20%	24%	28%	26%	27%	27%	12%	18%	14%	30%	29%	29%	26%
Don't know	5%	11%	8%	4%	6%	4%	8%	2%	9%	0%	0%	7%	1%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(24.B) As far as you are aware, does your business use any of the following Google products? : Google Search

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	68%	86%	70%	70%	72%	74%	80%	75%	66%	71%	55%	57%	64%	100%
My business does not use this	27%	13%	26%	29%	28%	26%	13%	21%	29%	29%	45%	40%	28%	0%
Don't know	5%	1%	5%	1%	0%	0%	7%	4%	6%	0%	0%	4%	9%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(24.C) As far as you are aware, does your business use any of the following Google products? : Google Search

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	68%	67%	69%	83%	59%	64%	90%	59%	64%	70%	74%	63%
My business does not use this	27%	30%	30%	17%	32%	28%	9%	19%	31%	21%	26%	33%
Don't know	5%	4%	2%	0%	9%	8%	1%	22%	5%	8%	0%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(25.A) As far as you are aware, does your business use any of the following Google products? : Google Workspace (e.g. Google Docs, Gmail)

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	40%	55%	42%	38%	46%	37%	48%	59%	54%	26%	47%	55%	47%	31%
My business does not use this	54%	37%	50%	57%	50%	57%	46%	34%	36%	74%	49%	45%	47%	61%
Don't know	6%	8%	8%	5%	4%	6%	6%	6%	10%	0%	4%	0%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(25.B) As far as you are aware, does your business use any of the following Google products? : Google Workspace (e.g. Google Docs, Gmail)

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	40%	65%	39%	50%	60%	40%	38%	40%	34%	66%	48%	43%	47%	17%
My business does not use this	54%	32%	56%	48%	40%	53%	54%	53%	62%	34%	52%	53%	30%	82%
Don't know	6%	3%	6%	3%	0%	7%	8%	7%	5%	0%	0%	4%	23%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(25.C) As far as you are aware, does your business use any of the following Google products? : Google Workspace (e.g. Google Docs, Gmail)

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	40%	38%	42%	41%	61%	45%	62%	22%	32%	51%	36%	33%
My business does not use this	54%	58%	58%	46%	39%	48%	37%	51%	66%	40%	58%	63%
Don't know	6%	4%	0%	13%	0%	8%	0%	27%	2%	9%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(26.A) As far as you are aware, does your business use any of the following Google products? : Google Maps

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	53%	61%	55%	52%	55%	53%	53%	68%	51%	25%	42%	59%	59%	53%
My business does not use this	39%	19%	34%	42%	37%	39%	40%	26%	38%	75%	46%	35%	35%	39%
Don't know	8%	20%	10%	6%	8%	8%	8%	6%	11%	0%	11%	7%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(26.B) As far as you are aware, does your business use any of the following Google products? : Google Maps

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	53%	76%	54%	51%	48%	63%	60%	50%	56%	59%	41%	56%	57%	59%
My business does not use this	39%	23%	38%	45%	39%	35%	27%	44%	36%	41%	59%	44%	34%	29%
Don't know	8%	1%	8%	3%	13%	1%	13%	6%	8%	0%	0%	1%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(26.C) As far as you are aware, does your business use any of the following Google products? : Google Maps

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	53%	52%	56%	68%	48%	67%	60%	37%	54%	55%	51%	50%
My business does not use this	39%	43%	39%	28%	48%	26%	38%	37%	41%	32%	43%	47%
Don't know	8%	6%	5%	4%	4%	7%	2%	26%	4%	14%	7%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(27.A) As far as you are aware, does your business use any of the following Google products? : Google Business Profile / Google My Business

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	33%	59%	41%	28%	39%	28%	50%	64%	51%	12%	31%	47%	39%	28%
My business does not use this	59%	22%	49%	65%	55%	63%	43%	24%	36%	75%	65%	46%	54%	64%
Don't know	9%	19%	10%	7%	6%	9%	7%	13%	13%	12%	5%	8%	7%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(27.B) As far as you are aware, does your business use any of the following Google products? : Google Business Profile / Google My Business

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	33%	71%	31%	52%	51%	39%	37%	36%	30%	28%	29%	37%	38%	23%
My business does not use this	59%	28%	60%	44%	49%	60%	45%	58%	62%	72%	71%	59%	48%	77%
Don't know	9%	1%	9%	3%	0%	1%	18%	6%	8%	0%	0%	4%	15%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(27.C) As far as you are aware, does your business use any of the following Google products? : Google Business Profile / Google My Business

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	33%	27%	33%	45%	39%	52%	64%	26%	28%	39%	38%	24%
My business does not use this	59%	65%	64%	51%	61%	40%	25%	47%	68%	50%	54%	66%
Don't know	9%	8%	3%	4%	0%	8%	11%	27%	4%	11%	7%	10%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(28.A) As far as you are aware, does your business use any of the following Google products? : Google Cloud (e.g. Cloud Storage, App Engine)

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	22%	33%	27%	19%	20%	18%	33%	51%	36%	0%	25%	30%	21%	19%
My business does not use this	67%	38%	59%	72%	69%	72%	50%	41%	48%	100%	63%	60%	70%	69%
Don't know	11%	29%	14%	8%	11%	10%	16%	8%	15%	0%	12%	10%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(28.B) As far as you are aware, does your business use any of the following Google products? : Google Cloud (e.g. Cloud Storage, App Engine)

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	22%	42%	21%	9%	44%	32%	32%	28%	19%	40%	2%	28%	4%	17%
My business does not use this	67%	53%	68%	88%	56%	59%	50%	63%	71%	49%	88%	61%	77%	83%
Don't know	11%	5%	11%	3%	0%	9%	18%	8%	10%	11%	10%	11%	19%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(28.C) As far as you are aware, does your business use any of the following Google products? : Google Cloud (e.g. Cloud Storage, App Engine)

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	22%	14%	26%	28%	51%	34%	46%	21%	16%	27%	26%	14%
My business does not use this	67%	81%	64%	60%	43%	58%	33%	51%	76%	55%	68%	77%
Don't know	11%	5%	10%	11%	6%	7%	21%	28%	8%	18%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(29.A) As far as you are aware, does your business use any of the following Google products? : YouTube

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	31%	49%	33%	28%	27%	25%	49%	65%	61%	25%	46%	39%	36%	23%
My business does not use this	62%	26%	57%	67%	66%	68%	40%	27%	28%	75%	50%	56%	55%	70%
Don't know	7%	25%	9%	5%	7%	7%	12%	8%	10%	0%	4%	5%	9%	7%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(29.B) As far as you are aware, does your business use any of the following Google products? : YouTube

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	31%	60%	30%	11%	62%	38%	23%	39%	27%	21%	34%	38%	16%	68%
My business does not use this	62%	12%	63%	89%	37%	61%	73%	60%	68%	72%	66%	51%	53%	32%
Don't know	7%	28%	6%	0%	0%	0%	4%	1%	6%	6%	0%	11%	31%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(29.C) As far as you are aware, does your business use any of the following Google products? : YouTube

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	31%	28%	33%	29%	32%	38%	81%	46%	25%	35%	34%	27%
My business does not use this	62%	67%	63%	71%	62%	51%	18%	38%	71%	51%	62%	69%
Don't know	7%	5%	5%	0%	6%	11%	1%	16%	4%	13%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(30.A) As far as you are aware, does your business use any of the following Google products? : Google Ads

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	27%	56%	33%	22%	26%	21%	45%	69%	46%	12%	22%	45%	34%	20%
My business does not use this	66%	29%	58%	72%	65%	73%	45%	26%	44%	88%	60%	49%	63%	74%
Don't know	7%	15%	8%	6%	9%	6%	11%	6%	10%	0%	18%	6%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(30.B) As far as you are aware, does your business use any of the following Google products? : Google Ads

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	27%	87%	26%	38%	51%	32%	35%	26%	22%	37%	32%	25%	28%	23%
My business does not use this	66%	7%	67%	52%	49%	67%	64%	71%	72%	63%	68%	58%	54%	77%
Don't know	7%	7%	6%	10%	0%	1%	1%	3%	6%	0%	0%	18%	19%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(30.C) As far as you are aware, does your business use any of the following Google products? : Google Ads

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	27%	21%	31%	13%	39%	50%	93%	33%	11%	40%	28%	22%
My business does not use this	66%	71%	66%	87%	61%	42%	7%	45%	83%	52%	67%	71%
Don't know	7%	7%	3%	0%	0%	8%	1%	22%	7%	8%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(31.A) As far as you are aware, does your business use any of the following Google products? : YouTube Ads

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	15%	30%	21%	13%	13%	9%	39%	54%	49%	12%	23%	28%	20%	7%
My business does not use this	78%	49%	72%	82%	81%	84%	54%	40%	42%	88%	70%	69%	73%	83%
Don't know	7%	22%	7%	6%	6%	7%	6%	6%	9%	0%	6%	2%	7%	10%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(31.B) As far as you are aware, does your business use any of the following Google products? : YouTube Ads

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	15%	54%	14%	11%	23%	15%	23%	19%	12%	19%	25%	19%	4%	30%
My business does not use this	78%	22%	79%	87%	77%	83%	76%	77%	80%	81%	75%	68%	73%	70%
Don't know	7%	24%	8%	3%	0%	2%	1%	4%	9%	0%	0%	13%	23%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(31.C) As far as you are aware, does your business use any of the following Google products? : YouTube Ads

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	15%	11%	14%	8%	15%	41%	52%	30%	7%	25%	15%	9%
My business does not use this	78%	84%	82%	89%	81%	54%	48%	49%	86%	64%	81%	87%
Don't know	7%	5%	5%	3%	4%	5%	0%	21%	7%	11%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(32.A) As far as you are aware, does your business use any of the following Google products? : AdSense

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	11%	22%	22%	7%	13%	7%	25%	36%	36%	0%	11%	20%	12%	7%
My business does not use this	77%	46%	62%	84%	78%	82%	58%	53%	44%	74%	80%	67%	78%	81%
Don't know	12%	32%	16%	9%	9%	11%	17%	11%	20%	26%	9%	13%	9%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(32.B) As far as you are aware, does your business use any of the following Google products? : AdSense

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	11%	41%	10%	15%	23%	13%	13%	16%	9%	8%	2%	14%	9%	12%
My business does not use this	77%	19%	78%	81%	59%	79%	69%	73%	82%	82%	98%	69%	66%	77%
Don't know	12%	40%	12%	3%	18%	9%	18%	11%	9%	10%	0%	17%	25%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(32.C) As far as you are aware, does your business use any of the following Google products? : AdSense

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	11%	5%	6%	9%	18%	35%	24%	30%	5%	15%	12%	9%
My business does not use this	77%	86%	82%	78%	76%	52%	62%	39%	84%	69%	81%	79%
Don't know	12%	8%	11%	13%	6%	13%	15%	31%	10%	16%	8%	11%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(33.A) As far as you are aware, does your business use any of the following Google products? : Google Way

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
My business uses this	6%	20%	10%	4%	8%	3%	13%	34%	30%	0%	8%	13%	10%	2%
My business does not use this	83%	58%	82%	86%	85%	86%	74%	55%	51%	74%	81%	83%	82%	85%
Don't know	11%	23%	8%	10%	7%	10%	12%	12%	18%	26%	10%	5%	8%	13%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(33.B) As far as you are aware, does your business use any of the following Google products? : Google Way

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
My business uses this	6%	19%	5%	14%	13%	6%	12%	5%	2%	19%	22%	4%	4%	0%
My business does not use this	83%	80%	84%	82%	87%	87%	69%	85%	87%	81%	78%	81%	77%	83%
Don't know	11%	1%	11%	3%	0%	7%	19%	9%	11%	0%	0%	15%	19%	17%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(33.C) As far as you are aware, does your business use any of the following Google products? : Google Way

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
My business uses this	6%	3%	6%	12%	4%	16%	18%	18%	5%	9%	6%	2%
My business does not use this	83%	86%	89%	79%	92%	73%	70%	52%	88%	75%	87%	87%
Don't know	11%	11%	5%	9%	4%	11%	12%	30%	6%	16%	7%	10%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(34.A) To what extent do you agree or disagree with the following?: Paid search advertising is one of the most important ways we reach new customers

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Strongly agree	7%	17%	16%	5%	8%	5%	15%	33%	30%	12%	10%	12%	7%	5%
Somewhat agree	22%	34%	23%	20%	34%	18%	38%	40%	36%	35%	28%	28%	31%	13%
Neither agree nor disagree	20%	34%	23%	18%	14%	21%	20%	12%	17%	0%	37%	24%	15%	20%
Somewhat disagree	11%	9%	7%	12%	9%	11%	12%	5%	6%	0%	6%	17%	7%	11%
Strongly disagree	32%	5%	26%	37%	28%	37%	13%	8%	8%	27%	17%	15%	35%	41%
Don't know	8%	1%	5%	9%	8%	9%	3%	3%	3%	26%	3%	4%	4%	10%
Total Agree:	29%	51%	39%	25%	41%	23%	53%	73%	66%	47%	38%	40%	38%	18%
Total Disagree:	43%	14%	33%	48%	37%	48%	25%	13%	14%	27%	23%	32%	43%	52%
Net:	-13%	37%	6%	-23%	4%	-25%	28%	60%	52%	20%	15%	8%	-5%	-34%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(34.B) To what extent do you agree or disagree with the following?: Paid search advertising is one of the most important ways we reach new customers

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Strongly agree	7%	12%	7%	24%	10%	12%	11%	8%	5%	3%	0%	18%	5%	0%
Somewhat agree	22%	68%	21%	2%	32%	11%	27%	22%	16%	50%	36%	29%	13%	40%
Neither agree nor disagree	20%	11%	20%	0%	15%	13%	20%	16%	26%	11%	10%	11%	37%	42%
Somewhat disagree	11%	5%	11%	44%	6%	24%	15%	3%	9%	0%	26%	5%	4%	9%
Strongly disagree	32%	4%	33%	30%	32%	28%	21%	39%	44%	31%	22%	18%	24%	8%
Don't know	8%	1%	8%	0%	5%	12%	7%	12%	1%	4%	7%	19%	18%	0%
Total Agree:	29%	80%	28%	26%	42%	23%	38%	30%	21%	53%	36%	47%	17%	40%
Total Disagree:	43%	9%	44%	74%	39%	53%	36%	42%	52%	31%	48%	23%	29%	18%
Net:	-13%	71%	-16%	-48%	3%	-30%	2%	-12%	-32%	22%	-12%	24%	-11%	22%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(34.C) To what extent do you agree or disagree with the following?: Paid search advertising is one of the most important ways we reach new customers

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Strongly agree	7%	5%	7%	5%	6%	12%	36%	21%	2%	11%	11%	4%
Somewhat agree	22%	23%	15%	18%	31%	39%	25%	22%	21%	25%	26%	14%
Neither agree nor disagree	20%	16%	23%	25%	35%	26%	13%	28%	16%	22%	16%	23%
Somewhat disagree	11%	9%	17%	16%	4%	9%	12%	12%	9%	20%	5%	2%
Strongly disagree	32%	39%	30%	29%	23%	15%	11%	16%	43%	20%	29%	47%
Don't know	8%	8%	7%	7%	0%	0%	2%	2%	9%	3%	13%	9%
Total Agree:	29%	28%	23%	23%	37%	51%	62%	43%	23%	36%	37%	18%
Total Disagree:	43%	48%	47%	45%	28%	24%	23%	28%	52%	40%	33%	49%
Net:	-13%	-20%	-25%	-23%	9%	27%	39%	15%	-28%	-4%	4%	-31%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(35.A) To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Strongly agree	11%	17%	12%	10%	11%	9%	18%	25%	34%	12%	10%	22%	12%	7%
Somewhat agree	21%	30%	27%	19%	22%	17%	36%	36%	38%	12%	22%	28%	28%	14%
Neither agree nor disagree	26%	32%	27%	25%	25%	26%	23%	22%	15%	22%	35%	23%	23%	27%
Somewhat disagree	9%	9%	11%	8%	9%	9%	10%	9%	3%	0%	13%	6%	5%	11%
Strongly disagree	17%	2%	17%	18%	15%	18%	11%	5%	3%	39%	4%	12%	14%	20%
Don't know	17%	10%	7%	20%	17%	20%	3%	4%	7%	14%	17%	9%	16%	21%
Total Agree:	32%	47%	39%	29%	33%	26%	54%	60%	72%	25%	32%	50%	41%	21%
Total Disagree:	25%	11%	28%	26%	25%	27%	21%	14%	5%	39%	16%	18%	20%	31%
Net:	7%	36%	11%	3%	8%	-1%	33%	46%	67%	-15%	16%	32%	21%	-10%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(35.B) To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Strongly agree	11%	43%	11%	38%	30%	16%	11%	20%	5%	12%	10%	8%	0%	29%
Somewhat agree	21%	11%	19%	7%	22%	12%	26%	13%	18%	30%	39%	33%	11%	38%
Neither agree nor disagree	26%	32%	26%	22%	5%	41%	27%	21%	31%	10%	11%	25%	39%	25%
Somewhat disagree	9%	8%	9%	3%	29%	4%	7%	5%	10%	15%	5%	9%	4%	8%
Strongly disagree	17%	5%	16%	10%	0%	9%	15%	10%	20%	25%	14%	13%	34%	0%
Don't know	17%	2%	19%	20%	13%	18%	14%	31%	16%	9%	21%	12%	12%	0%
Total Agree:	32%	54%	30%	45%	53%	28%	37%	33%	23%	42%	49%	41%	11%	66%
Total Disagree:	25%	13%	25%	13%	29%	13%	23%	15%	29%	40%	19%	22%	39%	8%
Net:	7%	41%	4%	33%	24%	14%	14%	18%	-6%	2%	30%	19%	-28%	58%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(35.C) To what extent do you agree or disagree with the following?: The costs of starting a business have reduced substantially or dramatically because of internet tools such as Google Search, Gmail, Google Docs, Google Workspace, or Google Business Profile

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Strongly agree	11%	11%	11%	4%	11%	17%	31%	14%	5%	14%	20%	4%
Somewhat agree	21%	15%	24%	18%	34%	28%	12%	31%	20%	27%	18%	15%
Neither agree nor disagree	26%	24%	26%	36%	27%	29%	21%	26%	23%	30%	23%	22%
Somewhat disagree	9%	9%	10%	0%	19%	14%	24%	5%	12%	10%	4%	7%
Strongly disagree	17%	21%	12%	17%	9%	8%	8%	9%	21%	9%	14%	28%
Don't know	17%	20%	17%	25%	0%	4%	4%	15%	19%	10%	21%	24%
Total Agree:	32%	26%	35%	22%	45%	45%	44%	45%	25%	41%	38%	19%
Total Disagree:	25%	30%	22%	17%	29%	22%	32%	14%	34%	19%	18%	35%
Net:	7%	-4%	12%	6%	16%	23%	12%	31%	-9%	22%	20%	-16%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(36.A) To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Strongly agree	10%	19%	11%	8%	15%	6%	22%	34%	37%	0%	11%	18%	15%	5%
Somewhat agree	30%	35%	37%	28%	32%	28%	38%	32%	33%	25%	39%	37%	33%	25%
Neither agree nor disagree	26%	38%	27%	25%	24%	28%	21%	20%	17%	22%	26%	20%	25%	29%
Somewhat disagree	6%	3%	6%	7%	5%	7%	5%	10%	5%	0%	8%	3%	3%	9%
Strongly disagree	20%	5%	15%	22%	15%	22%	13%	2%	2%	39%	16%	15%	17%	23%
Don t know	8%	1%	4%	10%	9%	10%	1%	2%	5%	14%	0%	7%	8%	9%
Total Agree:	40%	53%	48%	36%	47%	34%	60%	66%	71%	25%	50%	56%	47%	30%
Total Disagree:	26%	8%	21%	29%	21%	29%	17%	12%	8%	39%	24%	18%	20%	32%
Net:	14%	45%	27%	7%	26%	6%	43%	55%	63%	-15%	27%	38%	27%	-2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(36.B) To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Strongly agree	10%	7%	9%	36%	12%	17%	18%	6%	4%	16%	12%	15%	9%	12%
Somewhat agree	30%	71%	29%	5%	50%	18%	39%	38%	25%	41%	12%	38%	25%	78%
Neither agree nor disagree	26%	12%	27%	26%	7%	35%	30%	12%	33%	22%	33%	18%	26%	0%
Somewhat disagree	6%	8%	7%	3%	9%	8%	4%	7%	7%	6%	12%	14%	0%	1%
Strongly disagree	20%	1%	20%	10%	22%	12%	4%	25%	25%	15%	24%	4%	34%	9%
Don t know	8%	1%	8%	20%	0%	11%	5%	12%	5%	0%	7%	12%	6%	0%
Total Agree:	40%	78%	38%	41%	62%	35%	57%	44%	30%	57%	24%	53%	34%	90%
Total Disagree:	26%	9%	26%	13%	31%	19%	8%	32%	32%	21%	36%	17%	34%	10%
Net:	14%	69%	12%	28%	31%	16%	49%	12%	-3%	36%	-11%	35%	0%	79%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(36.C) To what extent do you agree or disagree with the following?: Google s tools and services have helped accelerate the growth of my business

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Strongly agree	10%	8%	12%	1%	13%	22%	44%	14%	7%	15%	11%	3%
Somewhat agree	30%	28%	37%	32%	34%	31%	11%	40%	17%	33%	39%	30%
Neither agree nor disagree	26%	25%	24%	26%	26%	34%	2%	30%	33%	27%	20%	23%
Somewhat disagree	6%	5%	4%	17%	11%	2%	24%	3%	13%	4%	4%	5%
Strongly disagree	20%	25%	15%	19%	17%	11%	17%	5%	22%	16%	20%	23%
Don t know	8%	10%	7%	4%	0%	0%	2%	8%	9%	4%	6%	16%
Total Agree:	40%	36%	49%	33%	47%	53%	55%	54%	24%	48%	49%	32%
Total Disagree:	26%	30%	20%	36%	27%	13%	40%	8%	35%	20%	24%	28%
Net:	14%	6%	29%	-3%	19%	39%	15%	46%	-12%	27%	25%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(37.A) To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Strongly agree	12%	22%	13%	10%	16%	8%	25%	33%	39%	0%	19%	13%	15%	8%
Somewhat agree	19%	28%	33%	15%	21%	17%	26%	38%	32%	26%	23%	23%	20%	16%
Neither agree nor disagree	24%	32%	17%	25%	21%	25%	21%	20%	13%	21%	26%	31%	19%	25%
Somewhat disagree	7%	2%	8%	7%	8%	6%	8%	5%	5%	0%	8%	4%	6%	8%
Strongly disagree	21%	9%	17%	23%	16%	23%	14%	1%	5%	9%	3%	10%	24%	28%
Don t know	17%	7%	12%	19%	19%	20%	6%	4%	6%	44%	21%	19%	16%	15%
Total Agree:	31%	51%	46%	25%	36%	25%	52%	71%	71%	26%	42%	36%	35%	24%
Total Disagree:	28%	11%	26%	30%	24%	30%	22%	6%	10%	9%	11%	14%	30%	36%
Net:	3%	40%	20%	-4%	12%	-5%	29%	65%	61%	17%	31%	22%	5%	-12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(37.B) To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Strongly agree	12%	24%	11%	16%	26%	15%	15%	18%	6%	8%	27%	14%	0%	17%
Somewhat agree	19%	38%	19%	3%	11%	6%	24%	19%	18%	43%	22%	36%	17%	30%
Neither agree nor disagree	24%	29%	25%	48%	12%	32%	21%	22%	31%	16%	5%	18%	9%	45%
Somewhat disagree	7%	7%	7%	3%	9%	15%	2%	3%	7%	2%	11%	9%	6%	8%
Strongly disagree	21%	2%	21%	20%	11%	11%	17%	22%	30%	22%	17%	12%	29%	0%
Don t know	17%	1%	18%	10%	32%	21%	21%	16%	9%	9%	18%	11%	39%	0%
Total Agree:	31%	62%	29%	20%	37%	22%	39%	37%	23%	51%	49%	50%	17%	47%
Total Disagree:	28%	9%	28%	23%	19%	26%	19%	25%	37%	24%	29%	21%	35%	8%
Net:	3%	53%	1%	-3%	18%	-4%	20%	12%	-14%	27%	20%	29%	-18%	38%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(37.C) To what extent do you agree or disagree with the following?: Google s tools and services have made it easier for me to sell to international customers

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Strongly agree	12%	9%	11%	8%	9%	26%	53%	16%	7%	17%	17%	3%
Somewhat agree	19%	15%	22%	20%	29%	29%	8%	18%	13%	22%	20%	22%
Neither agree nor disagree	24%	24%	22%	23%	33%	17%	16%	44%	27%	29%	23%	16%
Somewhat disagree	7%	6%	6%	11%	5%	9%	12%	3%	8%	6%	7%	5%
Strongly disagree	21%	24%	19%	23%	24%	16%	8%	10%	26%	13%	12%	40%
Don t know	17%	21%	20%	15%	0%	3%	4%	9%	20%	13%	21%	14%
Total Agree:	31%	24%	33%	28%	38%	55%	60%	35%	19%	39%	37%	25%
Total Disagree:	28%	31%	25%	34%	29%	25%	20%	12%	34%	19%	19%	45%
Net:	3%	-7%	8%	-6%	10%	29%	41%	22%	-15%	20%	18%	-20%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(38.A) There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
I know a lot about AI	12%	19%	14%	11%	9%	9%	18%	32%	32%	33%	16%	19%	14%	7%
I know a moderate amount about AI	32%	25%	27%	34%	36%	30%	39%	42%	45%	12%	53%	35%	37%	25%
I know a little about AI	44%	48%	47%	43%	43%	47%	36%	24%	18%	54%	20%	28%	43%	54%
I know nothing at all about AI	10%	9%	6%	11%	9%	11%	6%	0%	3%	0%	10%	10%	6%	12%
Don't Know	2%	0%	5%	2%	2%	3%	1%	2%	2%	0%	0%	7%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(38.B) There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
I know a lot about AI	12%	23%	12%	46%	12%	20%	17%	17%	7%	0%	0%	19%	9%	29%
I know a moderate amount about AI	32%	45%	30%	24%	23%	27%	30%	35%	32%	37%	36%	43%	23%	26%
I know a little about AI	44%	31%	46%	20%	45%	46%	49%	26%	47%	54%	45%	25%	65%	45%
I know nothing at all about AI	10%	1%	10%	10%	13%	6%	3%	22%	15%	0%	10%	6%	3%	0%
Don't Know	2%	0%	2%	0%	6%	0%	0%	0%	0%	9%	10%	7%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(38.C) There has recently been some discussion in the news about Artificial Intelligence or AI . This is where computers are used to carry out tasks which would normally need a human to do them. How much would you say you know about AI ?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
I know a lot about AI	12%	9%	17%	6%	10%	16%	23%	23%	8%	15%	14%	8%
I know a moderate amount about AI	32%	34%	30%	18%	33%	43%	23%	40%	27%	38%	37%	22%
I know a little about AI	44%	45%	40%	52%	42%	38%	53%	30%	50%	38%	38%	52%
I know nothing at all about AI	10%	10%	13%	14%	10%	2%	0%	7%	12%	7%	11%	12%
Don't Know	2%	1%	0%	10%	6%	1%	1%	0%	3%	2%	0%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(39.A) In general, how likely do you think it is that your business will explore AI tools more in the next year?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very likely	13%	22%	11%	13%	13%	11%	17%	40%	45%	21%	25%	16%	24%	6%
Somewhat likely	26%	40%	44%	20%	23%	21%	46%	38%	31%	26%	26%	34%	23%	23%
Neither likely or unlikely	18%	23%	9%	19%	21%	18%	19%	14%	13%	0%	31%	19%	22%	15%
Somewhat unlikely	13%	5%	14%	14%	13%	15%	9%	3%	5%	14%	3%	9%	5%	19%
Very unlikely	26%	9%	18%	30%	26%	31%	7%	4%	3%	39%	15%	11%	23%	35%
Don't know	4%	0%	5%	4%	5%	4%	2%	1%	3%	0%	0%	10%	3%	2%
Total Likely:	39%	62%	55%	33%	36%	32%	63%	78%	77%	47%	51%	50%	48%	29%
Total Unlikely:	40%	14%	31%	44%	38%	46%	16%	7%	8%	53%	18%	21%	28%	54%
Net:	-1%	49%	24%	-11%	-2%	-14%	47%	71%	69%	-6%	32%	30%	20%	-25%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(39.B) In general, how likely do you think it is that your business will explore AI tools more in the next year?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very likely	13%	13%	14%	32%	34%	26%	18%	20%	5%	5%	10%	11%	15%	40%
Somewhat likely	26%	43%	25%	35%	29%	19%	37%	18%	21%	41%	14%	46%	9%	37%
Neither likely or unlikely	18%	22%	17%	13%	6%	16%	15%	17%	21%	13%	28%	17%	27%	13%
Somewhat unlikely	13%	20%	13%	0%	6%	21%	20%	13%	13%	10%	19%	6%	12%	9%
Very unlikely	26%	1%	28%	10%	19%	19%	9%	31%	37%	22%	26%	15%	37%	1%
Don't know	4%	1%	3%	10%	6%	0%	2%	0%	2%	9%	2%	6%	0%	0%
Total Likely:	39%	56%	39%	67%	63%	44%	55%	39%	27%	46%	24%	57%	24%	77%
Total Unlikely:	40%	21%	41%	10%	25%	40%	29%	44%	50%	33%	46%	20%	49%	10%
Net:	-1%	35%	-2%	57%	37%	5%	26%	-5%	-23%	13%	-22%	37%	-25%	66%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(39.C) In general, how likely do you think it is that your business will explore AI tools more in the next year?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very likely	13%	13%	14%	12%	9%	12%	60%	23%	8%	15%	17%	13%
Somewhat likely	26%	21%	27%	22%	44%	47%	16%	32%	15%	36%	30%	17%
Neither likely or unlikely	18%	23%	16%	18%	5%	15%	10%	15%	21%	16%	16%	16%
Somewhat unlikely	13%	10%	20%	18%	6%	7%	12%	6%	16%	12%	9%	17%
Very unlikely	26%	31%	23%	18%	32%	18%	2%	24%	34%	18%	28%	31%
Don't know	4%	2%	0%	12%	4%	2%	0%	1%	5%	3%	0%	6%
Total Likely:	39%	33%	41%	34%	53%	59%	76%	55%	23%	51%	46%	30%
Total Unlikely:	40%	41%	43%	36%	38%	25%	14%	30%	50%	30%	38%	48%
Net:	-1%	-8%	-2%	-2%	15%	34%	62%	25%	-27%	21%	9%	-18%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(40.A) Does your business currently use any AI technology to do the following? Please select all that apply

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Information retrieval (e.g. using AI to search the web or internal company data)	9%	17%	14%	6%	15%	5%	22%	30%	22%	0%	5%	12%	10%	7%
Don't know	7%	15%	9%	5%	9%	7%	3%	5%	5%	0%	8%	7%	7%	7%
Not applicable - we don't use AI technology at all	56%	19%	49%	61%	47%	64%	24%	16%	9%	67%	36%	31%	49%	71%
None of the above - but we use AI for other things	4%	0%	3%	5%	2%	5%	0%	2%	2%	0%	3%	6%	5%	4%
Help with drafting/writing documents	15%	28%	14%	14%	17%	11%	33%	32%	28%	0%	22%	19%	21%	11%
Data analysis	12%	23%	15%	10%	14%	8%	23%	43%	37%	21%	11%	23%	10%	9%
Optimise and maximise marketing and sales activity	12%	14%	10%	13%	19%	10%	20%	31%	27%	21%	22%	32%	17%	2%
Automate repetitive tasks	11%	23%	12%	9%	10%	8%	23%	22%	33%	21%	11%	23%	8%	7%
Automate other internal systems	11%	29%	16%	8%	11%	6%	35%	20%	38%	12%	24%	26%	8%	4%
Automate customer support	10%	21%	16%	8%	14%	5%	32%	32%	39%	12%	14%	20%	16%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Public First Poll for Google Finland (Business Count)

(40.B) Does your business currently use any AI technology to do the following? Please select all that apply

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Information retrieval (e.g. using AI to search the web or internal company data)	9%	11%	8%	14%	5%	5%	17%	11%	5%	13%	5%	13%	13%	8%
Don't know	7%	0%	7%	0%	1%	6%	3%	10%	4%	9%	11%	6%	9%	0%
Not applicable - we don't use AI technology at all	56%	26%	57%	30%	67%	41%	42%	47%	71%	53%	38%	51%	55%	25%
None of the above - but we use AI for other things	4%	0%	5%	0%	0%	8%	0%	4%	6%	0%	7%	4%	4%	12%
Help with drafting/writing documents	15%	21%	15%	51%	23%	29%	19%	15%	9%	17%	12%	15%	11%	25%
Data analysis	12%	10%	12%	18%	20%	16%	37%	13%	9%	2%	5%	27%	0%	8%
Optimise and maximise marketing and sales activity	12%	18%	12%	37%	9%	29%	25%	10%	4%	7%	20%	10%	13%	38%
Automate repetitive tasks	11%	30%	11%	38%	14%	9%	30%	12%	9%	1%	7%	14%	4%	17%
Automate other internal systems	11%	32%	10%	32%	20%	12%	21%	15%	7%	15%	0%	17%	8%	17%
Automate customer support	10%	29%	10%	4%	5%	20%	23%	17%	8%	22%	5%	10%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Public First Poll for Google Finland (Business Count)

(40.C) Does your business currently use any AI technology to do the following? Please select all that apply

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	EUR 10 million to More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Information retrieval (e.g. using AI to search the web or internal company data)	9%	5%	7%	13%	12%	18%	2%	19%	7%	8%	11%	5%
Don't know	7%	5%	6%	11%	3%	8%	10%	16%	6%	9%	4%	6%
Not applicable - we don't use AI technology at all	56%	63%	54%	52%	66%	32%	23%	26%	61%	46%	58%	66%
None of the above - but we use AI for other things	4%	5%	4%	6%	0%	0%	0%	2%	11%	2%	4%	2%
Help with drafting/writing documents	15%	12%	18%	12%	8%	30%	43%	25%	5%	24%	12%	14%
Data analysis	12%	11%	5%	9%	17%	22%	50%	20%	12%	12%	11%	13%
Optimise and maximise marketing and sales activity	12%	10%	19%	7%	10%	15%	17%	23%	6%	16%	10%	11%
Automate repetitive tasks	11%	11%	8%	7%	12%	20%	22%	12%	11%	14%	8%	9%
Automate other internal systems	11%	10%	9%	7%	10%	28%	25%	15%	4%	17%	13%	7%
Automate customer support	10%	7%	8%	8%	26%	21%	18%	30%	4%	16%	12%	7%

(41.A) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Yes, in the next year	10%	23%	11%	8%	9%	6%	19%	41%	28%	25%	22%	16%	11%	5%
Yes, in the next two years	12%	20%	20%	9%	12%	7%	33%	21%	27%	0%	21%	14%	16%	9%
Yes, in the next five years	9%	15%	11%	8%	6%	8%	13%	17%	27%	0%	13%	12%	9%	8%
Yes, in the next ten years	8%	9%	8%	8%	6%	8%	10%	5%	5%	9%	10%	3%	9%	9%
Yes, but not in the next ten years	14%	0%	11%	16%	12%	15%	9%	2%	5%	14%	6%	12%	1%	20%
Don't know	47%	32%	40%	50%	55%	55%	16%	15%	7%	53%	27%	43%	55%	48%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(41.B) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Yes, in the next year	10%	7%	9%	37%	25%	12%	16%	14%	3%	7%	5%	14%	4%	57%
Yes, in the next two years	12%	28%	11%	0%	18%	23%	25%	14%	7%	14%	20%	11%	13%	0%
Yes, in the next five years	9%	24%	9%	0%	11%	6%	4%	14%	9%	16%	0%	9%	17%	21%
Yes, in the next ten years	8%	16%	8%	31%	9%	13%	2%	2%	8%	5%	17%	11%	0%	8%
Yes, but not in the next ten years	14%	2%	15%	10%	0%	6%	9%	17%	16%	13%	38%	9%	24%	14%
Don t know	47%	23%	47%	23%	37%	40%	43%	40%	58%	44%	21%	45%	42%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(41.C) In the future, does your business plan to invest in AI tools which take over tasks currently performed by humans?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Yes, in the next year	10%	7%	12%	9%	14%	15%	34%	23%	4%	13%	15%	5%
Yes, in the next two years	12%	6%	12%	12%	16%	38%	34%	8%	6%	14%	13%	14%
Yes, in the next five years	9%	7%	11%	6%	11%	10%	18%	37%	8%	13%	10%	3%
Yes, in the next ten years	8%	8%	11%	13%	8%	6%	9%	3%	11%	5%	12%	7%
Yes, but not in the next ten years	14%	19%	11%	10%	12%	11%	0%	8%	19%	12%	5%	16%
Don't know	47%	53%	43%	50%	40%	20%	5%	22%	52%	42%	45%	55%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(42.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	248	75	87	86	71	45	48	60	95	2	23	50	70	103
Weighted	153	23	33	96	43	87	45	17	4	3	23	37	35	54
Very likely	41%	38%	44%	41%	52%	34%	53%	51%	34%	50%	50%	51%	42%	30%
Somewhat likely	36%	33%	39%	36%	27%	36%	34%	37%	51%	0%	35%	38%	43%	33%
Neither likely nor unlikely	15%	24%	12%	14%	9%	18%	12%	7%	11%	50%	0%	11%	14%	22%
Somewhat unlikely	4%	4%	0%	6%	7%	6%	1%	3%	1%	0%	15%	0%	2%	5%
Very unlikely	3%	1%	5%	3%	4%	6%	0%	1%	0%	0%	0%	0%	0%	9%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Total Likely:	77%	72%	83%	77%	79%	70%	87%	88%	86%	50%	85%	89%	85%	63%
Total Unlikely:	8%	5%	5%	9%	11%	12%	1%	5%	1%	0%	15%	0%	2%	14%
Net:	70%	67%	78%	67%	68%	58%	86%	83%	85%	50%	69%	89%	83%	49%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(42.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	248	18	200	16	17	33	39	52	39	15	4	14	8	7
Weighted	153	3	136	5	11	17	17	16	33	11	6	12	10	12
Very likely	41%	34%	38%	100%	62%	37%	42%	69%	35%	45%	29%	39%	1%	44%
Somewhat likely	36%	21%	38%	0%	37%	36%	47%	19%	26%	52%	41%	42%	74%	27%
Neither likely nor unlikely	15%	26%	15%	0%	1%	28%	8%	4%	28%	0%	0%	5%	25%	30%
Somewhat unlikely	4%	18%	5%	0%	0%	0%	4%	0%	10%	3%	0%	0%	0%	0%
Very unlikely	3%	0%	4%	0%	0%	0%	0%	8%	1%	0%	30%	14%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Likely:	77%	56%	77%	100%	99%	72%	89%	87%	61%	97%	70%	81%	75%	70%
Total Unlikely:	8%	18%	8%	0%	0%	0%	4%	8%	10%	3%	30%	14%	0%	0%
Net:	70%	38%	68%	100%	99%	72%	85%	79%	51%	94%	40%	66%	75%	70%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(42.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reallocate employees freed-up time to other, more valuable tasks

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	248	25	26	13	25	66	29	56	48	99	71	28
Weighted	153	41	34	13	12	27	9	12	22	72	37	21
Very likely	41%	33%	47%	33%	6%	57%	69%	45%	32%	45%	48%	28%
Somewhat likely	36%	44%	30%	33%	70%	34%	19%	32%	39%	35%	30%	49%
Neither likely nor unlikely	15%	16%	20%	5%	23%	8%	12%	24%	15%	17%	12%	14%
Somewhat unlikely	4%	5%	3%	0%	0%	0%	0%	0%	8%	4%	5%	0%
Very unlikely	3%	3%	0%	29%	0%	1%	0%	0%	6%	0%	5%	9%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Total Likely:	77%	76%	77%	66%	76%	91%	87%	76%	71%	79%	78%	77%
Total Unlikely:	8%	8%	3%	29%	0%	1%	0%	0%	14%	4%	11%	9%
Net:	70%	68%	74%	37%	76%	90%	87%	76%	57%	75%	67%	68%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(43.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	248	75	87	86	71	45	48	60	95	2	23	50	70	103
Weighted	153	23	33	96	43	87	45	17	4	3	23	37	35	54
Very likely	7%	19%	8%	4%	10%	2%	11%	15%	39%	0%	11%	5%	12%	5%
Somewhat likely	19%	22%	33%	13%	26%	6%	38%	30%	24%	0%	26%	33%	14%	9%
Neither likely nor unlikely	24%	26%	19%	25%	18%	29%	16%	20%	7%	50%	32%	18%	20%	25%
Somewhat unlikely	18%	10%	7%	24%	21%	26%	9%	6%	22%	50%	19%	13%	21%	19%
Very unlikely	29%	22%	34%	29%	24%	32%	26%	29%	8%	0%	12%	31%	23%	41%
Don't know	3%	0%	0%	5%	0%	5%	0%	1%	0%	0%	0%	0%	9%	3%
Total Likely:	26%	42%	40%	17%	36%	8%	49%	45%	63%	0%	37%	39%	26%	14%
Total Unlikely:	48%	32%	41%	54%	46%	58%	35%	34%	30%	50%	31%	44%	45%	59%
Net:	-22%	10%	-1%	-36%	-9%	-49%	15%	11%	33%	-50%	7%	-5%	-19%	-46%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(43.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

	Public or Private Sector			Revenue Change										
	Total	Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	248	18	200	16	17	33	39	52	39	15	4	14	8	7
Weighted	153	3	136	5	11	17	17	16	33	11	6	12	10	12
Very likely	7%	10%	8%	6%	19%	6%	19%	4%	0%	3%	0%	8%	25%	0%
Somewhat likely	19%	38%	13%	37%	7%	2%	19%	31%	17%	38%	10%	28%	25%	11%
Neither likely nor unlikely	24%	31%	24%	0%	18%	12%	17%	15%	34%	27%	20%	12%	37%	53%
Somewhat unlikely	18%	4%	20%	0%	0%	33%	8%	8%	18%	26%	41%	17%	0%	22%
Very unlikely	29%	17%	31%	57%	56%	27%	37%	43%	30%	6%	30%	35%	0%	15%
Don't know	3%	0%	3%	0%	0%	19%	0%	0%	1%	0%	0%	0%	12%	0%
Total Likely:	26%	48%	20%	43%	26%	8%	38%	35%	17%	41%	10%	36%	51%	11%
Total Unlikely:	48%	21%	52%	57%	56%	60%	45%	51%	48%	32%	71%	52%	0%	37%
Net:	-22%	27%	-32%	-14%	-30%	-52%	-6%	-16%	-30%	9%	-61%	-16%	51%	-26%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(43.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce employee pay

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	248	25	26	13	25	66	29	56	48	99	71	28
Weighted	153	41	34	13	12	27	9	12	22	72	37	21
Very likely	7%	11%	1%	5%	6%	7%	18%	5%	3%	8%	5%	12%
Somewhat likely	19%	10%	8%	5%	25%	50%	8%	38%	18%	23%	21%	0%
Neither likely nor unlikely	24%	28%	17%	27%	50%	19%	5%	27%	34%	22%	22%	23%
Somewhat unlikely	18%	33%	16%	15%	6%	7%	20%	5%	6%	18%	19%	33%
Very unlikely	29%	18%	46%	48%	13%	17%	49%	26%	27%	29%	33%	23%
Don't know	3%	0%	13%	0%	0%	0%	0%	0%	12%	0%	0%	9%
Total Likely:	26%	20%	9%	10%	31%	57%	26%	43%	21%	31%	26%	12%
Total Unlikely:	48%	52%	61%	63%	18%	24%	70%	30%	33%	47%	52%	56%
Net:	-22%	-31%	-53%	-53%	13%	33%	-44%	12%	-13%	-16%	-26%	-44%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(44.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	248	75	87	86	71	45	48	60	95	2	23	50	70	103
Weighted	153	23	33	96	43	87	45	17	4	3	23	37	35	54
Very likely	16%	33%	9%	14%	25%	11%	20%	24%	28%	0%	25%	24%	18%	5%
Somewhat likely	28%	21%	33%	28%	27%	31%	20%	33%	29%	50%	21%	23%	36%	27%
Neither likely nor unlikely	37%	31%	43%	37%	39%	36%	43%	29%	32%	50%	40%	38%	22%	44%
Somewhat unlikely	12%	12%	3%	15%	6%	14%	11%	7%	9%	0%	14%	11%	14%	12%
Very unlikely	6%	4%	12%	5%	4%	7%	6%	5%	2%	0%	0%	4%	7%	11%
Don't know	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	4%	0%
Total Likely:	43%	54%	42%	41%	51%	42%	40%	58%	57%	50%	46%	47%	54%	33%
Total Unlikely:	18%	15%	15%	21%	10%	21%	17%	12%	11%	0%	14%	15%	21%	23%
Net:	25%	39%	27%	21%	42%	21%	23%	45%	46%	50%	32%	33%	33%	10%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(44.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	248	18	200	16	17	33	39	52	39	15	4	14	8	7
Weighted	153	3	136	5	11	17	17	16	33	11	6	12	10	12
Very likely	16%	9%	15%	65%	36%	31%	2%	7%	6%	5%	50%	15%	25%	0%
Somewhat likely	28%	43%	29%	1%	47%	18%	27%	35%	29%	33%	20%	13%	25%	51%
Neither likely nor unlikely	37%	30%	36%	34%	16%	25%	49%	36%	39%	58%	30%	38%	25%	49%
Somewhat unlikely	12%	18%	12%	0%	1%	15%	13%	3%	26%	3%	0%	5%	12%	0%
Very unlikely	6%	0%	7%	0%	0%	12%	9%	18%	1%	0%	0%	28%	0%	0%
Don't know	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	12%	0%
Total Likely:	43%	52%	44%	66%	83%	48%	29%	43%	35%	39%	70%	28%	51%	51%
Total Unlikely:	18%	18%	19%	0%	1%	27%	22%	21%	26%	3%	0%	33%	12%	0%
Net:	25%	34%	25%	66%	83%	22%	7%	21%	9%	36%	70%	-5%	38%	51%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(44.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Increase employee pay

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	248	25	26	13	25	66	29	56	48	99	71	28
Weighted	153	41	34	13	12	27	9	12	22	72	37	21
Very likely	16%	23%	13%	0%	13%	18%	23%	14%	6%	24%	13%	0%
Somewhat likely	28%	22%	40%	18%	22%	35%	33%	14%	21%	33%	27%	20%
Neither likely nor unlikely	37%	39%	18%	53%	61%	38%	17%	56%	42%	28%	48%	43%
Somewhat unlikely	12%	12%	18%	5%	0%	5%	14%	13%	9%	12%	5%	27%
Very unlikely	6%	3%	8%	24%	3%	3%	14%	3%	15%	3%	7%	9%
Don't know	1%	0%	4%	0%	0%	0%	0%	0%	6%	0%	0%	0%
Total Likely:	43%	45%	53%	18%	35%	53%	56%	28%	28%	57%	40%	20%
Total Unlikely:	18%	15%	26%	28%	3%	8%	28%	16%	24%	15%	12%	36%
Net:	25%	30%	27%	-10%	32%	45%	28%	12%	4%	41%	28%	-16%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(45.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	248	75	87	86	71	45	48	60	95	2	23	50	70	103
Weighted	153	23	33	96	43	87	45	17	4	3	23	37	35	54
Very likely	11%	23%	8%	9%	12%	8%	14%	15%	26%	0%	21%	8%	16%	6%
Somewhat likely	31%	38%	30%	30%	35%	19%	48%	46%	44%	100%	50%	29%	36%	17%
Neither likely nor unlikely	33%	21%	41%	34%	35%	43%	22%	17%	18%	0%	20%	42%	28%	39%
Somewhat unlikely	15%	14%	17%	15%	18%	19%	10%	16%	8%	0%	8%	10%	15%	24%
Very unlikely	8%	5%	2%	10%	0%	9%	6%	6%	2%	0%	0%	10%	2%	14%
Don't know	1%	0%	1%	1%	0%	1%	0%	1%	2%	0%	0%	0%	4%	0%
Total Likely:	42%	61%	38%	39%	47%	27%	62%	60%	70%	100%	72%	37%	52%	23%
Total Unlikely:	23%	18%	20%	26%	18%	28%	16%	22%	10%	0%	8%	21%	17%	37%
Net:	19%	42%	19%	13%	29%	-1%	47%	38%	60%	100%	64%	16%	36%	-14%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(45.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	248	18	200	16	17	33	39	52	39	15	4	14	8	7
Weighted	153	3	136	5	11	17	17	16	33	11	6	12	10	12
Very likely	11%	28%	10%	6%	15%	6%	27%	9%	3%	2%	41%	3%	12%	22%
Somewhat likely	31%	43%	27%	36%	24%	42%	24%	43%	32%	38%	10%	20%	25%	47%
Neither likely nor unlikely	33%	8%	37%	0%	40%	22%	26%	26%	47%	38%	20%	41%	50%	16%
Somewhat unlikely	15%	21%	16%	2%	21%	27%	17%	3%	17%	22%	0%	10%	0%	15%
Very unlikely	8%	0%	8%	57%	0%	2%	5%	18%	1%	0%	30%	26%	0%	0%
Don't know	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	12%	0%
Total Likely:	42%	71%	38%	41%	38%	48%	51%	52%	35%	40%	50%	23%	38%	69%
Total Unlikely:	23%	21%	24%	59%	21%	30%	22%	21%	17%	22%	30%	36%	0%	15%
Net:	19%	50%	13%	-17%	17%	19%	29%	31%	18%	18%	20%	-13%	38%	54%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(45.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the number of hours you expect employees to work

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	248	25	26	13	25	66	29	56	48	99	71	28
Weighted	153	41	34	13	12	27	9	12	22	72	37	21
Very likely	11%	20%	3%	0%	14%	9%	20%	4%	0%	15%	10%	10%
Somewhat likely	31%	18%	38%	13%	26%	51%	28%	42%	28%	25%	44%	34%
Neither likely nor unlikely	33%	41%	26%	57%	54%	26%	18%	33%	37%	37%	34%	19%
Somewhat unlikely	15%	14%	19%	0%	6%	13%	16%	17%	8%	17%	10%	28%
Very unlikely	8%	6%	10%	30%	0%	1%	17%	3%	20%	6%	3%	9%
Don't know	1%	0%	4%	0%	0%	0%	0%	0%	7%	0%	0%	0%
Total Likely:	42%	38%	41%	14%	40%	60%	48%	47%	29%	40%	53%	44%
Total Unlikely:	23%	20%	30%	30%	6%	14%	33%	21%	28%	23%	13%	38%
Net:	19%	18%	12%	-16%	34%	47%	15%	26%	1%	17%	40%	6%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(46.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	248	75	87	86	71	45	48	60	95	2	23	50	70	103
Weighted	153	23	33	96	43	87	45	17	4	3	23	37	35	54
Very likely	15%	17%	18%	13%	22%	10%	18%	28%	31%	50%	40%	11%	14%	5%
Somewhat likely	15%	15%	19%	13%	8%	6%	26%	22%	39%	50%	14%	13%	25%	8%
Neither likely nor unlikely	33%	47%	33%	30%	21%	37%	33%	21%	14%	0%	13%	36%	23%	49%
Somewhat unlikely	18%	16%	12%	20%	25%	24%	5%	17%	12%	0%	24%	21%	10%	19%
Very unlikely	19%	5%	17%	23%	24%	22%	17%	11%	3%	0%	9%	19%	28%	19%
Don't know	0%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%
Total Likely:	30%	32%	38%	27%	30%	17%	45%	50%	70%	100%	54%	24%	39%	13%
Total Unlikely:	36%	21%	29%	43%	49%	47%	22%	28%	15%	0%	33%	40%	38%	37%
Net:	-7%	12%	8%	-16%	-18%	-30%	23%	21%	55%	100%	22%	-16%	1%	-24%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(46.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	248	18	200	16	17	33	39	52	39	15	4	14	8	7
Weighted	153	3	136	5	11	17	17	16	33	11	6	12	10	12
Very likely	15%	33%	13%	41%	20%	10%	22%	11%	0%	24%	10%	15%	0%	58%
Somewhat likely	15%	29%	14%	2%	1%	7%	22%	27%	13%	17%	41%	20%	13%	11%
Neither likely nor unlikely	33%	24%	34%	1%	18%	38%	36%	28%	45%	27%	50%	16%	75%	16%
Somewhat unlikely	18%	12%	19%	0%	58%	20%	15%	10%	19%	21%	0%	3%	0%	0%
Very unlikely	19%	2%	19%	57%	4%	24%	5%	24%	23%	11%	0%	46%	12%	15%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Total Likely:	30%	62%	27%	42%	21%	17%	43%	38%	13%	41%	50%	35%	13%	69%
Total Unlikely:	36%	14%	39%	57%	61%	44%	20%	34%	42%	32%	0%	49%	12%	15%
Net:	-7%	48%	-12%	-14%	-41%	-27%	23%	4%	-29%	9%	50%	-14%	1%	54%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(46.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reduce the size of your workforce

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	248	25	26	13	25	66	29	56	48	99	71	28
Weighted	153	41	34	13	12	27	9	12	22	72	37	21
Very likely	15%	11%	15%	0%	3%	32%	21%	22%	13%	15%	18%	11%
Somewhat likely	15%	17%	5%	11%	9%	32%	9%	17%	20%	16%	17%	1%
Neither likely nor unlikely	33%	16%	50%	58%	64%	21%	27%	41%	31%	30%	28%	59%
Somewhat unlikely	18%	42%	2%	0%	14%	12%	2%	13%	7%	19%	20%	19%
Very unlikely	19%	14%	29%	30%	11%	3%	40%	7%	28%	20%	17%	9%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Total Likely:	30%	28%	20%	11%	12%	63%	30%	39%	33%	31%	35%	13%
Total Unlikely:	36%	56%	31%	30%	24%	15%	43%	20%	35%	39%	37%	29%
Net:	-7%	-28%	-11%	-19%	-13%	48%	-12%	20%	-2%	-8%	-2%	-16%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(47.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	248	75	87	86	71	45	48	60	95	2	23	50	70	103
Weighted	153	23	33	96	43	87	45	17	4	3	23	37	35	54
Very likely	22%	35%	23%	18%	30%	20%	25%	23%	29%	50%	32%	15%	22%	21%
Somewhat likely	44%	28%	71%	39%	48%	38%	53%	54%	48%	0%	36%	53%	45%	45%
Neither likely nor unlikely	18%	22%	4%	22%	8%	24%	8%	11%	18%	50%	6%	18%	12%	25%
Somewhat unlikely	10%	15%	2%	12%	7%	10%	12%	12%	3%	0%	13%	7%	14%	10%
Very unlikely	5%	0%	0%	7%	4%	7%	1%	0%	3%	0%	8%	7%	7%	0%
Don't know	1%	0%	0%	1%	3%	1%	0%	0%	0%	0%	5%	0%	0%	0%
Total Likely:	66%	63%	94%	58%	78%	57%	78%	78%	77%	50%	68%	68%	66%	65%
Total Unlikely:	15%	15%	3%	19%	11%	17%	14%	12%	5%	0%	20%	14%	22%	10%
Net:	51%	48%	91%	38%	67%	41%	64%	66%	71%	50%	48%	53%	45%	56%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(47.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	248	18	200	16	17	33	39	52	39	15	4	14	8	7
Weighted	153	3	136	5	11	17	17	16	33	11	6	12	10	12
Very likely	22%	12%	21%	8%	47%	25%	38%	28%	12%	34%	0%	0%	12%	37%
Somewhat likely	44%	48%	44%	36%	36%	50%	47%	69%	32%	38%	70%	71%	38%	16%
Neither likely nor unlikely	18%	16%	19%	0%	16%	2%	10%	1%	36%	24%	30%	3%	37%	25%
Somewhat unlikely	10%	22%	9%	0%	0%	13%	4%	2%	11%	3%	0%	21%	12%	22%
Very unlikely	5%	2%	5%	56%	1%	12%	0%	0%	5%	0%	0%	5%	0%	0%
Don't know	1%	0%	1%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%
Total Likely:	66%	60%	66%	44%	83%	74%	86%	97%	44%	73%	70%	71%	51%	53%
Total Unlikely:	15%	24%	14%	56%	1%	24%	4%	2%	16%	3%	0%	26%	12%	22%
Net:	51%	36%	51%	-12%	83%	50%	81%	95%	28%	69%	70%	44%	38%	31%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(47.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Reskill existing employees

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	248	25	26	13	25	66	29	56	48	99	71	28
Weighted	153	41	34	13	12	27	9	12	22	72	37	21
Very likely	22%	23%	23%	15%	16%	29%	31%	18%	18%	17%	33%	25%
Somewhat likely	44%	48%	22%	65%	28%	69%	38%	41%	48%	45%	45%	39%
Neither likely nor unlikely	18%	22%	20%	16%	42%	1%	4%	37%	18%	21%	17%	10%
Somewhat unlikely	10%	3%	21%	0%	14%	1%	28%	3%	7%	14%	1%	18%
Very unlikely	5%	4%	13%	5%	0%	0%	0%	0%	3%	4%	5%	9%
Don't know	1%	0%	0%	0%	0%	0%	0%	0%	6%	0%	0%	0%
Total Likely:	66%	71%	45%	80%	44%	98%	68%	59%	66%	61%	78%	63%
Total Unlikely:	15%	7%	35%	5%	14%	1%	28%	4%	10%	18%	5%	27%
Net:	51%	64%	11%	75%	30%	97%	41%	55%	56%	43%	72%	36%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(48.A) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	248	75	87	86	71	45	48	60	95	2	23	50	70	103
Weighted	153	23	33	96	43	87	45	17	4	3	23	37	35	54
Very likely	22%	32%	31%	17%	30%	12%	39%	26%	41%	0%	59%	17%	15%	16%
Somewhat likely	30%	27%	44%	26%	13%	29%	26%	44%	37%	100%	7%	29%	31%	35%
Neither likely nor unlikely	26%	24%	11%	32%	34%	30%	23%	21%	15%	0%	9%	36%	32%	26%
Somewhat unlikely	7%	11%	7%	6%	4%	6%	9%	5%	3%	0%	12%	8%	1%	9%
Very unlikely	12%	5%	6%	15%	15%	18%	3%	2%	1%	0%	8%	10%	17%	12%
Don't know	3%	0%	1%	4%	3%	4%	0%	2%	2%	0%	5%	0%	4%	3%
Total Likely:	52%	59%	74%	43%	43%	41%	65%	70%	78%	100%	66%	46%	46%	51%
Total Unlikely:	19%	16%	13%	21%	20%	25%	12%	7%	5%	0%	20%	18%	18%	21%
Net:	33%	43%	61%	22%	23%	16%	53%	63%	74%	100%	47%	28%	29%	31%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(48.B) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	248	18	200	16	17	33	39	52	39	15	4	14	8	7
Weighted	153	3	136	5	11	17	17	16	33	11	6	12	10	12
Very likely	22%	41%	18%	8%	37%	21%	14%	29%	7%	34%	10%	26%	25%	58%
Somewhat likely	30%	16%	31%	3%	22%	18%	39%	37%	37%	23%	41%	32%	25%	15%
Neither likely nor unlikely	26%	17%	28%	33%	24%	35%	30%	5%	28%	24%	30%	27%	25%	27%
Somewhat unlikely	7%	18%	8%	0%	1%	1%	5%	10%	14%	19%	0%	0%	12%	0%
Very unlikely	12%	0%	12%	56%	16%	25%	12%	16%	9%	0%	0%	14%	0%	0%
Don't know	3%	7%	3%	0%	0%	0%	0%	2%	4%	0%	20%	0%	12%	0%
Total Likely:	52%	58%	49%	11%	60%	39%	53%	67%	44%	57%	50%	58%	51%	73%
Total Unlikely:	19%	18%	20%	56%	17%	26%	17%	26%	23%	19%	0%	15%	12%	0%
Net:	33%	40%	29%	-45%	43%	12%	36%	40%	20%	37%	50%	43%	38%	73%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(48.C) You said you will invest in AI tools which take over tasks currently performed by humans in the next five years. How likely or unlikely is your business to do the following as a result of this?: Hire new people to support deployment of AI technology

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	248	25	26	13	25	66	29	56	48	99	71	28
Weighted	153	41	34	13	12	27	9	12	22	72	37	21
Very likely	22%	14%	21%	22%	20%	40%	34%	13%	7%	24%	40%	2%
Somewhat likely	30%	33%	20%	24%	21%	48%	11%	33%	35%	28%	25%	39%
Neither likely nor unlikely	26%	31%	21%	20%	47%	12%	17%	51%	23%	34%	13%	27%
Somewhat unlikely	7%	10%	9%	0%	1%	1%	33%	3%	7%	8%	7%	4%
Very unlikely	12%	12%	24%	24%	11%	0%	4%	0%	11%	6%	14%	27%
Don't know	3%	0%	4%	10%	0%	0%	1%	0%	18%	0%	1%	0%
Total Likely:	52%	46%	42%	47%	41%	87%	45%	46%	42%	52%	65%	41%
Total Unlikely:	19%	23%	33%	24%	11%	1%	37%	3%	18%	14%	21%	32%
Net:	33%	24%	9%	23%	30%	87%	9%	42%	24%	38%	44%	9%

Note:

BASE: Plan to invest in AI

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(49.A) In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very familiar	9%	18%	7%	8%	7%	6%	13%	30%	39%	0%	17%	15%	14%	3%
Somewhat familiar	18%	29%	20%	16%	16%	13%	39%	32%	33%	33%	32%	27%	16%	11%
Neither familiar or unfamiliar	14%	6%	19%	14%	17%	14%	14%	15%	12%	0%	15%	15%	18%	13%
Somewhat unfamiliar	19%	22%	23%	18%	22%	19%	20%	15%	7%	22%	4%	12%	15%	26%
Very unfamiliar	37%	25%	30%	40%	36%	43%	12%	7%	7%	44%	26%	27%	37%	42%
Don't know	4%	0%	2%	5%	3%	4%	2%	1%	2%	0%	6%	5%	0%	5%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(49.B) In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very familiar	9%	10%	9%	36%	18%	24%	12%	9%	3%	6%	10%	2%	0%	34%
Somewhat familiar	18%	34%	16%	10%	13%	5%	28%	19%	14%	22%	19%	24%	21%	20%
Neither familiar or unfamiliar	14%	30%	13%	3%	0%	25%	10%	16%	15%	10%	22%	15%	11%	24%
Somewhat unfamiliar	19%	23%	20%	21%	36%	14%	18%	17%	18%	22%	5%	14%	37%	22%
Very unfamiliar	37%	3%	38%	30%	32%	19%	31%	39%	47%	40%	37%	40%	22%	0%
Don't know	4%	0%	4%	0%	0%	13%	2%	0%	3%	0%	7%	6%	9%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(49.C) In the last year, AI tools that are used to generate text, images, or video (generative AI) have become much more prominent. Examples of text based generative AI tools include Bard, ChatGPT, and Bing Chat, while image tools include Dall-E, Stable Diffusion, and Midjourney. How familiar are you with generative AI tools?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very familiar	9%	7%	13%	2%	3%	12%	30%	19%	5%	14%	5%	7%
Somewhat familiar	18%	16%	12%	18%	26%	29%	28%	25%	15%	21%	24%	9%
Neither familiar or unfamiliar	14%	16%	13%	11%	1%	22%	1%	16%	12%	15%	15%	13%
Somewhat unfamiliar	19%	18%	11%	9%	44%	19%	38%	9%	22%	13%	23%	18%
Very unfamiliar	37%	39%	49%	38%	24%	19%	2%	31%	41%	34%	31%	45%
Don't know	4%	3%	1%	22%	3%	0%	0%	0%	5%	3%	1%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(50.A) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very likely	9%	21%	9%	8%	6%	7%	15%	30%	31%	0%	22%	19%	12%	3%
Somewhat likely	14%	22%	16%	13%	16%	10%	32%	34%	37%	25%	18%	16%	16%	11%
Neither likely or unlikely	13%	17%	20%	11%	12%	11%	24%	21%	15%	26%	22%	12%	17%	10%
Somewhat unlikely	12%	12%	9%	12%	16%	12%	14%	7%	7%	0%	5%	12%	9%	15%
Very unlikely	39%	17%	33%	42%	37%	45%	14%	7%	4%	41%	26%	22%	38%	47%
Don't know	12%	10%	12%	13%	13%	15%	1%	2%	6%	9%	7%	19%	9%	13%
Total Likely:	24%	44%	25%	21%	22%	17%	47%	64%	68%	25%	41%	35%	27%	15%
Total Unlikely:	50%	29%	43%	54%	53%	57%	28%	14%	11%	41%	30%	34%	47%	62%
Net:	-27%	15%	-17%	-33%	-31%	-40%	19%	50%	58%	-16%	10%	1%	-20%	-47%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(50.B) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years?

	Public or Private Sector			Revenue Change										
	Total	Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very likely	9%	7%	10%	33%	26%	17%	7%	10%	4%	0%	10%	10%	13%	34%
Somewhat likely	14%	39%	13%	13%	16%	12%	28%	19%	6%	29%	12%	12%	15%	43%
Neither likely or unlikely	13%	51%	12%	0%	9%	9%	12%	14%	16%	16%	12%	16%	4%	22%
Somewhat unlikely	12%	1%	13%	0%	7%	18%	11%	12%	14%	6%	11%	15%	12%	0%
Very unlikely	39%	1%	39%	43%	32%	22%	29%	44%	50%	31%	36%	22%	55%	1%
Don't know	12%	1%	13%	10%	10%	22%	14%	0%	11%	18%	19%	24%	0%	0%
Total Likely:	24%	46%	22%	47%	42%	29%	35%	30%	10%	29%	22%	22%	28%	77%
Total Unlikely:	50%	3%	52%	43%	39%	40%	40%	56%	64%	37%	47%	37%	68%	1%
Net:	-27%	43%	-30%	3%	3%	-11%	-6%	-26%	-54%	-8%	-25%	-15%	-40%	76%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(50.C) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. How likely do you think it is that generative AI will significantly improve the productivity of your business in the next few years?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very likely	9%	7%	13%	11%	3%	10%	28%	19%	5%	14%	7%	8%
Somewhat likely	14%	10%	15%	2%	32%	29%	45%	22%	8%	18%	21%	9%
Neither likely or unlikely	13%	10%	14%	13%	24%	25%	13%	14%	14%	13%	14%	12%
Somewhat unlikely	12%	14%	11%	9%	5%	16%	12%	12%	12%	11%	15%	11%
Very unlikely	39%	47%	35%	36%	36%	16%	2%	25%	46%	33%	36%	40%
Don't know	12%	12%	12%	29%	0%	5%	0%	8%	14%	10%	7%	20%
Total Likely:	24%	17%	28%	14%	35%	39%	73%	40%	13%	33%	28%	17%
Total Unlikely:	50%	61%	46%	45%	41%	31%	14%	38%	58%	44%	51%	51%
Net:	-27%	-44%	-18%	-32%	-6%	7%	59%	3%	-45%	-11%	-23%	-34%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(51.A) Does your business currently use any generative AI tools to do any of the following? Please select all that apply

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Information retrieval (e.g. using AI to search the web or internal company data)	8%	21%	13%	5%	7%	4%	16%	39%	38%	0%	23%	8%	9%	5%
None of the above - but we use AI for other things	7%	10%	5%	7%	8%	7%	7%	6%	7%	0%	3%	12%	8%	7%
Don't know	7%	17%	10%	6%	13%	8%	2%	7%	9%	9%	8%	9%	11%	6%
Not applicable - we don't use AI technology at all	56%	18%	51%	61%	49%	64%	25%	17%	9%	67%	36%	34%	50%	70%
Help with drafting/writing documents	14%	23%	22%	12%	15%	9%	35%	32%	34%	0%	27%	22%	17%	9%
Generating pictures, design or video	14%	20%	18%	13%	13%	10%	35%	30%	29%	12%	37%	23%	15%	8%
Data analysis	12%	27%	19%	9%	12%	8%	28%	35%	35%	0%	10%	25%	12%	8%
Automate customer support	10%	20%	14%	8%	12%	5%	29%	31%	34%	12%	15%	19%	13%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(51.B) Does your business currently use any generative AI tools to do any of the following? Please select all that apply

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Information retrieval (e.g. using AI to search the web or internal company data)	8%	26%	8%	10%	7%	7%	19%	7%	5%	9%	0%	15%	0%	42%
None of the above - but we use AI for other things	7%	6%	8%	31%	5%	11%	9%	9%	2%	0%	17%	5%	13%	12%
Don't know	7%	2%	7%	0%	1%	9%	1%	2%	8%	18%	7%	6%	4%	0%
Not applicable - we don't use AI technology at all	56%	4%	59%	33%	67%	38%	42%	55%	71%	43%	43%	51%	64%	26%
Help with drafting/writing documents	14%	50%	13%	32%	18%	24%	22%	20%	6%	30%	7%	14%	11%	34%
Generating pictures, design or video	14%	32%	14%	31%	18%	23%	21%	16%	9%	10%	14%	15%	11%	54%
Data analysis	12%	31%	12%	25%	23%	17%	33%	10%	6%	9%	10%	21%	4%	8%
Automate customer support	10%	16%	9%	6%	3%	22%	24%	10%	5%	20%	10%	10%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(51.C) Does your business currently use any generative AI tools to do any of the following? Please select all that apply

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Information retrieval (e.g. using AI to search the web or internal company data)	8%	5%	8%	13%	11%	14%	7%	22%	6%	11%	9%	5%
None of the above - but we use AI for other things	7%	8%	6%	12%	0%	7%	14%	3%	5%	8%	4%	7%
Don't know	7%	7%	8%	15%	0%	3%	7%	2%	8%	8%	4%	11%
Not applicable - we don't use AI technology at all	56%	60%	60%	48%	54%	39%	11%	47%	67%	47%	55%	64%
Help with drafting/writing documents	14%	9%	16%	16%	23%	29%	30%	29%	8%	18%	19%	11%
Generating pictures, design or video	14%	11%	16%	11%	20%	30%	31%	22%	8%	19%	16%	12%
Data analysis	12%	8%	9%	9%	29%	21%	29%	17%	10%	18%	9%	6%
Automate customer support	10%	9%	6%	5%	10%	25%	6%	29%	5%	15%	15%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

(52.A) And which of the same list of tasks do you expect to use generative AI technology to do in the next five years? Please select all that apply

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Not applicable - we don't use AI technology at all	38%	8%	32%	43%	31%	45%	13%	6%	5%	53%	12%	20%	39%	48%
None of the above - but we use AI for other things	3%	6%	2%	3%	2%	2%	10%	2%	3%	0%	6%	4%	4%	3%
Generating pictures, design or video	23%	20%	26%	23%	28%	22%	26%	40%	32%	14%	35%	34%	29%	17%
Help with drafting/writing documents	22%	35%	30%	19%	25%	17%	41%	42%	44%	12%	30%	37%	25%	15%
Data analysis	20%	37%	30%	16%	19%	15%	39%	49%	43%	9%	35%	27%	17%	17%
Automate customer support	18%	29%	20%	16%	20%	13%	33%	48%	44%	12%	31%	28%	16%	13%
Information retrieval (e.g. using AI to search the web or internal company data)	15%	23%	15%	13%	15%	12%	21%	34%	33%	0%	25%	21%	12%	13%
Don't know	13%	18%	17%	12%	16%	15%	6%	6%	7%	0%	13%	13%	13%	14%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(52.B) And which of the same list of tasks do you expect to use generative AI technology to do in the next five years? Please select all that apply

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Not applicable - we don't use AI technology at all	38%	1%	40%	10%	33%	22%	20%	41%	52%	31%	33%	33%	43%	13%
None of the above - but we use AI for other things	3%	1%	4%	21%	0%	8%	7%	3%	2%	4%	0%	0%	4%	0%
Generating pictures, design or video	23%	19%	24%	41%	30%	40%	25%	30%	19%	23%	26%	13%	15%	29%
Help with drafting/writing documents	22%	30%	22%	44%	15%	28%	26%	30%	14%	31%	27%	21%	13%	68%
Data analysis	20%	46%	20%	28%	29%	13%	30%	31%	14%	19%	5%	35%	26%	48%
Automate customer support	18%	27%	18%	26%	35%	16%	41%	30%	8%	17%	5%	11%	13%	68%
Information retrieval (e.g. using AI to search the web or internal company data)	15%	44%	15%	2%	35%	12%	25%	18%	14%	7%	5%	13%	13%	28%
Don't know	13%	17%	12%	20%	14%	12%	18%	8%	10%	22%	11%	16%	16%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(52.C) And which of the same list of tasks do you expect to use generative AI technology to do in the next five years? Please select all that apply

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Not applicable - we don't use AI technology at all	38%	50%	35%	27%	40%	20%	2%	23%	50%	28%	36%	47%
None of the above - but we use AI for other things	3%	3%	2%	11%	6%	0%	8%	0%	4%	4%	2%	2%
Generating pictures, design or video	23%	23%	24%	21%	19%	45%	28%	25%	15%	28%	25%	25%
Help with drafting/writing documents	22%	14%	26%	21%	20%	44%	16%	43%	14%	26%	26%	22%
Data analysis	20%	15%	15%	20%	29%	42%	51%	42%	11%	23%	24%	18%
Automate customer support	18%	14%	17%	10%	13%	33%	50%	40%	7%	23%	25%	12%
Information retrieval (e.g. using AI to search the web or internal company data)	15%	13%	16%	9%	23%	22%	20%	26%	13%	15%	18%	9%
Don't know	13%	9%	14%	27%	13%	4%	4%	12%	14%	16%	10%	11%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

(53.A) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Much easier	13%	25%	13%	12%	15%	10%	17%	38%	44%	12%	30%	18%	18%	5%
A little easier	29%	45%	39%	25%	29%	27%	41%	36%	34%	35%	22%	29%	34%	29%
Make no difference either way	15%	12%	21%	14%	15%	14%	25%	14%	7%	0%	20%	12%	11%	18%
A little more difficult	4%	3%	1%	4%	2%	4%	4%	4%	4%	0%	1%	10%	3%	3%
Much more difficult	2%	0%	2%	2%	3%	3%	0%	0%	2%	0%	7%	0%	5%	1%
Not applicable - we don't use Google Search at our business	18%	0%	16%	21%	15%	21%	7%	2%	3%	35%	9%	15%	13%	22%
Don't know	19%	15%	9%	21%	22%	22%	6%	6%	6%	18%	10%	17%	17%	22%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(53.B) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Much easier	13%	18%	12%	46%	35%	21%	10%	20%	3%	14%	0%	18%	15%	42%
A little easier	29%	31%	30%	0%	41%	25%	28%	22%	26%	49%	22%	30%	44%	44%
Make no difference either way	15%	40%	14%	3%	5%	12%	30%	21%	19%	10%	12%	14%	6%	13%
A little more difficult	4%	8%	4%	0%	0%	0%	3%	2%	5%	1%	19%	3%	4%	0%
Much more difficult	2%	0%	2%	0%	0%	5%	0%	3%	2%	0%	0%	0%	9%	0%
Not applicable - we don't use Google Search at our business	18%	1%	19%	20%	19%	11%	7%	18%	23%	11%	21%	22%	15%	1%
Don't know	19%	1%	18%	31%	0%	26%	23%	14%	22%	16%	26%	13%	6%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(53.C) Generative AI refers specifically to AI tools that generate new, realistic content (e.g. images, text, or video). This includes tools such as Chat GPT or Bard. Do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Search (e.g. to help research and summarise information from the internet)?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Much easier	13%	11%	17%	9%	9%	16%	30%	30%	7%	15%	19%	11%
A little easier	29%	26%	26%	22%	41%	42%	48%	43%	29%	32%	29%	22%
Make no difference either way	15%	16%	15%	7%	11%	19%	19%	16%	17%	17%	12%	13%
A little more difficult	4%	2%	11%	2%	1%	5%	0%	1%	4%	3%	4%	3%
Much more difficult	2%	3%	5%	0%	0%	0%	0%	0%	3%	1%	2%	2%
Not applicable - we don't use Google Search at our business	18%	24%	14%	18%	20%	11%	0%	8%	23%	9%	23%	26%
Don't know	19%	18%	12%	42%	18%	7%	3%	2%	17%	23%	11%	23%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(54.A) And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Much easier	11%	14%	15%	10%	12%	10%	11%	30%	32%	12%	17%	16%	19%	6%
A little easier	24%	57%	34%	18%	20%	20%	38%	38%	39%	22%	27%	23%	26%	24%
Make no difference either way	17%	11%	16%	17%	16%	16%	21%	16%	16%	12%	26%	18%	11%	16%
A little more difficult	3%	5%	4%	3%	4%	2%	9%	2%	2%	0%	6%	5%	2%	3%
Much more difficult	3%	1%	3%	3%	4%	3%	3%	0%	5%	0%	3%	1%	7%	2%
Not applicable - we don't use Google Workspace at our business	25%	3%	20%	29%	20%	29%	11%	5%	3%	53%	12%	24%	19%	29%
Don't know	16%	8%	8%	19%	23%	19%	7%	10%	3%	0%	9%	14%	16%	20%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(54.B) And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Much easier	11%	1%	12%	24%	34%	18%	13%	9%	4%	24%	10%	19%	0%	40%
A little easier	24%	64%	22%	13%	18%	14%	31%	27%	23%	25%	19%	26%	47%	13%
Make no difference either way	17%	17%	17%	31%	20%	24%	23%	21%	13%	12%	5%	13%	8%	46%
A little more difficult	3%	15%	3%	0%	5%	2%	0%	3%	4%	3%	5%	3%	6%	0%
Much more difficult	3%	1%	3%	0%	0%	5%	2%	4%	3%	9%	0%	0%	9%	0%
Not applicable - we don't use Google Workspace at our business	25%	2%	26%	13%	23%	12%	11%	23%	36%	18%	31%	25%	19%	0%
Don't know	16%	0%	17%	20%	0%	25%	20%	14%	17%	9%	30%	13%	10%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(54.C) And do you think day-to-day tasks for workers at your business would be made easier or more difficult if generative AI tools were integrated into Google Workspace (eg to help draft documents and presentations, or more easily analyse data in spreadsheets)?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Much easier	11%	9%	20%	11%	10%	8%	42%	13%	3%	14%	18%	9%
A little easier	24%	18%	16%	22%	47%	45%	31%	41%	21%	26%	22%	21%
Make no difference either way	17%	17%	17%	19%	7%	16%	13%	22%	21%	18%	15%	10%
A little more difficult	3%	3%	4%	2%	1%	9%	9%	0%	1%	1%	6%	6%
Much more difficult	3%	4%	7%	0%	0%	2%	0%	1%	4%	5%	0%	2%
Not applicable - we don't use Google Workspace at our business	25%	33%	25%	19%	24%	13%	0%	12%	34%	19%	23%	31%
Don't know	16%	17%	10%	28%	11%	7%	6%	11%	16%	16%	15%	21%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(55.A) Overall, how familiar are you with Google s work with AI?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very familiar	4%	18%	5%	3%	4%	1%	13%	25%	33%	0%	17%	5%	6%	2%
Somewhat familiar	16%	24%	18%	15%	14%	12%	35%	28%	31%	9%	27%	26%	19%	11%
Neither familiar nor unfamiliar	16%	23%	14%	16%	16%	15%	21%	21%	10%	12%	19%	16%	21%	14%
Somewhat unfamiliar	28%	13%	25%	30%	27%	30%	17%	16%	13%	65%	18%	16%	29%	31%
Very unfamiliar	33%	21%	32%	35%	34%	38%	12%	8%	10%	14%	20%	32%	22%	41%
Don t know	2%	1%	6%	2%	4%	3%	1%	2%	2%	0%	0%	5%	4%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(55.B) Overall, how familiar are you with Google's work with AI?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very familiar	4%	12%	4%	16%	17%	8%	4%	3%	0%	6%	10%	2%	9%	17%
Somewhat familiar	16%	21%	16%	33%	2%	15%	17%	27%	15%	21%	12%	36%	0%	8%
Neither familiar nor unfamiliar	16%	35%	15%	0%	13%	23%	24%	15%	15%	5%	12%	13%	26%	41%
Somewhat unfamiliar	28%	29%	29%	31%	25%	34%	26%	20%	32%	26%	14%	22%	26%	12%
Very unfamiliar	33%	3%	34%	20%	42%	20%	29%	35%	36%	33%	51%	28%	40%	14%
Don't know	2%	0%	2%	0%	0%	0%	1%	0%	2%	9%	0%	0%	0%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(55.C) Overall, how familiar are you with Google's work with AI?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very familiar	4%	3%	5%	2%	5%	7%	26%	20%	1%	9%	3%	1%
Somewhat familiar	16%	14%	21%	7%	25%	24%	26%	23%	14%	18%	20%	13%
Neither familiar nor unfamiliar	16%	20%	11%	7%	4%	27%	18%	4%	13%	17%	21%	14%
Somewhat unfamiliar	28%	25%	28%	24%	50%	21%	18%	22%	30%	28%	28%	25%
Very unfamiliar	33%	35%	35%	54%	17%	19%	12%	31%	38%	24%	29%	45%
Don't know	2%	3%	0%	6%	0%	1%	0%	0%	4%	3%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(56.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: World leader

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very good description	7%	17%	4%	6%	7%	5%	10%	20%	29%	21%	12%	11%	7%	4%
Good description	30%	44%	30%	29%	36%	28%	38%	40%	34%	43%	31%	34%	37%	26%
Neither a good nor bad description	23%	28%	24%	22%	20%	22%	25%	22%	22%	22%	29%	18%	16%	24%
Bad description	7%	7%	12%	6%	8%	6%	12%	8%	6%	14%	11%	9%	8%	6%
Very bad description	4%	3%	2%	4%	1%	3%	5%	3%	0%	0%	0%	5%	7%	2%
Don t know	30%	2%	29%	33%	28%	34%	10%	8%	9%	0%	17%	23%	25%	38%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(56.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: World leader

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very good description	7%	23%	7%	7%	13%	17%	3%	12%	1%	14%	20%	5%	4%	29%
Good description	30%	43%	28%	24%	31%	27%	35%	27%	34%	36%	33%	17%	34%	20%
Neither a good nor bad description	23%	12%	23%	38%	18%	25%	24%	16%	19%	21%	10%	16%	37%	26%
Bad description	7%	17%	7%	0%	13%	4%	6%	10%	6%	4%	0%	18%	4%	25%
Very bad description	4%	4%	4%	0%	0%	0%	4%	5%	5%	4%	5%	5%	0%	0%
Don t know	30%	1%	31%	30%	26%	27%	28%	31%	35%	20%	33%	38%	21%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(56.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: World leader

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very good description	7%	5%	11%	2%	16%	8%	26%	12%	4%	9%	9%	5%
Good description	30%	26%	28%	33%	42%	38%	18%	28%	24%	37%	31%	26%
Neither a good nor bad description	23%	18%	28%	9%	21%	24%	39%	40%	24%	24%	24%	15%
Bad description	7%	10%	3%	6%	0%	12%	15%	4%	6%	7%	5%	12%
Very bad description	4%	6%	0%	4%	4%	1%	0%	2%	5%	4%	3%	2%
Don t know	30%	35%	29%	47%	16%	17%	2%	14%	38%	19%	29%	40%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(57.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Responsible approach

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very good description	5%	12%	5%	4%	4%	3%	12%	17%	28%	12%	18%	2%	4%	4%
Good description	18%	32%	21%	17%	19%	15%	28%	39%	34%	33%	34%	22%	22%	12%
Neither a good nor bad description	27%	38%	22%	27%	33%	27%	27%	26%	22%	27%	11%	31%	35%	25%
Bad description	11%	7%	15%	10%	13%	10%	17%	9%	4%	14%	18%	7%	5%	13%
Very bad description	9%	3%	10%	10%	3%	11%	3%	2%	4%	0%	3%	9%	10%	10%
Don t know	30%	8%	27%	32%	28%	34%	12%	7%	8%	14%	17%	29%	24%	36%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(57.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Responsible approach

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very good description	5%	11%	5%	6%	19%	7%	1%	8%	1%	5%	12%	5%	10%	12%
Good description	18%	54%	17%	5%	26%	10%	31%	16%	20%	28%	0%	21%	15%	26%
Neither a good nor bad description	27%	18%	27%	25%	6%	41%	31%	26%	20%	36%	43%	17%	33%	34%
Bad description	11%	16%	11%	13%	0%	7%	12%	11%	12%	0%	5%	23%	12%	17%
Very bad description	9%	0%	10%	0%	10%	7%	11%	12%	9%	9%	15%	4%	15%	12%
Don t know	30%	1%	31%	51%	39%	28%	15%	27%	38%	22%	26%	29%	15%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(57.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Responsible approach

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very good description	5%	4%	3%	2%	8%	14%	15%	7%	1%	5%	11%	3%
Good description	18%	16%	20%	13%	20%	32%	26%	26%	16%	23%	22%	11%
Neither a good nor bad description	27%	23%	34%	18%	43%	22%	16%	29%	26%	30%	17%	30%
Bad description	11%	10%	6%	3%	14%	8%	33%	23%	9%	11%	13%	11%
Very bad description	9%	15%	6%	8%	0%	8%	8%	3%	12%	7%	10%	10%
Don't know	30%	30%	32%	56%	15%	16%	2%	12%	37%	24%	27%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(58.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Bold approach

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very good description	8%	28%	9%	5%	10%	4%	21%	21%	28%	12%	17%	9%	4%	7%
Good description	26%	28%	25%	26%	33%	25%	28%	44%	33%	39%	41%	23%	31%	23%
Neither a good nor bad description	26%	34%	27%	25%	20%	26%	29%	17%	23%	21%	22%	24%	30%	27%
Bad description	7%	2%	9%	7%	7%	6%	9%	7%	6%	14%	1%	9%	10%	4%
Very bad description	4%	0%	6%	4%	1%	5%	1%	3%	1%	0%	0%	8%	5%	2%
Don t know	29%	8%	24%	32%	30%	33%	12%	8%	10%	14%	20%	26%	20%	37%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(58.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Bold approach

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very good description	8%	21%	6%	15%	17%	10%	4%	12%	5%	17%	2%	18%	0%	12%
Good description	26%	15%	26%	50%	28%	26%	37%	21%	21%	39%	31%	16%	25%	58%
Neither a good nor bad description	26%	48%	26%	4%	13%	25%	33%	29%	26%	26%	21%	22%	49%	22%
Bad description	7%	15%	7%	0%	10%	5%	8%	2%	7%	6%	10%	5%	4%	8%
Very bad description	4%	0%	4%	0%	0%	1%	2%	4%	5%	0%	10%	6%	0%	0%
Don t know	29%	1%	31%	31%	33%	33%	15%	31%	37%	13%	26%	33%	21%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(58.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Bold approach

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very good description	8%	4%	8%	7%	19%	20%	25%	8%	7%	7%	15%	3%
Good description	26%	27%	21%	25%	37%	26%	29%	24%	21%	33%	24%	24%
Neither a good nor bad description	26%	23%	29%	23%	29%	28%	28%	40%	27%	27%	24%	23%
Bad description	7%	5%	10%	1%	0%	10%	3%	10%	6%	9%	3%	8%
Very bad description	4%	8%	0%	0%	0%	0%	11%	2%	3%	3%	4%	6%
Don t know	29%	33%	32%	44%	15%	16%	2%	15%	36%	21%	30%	35%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(59.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very good description	5%	12%	8%	3%	4%	3%	12%	20%	28%	12%	10%	5%	5%	4%
Good description	19%	35%	17%	17%	18%	15%	36%	35%	34%	33%	34%	21%	24%	13%
Neither a good nor bad description	29%	29%	30%	28%	30%	29%	27%	26%	21%	18%	21%	29%	35%	27%
Bad description	9%	14%	11%	8%	11%	9%	13%	8%	6%	14%	11%	8%	6%	10%
Very bad description	6%	7%	4%	6%	3%	7%	1%	4%	2%	9%	3%	5%	7%	6%
Don t know	33%	4%	30%	36%	35%	38%	11%	8%	9%	14%	21%	32%	23%	41%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(59.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Safe approach

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very good description	5%	26%	4%	2%	10%	6%	7%	8%	2%	10%	15%	6%	0%	0%
Good description	19%	37%	17%	27%	15%	15%	21%	16%	18%	33%	2%	23%	21%	42%
Neither a good nor bad description	29%	21%	29%	38%	13%	43%	33%	27%	27%	18%	26%	20%	41%	30%
Bad description	9%	10%	9%	3%	29%	3%	10%	4%	9%	1%	19%	9%	11%	28%
Very bad description	6%	5%	6%	0%	0%	0%	2%	8%	8%	9%	5%	7%	6%	0%
Don t know	33%	1%	35%	30%	33%	32%	28%	36%	37%	29%	33%	35%	21%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(59.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Safe approach

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very good description	5%	4%	2%	4%	4%	15%	21%	5%	3%	5%	12%	1%
Good description	19%	13%	23%	26%	34%	25%	26%	18%	16%	21%	22%	16%
Neither a good nor bad description	29%	28%	32%	12%	26%	36%	25%	30%	23%	43%	18%	18%
Bad description	9%	8%	9%	3%	14%	6%	17%	30%	11%	6%	10%	11%
Very bad description	6%	10%	0%	8%	0%	0%	8%	3%	11%	5%	6%	2%
Don't know	33%	38%	33%	47%	22%	18%	2%	14%	37%	20%	31%	53%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(60.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very good description	6%	19%	7%	4%	6%	3%	14%	24%	31%	12%	16%	5%	5%	5%
Good description	19%	33%	24%	16%	17%	15%	34%	33%	31%	33%	32%	28%	19%	13%
Neither a good nor bad description	30%	30%	26%	30%	38%	31%	26%	26%	19%	32%	22%	26%	36%	30%
Bad description	12%	14%	3%	13%	12%	12%	11%	2%	5%	9%	11%	11%	16%	10%
Very bad description	5%	0%	11%	5%	2%	5%	5%	7%	4%	0%	3%	6%	3%	6%
Don t know	29%	4%	28%	31%	26%	33%	11%	8%	10%	14%	17%	24%	22%	37%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(60.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Transparent

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very good description	6%	24%	5%	10%	11%	6%	1%	9%	1%	10%	2%	16%	11%	17%
Good description	19%	34%	18%	25%	36%	30%	17%	24%	14%	14%	17%	13%	23%	44%
Neither a good nor bad description	30%	35%	30%	2%	11%	32%	33%	23%	35%	38%	24%	29%	30%	22%
Bad description	12%	0%	11%	31%	0%	9%	19%	8%	11%	12%	14%	9%	11%	17%
Very bad description	5%	5%	6%	3%	10%	0%	7%	5%	6%	4%	10%	4%	4%	0%
Don t know	29%	2%	30%	30%	33%	23%	23%	31%	33%	22%	33%	30%	21%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(60.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Transparent

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very good description	6%	5%	3%	0%	13%	13%	29%	17%	2%	8%	8%	4%
Good description	19%	18%	24%	15%	21%	27%	40%	17%	16%	22%	22%	13%
Neither a good nor bad description	30%	26%	34%	19%	30%	26%	17%	28%	28%	37%	21%	25%
Bad description	12%	9%	7%	22%	21%	9%	3%	13%	13%	12%	10%	11%
Very bad description	5%	8%	3%	0%	0%	8%	8%	13%	8%	4%	6%	5%
Don't know	29%	34%	30%	44%	15%	16%	3%	12%	32%	17%	33%	41%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(61.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Prevents AI misuse or harm

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very good description	5%	25%	3%	3%	6%	2%	16%	20%	26%	12%	13%	4%	4%	4%
Good description	17%	23%	22%	16%	18%	15%	25%	38%	31%	12%	25%	24%	23%	12%
Neither a good nor bad description	29%	36%	29%	28%	30%	29%	30%	21%	21%	44%	33%	28%	33%	25%
Bad description	9%	11%	10%	9%	6%	8%	15%	5%	8%	9%	10%	6%	7%	11%
Very bad description	7%	0%	7%	8%	6%	8%	5%	7%	3%	0%	3%	5%	10%	8%
Don t know	32%	5%	29%	36%	33%	38%	10%	10%	10%	22%	17%	33%	23%	40%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(61.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Prevents AI misuse or harm

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very good description	5%	32%	4%	6%	14%	10%	1%	4%	2%	15%	5%	5%	9%	12%
Good description	17%	24%	16%	7%	17%	24%	18%	27%	13%	18%	17%	22%	21%	19%
Neither a good nor bad description	29%	34%	28%	34%	26%	21%	38%	19%	25%	26%	36%	23%	33%	61%
Bad description	9%	4%	10%	0%	10%	3%	11%	8%	12%	19%	0%	7%	11%	0%
Very bad description	7%	5%	8%	3%	0%	3%	6%	10%	10%	0%	10%	9%	6%	8%
Don t know	32%	1%	34%	51%	33%	39%	26%	32%	38%	22%	33%	33%	21%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(61.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Prevents AI misuse or harm

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very good description	5%	4%	4%	2%	7%	14%	34%	6%	3%	4%	13%	1%
Good description	17%	14%	21%	19%	21%	28%	21%	22%	14%	24%	18%	10%
Neither a good nor bad description	29%	28%	34%	13%	28%	24%	19%	34%	25%	34%	22%	28%
Bad description	9%	5%	8%	11%	18%	11%	15%	19%	11%	10%	7%	7%
Very bad description	7%	9%	3%	5%	11%	8%	8%	5%	10%	6%	8%	6%
Don't know	32%	39%	32%	50%	16%	16%	3%	14%	37%	22%	32%	47%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(62.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very good description	6%	25%	7%	4%	6%	2%	20%	29%	19%	0%	20%	7%	4%	5%
Good description	17%	23%	27%	14%	18%	14%	26%	34%	41%	52%	18%	10%	28%	13%
Neither a good nor bad description	26%	20%	22%	28%	27%	27%	26%	20%	21%	12%	26%	32%	24%	26%
Bad description	9%	21%	8%	8%	7%	9%	11%	5%	5%	22%	7%	4%	6%	11%
Very bad description	7%	0%	7%	7%	4%	7%	4%	3%	4%	0%	3%	7%	7%	7%
Don t know	35%	11%	30%	38%	37%	41%	12%	9%	9%	14%	25%	39%	30%	39%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(62.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very good description	6%	19%	5%	8%	11%	7%	14%	4%	3%	11%	7%	10%	4%	17%
Good description	17%	57%	16%	8%	16%	17%	9%	23%	15%	23%	17%	27%	21%	23%
Neither a good nor bad description	26%	20%	26%	31%	6%	28%	40%	21%	24%	39%	33%	11%	29%	52%
Bad description	9%	1%	9%	0%	10%	8%	5%	7%	12%	0%	5%	11%	14%	8%
Very bad description	7%	1%	7%	3%	0%	0%	5%	11%	7%	4%	0%	18%	17%	0%
Don't know	35%	2%	37%	51%	56%	40%	28%	33%	39%	22%	38%	24%	15%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(62.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Follows clear guidelines for ethical AI development and release

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very good description	6%	4%	7%	2%	3%	19%	26%	11%	3%	9%	10%	0%
Good description	17%	10%	23%	19%	16%	30%	38%	17%	15%	19%	19%	16%
Neither a good nor bad description	26%	24%	33%	11%	41%	20%	7%	33%	23%	34%	18%	23%
Bad description	9%	4%	8%	13%	13%	13%	18%	13%	12%	6%	13%	6%
Very bad description	7%	13%	1%	3%	4%	0%	8%	10%	9%	4%	6%	9%
Don t know	35%	44%	28%	52%	22%	18%	2%	15%	38%	27%	35%	46%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(63.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Unbiased

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very good description	7%	18%	7%	6%	6%	5%	12%	19%	24%	12%	18%	7%	6%	6%
Good description	13%	27%	18%	10%	15%	8%	31%	35%	29%	12%	21%	18%	17%	7%
Neither a good nor bad description	30%	37%	28%	30%	32%	31%	27%	27%	25%	53%	28%	24%	36%	29%
Bad description	12%	11%	9%	13%	13%	13%	9%	8%	8%	9%	11%	13%	11%	13%
Very bad description	8%	0%	9%	9%	3%	9%	4%	3%	5%	0%	3%	11%	8%	8%
Don t know	30%	7%	28%	33%	31%	34%	16%	7%	9%	14%	20%	27%	23%	37%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(63.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Unbiased

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very good description	7%	33%	7%	7%	18%	5%	6%	9%	3%	12%	20%	4%	0%	29%
Good description	13%	47%	11%	25%	9%	14%	15%	22%	9%	27%	9%	14%	14%	12%
Neither a good nor bad description	30%	19%	29%	38%	26%	27%	31%	21%	27%	23%	41%	25%	44%	48%
Bad description	12%	0%	13%	0%	0%	19%	9%	9%	19%	0%	0%	11%	12%	12%
Very bad description	8%	1%	9%	0%	10%	3%	5%	8%	10%	9%	5%	13%	8%	0%
Don t know	30%	1%	32%	30%	37%	31%	33%	31%	33%	29%	26%	33%	21%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(63.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google's work with AI?: Unbiased

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very good description	7%	6%	8%	0%	21%	9%	14%	14%	3%	8%	14%	3%
Good description	13%	7%	12%	20%	17%	26%	43%	13%	11%	17%	13%	7%
Neither a good nor bad description	30%	26%	31%	26%	32%	26%	13%	45%	26%	37%	20%	31%
Bad description	12%	14%	13%	7%	10%	14%	20%	5%	10%	14%	15%	10%
Very bad description	8%	13%	3%	3%	0%	5%	8%	11%	14%	4%	8%	9%
Don't know	30%	34%	33%	44%	20%	19%	3%	12%	37%	20%	31%	40%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(64.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very good description	6%	12%	9%	5%	5%	4%	13%	20%	25%	12%	19%	6%	5%	3%
Good description	10%	15%	14%	8%	9%	7%	20%	23%	24%	9%	16%	17%	13%	4%
Neither a good nor bad description	25%	30%	23%	24%	22%	25%	25%	21%	23%	26%	26%	26%	23%	25%
Bad description	19%	20%	18%	19%	23%	20%	14%	16%	10%	41%	9%	19%	24%	17%
Very bad description	9%	11%	5%	10%	7%	8%	13%	12%	7%	12%	11%	7%	11%	9%
Don t know	32%	13%	31%	34%	34%	36%	14%	8%	10%	0%	20%	25%	25%	42%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(64.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very good description	6%	22%	6%	11%	8%	4%	5%	11%	3%	18%	2%	0%	9%	17%
Good description	10%	27%	9%	17%	3%	9%	15%	9%	6%	18%	24%	20%	4%	0%
Neither a good nor bad description	25%	15%	25%	21%	10%	19%	38%	21%	22%	9%	16%	26%	62%	51%
Bad description	19%	25%	18%	21%	23%	33%	11%	14%	17%	21%	14%	22%	4%	20%
Very bad description	9%	11%	9%	0%	9%	9%	12%	9%	11%	5%	10%	7%	0%	13%
Don t know	32%	2%	34%	30%	48%	26%	19%	37%	41%	29%	33%	24%	21%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(64.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Reckless

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very good description	6%	7%	4%	0%	1%	15%	23%	12%	5%	7%	11%	1%
Good description	10%	7%	9%	19%	3%	18%	4%	11%	14%	9%	11%	5%
Neither a good nor bad description	25%	27%	15%	20%	26%	32%	9%	49%	25%	28%	23%	16%
Bad description	19%	15%	24%	14%	41%	6%	42%	13%	14%	20%	12%	32%
Very bad description	9%	12%	11%	3%	7%	10%	11%	2%	7%	10%	16%	4%
Don t know	32%	31%	38%	44%	22%	19%	12%	14%	36%	27%	29%	41%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(65.A) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Very good description	2%	11%	4%	1%	3%	0%	9%	12%	22%	0%	5%	6%	2%	1%
Good description	13%	18%	20%	10%	13%	8%	34%	20%	20%	12%	31%	21%	18%	4%
Neither a good nor bad description	29%	29%	29%	29%	28%	31%	16%	26%	17%	53%	20%	23%	25%	31%
Bad description	15%	22%	14%	14%	16%	14%	17%	24%	22%	21%	23%	7%	18%	15%
Very bad description	8%	10%	4%	9%	7%	8%	9%	11%	8%	0%	5%	12%	9%	8%
Don t know	33%	11%	28%	36%	33%	38%	14%	8%	10%	14%	17%	30%	28%	41%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(65.B) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Very good description	2%	2%	1%	5%	10%	1%	2%	6%	1%	6%	0%	1%	0%	0%
Good description	13%	48%	11%	0%	9%	11%	20%	9%	7%	27%	27%	18%	18%	26%
Neither a good nor bad description	29%	8%	29%	13%	23%	29%	23%	24%	29%	7%	33%	19%	60%	32%
Bad description	15%	30%	15%	21%	2%	19%	13%	19%	15%	23%	10%	22%	0%	18%
Very bad description	8%	10%	9%	10%	14%	12%	5%	5%	9%	8%	5%	16%	0%	12%
Don t know	33%	1%	35%	51%	44%	28%	36%	37%	38%	29%	26%	24%	21%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(65.C) As far as you are aware, in your opinion are the following phrases good or bad descriptions of Google s work with AI?: Slow

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Very good description	2%	0%	1%	0%	7%	11%	13%	7%	2%	2%	5%	0%
Good description	13%	12%	13%	9%	16%	24%	3%	16%	13%	17%	11%	7%
Neither a good nor bad description	29%	30%	30%	18%	12%	29%	21%	38%	25%	33%	24%	29%
Bad description	15%	9%	17%	13%	36%	7%	30%	22%	13%	17%	16%	12%
Very bad description	8%	12%	5%	5%	6%	7%	31%	3%	12%	7%	10%	5%
Don t know	33%	37%	34%	55%	23%	21%	2%	14%	36%	24%	35%	46%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(66.A) To what extent do you agree or disagree with the following? Google tools are instrumental for my business ability to succeed online

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Strongly agree	9%	27%	9%	7%	8%	6%	17%	30%	36%	0%	10%	15%	7%	8%
Somewhat agree	34%	34%	30%	35%	45%	32%	42%	41%	42%	59%	38%	41%	44%	26%
Neither agree nor disagree	22%	17%	31%	21%	21%	22%	27%	18%	10%	32%	29%	21%	21%	21%
Somewhat disagree	10%	11%	15%	9%	7%	11%	9%	6%	5%	0%	20%	5%	13%	10%
Strongly disagree	14%	0%	7%	16%	8%	16%	3%	4%	2%	0%	3%	8%	10%	20%
Don't know	11%	10%	7%	12%	11%	13%	2%	2%	5%	9%	0%	11%	4%	16%
Total Agree:	43%	62%	39%	42%	53%	38%	60%	71%	78%	59%	49%	56%	51%	34%
Total Disagree:	24%	11%	22%	26%	15%	27%	11%	10%	7%	0%	23%	13%	23%	30%
Net:	19%	51%	17%	16%	37%	11%	48%	61%	71%	59%	26%	43%	28%	4%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(66.B) To what extent do you agree or disagree with the following? Google tools are instrumental for my business ability to succeed online

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Strongly agree	9%	13%	9%	46%	17%	7%	16%	14%	5%	11%	7%	13%	5%	0%
Somewhat agree	34%	72%	34%	1%	55%	41%	41%	31%	26%	51%	34%	49%	21%	66%
Neither agree nor disagree	22%	12%	21%	0%	5%	29%	21%	14%	25%	22%	17%	13%	30%	20%
Somewhat disagree	10%	1%	11%	21%	13%	13%	9%	8%	9%	11%	21%	5%	17%	0%
Strongly disagree	14%	1%	14%	13%	6%	4%	0%	20%	23%	4%	7%	9%	13%	14%
Don't know	11%	0%	11%	20%	4%	5%	12%	13%	11%	0%	14%	12%	15%	0%
Total Agree:	43%	85%	43%	47%	72%	48%	58%	46%	31%	62%	42%	62%	25%	66%
Total Disagree:	24%	2%	25%	33%	19%	17%	9%	27%	33%	16%	28%	14%	30%	14%
Net:	19%	83%	17%	13%	53%	31%	49%	18%	-2%	47%	14%	47%	-5%	53%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(66.C) To what extent do you agree or disagree with the following? Google tools are instrumental for my business ability to succeed online

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Strongly agree	9%	5%	15%	10%	4%	11%	46%	18%	6%	11%	10%	7%
Somewhat agree	34%	31%	41%	28%	47%	44%	24%	30%	26%	40%	35%	34%
Neither agree nor disagree	22%	20%	20%	31%	14%	30%	12%	16%	20%	30%	17%	13%
Somewhat disagree	10%	12%	11%	7%	16%	5%	17%	6%	13%	11%	12%	5%
Strongly disagree	14%	19%	6%	6%	17%	8%	0%	6%	18%	7%	11%	22%
Don't know	11%	12%	6%	18%	3%	3%	1%	24%	16%	2%	14%	18%
Total Agree:	43%	36%	56%	38%	50%	55%	70%	48%	32%	51%	46%	41%
Total Disagree:	24%	31%	18%	13%	33%	12%	17%	12%	32%	18%	23%	27%
Net:	19%	5%	38%	24%	17%	42%	53%	36%	0%	33%	23%	14%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(67.A) Has your business experienced any of these digital security threats in the past five years?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	494	106	134	254	145	221	77	79	117	8	33	80	112	257
Weighted	494	40	81	373	157	398	70	21	5	14	41	88	99	245
Data loss	9%	23%	11%	7%	9%	5%	25%	20%	29%	0%	18%	7%	13%	7%
Ransomware or malware	8%	14%	10%	7%	8%	4%	28%	9%	23%	12%	12%	14%	13%	3%
Payment fraud	8%	5%	17%	6%	5%	6%	16%	19%	30%	12%	8%	13%	12%	4%
Other form of cyber attack	8%	15%	12%	6%	9%	5%	21%	19%	22%	14%	0%	8%	15%	4%
Phishing emails	34%	50%	30%	33%	30%	31%	46%	41%	44%	18%	16%	23%	41%	39%
Hacking or security breach	11%	20%	15%	9%	8%	7%	29%	20%	29%	12%	14%	17%	13%	7%
None of the above	47%	17%	49%	50%	48%	54%	16%	27%	11%	18%	57%	48%	40%	50%
Don't know	4%	0%	5%	5%	7%	5%	2%	4%	3%	14%	6%	8%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(67.B) Has your business experienced any of these digital security threats in the past five years?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	494	26	420	22	28	48	57	74	141	27	17	29	18	10
Weighted	494	6	450	13	20	40	36	38	184	29	26	35	30	15
Data loss	9%	74%	8%	10%	9%	5%	17%	14%	5%	16%	10%	15%	4%	32%
Ransomware or malware	8%	7%	7%	6%	1%	5%	18%	14%	6%	7%	10%	12%	8%	8%
Payment fraud	8%	19%	8%	22%	9%	19%	17%	13%	4%	14%	10%	5%	0%	0%
Other form of cyber attack	8%	14%	7%	5%	6%	6%	22%	9%	1%	8%	10%	13%	6%	29%
Phishing emails	34%	42%	35%	3%	34%	50%	55%	41%	30%	32%	12%	25%	46%	33%
Hacking or security breach	11%	29%	10%	4%	17%	13%	20%	18%	3%	9%	24%	17%	9%	41%
None of the above	47%	1%	49%	66%	62%	30%	25%	45%	62%	37%	44%	39%	39%	17%
Don't know	4%	0%	4%	10%	0%	9%	0%	0%	2%	10%	5%	7%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(67.C) Has your business experienced any of these digital security threats in the past five years?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to 250,000	EUR 250,000 to 500,000	EUR 500,000 to 1 million	EUR 1 million to 5 million	EUR 5 million to 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	494	116	67	35	41	88	34	77	142	153	119	77
Weighted	494	202	98	47	29	42	11	17	119	177	98	96
Data loss	9%	8%	9%	2%	15%	22%	11%	12%	4%	5%	17%	14%
Ransomware or malware	8%	8%	7%	4%	11%	22%	2%	7%	5%	12%	10%	4%
Payment fraud	8%	4%	16%	3%	5%	14%	14%	26%	9%	8%	10%	6%
Other form of cyber attack	8%	4%	6%	13%	15%	13%	11%	16%	6%	8%	7%	10%
Phishing emails	34%	28%	31%	28%	28%	55%	82%	62%	35%	34%	34%	29%
Hacking or security breach	11%	6%	15%	9%	8%	32%	31%	21%	8%	12%	12%	11%
None of the above	47%	57%	47%	50%	50%	20%	12%	15%	49%	47%	45%	50%
Don't know	4%	3%	2%	10%	0%	1%	4%	8%	4%	5%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(68.A) You said that your business had experienced Data loss in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	79	31	22	26	28	11	20	17	31	0	9	16	22	32
Weighted	44	9	9	25	15	20	17	4	1	0	7	7	13	16
Nothing	3%	13%	0%	0%	0%	0%	5%	6%	0%	*	0%	0%	0%	7%
Under 100	11%	23%	9%	7%	18%	9%	14%	14%	0%	*	3%	13%	10%	15%
100- 500	28%	12%	11%	40%	46%	49%	10%	6%	4%	*	38%	1%	63%	5%
500 - 1,000	23%	11%	3%	34%	1%	36%	12%	10%	0%	*	17%	0%	1%	52%
1,000 - 2,000	7%	16%	0%	7%	0%	6%	8%	10%	4%	*	0%	16%	5%	9%
2,000 - 5,000	7%	7%	12%	5%	5%	0%	16%	4%	9%	*	0%	36%	5%	1%
5,000 - 10,000	2%	8%	1%	0%	1%	0%	0%	14%	22%	*	0%	1%	5%	1%
10,000 - 20,000	4%	1%	10%	3%	11%	0%	8%	0%	15%	*	19%	0%	1%	1%
20,000 - 100,000	12%	5%	42%	3%	12%	0%	26%	8%	16%	*	23%	26%	10%	3%
100,000 - 1 million	1%	1%	0%	1%	0%	0%	0%	4%	10%	*	0%	1%	0%	1%
1 million - 5 million	0%	1%	0%	0%	0%	0%	0%	0%	6%	*	0%	0%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%	0%
Over 20 million	3%	1%	12%	0%	6%	0%	0%	26%	6%	*	0%	6%	0%	5%
Don't know	0%	1%	0%	0%	0%	0%	0%	0%	8%	*	0%	0%	0%	1%

Note:

BASE: Have experienced data loss

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(68.B) You said that your business had experienced Data loss in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	79	10	59	7	1	6	13	21	12	5	2	6	1	4
Weighted	44	4	34	1	2	2	6	5	8	5	3	5	1	5
Nothing	3%	0%	3%	0%	0%	0%	0%	0%	11%	0%	0%	5%	0%	0%
Under 100	11%	34%	10%	0%	0%	0%	0%	34%	11%	44%	0%	0%	0%	0%
100- 500	28%	6%	33%	0%	0%	0%	31%	0%	47%	0%	76%	35%	0%	53%
500 - 1,000	23%	6%	26%	0%	100%	88%	13%	3%	23%	0%	0%	0%	100%	40%
1,000 - 2,000	7%	30%	5%	0%	0%	2%	3%	16%	3%	0%	0%	36%	0%	0%
2,000 - 5,000	7%	0%	9%	4%	0%	0%	45%	0%	0%	0%	0%	0%	0%	3%
5,000 - 10,000	2%	0%	3%	0%	0%	0%	7%	9%	0%	0%	0%	0%	0%	0%
10,000 - 20,000	4%	1%	2%	0%	0%	0%	1%	2%	1%	19%	24%	0%	0%	0%
20,000 - 100,000	12%	22%	5%	0%	0%	8%	0%	33%	4%	37%	0%	24%	0%	0%
100,000 - 1 million	1%	0%	1%	0%	0%	2%	0%	2%	0%	0%	0%	0%	0%	3%
1 million - 5 million	0%	0%	0%	4%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	3%	1%	3%	91%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Have experienced data loss

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(68.C) You said that your business had experienced Data loss in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	79	11	8	3	10	25	6	15	12	24	27	15
Weighted	44	17	9	1	4	9	1	2	5	9	16	14
Nothing	3%	0%	0%	0%	0%	3%	78%	0%	0%	0%	1%	7%
Under 100	11%	15%	11%	0%	5%	10%	0%	0%	13%	4%	17%	7%
100- 500	28%	45%	40%	0%	1%	10%	0%	0%	0%	30%	17%	49%
500 - 1,000	23%	40%	30%	0%	0%	4%	0%	0%	4%	14%	28%	28%
1,000 - 2,000	7%	0%	10%	83%	28%	0%	0%	11%	44%	1%	7%	0%
2,000 - 5,000	7%	0%	9%	0%	49%	1%	0%	0%	17%	15%	0%	7%
5,000 - 10,000	2%	0%	0%	0%	14%	1%	3%	6%	1%	5%	1%	2%
10,000 - 20,000	4%	0%	0%	0%	1%	17%	9%	0%	14%	1%	5%	1%
20,000 - 100,000	12%	0%	0%	0%	1%	51%	7%	20%	0%	19%	21%	0%
100,000 - 1 million	1%	0%	0%	17%	0%	1%	3%	3%	4%	1%	0%	0%
1 million - 5 million	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	3%	0%	0%	0%	0%	1%	0%	55%	4%	8%	2%	0%
Don t know	0%	0%	0%	0%	0%	0%	0%	5%	0%	1%	0%	0%

Note:

BASE: Have experienced data loss

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(69.A) You said that your business had experienced ransomware or malware in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	63	16	22	25	18	9	20	8	26	1	5	17	20	19
Weighted	40	6	9	26	13	17	19	2	1	2	5	12	13	7
Nothing	27%	22%	10%	33%	0%	42%	17%	0%	0%	100%	26%	21%	10%	51%
Under 100	12%	38%	0%	10%	15%	11%	14%	0%	0%	0%	0%	10%	22%	8%
100- 500	16%	2%	15%	19%	16%	15%	19%	0%	8%	0%	0%	0%	39%	1%
500 - 1,000	8%	0%	2%	12%	9%	10%	6%	8%	2%	0%	0%	12%	0%	23%
1,000 - 2,000	7%	1%	19%	5%	10%	7%	6%	17%	9%	0%	0%	11%	13%	0%
2,000 - 5,000	4%	4%	0%	6%	10%	0%	6%	20%	6%	0%	0%	2%	10%	3%
5,000 - 10,000	3%	22%	1%	0%	10%	0%	6%	0%	10%	0%	0%	11%	0%	1%
10,000 - 20,000	2%	1%	0%	3%	0%	0%	3%	0%	11%	0%	13%	0%	0%	1%
20,000 - 100,000	9%	2%	35%	2%	7%	0%	18%	0%	14%	0%	61%	6%	0%	1%
100,000 - 1 million	2%	2%	8%	0%	1%	0%	3%	0%	20%	0%	0%	5%	1%	1%
1 million - 5 million	1%	6%	1%	0%	0%	0%	0%	17%	5%	0%	0%	0%	3%	1%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%
10 million - 20 million	1%	0%	7%	0%	3%	0%	0%	29%	0%	0%	0%	0%	0%	8%
Over 20 million	1%	0%	2%	0%	0%	0%	0%	8%	3%	0%	0%	0%	1%	0%
Don't know	7%	1%	0%	10%	20%	15%	0%	0%	7%	0%	0%	21%	0%	1%

Note:

BASE: Have experienced ransomware or malware

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(69.B) You said that your business had experienced ransomware or malware in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	63	3	51	4	4	8	8	12	11	3	1	6	2	1
Weighted	40	0	33	1	0	2	6	5	11	2	3	4	2	1
Nothing	27%	0%	33%	0%	0%	0%	0%	39%	52%	0%	0%	0%	50%	0%
Under 100	12%	0%	11%	0%	0%	0%	30%	11%	9%	0%	0%	0%	50%	0%
100- 500	16%	10%	19%	0%	0%	51%	0%	1%	8%	58%	100%	14%	0%	0%
500 - 1,000	8%	0%	6%	0%	16%	0%	0%	0%	16%	0%	0%	34%	0%	0%
1,000 - 2,000	7%	6%	9%	0%	0%	0%	20%	1%	0%	0%	0%	8%	0%	100%
2,000 - 5,000	4%	0%	5%	0%	0%	0%	0%	23%	4%	0%	0%	0%	0%	0%
5,000 - 10,000	3%	0%	0%	0%	16%	0%	1%	1%	12%	0%	0%	0%	0%	0%
10,000 - 20,000	2%	0%	2%	0%	0%	2%	1%	1%	0%	0%	0%	14%	0%	0%
20,000 - 100,000	9%	0%	2%	0%	34%	3%	9%	16%	0%	42%	0%	30%	0%	0%
100,000 - 1 million	2%	0%	3%	0%	0%	42%	0%	1%	0%	0%	0%	0%	0%	0%
1 million - 5 million	1%	84%	0%	0%	34%	0%	0%	6%	0%	0%	0%	0%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	1%	0%	2%	74%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	1%	0%	1%	26%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	7%	0%	8%	0%	0%	0%	40%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Have experienced ransomware or malware

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(69.C) You said that your business had experienced ransomware or malware in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	63	9	6	3	6	21	5	11	14	25	16	7
Weighted	40	16	7	2	3	9	0	1	6	20	9	4
Nothing	27%	38%	39%	0%	40%	9%	0%	0%	20%	25%	46%	0%
Under 100	12%	12%	42%	0%	0%	0%	0%	0%	10%	6%	0%	72%
100- 500	16%	17%	19%	29%	0%	19%	0%	3%	10%	19%	9%	25%
500 - 1,000	8%	8%	0%	0%	5%	0%	12%	0%	3%	6%	19%	0%
1,000 - 2,000	7%	8%	0%	60%	11%	0%	18%	0%	21%	8%	0%	2%
2,000 - 5,000	4%	0%	0%	11%	0%	14%	0%	14%	3%	6%	3%	0%
5,000 - 10,000	3%	0%	0%	0%	40%	0%	0%	7%	0%	6%	0%	0%
10,000 - 20,000	2%	0%	0%	0%	1%	7%	17%	0%	10%	0%	0%	1%
20,000 - 100,000	9%	0%	0%	0%	2%	38%	0%	9%	10%	7%	18%	0%
100,000 - 1 million	2%	0%	0%	0%	0%	8%	37%	0%	10%	1%	0%	0%
1 million - 5 million	1%	0%	0%	0%	0%	4%	0%	0%	0%	2%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	17%	0%	0%	0%	0%	0%
10 million - 20 million	1%	0%	0%	0%	0%	0%	0%	47%	0%	2%	2%	0%
Over 20 million	1%	0%	0%	0%	0%	0%	0%	17%	3%	0%	0%	0%
Don t know	7%	17%	0%	0%	0%	0%	0%	4%	0%	13%	0%	0%

Note:

BASE: Have experienced ransomware or malware

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(70.A) You said that your business had experienced hacking or a security breach in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	84	31	27	26	22	15	22	16	31	1	8	18	19	37
Weighted	54	8	12	33	13	28	20	4	1	2	6	15	13	17
Nothing	24%	12%	1%	36%	0%	43%	5%	4%	0%	100%	0%	18%	29%	27%
Under 100	7%	12%	0%	8%	28%	9%	3%	8%	0%	0%	0%	0%	19%	5%
100- 500	4%	0%	0%	7%	0%	0%	11%	0%	0%	0%	22%	0%	7%	0%
500 - 1,000	16%	19%	14%	16%	0%	18%	17%	0%	8%	0%	0%	11%	14%	28%
1,000 - 2,000	5%	15%	10%	0%	0%	0%	6%	28%	0%	0%	0%	0%	14%	3%
2,000 - 5,000	6%	10%	8%	4%	12%	5%	5%	16%	15%	0%	0%	6%	13%	2%
5,000 - 10,000	3%	12%	2%	2%	14%	0%	7%	4%	13%	0%	11%	5%	2%	1%
10,000 - 20,000	5%	1%	1%	8%	0%	9%	0%	0%	16%	0%	0%	17%	1%	1%
20,000 - 100,000	13%	0%	35%	9%	22%	0%	32%	14%	10%	0%	66%	14%	0%	8%
100,000 - 1 million	3%	1%	1%	4%	0%	0%	6%	4%	15%	0%	1%	8%	0%	1%
1 million - 5 million	1%	6%	2%	0%	1%	0%	0%	14%	8%	0%	0%	2%	0%	3%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	1%	0%	3%	0%	3%	0%	0%	8%	0%	0%	0%	2%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	12%	13%	23%	8%	21%	16%	8%	0%	15%	0%	0%	17%	0%	22%

Note:

BASE: Have experienced hacking or security breach

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(70.B) You said that your business had experienced hacking or a security breach in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	84	7	64	3	6	9	12	19	9	4	4	6	3	5
Weighted	54	2	45	0	4	5	7	7	6	3	6	6	3	6
Nothing	24%	0%	29%	0%	26%	71%	0%	19%	43%	0%	0%	21%	49%	28%
Under 100	7%	0%	7%	0%	0%	6%	0%	9%	40%	0%	0%	0%	0%	0%
100- 500	4%	0%	5%	0%	0%	17%	0%	0%	0%	0%	0%	0%	49%	0%
500 - 1,000	16%	3%	17%	0%	0%	0%	26%	26%	0%	0%	50%	0%	0%	28%
1,000 - 2,000	5%	14%	4%	0%	7%	0%	9%	4%	0%	0%	0%	21%	0%	0%
2,000 - 5,000	6%	21%	6%	0%	1%	2%	15%	8%	1%	0%	0%	0%	0%	20%
5,000 - 10,000	3%	3%	2%	0%	0%	0%	0%	1%	15%	6%	10%	0%	0%	0%
10,000 - 20,000	5%	3%	6%	0%	0%	2%	0%	1%	0%	0%	41%	0%	0%	0%
20,000 - 100,000	13%	52%	5%	0%	2%	0%	0%	17%	1%	94%	0%	58%	0%	0%
100,000 - 1 million	3%	3%	3%	0%	0%	1%	0%	2%	0%	0%	0%	0%	2%	23%
1 million - 5 million	1%	0%	1%	24%	10%	0%	3%	0%	0%	0%	0%	0%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	1%	0%	1%	76%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	12%	0%	14%	0%	55%	0%	47%	13%	0%	0%	0%	0%	0%	0%

Note:

BASE: Have experienced hacking or security breach

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(70.C) You said that your business had experienced hacking or a security breach in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	84	7	10	5	7	27	9	18	18	33	21	11
Weighted	54	11	15	4	2	14	3	4	10	21	12	11
Nothing	24%	33%	54%	0%	0%	1%	28%	0%	41%	12%	14%	44%
Under 100	7%	23%	0%	0%	14%	4%	0%	0%	6%	14%	0%	0%
100- 500	4%	11%	0%	0%	0%	7%	0%	0%	0%	6%	0%	9%
500 - 1,000	16%	0%	27%	76%	0%	10%	0%	0%	19%	6%	29%	18%
1,000 - 2,000	5%	0%	0%	0%	39%	9%	0%	6%	0%	9%	2%	2%
2,000 - 5,000	6%	11%	0%	0%	39%	4%	4%	5%	17%	2%	1%	9%
5,000 - 10,000	3%	0%	0%	20%	7%	5%	1%	3%	8%	1%	7%	1%
10,000 - 20,000	5%	0%	17%	0%	1%	1%	3%	1%	1%	13%	1%	0%
20,000 - 100,000	13%	0%	2%	0%	0%	40%	37%	4%	6%	14%	30%	0%
100,000 - 1 million	3%	0%	0%	4%	0%	1%	2%	36%	2%	7%	0%	0%
1 million - 5 million	1%	0%	0%	0%	0%	3%	0%	6%	0%	2%	2%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	1%	0%	0%	0%	0%	0%	0%	9%	0%	2%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	12%	23%	0%	0%	0%	14%	25%	29%	0%	13%	14%	18%

Note:

BASE: Have experienced hacking or security breach

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(71.A) You said that your business had experienced phishing e-mails in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	185	48	48	89	47	69	34	33	49	2	8	22	41	111
Weighted	166	20	24	122	47	123	32	9	2	2	7	21	40	96
Nothing	63%	36%	51%	69%	66%	74%	35%	24%	13%	100%	48%	36%	60%	69%
Under 100	8%	6%	2%	10%	6%	9%	5%	10%	5%	0%	0%	13%	20%	3%
100- 500	4%	4%	6%	4%	2%	2%	9%	14%	0%	0%	3%	2%	11%	2%
500 - 1,000	5%	15%	4%	3%	3%	1%	18%	9%	4%	0%	19%	0%	6%	4%
1,000 - 2,000	4%	7%	7%	2%	5%	4%	3%	8%	2%	0%	5%	0%	1%	6%
2,000 - 5,000	2%	7%	5%	0%	3%	0%	6%	15%	9%	0%	0%	6%	0%	2%
5,000 - 10,000	0%	1%	0%	0%	0%	0%	0%	3%	1%	0%	0%	0%	1%	0%
10,000 - 20,000	1%	1%	1%	1%	2%	0%	2%	0%	27%	0%	9%	1%	0%	0%
20,000 - 100,000	3%	0%	7%	2%	2%	0%	13%	3%	9%	0%	16%	11%	0%	1%
100,000 - 1 million	1%	0%	0%	1%	0%	0%	4%	0%	2%	0%	0%	6%	0%	0%
1 million - 5 million	0%	1%	0%	0%	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	1%	0%	0%	0%	0%	3%	2%	0%	0%	0%	1%	0%
Don't know	10%	22%	14%	7%	10%	11%	5%	13%	16%	0%	0%	25%	0%	12%

Note:

BASE: Have experienced phishing emails

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

Public First Poll for Google Finland (Business Count)

(71.B) You said that your business had experienced phishing e-mails in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	185	13	160	6	9	26	26	33	44	10	3	7	8	5
Weighted	166	2	157	0	7	20	20	15	55	9	3	9	14	5
Nothing	63%	5%	64%	0%	56%	67%	51%	54%	67%	84%	0%	69%	65%	7%
Under 100	8%	13%	9%	0%	0%	19%	0%	6%	11%	0%	40%	0%	0%	34%
100- 500	4%	10%	4%	0%	0%	5%	3%	2%	4%	3%	40%	16%	0%	0%
500 - 1,000	5%	2%	5%	0%	0%	1%	13%	17%	3%	0%	0%	0%	9%	0%
1,000 - 2,000	4%	29%	3%	0%	14%	0%	0%	2%	5%	4%	0%	0%	0%	34%
2,000 - 5,000	2%	0%	2%	0%	0%	7%	9%	1%	0%	0%	0%	0%	0%	0%
5,000 - 10,000	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%
10,000 - 20,000	1%	2%	1%	6%	2%	1%	0%	1%	0%	1%	19%	0%	0%	0%
20,000 - 100,000	3%	36%	2%	6%	0%	0%	0%	7%	0%	9%	0%	14%	0%	25%
100,000 - 1 million	1%	0%	1%	0%	0%	0%	6%	0%	0%	0%	0%	0%	0%	0%
1 million - 5 million	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	64%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	10%	2%	9%	10%	28%	0%	18%	8%	10%	0%	0%	0%	25%	0%

Note:

BASE: Have experienced phishing emails

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(71.C) You said that your business had experienced phishing e-mails in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	185	35	23	9	12	34	23	38	52	62	42	26
Weighted	166	56	31	13	8	23	9	11	42	59	33	28
Nothing	63%	70%	73%	39%	74%	36%	32%	58%	79%	47%	61%	69%
Under 100	8%	13%	8%	20%	0%	0%	14%	0%	8%	9%	6%	11%
100- 500	4%	0%	4%	10%	5%	13%	4%	5%	7%	3%	3%	3%
500 - 1,000	5%	4%	0%	1%	0%	22%	4%	0%	3%	9%	1%	3%
1,000 - 2,000	4%	5%	7%	0%	0%	1%	11%	1%	0%	5%	5%	3%
2,000 - 5,000	2%	0%	0%	10%	0%	7%	3%	2%	1%	4%	1%	0%
5,000 - 10,000	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	1%
10,000 - 20,000	1%	0%	0%	0%	1%	3%	2%	2%	2%	1%	0%	0%
20,000 - 100,000	3%	0%	0%	0%	1%	9%	15%	12%	0%	4%	6%	0%
100,000 - 1 million	1%	0%	0%	0%	16%	0%	0%	0%	0%	2%	0%	0%
1 million - 5 million	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
5 million - 10 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	1%	0%
Don t know	10%	8%	8%	20%	0%	8%	15%	17%	0%	14%	16%	8%

Note:

BASE: Have experienced phishing emails

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(72.A) You said that your business had experienced payment fraud in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	76	13	40	23	19	13	13	15	35	1	5	14	22	34
Weighted	39	2	13	24	8	23	11	4	2	2	3	11	12	11
Nothing	36%	0%	44%	35%	0%	51%	22%	4%	4%	0%	0%	23%	65%	34%
Under 100	9%	0%	0%	15%	0%	15%	0%	0%	2%	100%	0%	0%	0%	16%
100- 500	9%	12%	0%	14%	17%	11%	8%	6%	0%	0%	7%	11%	8%	11%
500 - 1,000	7%	0%	2%	11%	0%	11%	0%	8%	5%	0%	0%	13%	10%	2%
1,000 - 2,000	2%	31%	0%	0%	7%	0%	5%	0%	2%	0%	0%	0%	5%	0%
2,000 - 5,000	11%	20%	15%	9%	2%	0%	34%	9%	18%	0%	0%	16%	4%	20%
5,000 - 10,000	3%	22%	4%	1%	1%	0%	0%	26%	17%	0%	11%	4%	3%	1%
10,000 - 20,000	3%	2%	8%	0%	0%	0%	8%	0%	17%	0%	27%	0%	1%	1%
20,000 - 100,000	8%	6%	15%	4%	31%	0%	23%	9%	20%	0%	54%	8%	1%	4%
100,000 - 1 million	0%	3%	1%	0%	0%	0%	0%	0%	10%	0%	0%	0%	0%	1%
1 million - 5 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5 million - 10 million	2%	0%	7%	0%	8%	0%	0%	23%	0%	0%	0%	3%	0%	5%
10 million - 20 million	1%	0%	4%	0%	2%	0%	0%	14%	0%	0%	0%	0%	3%	2%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	7%	5%	0%	11%	31%	11%	0%	0%	6%	0%	0%	23%	0%	1%

Note:

BASE: Have experienced payment fraud

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(72.B) You said that your business had experienced payment fraud in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	76	6	62	8	3	9	14	19	12	5	2	4	0	0
Weighted	39	1	35	3	2	8	6	5	8	4	2	2	0	0
Nothing	36%	0%	41%	0%	0%	69%	10%	13%	69%	30%	50%	0%	*	*
Under 100	9%	0%	10%	0%	95%	0%	0%	1%	23%	0%	0%	0%	*	*
100- 500	9%	21%	10%	45%	0%	12%	0%	26%	3%	0%	0%	0%	*	*
500 - 1,000	7%	0%	8%	0%	0%	16%	0%	0%	3%	0%	50%	9%	*	*
1,000 - 2,000	2%	0%	2%	0%	0%	0%	10%	0%	0%	0%	0%	0%	*	*
2,000 - 5,000	11%	5%	13%	0%	5%	0%	36%	18%	0%	0%	0%	69%	*	*
5,000 - 10,000	3%	63%	2%	0%	0%	0%	0%	9%	1%	8%	0%	22%	*	*
10,000 - 20,000	3%	5%	0%	0%	0%	1%	1%	20%	0%	0%	0%	0%	*	*
20,000 - 100,000	8%	5%	2%	1%	0%	0%	1%	10%	1%	61%	0%	0%	*	*
100,000 - 1 million	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	*	*
1 million - 5 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*
5 million - 10 million	2%	0%	3%	33%	0%	0%	0%	0%	0%	0%	0%	0%	*	*
10 million - 20 million	1%	0%	2%	20%	0%	0%	0%	0%	0%	0%	0%	0%	*	*
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	*
Don't know	7%	0%	8%	0%	0%	0%	42%	1%	0%	0%	0%	0%	*	*

Note:

BASE: Have experienced payment fraud

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(72.C) You said that your business had experienced payment fraud in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	76	6	11	2	3	20	7	26	17	25	25	9
Weighted	39	8	15	1	1	6	1	4	10	13	10	6
Nothing	36%	0%	67%	88%	0%	13%	0%	43%	38%	48%	0%	65%
Under 100	9%	21%	11%	0%	0%	0%	0%	1%	0%	0%	36%	0%
100- 500	9%	33%	0%	0%	0%	16%	0%	0%	24%	0%	2%	16%
500 - 1,000	7%	15%	8%	12%	12%	1%	0%	1%	28%	0%	1%	0%
1,000 - 2,000	2%	0%	4%	0%	0%	0%	0%	1%	6%	0%	0%	0%
2,000 - 5,000	11%	0%	5%	0%	88%	3%	86%	1%	0%	13%	18%	17%
5,000 - 10,000	3%	0%	4%	0%	0%	7%	5%	2%	0%	9%	1%	1%
10,000 - 20,000	3%	0%	0%	0%	0%	16%	2%	3%	0%	1%	9%	1%
20,000 - 100,000	8%	0%	0%	0%	0%	44%	6%	10%	0%	4%	27%	1%
100,000 - 1 million	0%	0%	0%	0%	0%	1%	0%	2%	0%	1%	0%	0%
1 million - 5 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
5 million - 10 million	2%	0%	0%	0%	0%	0%	0%	21%	0%	5%	2%	0%
10 million - 20 million	1%	0%	0%	0%	0%	0%	0%	13%	3%	0%	2%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	7%	31%	0%	0%	0%	0%	0%	2%	0%	20%	0%	0%

Note:

BASE: Have experienced payment fraud

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(73.A) You said that your business had experienced other forms of cyberattack in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Role at Organization			Woman-led business	Number of Employees				Age of Company				
		VP, Director, Manager	C-Level	Founder	Woman-led business	1-9 employees	10-49 employees	50-249 employees	250+ employees	Under 1 year	1-2 years	2-5 years	5-10 years	Over 10 years
Unweighted	66	15	28	23	17	10	16	15	25	1	0	12	19	31
Weighted	38	6	10	22	14	18	15	4	1	2	0	7	14	10
Nothing	13%	4%	10%	18%	0%	21%	6%	6%	12%	0%	*	0%	27%	12%
Under 100	15%	42%	0%	14%	14%	31%	0%	0%	0%	0%	*	0%	31%	12%
100- 500	14%	0%	9%	20%	33%	25%	6%	0%	5%	100%	*	1%	0%	8%
500 - 1,000	11%	14%	14%	8%	18%	7%	14%	17%	4%	0%	*	2%	10%	12%
1,000 - 2,000	11%	4%	21%	8%	9%	10%	13%	15%	3%	0%	*	0%	15%	20%
2,000 - 5,000	12%	26%	10%	10%	23%	7%	18%	17%	7%	0%	*	24%	14%	9%
5,000 - 10,000	8%	0%	6%	11%	0%	0%	17%	9%	20%	0%	*	30%	1%	7%
10,000 - 20,000	3%	0%	12%	0%	0%	0%	8%	0%	0%	0%	*	17%	0%	0%
20,000 - 100,000	2%	1%	1%	3%	0%	0%	4%	0%	10%	0%	*	8%	0%	1%
100,000 - 1 million	4%	1%	1%	6%	0%	0%	8%	4%	10%	0%	*	18%	0%	2%
1 million - 5 million	1%	6%	0%	0%	0%	0%	0%	9%	3%	0%	*	0%	0%	4%
5 million - 10 million	2%	0%	6%	0%	1%	0%	0%	14%	3%	0%	*	0%	3%	2%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	*	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	0%	0%
Don't know	4%	3%	12%	0%	0%	0%	6%	9%	17%	0%	*	0%	0%	13%

Note:

BASE: Have experienced other forms of cyberattack

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(73.B) You said that your business had experienced other forms of cyberattack in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Public or Private Sector		Revenue Change										
		Public	Private	Grown by over 50%	Grown by 26-50%	Grown by 11-25%	Grown by 6-10%	Grown by 2-5% a year	Stayed about the same size	Declined by 2-5%	Declined by 6-10%	Declined by 11-25%	Declined by 26-50%	Declined by over 50%
Unweighted	66	8	51	4	3	7	14	12	4	4	2	7	1	4
Weighted	38	1	30	1	1	2	8	3	2	2	2	4	2	4
Nothing	13%	12%	10%	0%	0%	84%	0%	28%	2%	0%	0%	5%	100%	0%
Under 100	15%	0%	19%	0%	0%	0%	24%	0%	0%	0%	50%	0%	0%	0%
100- 500	14%	0%	7%	0%	68%	0%	0%	0%	0%	0%	0%	45%	0%	0%
500 - 1,000	11%	22%	10%	0%	0%	7%	1%	10%	47%	62%	50%	0%	0%	0%
1,000 - 2,000	11%	0%	14%	0%	0%	0%	0%	38%	0%	11%	0%	21%	0%	40%
2,000 - 5,000	12%	48%	12%	9%	0%	0%	16%	10%	47%	0%	0%	21%	0%	28%
5,000 - 10,000	8%	7%	10%	0%	0%	0%	25%	1%	3%	27%	0%	8%	0%	0%
10,000 - 20,000	3%	0%	4%	0%	0%	0%	16%	0%	0%	0%	0%	0%	0%	0%
20,000 - 100,000	2%	3%	2%	0%	0%	1%	8%	2%	0%	0%	0%	0%	0%	0%
100,000 - 1 million	4%	0%	5%	0%	0%	5%	0%	0%	0%	0%	0%	0%	0%	32%
1 million - 5 million	1%	0%	1%	0%	27%	2%	0%	0%	0%	0%	0%	0%	0%	0%
5 million - 10 million	2%	0%	2%	91%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
10 million - 20 million	0%	7%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	4%	0%	4%	0%	0%	0%	11%	11%	0%	0%	0%	0%	0%	0%

Note:

BASE: Have experienced other forms of cyberattack

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions

(73.C) You said that your business had experienced other forms of cyberattack in the past five years. Overall, how much would you estimate this financially cost your business?

	Total	Revenue							Region			
		Less than EUR 85,000	EUR 85,000 to EUR 250,000	EUR 250,000 to EUR 500,000	EUR 500,000 to EUR 1 million	EUR 1 million to EUR 5 million	EUR 5 million to EUR 10 million	More than EUR 10 million	Western Finland	Helsinki-Uusimaa	South Finland	North & East Finland
Unweighted	66	5	6	8	10	14	3	18	16	25	14	11
Weighted	38	7	6	6	4	6	1	3	7	14	7	10
Nothing	13%	27%	31%	0%	0%	20%	0%	3%	0%	0%	17%	39%
Under 100	15%	27%	0%	21%	0%	0%	0%	0%	18%	18%	0%	19%
100- 500	14%	27%	0%	0%	21%	0%	0%	0%	0%	18%	13%	19%
500 - 1,000	11%	0%	34%	21%	4%	3%	28%	0%	22%	11%	13%	0%
1,000 - 2,000	11%	0%	28%	10%	14%	23%	0%	1%	9%	11%	27%	3%
2,000 - 5,000	12%	18%	0%	14%	30%	24%	0%	0%	18%	5%	13%	19%
5,000 - 10,000	8%	1%	6%	10%	29%	12%	0%	3%	17%	12%	1%	0%
10,000 - 20,000	3%	0%	0%	21%	0%	0%	0%	0%	0%	9%	0%	0%
20,000 - 100,000	2%	0%	0%	0%	1%	11%	0%	3%	9%	0%	0%	0%
100,000 - 1 million	4%	0%	0%	3%	1%	0%	0%	47%	2%	9%	0%	0%
1 million - 5 million	1%	0%	0%	0%	0%	7%	0%	0%	0%	2%	1%	0%
5 million - 10 million	2%	0%	0%	0%	0%	0%	3%	21%	5%	0%	4%	0%
10 million - 20 million	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
Over 20 million	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don t know	4%	0%	0%	0%	0%	0%	69%	19%	0%	3%	13%	0%

Note:

BASE: Have experienced other forms of cyberattack

Fieldwork: 6th Jun - 29th Jun 2023

Data weighted by interlocking age & gender, region and education level to Nationally Representative Proportions