

# Public First Poll for Google Finland (Consumer)

**Fieldwork:** 6th Jun - 30th Jun 2023  
**Interview method:** Online Survey  
**Population represented:** 18+ year olds in Finland  
**Sample size:** 1011

## 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](mailto:polling@publicfirst.co.uk))

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166 When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Project management software (e.g. SAP, Microsoft Project)By from scratch , we mean that before learning you had no or limited ability in these areas . . . . . 338

167 When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Programming (e.g in Java, SQL, Python)By from scratch , we mean that before learning you had no or limited ability in these areas . . . . . 340

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171 When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Client relationship management software (e.g. Salesforce)By from scratch , we mean that before learning you had no or limited ability in these areas . . . . . 348

172 When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Digital marketing and analytics (e.g. Google analytics)By from scratch , we mean that before learning you had no or limited ability in these areas . . . . . 350

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(1.A) What type of mobile phone do you primarily use? Please select all that apply.

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Android	74%	61%	71%	77%	81%	80%	74%	73%	68%	77%	75%	74%	75%	77%	81%	67%
Non-smartphone	6%	0%	0%	1%	8%	7%	12%	6%	8%	6%	5%	3%	11%	7%	3%	2%
iPhone	21%	44%	28%	25%	14%	14%	13%	19%	22%	17%	21%	28%	13%	18%	16%	31%
I don't own a mobile phone	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Don't know	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%
Other	2%	0%	3%	1%	1%	1%	2%	4%	2%	1%	1%	1%	3%	1%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(1.B) What type of mobile phone do you primarily use? Please select all that apply.

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Android	74%	76%	73%	74%	66%	77%	84%	66%	73%	100%	75%	73%	82%	78%	67%	100%
Non-smartphone	6%	7%	5%	2%	4%	11%	9%	0%	5%	2%	5%	6%	6%	6%	6%	0%
iPhone	21%	19%	22%	26%	29%	11%	10%	34%	14%	2%	21%	21%	12%	19%	28%	100%
I don't own a mobile phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Other	2%	1%	3%	1%	1%	2%	2%	1%	13%	0%	2%	1%	3%	0%	2%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(2.A) Which of the following, if any, were the most important reasons you use an Android phone? Please select all that apply.

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	765	52	104	127	139	140	203	72	74	317	191	109	160	228	122	155
Weighted	753	59	115	122	120	127	210	71	73	289	197	120	150	231	116	155
Was given to me	9%	8%	9%	9%	9%	8%	9%	7%	8%	8%	12%	7%	5%	11%	8%	10%
More secure	9%	14%	7%	10%	7%	8%	9%	8%	11%	9%	8%	8%	11%	9%	10%	6%
Don't know	7%	0%	0%	6%	5%	10%	12%	14%	4%	6%	6%	6%	6%	7%	5%	4%
Lower cost or more affordable	50%	73%	73%	56%	44%	36%	39%	50%	61%	48%	50%	48%	64%	46%	46%	49%
Better accessibility options	5%	18%	8%	5%	2%	2%	2%	6%	4%	5%	4%	5%	7%	5%	5%	4%
Easier to use	43%	53%	50%	42%	41%	43%	38%	52%	54%	43%	39%	38%	51%	42%	43%	45%
Easier access to the apps, information and online services I want	32%	36%	36%	37%	33%	29%	27%	26%	33%	33%	33%	31%	37%	32%	30%	31%
Worked better with my other devices or applications	28%	30%	40%	32%	26%	23%	22%	25%	34%	27%	31%	22%	30%	27%	27%	28%
More options for types of phone	26%	37%	33%	24%	30%	29%	17%	14%	22%	26%	32%	25%	29%	22%	26%	31%
Better integration with Google apps	24%	52%	30%	25%	23%	15%	17%	11%	34%	19%	28%	28%	27%	19%	23%	30%
Liked the camera	22%	29%	23%	24%	17%	21%	23%	20%	28%	23%	23%	17%	19%	21%	26%	24%
More customisable	17%	23%	32%	22%	17%	9%	8%	13%	15%	17%	18%	18%	20%	15%	18%	20%
More powerful	16%	42%	20%	14%	13%	14%	12%	11%	21%	16%	15%	19%	19%	16%	16%	16%
Faster	13%	24%	18%	11%	9%	13%	9%	18%	16%	14%	9%	11%	16%	11%	17%	10%
More open than the alternatives	10%	9%	19%	13%	13%	4%	5%	7%	11%	9%	12%	10%	10%	9%	10%	15%
None of the above	3%	0%	2%	4%	3%	5%	1%	4%	1%	2%	3%	3%	3%	2%	2%	2%

Note:

BASE: Android users

Fieldwork: 6th Jun - 30th Jun 2023

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

(2.B) Which of the following, if any, were the most important reasons you use an Android phone? Please select all that apply.

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	765	366	395	289	67	257	86	47	15	765	751	197	202	245	118	3
Weighted	753	385	365	286	59	255	82	52	14	753	738	155	191	197	205	5
Was given to me	9%	7%	10%	12%	9%	8%	3%	8%	7%	9%	9%	8%	7%	7%	12%	0%
More secure	9%	10%	8%	8%	4%	9%	10%	11%	23%	9%	9%	10%	12%	10%	4%	0%
Don't know	7%	7%	6%	5%	3%	11%	4%	0%	5%	7%	6%	7%	6%	8%	6%	0%
Lower cost or more affordable	50%	54%	46%	52%	56%	39%	49%	84%	53%	50%	50%	50%	48%	51%	51%	0%
Better accessibility options	5%	6%	3%	6%	4%	2%	5%	3%	13%	5%	5%	6%	3%	2%	6%	27%
Easier to use	43%	34%	52%	46%	48%	39%	45%	42%	48%	43%	43%	50%	48%	44%	34%	0%
Easier access to the apps, information and online services I want	32%	34%	30%	32%	38%	28%	34%	32%	52%	32%	32%	34%	29%	31%	34%	27%
Worked better with my other devices or applications	28%	29%	27%	30%	30%	21%	30%	33%	32%	28%	28%	31%	28%	26%	28%	0%
More options for types of phone	26%	31%	21%	30%	24%	19%	33%	31%	18%	26%	26%	32%	28%	20%	24%	43%
Better integration with Google apps	24%	27%	20%	24%	31%	16%	23%	43%	43%	24%	24%	24%	25%	20%	25%	73%
Liked the camera	22%	19%	26%	25%	23%	21%	21%	18%	19%	22%	23%	28%	22%	22%	18%	57%
More customisable	17%	22%	11%	21%	16%	8%	22%	22%	28%	17%	17%	14%	15%	14%	23%	27%
More powerful	16%	17%	16%	18%	24%	12%	14%	21%	13%	16%	17%	18%	16%	14%	16%	73%
Faster	13%	14%	11%	13%	15%	9%	19%	13%	19%	13%	13%	8%	14%	13%	13%	57%
More open than the alternatives	10%	15%	4%	15%	7%	4%	10%	11%	12%	10%	10%	9%	9%	9%	12%	0%
None of the above	3%	3%	2%	2%	0%	2%	4%	3%	13%	3%	2%	2%	3%	4%	1%	0%

Note:

BASE: Android users

Fieldwork: 6th Jun - 30th Jun 2023

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

(3.A) Which of the following types of personal computer do you mainly use? Please select all that apply.

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Apple Mac	8%	13%	15%	11%	6%	5%	4%	9%	8%	6%	10%	11%	4%	10%	7%	12%
Apple iPad	8%	16%	6%	9%	5%	8%	8%	5%	7%	8%	9%	10%	3%	7%	5%	17%
Windows PC	68%	67%	65%	75%	68%	68%	66%	56%	70%	69%	68%	72%	74%	67%	70%	65%
Google Chromebook	6%	8%	3%	5%	6%	9%	6%	13%	7%	5%	7%	4%	4%	6%	13%	5%
I don't use a personal computer	6%	8%	9%	6%	6%	6%	4%	11%	8%	6%	5%	5%	6%	7%	4%	7%
Don't know	2%	1%	1%	0%	2%	2%	4%	7%	2%	2%	0%	2%	3%	1%	3%	1%
Android Tablets	19%	10%	12%	17%	21%	23%	24%	18%	10%	24%	19%	16%	16%	21%	20%	21%
Other	6%	8%	6%	3%	7%	5%	7%	4%	6%	5%	6%	6%	2%	7%	5%	6%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(3.B) Which of the following types of personal computer do you mainly use? Please select all that apply.

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Apple Mac	8%	9%	7%	11%	11%	3%	3%	19%	0%	4%	9%	7%	4%	6%	15%	0%
Apple iPad	8%	8%	8%	10%	5%	7%	3%	11%	9%	5%	8%	10%	5%	7%	9%	100%
Windows PC	68%	76%	60%	67%	74%	66%	69%	75%	75%	73%	69%	70%	67%	68%	67%	100%
Google Chromebook	6%	5%	7%	6%	3%	7%	7%	6%	4%	7%	6%	5%	10%	7%	3%	0%
I don't use a personal computer	6%	4%	8%	8%	6%	5%	8%	5%	0%	7%	6%	5%	6%	8%	6%	0%
Don't know	2%	0%	4%	1%	3%	4%	0%	0%	0%	2%	2%	1%	3%	1%	2%	0%
Android Tablets	19%	18%	20%	17%	12%	25%	15%	16%	32%	24%	19%	21%	23%	20%	14%	0%
Other	6%	5%	6%	6%	4%	6%	7%	3%	4%	5%	5%	5%	6%	6%	6%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(4.A) Which of the following, if any, were the most important reasons you use a Chromebook? Please select up to three.

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	68	7	6	11	12	15	17	13	9	21	17	7	9	22	18	12
Weighted	63	8	5	8	9	15	18	13	8	17	17	7	8	19	18	11
More customisable	7%	0%	0%	0%	8%	5%	17%	9%	0%	8%	11%	0%	10%	10%	0%	6%
Easier to use	47%	52%	13%	64%	39%	51%	47%	47%	36%	68%	38%	21%	42%	31%	48%	62%
Lower cost or more affordable	41%	45%	53%	55%	32%	48%	27%	18%	45%	54%	42%	51%	34%	48%	34%	33%
Better accessibility options	3%	14%	0%	0%	0%	0%	6%	8%	0%	0%	6%	0%	0%	5%	6%	0%
Faster	25%	30%	52%	8%	32%	23%	21%	18%	45%	30%	16%	31%	19%	28%	22%	13%
More secure	24%	25%	33%	0%	23%	30%	27%	29%	36%	28%	18%	10%	19%	24%	42%	0%
Worked better with my other devices or applications	22%	34%	15%	10%	8%	7%	45%	8%	15%	26%	32%	11%	24%	21%	23%	20%
More powerful	18%	21%	57%	8%	31%	18%	5%	15%	10%	32%	15%	11%	19%	29%	18%	6%
Better integration with Google apps	18%	10%	33%	9%	24%	18%	18%	7%	25%	18%	27%	11%	10%	33%	6%	13%
Easier access to the apps, information and online services I want	17%	25%	29%	17%	16%	0%	24%	20%	0%	18%	17%	10%	24%	5%	29%	13%
Was given to me	16%	10%	13%	9%	27%	18%	17%	22%	0%	13%	11%	49%	20%	9%	10%	30%
None of the above	3%	0%	0%	8%	16%	0%	0%	0%	9%	5%	4%	0%	0%	7%	0%	0%
Don't know	4%	0%	0%	0%	10%	6%	5%	7%	0%	5%	5%	0%	22%	4%	0%	0%

Note:

BASE: Chromebook users

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(4.B) Which of the following, if any, were the most important reasons you use a Chromebook? Please select up to three.

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	68	28	39	28	4	24	8	3	1	60	67	15	26	22	5	0
Weighted	63	26	35	24	3	24	6	4	1	56	62	12	24	18	9	0
More customisable	7%	10%	5%	0%	0%	18%	0%	0%	0%	8%	7%	13%	9%	4%	0%	*
Easier to use	47%	48%	48%	42%	48%	54%	39%	52%	0%	51%	47%	36%	45%	58%	44%	*
Lower cost or more affordable	41%	37%	41%	46%	77%	40%	27%	25%	0%	38%	41%	44%	38%	36%	56%	*
Better accessibility options	3%	8%	0%	0%	0%	4%	0%	23%	0%	4%	3%	9%	4%	0%	0%	*
Faster	25%	16%	30%	34%	25%	28%	0%	0%	0%	22%	26%	31%	20%	25%	32%	*
More secure	24%	31%	20%	17%	0%	30%	41%	23%	0%	25%	24%	35%	28%	23%	0%	*
Worked better with my other devices or applications	22%	21%	24%	13%	0%	41%	0%	23%	0%	24%	23%	16%	29%	29%	0%	*
More powerful	18%	16%	17%	28%	23%	13%	13%	0%	0%	21%	19%	13%	11%	25%	32%	*
Better integration with Google apps	18%	22%	15%	13%	25%	23%	28%	0%	0%	20%	18%	20%	16%	18%	18%	*
Easier access to the apps, information and online services I want	17%	11%	22%	15%	25%	17%	12%	23%	0%	19%	17%	15%	16%	28%	0%	*
Was given to me	16%	7%	24%	28%	0%	12%	12%	0%	0%	15%	17%	14%	22%	18%	0%	*
None of the above	3%	0%	6%	3%	0%	0%	10%	0%	100%	4%	3%	6%	3%	4%	0%	*
Don't know	4%	10%	0%	0%	0%	7%	13%	0%	0%	4%	3%	7%	4%	5%	0%	*

Note:

BASE: Chromebook users

Fieldwork: 6th Jun - 30th Jun 2023

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



(5.A) When was the last time you used the following Google products?: Google Search

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
In the last day	71%	86%	80%	78%	75%	64%	60%	59%	77%	72%	70%	75%	72%	73%	67%	73%
In the last week	23%	12%	17%	20%	21%	28%	29%	30%	22%	22%	23%	21%	20%	23%	25%	20%
In the last month	3%	1%	1%	2%	2%	3%	8%	6%	1%	4%	3%	3%	5%	2%	7%	2%
In the last year	1%	1%	1%	0%	2%	2%	2%	3%	1%	2%	2%	0%	2%	1%	1%	2%
Never	1%	0%	2%	0%	1%	1%	1%	0%	0%	0%	2%	1%	0%	1%	1%	2%
Don't know	1%	1%	0%	0%	0%	2%	1%	3%	0%	0%	1%	0%	1%	1%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(5.B) When was the last time you used the following Google products?: Google Search

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
In the last day	71%	68%	75%	77%	77%	58%	81%	79%	75%	71%	73%	70%	74%	69%	72%	100%
In the last week	23%	26%	20%	19%	22%	31%	14%	18%	12%	24%	23%	23%	18%	27%	23%	0%
In the last month	3%	4%	3%	2%	0%	7%	1%	0%	13%	3%	3%	5%	5%	2%	2%	0%
In the last year	1%	1%	2%	1%	0%	2%	4%	1%	0%	1%	0%	1%	2%	1%	2%	0%
Never	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%
Don't know	1%	1%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%	1%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(6.A) When was the last time you used the following Google products?: Google Maps

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
In the last day	22%	34%	36%	22%	21%	16%	12%	16%	22%	18%	23%	31%	16%	21%	29%	23%
In the last week	45%	49%	46%	53%	49%	42%	37%	36%	43%	44%	47%	48%	45%	44%	33%	50%
In the last month	20%	15%	13%	15%	18%	27%	27%	21%	21%	25%	18%	14%	19%	24%	24%	15%
In the last year	10%	1%	3%	9%	10%	10%	19%	19%	10%	11%	8%	7%	12%	10%	13%	9%
Never	2%	1%	2%	1%	0%	3%	3%	5%	2%	1%	3%	0%	4%	1%	2%	2%
Don't know	1%	0%	0%	0%	1%	3%	2%	2%	2%	1%	1%	0%	3%	1%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(6.B) When was the last time you used the following Google products?: Google Maps

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
In the last day	22%	25%	18%	27%	29%	11%	32%	24%	17%	21%	22%	20%	16%	17%	31%	43%
In the last week	45%	43%	46%	49%	42%	37%	44%	57%	48%	46%	45%	44%	40%	51%	43%	57%
In the last month	20%	19%	22%	18%	20%	28%	10%	14%	17%	21%	21%	19%	27%	21%	17%	0%
In the last year	10%	9%	12%	5%	7%	19%	13%	3%	13%	10%	10%	14%	14%	9%	6%	0%
Never	2%	2%	1%	1%	2%	3%	1%	1%	5%	1%	1%	1%	2%	2%	3%	0%
Don't know	1%	1%	1%	0%	1%	2%	1%	0%	0%	1%	1%	2%	1%	1%	1%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(7.A) When was the last time you used the following Google products?: Google Workplace (Google Docs / Google Sheets / Google Slides / Google Drive)

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
In the last day	9%	20%	11%	11%	9%	7%	5%	6%	8%	7%	11%	15%	9%	8%	9%	15%
In the last week	20%	31%	31%	19%	25%	16%	11%	17%	19%	17%	25%	23%	21%	22%	17%	22%
In the last month	17%	20%	24%	19%	13%	13%	15%	12%	25%	14%	18%	20%	18%	15%	17%	19%
In the last year	18%	15%	18%	20%	19%	16%	18%	13%	16%	18%	22%	15%	15%	21%	20%	13%
Never	26%	13%	11%	24%	26%	35%	35%	33%	26%	33%	17%	20%	29%	25%	28%	24%
Don't know	10%	1%	5%	8%	7%	12%	16%	18%	7%	11%	8%	7%	8%	10%	9%	7%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(7.B) When was the last time you used the following Google products?: Google Workplace (Google Docs / Google Sheets / Google Slides / Google Drive)

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
In the last day	9%	8%	10%	14%	10%	5%	5%	8%	14%	9%	9%	6%	8%	9%	12%	100%
In the last week	20%	22%	18%	23%	24%	11%	28%	32%	18%	21%	20%	15%	16%	21%	27%	0%
In the last month	17%	18%	16%	16%	21%	15%	15%	32%	16%	17%	17%	16%	17%	20%	16%	0%
In the last year	18%	17%	19%	19%	19%	18%	16%	17%	9%	19%	18%	18%	22%	19%	14%	0%
Never	26%	26%	27%	22%	23%	35%	24%	9%	44%	25%	26%	33%	25%	23%	24%	0%
Don't know	10%	9%	11%	7%	3%	16%	12%	2%	0%	9%	10%	13%	11%	9%	8%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(8.A) When was the last time you used the following Google products?: Google Assistant

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
In the last day	2%	4%	1%	2%	1%	3%	2%	2%	1%	2%	2%	4%	2%	2%	2%	3%
In the last week	5%	12%	4%	9%	4%	3%	4%	10%	2%	4%	5%	8%	5%	6%	3%	7%
In the last month	7%	4%	7%	3%	10%	8%	7%	4%	7%	6%	8%	6%	8%	7%	7%	6%
In the last year	13%	15%	8%	18%	13%	12%	13%	15%	6%	13%	16%	11%	11%	11%	17%	16%
Never	57%	53%	63%	57%	56%	59%	52%	50%	68%	57%	54%	57%	56%	57%	60%	54%
Don't know	17%	12%	16%	12%	16%	16%	22%	18%	16%	19%	15%	14%	19%	17%	11%	14%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(8.B) When was the last time you used the following Google products?: Google Assistant

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
In the last day	2%	2%	2%	3%	1%	2%	2%	2%	0%	2%	2%	2%	2%	3%	0%	69%
In the last week	5%	8%	2%	6%	4%	3%	8%	6%	5%	7%	5%	3%	7%	5%	6%	31%
In the last month	7%	7%	6%	7%	6%	7%	9%	7%	4%	7%	7%	10%	4%	8%	5%	0%
In the last year	13%	14%	12%	13%	13%	13%	13%	11%	8%	14%	13%	13%	15%	14%	11%	0%
Never	57%	52%	61%	61%	60%	52%	48%	59%	66%	54%	57%	55%	56%	52%	63%	0%
Don't know	17%	16%	17%	10%	16%	24%	20%	15%	17%	16%	17%	17%	16%	19%	16%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(9.A) When was the last time you used the following Google products?: YouTube

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
In the last day	37%	64%	54%	47%	31%	27%	20%	35%	39%	35%	35%	45%	42%	36%	38%	36%
In the last week	36%	31%	33%	38%	50%	40%	28%	38%	40%	36%	37%	29%	36%	36%	31%	38%
In the last month	14%	2%	8%	10%	11%	17%	24%	11%	10%	13%	16%	19%	8%	15%	16%	16%
In the last year	9%	1%	4%	4%	6%	12%	16%	10%	5%	11%	8%	5%	8%	10%	11%	6%
Never	4%	1%	0%	0%	2%	2%	11%	5%	5%	4%	4%	2%	5%	3%	3%	3%
Don't know	1%	0%	0%	0%	0%	2%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(9.B) When was the last time you used the following Google products?: YouTube

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
In the last day	37%	43%	31%	39%	50%	20%	46%	60%	66%	37%	38%	31%	32%	36%	45%	69%
In the last week	36%	36%	35%	41%	32%	31%	42%	32%	25%	37%	36%	34%	39%	40%	30%	31%
In the last month	14%	10%	19%	13%	9%	22%	7%	6%	0%	14%	15%	20%	15%	13%	12%	0%
In the last year	9%	6%	12%	6%	7%	16%	3%	3%	9%	8%	8%	8%	10%	8%	9%	0%
Never	4%	5%	3%	1%	0%	10%	0%	0%	0%	3%	3%	5%	4%	3%	4%	0%
Don't know	1%	0%	1%	0%	2%	1%	1%	0%	0%	1%	1%	1%	1%	0%	0%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(10.A) When was the last time you used the following Google products?: Gmail

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
In the last day	72%	77%	75%	75%	71%	70%	68%	68%	73%	71%	70%	79%	72%	73%	77%	72%
In the last week	13%	11%	13%	11%	15%	12%	15%	10%	14%	13%	13%	14%	11%	12%	13%	13%
In the last month	6%	6%	5%	7%	5%	7%	6%	8%	6%	5%	8%	3%	7%	5%	7%	5%
In the last year	5%	3%	6%	3%	4%	4%	7%	8%	6%	5%	5%	2%	3%	5%	4%	7%
Never	3%	2%	0%	2%	6%	6%	3%	3%	1%	5%	3%	3%	5%	4%	1%	2%
Don't know	1%	1%	1%	1%	0%	1%	2%	3%	1%	1%	1%	1%	1%	1%	0%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(10.B) When was the last time you used the following Google products?: Gmail

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
In the last day	72%	72%	72%	74%	66%	69%	69%	79%	73%	72%	72%	66%	77%	71%	72%	100%
In the last week	13%	14%	12%	14%	17%	12%	13%	12%	0%	15%	13%	17%	12%	15%	10%	0%
In the last month	6%	7%	5%	4%	8%	7%	6%	6%	13%	5%	6%	5%	6%	5%	7%	0%
In the last year	5%	3%	6%	5%	4%	6%	4%	3%	0%	4%	5%	6%	2%	5%	6%	0%
Never	3%	3%	4%	3%	3%	3%	6%	0%	14%	3%	3%	4%	2%	2%	5%	0%
Don't know	1%	1%	1%	0%	2%	2%	2%	0%	0%	1%	1%	1%	1%	1%	1%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(11.A) On an average day, how many times do you use Google Search as part of your work?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	468	36	95	116	106	92	23	25	47	167	135	94	38	148	76	158
Weighted	465	40	106	116	95	84	23	24	45	147	144	105	35	151	66	161
None	19%	13%	20%	18%	19%	18%	31%	52%	32%	27%	5%	13%	20%	24%	19%	14%
1-2 times	29%	26%	25%	37%	30%	27%	17%	28%	16%	30%	34%	27%	28%	28%	30%	29%
2-4 times	21%	26%	23%	23%	16%	21%	15%	7%	26%	16%	30%	17%	26%	22%	18%	21%
5-9 times	17%	15%	19%	12%	18%	16%	30%	13%	15%	15%	17%	22%	13%	12%	25%	18%
10-19 times	6%	14%	3%	7%	5%	7%	7%	0%	5%	4%	7%	10%	7%	6%	2%	10%
Over 20 times	5%	3%	8%	1%	4%	8%	0%	0%	3%	4%	4%	8%	0%	5%	4%	6%
Don't know	3%	3%	2%	3%	8%	3%	0%	0%	2%	5%	4%	3%	5%	3%	2%	2%

*Note:*

BASE: Workers and Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(11.B) On an average day, how many times do you use Google Search as part of your work?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	468	204	261	373	95	0	0	0	0	352	468	121	93	153	98	3
Weighted	465	227	234	377	88	0	0	0	0	341	465	93	82	119	166	5
None	19%	17%	20%	17%	26%	*	*	*	*	20%	19%	18%	24%	21%	15%	31%
1-2 times	29%	23%	35%	28%	31%	*	*	*	*	26%	29%	26%	32%	36%	25%	0%
2-4 times	21%	25%	17%	22%	17%	*	*	*	*	22%	21%	24%	22%	16%	22%	43%
5-9 times	17%	18%	16%	18%	14%	*	*	*	*	16%	17%	19%	11%	14%	20%	27%
10-19 times	6%	7%	6%	6%	7%	*	*	*	*	6%	6%	5%	3%	5%	10%	0%
Over 20 times	5%	7%	3%	6%	1%	*	*	*	*	5%	5%	4%	3%	6%	5%	0%
Don't know	3%	4%	3%	3%	4%	*	*	*	*	4%	3%	4%	4%	3%	3%	0%

*Note:*

BASE: Workers and Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(12.A) On an average day, how many times do you use Google Search as part of your personal life?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
None	2%	1%	2%	3%	2%	1%	3%	4%	3%	1%	4%	2%	3%	2%	4%	1%
1-2 times	30%	16%	25%	27%	32%	31%	38%	35%	22%	32%	29%	29%	28%	29%	33%	29%
2-4 times	30%	36%	37%	35%	20%	26%	30%	34%	36%	31%	33%	19%	30%	30%	35%	30%
5-9 times	21%	15%	24%	19%	29%	22%	17%	16%	14%	20%	22%	29%	21%	22%	16%	23%
10-19 times	7%	14%	6%	12%	7%	5%	5%	4%	10%	7%	7%	10%	8%	7%	8%	10%
Over 20 times	5%	13%	5%	1%	5%	8%	3%	3%	10%	5%	2%	9%	5%	7%	2%	5%
Don't know	4%	5%	1%	3%	5%	8%	3%	5%	3%	5%	3%	4%	4%	3%	3%	2%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(12.B) On an average day, how many times do you use Google Search as part of your personal life?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
None	2%	3%	1%	3%	1%	2%	2%	0%	5%	2%	2%	1%	2%	2%	3%	0%
1-2 times	30%	29%	32%	28%	33%	38%	21%	20%	26%	31%	30%	34%	32%	35%	23%	0%
2-4 times	30%	29%	31%	31%	21%	30%	31%	36%	34%	28%	30%	28%	30%	30%	32%	27%
5-9 times	21%	23%	19%	23%	22%	17%	24%	21%	23%	22%	21%	20%	21%	17%	24%	73%
10-19 times	7%	6%	9%	7%	15%	5%	13%	8%	0%	7%	7%	8%	6%	8%	8%	0%
Over 20 times	5%	6%	5%	6%	5%	3%	2%	10%	8%	6%	5%	6%	4%	4%	6%	0%
Don't know	4%	4%	3%	2%	2%	5%	7%	4%	4%	4%	4%	3%	5%	4%	4%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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



(13.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Fast

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	37%	45%	46%	44%	39%	30%	26%	25%	39%	35%	40%	40%	36%	36%	28%	44%
Good description	53%	51%	48%	49%	52%	55%	57%	59%	54%	54%	49%	53%	53%	50%	62%	51%
Neither a good nor bad description	9%	1%	5%	6%	8%	14%	14%	14%	5%	10%	10%	5%	10%	13%	8%	4%
Bad description	1%	1%	1%	0%	1%	1%	2%	1%	2%	1%	0%	2%	0%	1%	1%	1%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	2%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	1%	0%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(13.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Fast

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	37%	34%	39%	40%	45%	27%	45%	45%	43%	37%	37%	31%	34%	35%	45%	27%
Good description	53%	54%	52%	54%	45%	56%	48%	51%	39%	53%	53%	56%	52%	56%	48%	73%
Neither a good nor bad description	9%	10%	8%	5%	9%	15%	6%	4%	18%	9%	9%	11%	12%	7%	7%	0%
Bad description	1%	1%	0%	1%	1%	2%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(14.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Comprehensive

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	26%	35%	32%	30%	26%	16%	23%	22%	35%	30%	21%	20%	28%	25%	24%	28%
Good description	52%	52%	49%	50%	50%	57%	53%	51%	54%	51%	57%	46%	51%	53%	56%	48%
Neither a good nor bad description	17%	8%	12%	13%	21%	21%	19%	22%	10%	14%	16%	25%	18%	16%	16%	18%
Bad description	3%	1%	4%	4%	3%	5%	2%	1%	1%	2%	6%	5%	2%	3%	2%	6%
Very bad description	0%	0%	1%	2%	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%	0%	0%
Don't know	2%	4%	2%	2%	0%	0%	2%	4%	0%	2%	1%	2%	1%	1%	2%	1%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(14.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Comprehensive

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	26%	24%	28%	26%	25%	22%	36%	30%	35%	27%	26%	22%	32%	25%	25%	69%
Good description	52%	52%	52%	53%	58%	54%	40%	52%	30%	53%	52%	58%	46%	53%	52%	31%
Neither a good nor bad description	17%	18%	15%	15%	11%	19%	21%	13%	27%	15%	17%	15%	16%	19%	16%	0%
Bad description	3%	3%	3%	4%	3%	3%	3%	1%	8%	3%	3%	3%	4%	2%	4%	0%
Very bad description	0%	1%	0%	0%	1%	0%	0%	3%	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	2%	2%	1%	1%	2%	2%	0%	2%	0%	1%	2%	2%	2%	1%	2%	0%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(15.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Trustworthy

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	12%	20%	16%	11%	12%	7%	11%	12%	21%	13%	8%	10%	14%	10%	14%	15%
Good description	54%	53%	54%	57%	57%	54%	52%	52%	57%	53%	59%	50%	50%	56%	54%	55%
Neither a good nor bad description	27%	22%	25%	24%	26%	31%	30%	31%	19%	27%	28%	30%	32%	27%	26%	24%
Bad description	4%	3%	3%	4%	4%	6%	5%	1%	3%	4%	5%	7%	2%	5%	4%	6%
Very bad description	1%	0%	2%	3%	0%	0%	0%	2%	0%	1%	0%	1%	0%	2%	1%	0%
Don't know	1%	2%	0%	1%	0%	2%	1%	2%	1%	2%	0%	2%	2%	0%	1%	0%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(15.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Trustworthy

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	12%	13%	12%	13%	12%	10%	17%	13%	5%	12%	12%	13%	12%	11%	13%	0%
Good description	54%	54%	54%	60%	54%	50%	55%	48%	61%	54%	54%	55%	49%	56%	55%	100%
Neither a good nor bad description	27%	25%	30%	21%	31%	33%	25%	32%	16%	27%	27%	27%	31%	27%	25%	0%
Bad description	4%	6%	3%	5%	2%	5%	2%	6%	4%	5%	4%	3%	5%	5%	5%	0%
Very bad description	1%	1%	0%	1%	0%	0%	0%	0%	10%	0%	1%	0%	0%	0%	2%	0%
Don't know	1%	1%	1%	0%	2%	2%	0%	1%	5%	1%	1%	2%	2%	1%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(16.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Accurate

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	11%	18%	10%	9%	10%	9%	10%	10%	17%	12%	8%	8%	11%	12%	12%	10%
Good description	52%	56%	62%	55%	49%	47%	47%	53%	54%	49%	56%	50%	52%	47%	55%	55%
Neither a good nor bad description	31%	19%	24%	25%	35%	36%	36%	33%	23%	32%	28%	34%	31%	34%	29%	27%
Bad description	4%	3%	2%	5%	3%	6%	4%	3%	4%	3%	4%	5%	4%	3%	3%	5%
Very bad description	1%	0%	0%	2%	0%	0%	1%	0%	0%	1%	0%	2%	0%	2%	0%	1%
Don't know	2%	5%	1%	3%	2%	1%	2%	1%	2%	2%	3%	2%	3%	2%	0%	1%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(16.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Accurate

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	11%	10%	11%	12%	11%	9%	12%	12%	5%	10%	11%	11%	11%	10%	10%	43%
Good description	52%	52%	52%	53%	53%	47%	63%	54%	55%	53%	52%	49%	49%	51%	57%	57%
Neither a good nor bad description	31%	31%	30%	30%	26%	37%	17%	28%	36%	31%	31%	34%	33%	33%	25%	0%
Bad description	4%	4%	4%	3%	6%	4%	7%	3%	0%	4%	4%	3%	7%	4%	2%	0%
Very bad description	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	2%	0%
Don't know	2%	2%	3%	1%	4%	2%	1%	4%	5%	2%	2%	3%	0%	2%	3%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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



(17.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Reliable

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	13%	18%	14%	17%	13%	8%	12%	8%	19%	14%	13%	10%	14%	15%	11%	16%
Good description	52%	60%	61%	49%	50%	54%	47%	59%	62%	51%	52%	46%	53%	49%	56%	53%
Neither a good nor bad description	27%	14%	20%	24%	32%	29%	33%	27%	14%	27%	29%	33%	24%	29%	27%	25%
Bad description	5%	3%	4%	7%	4%	7%	5%	3%	3%	5%	5%	8%	5%	5%	4%	6%
Very bad description	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%
Don't know	2%	5%	1%	2%	1%	2%	2%	3%	2%	3%	2%	1%	5%	1%	1%	0%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(17.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Reliable

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	13%	13%	13%	15%	12%	11%	19%	10%	22%	13%	13%	12%	15%	11%	16%	27%
Good description	52%	53%	52%	55%	53%	47%	52%	58%	44%	54%	52%	52%	50%	55%	51%	73%
Neither a good nor bad description	27%	25%	29%	24%	28%	34%	18%	23%	30%	26%	27%	29%	29%	27%	24%	0%
Bad description	5%	6%	4%	5%	5%	5%	7%	6%	0%	5%	5%	5%	5%	5%	5%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	2%	2%	2%	0%	2%	3%	4%	3%	5%	2%	2%	3%	2%	2%	3%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(18.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Relevant

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	16%	20%	14%	14%	18%	17%	15%	9%	24%	18%	13%	15%	19%	18%	13%	14%
Good description	52%	51%	56%	54%	54%	50%	50%	61%	45%	51%	56%	49%	50%	48%	57%	59%
Neither a good nor bad description	27%	22%	25%	25%	22%	29%	33%	22%	27%	26%	28%	31%	26%	30%	25%	25%
Bad description	2%	3%	2%	3%	2%	3%	1%	4%	1%	2%	2%	3%	1%	2%	1%	1%
Very bad description	1%	0%	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%
Don't know	2%	4%	3%	2%	3%	1%	1%	3%	3%	2%	1%	2%	3%	1%	3%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(18.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Relevant

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	16%	14%	19%	17%	17%	16%	11%	13%	36%	16%	16%	17%	18%	18%	13%	0%
Good description	52%	52%	52%	54%	61%	47%	59%	49%	43%	52%	52%	50%	52%	53%	53%	100%
Neither a good nor bad description	27%	30%	25%	25%	18%	33%	25%	29%	17%	28%	27%	27%	26%	26%	29%	0%
Bad description	2%	2%	2%	3%	2%	1%	2%	3%	0%	2%	2%	2%	2%	2%	2%	0%
Very bad description	1%	1%	0%	0%	0%	1%	0%	1%	4%	0%	1%	1%	0%	0%	1%	0%
Don't know	2%	1%	3%	1%	3%	2%	2%	5%	0%	2%	2%	3%	1%	2%	2%	0%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(19.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Helpful

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	43%	40%	46%	48%	42%	45%	40%	35%	48%	47%	40%	42%	44%	43%	43%	46%
Good description	50%	55%	49%	47%	55%	46%	51%	52%	46%	47%	55%	51%	49%	49%	51%	51%
Neither a good nor bad description	6%	6%	4%	4%	3%	8%	8%	12%	5%	5%	5%	7%	6%	6%	5%	4%
Bad description	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%	0%	2%	1%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(19.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Helpful

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	43%	37%	50%	43%	44%	40%	50%	47%	48%	43%	43%	43%	43%	46%	41%	27%
Good description	50%	55%	45%	52%	48%	51%	47%	47%	38%	51%	50%	46%	50%	48%	54%	73%
Neither a good nor bad description	6%	7%	4%	4%	7%	8%	2%	7%	14%	5%	6%	10%	7%	4%	4%	0%
Bad description	1%	1%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	1%	1%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(20.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Easy to use

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	48%	56%	51%	59%	47%	41%	42%	37%	50%	48%	45%	57%	47%	46%	43%	57%
Good description	46%	43%	47%	37%	49%	51%	49%	55%	46%	45%	51%	39%	48%	49%	51%	39%
Neither a good nor bad description	4%	2%	2%	2%	3%	6%	7%	6%	4%	6%	3%	2%	5%	5%	4%	2%
Bad description	1%	0%	0%	0%	0%	2%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(20.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Easy to use

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	48%	43%	53%	51%	47%	42%	57%	51%	61%	47%	48%	47%	47%	46%	52%	69%
Good description	46%	50%	43%	47%	48%	48%	40%	49%	25%	49%	46%	46%	47%	49%	44%	31%
Neither a good nor bad description	4%	5%	3%	2%	4%	8%	3%	0%	14%	3%	4%	5%	6%	5%	3%	0%
Bad description	1%	1%	0%	1%	1%	2%	0%	0%	0%	0%	1%	2%	1%	0%	1%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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



(21.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Saves me time

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	36%	34%	43%	46%	36%	28%	31%	27%	35%	37%	35%	40%	35%	40%	33%	41%
Good description	53%	58%	48%	39%	54%	60%	57%	58%	56%	51%	55%	48%	56%	49%	56%	49%
Neither a good nor bad description	9%	7%	7%	9%	9%	11%	10%	13%	6%	10%	8%	9%	8%	10%	9%	9%
Bad description	1%	0%	1%	3%	0%	1%	1%	0%	2%	1%	2%	1%	1%	1%	1%	0%
Very bad description	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	2%	1%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(21.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Saves me time

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	36%	33%	39%	42%	39%	29%	38%	32%	49%	38%	36%	34%	36%	33%	40%	43%
Good description	53%	54%	52%	50%	48%	58%	54%	58%	26%	52%	53%	54%	52%	55%	51%	57%
Neither a good nor bad description	9%	11%	7%	6%	11%	11%	7%	8%	21%	8%	9%	9%	11%	11%	7%	0%
Bad description	1%	2%	0%	2%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	0%	1%	0%	2%	1%	1%	2%	0%	1%	1%	2%	0%	1%	1%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(22.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Helps me be more productive

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	9%	17%	13%	11%	10%	5%	6%	8%	9%	9%	8%	14%	9%	9%	7%	14%
Good description	34%	48%	39%	41%	34%	34%	23%	32%	36%	29%	39%	38%	33%	34%	37%	39%
Neither a good nor bad description	39%	23%	39%	31%	44%	44%	46%	36%	41%	43%	39%	32%	39%	39%	42%	37%
Bad description	7%	6%	2%	8%	7%	5%	10%	8%	7%	8%	5%	7%	5%	7%	9%	4%
Very bad description	4%	2%	1%	4%	0%	7%	6%	6%	3%	4%	4%	4%	6%	4%	2%	2%
Don't know	6%	4%	5%	4%	5%	5%	10%	11%	3%	8%	4%	5%	7%	7%	4%	4%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(22.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Helps me be more productive

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	9%	10%	9%	13%	6%	5%	13%	11%	0%	9%	9%	9%	6%	10%	12%	27%
Good description	34%	34%	35%	39%	47%	23%	34%	47%	31%	34%	34%	31%	33%	34%	37%	73%
Neither a good nor bad description	39%	40%	39%	35%	33%	47%	37%	31%	53%	41%	39%	40%	42%	41%	37%	0%
Bad description	7%	8%	5%	8%	5%	8%	3%	4%	4%	7%	7%	8%	9%	7%	5%	0%
Very bad description	4%	4%	4%	2%	4%	7%	3%	3%	8%	3%	4%	6%	4%	4%	3%	0%
Don't know	6%	5%	8%	3%	4%	9%	10%	4%	5%	7%	6%	6%	6%	5%	7%	0%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(23.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Confusing

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	1%	1%	2%	1%	2%	1%	0%	3%	0%	2%	0%	2%	2%	1%	2%	1%
Good description	6%	15%	4%	7%	8%	3%	5%	8%	6%	8%	6%	3%	8%	6%	3%	8%
Neither a good nor bad description	25%	20%	29%	22%	23%	28%	26%	42%	20%	21%	23%	31%	26%	25%	27%	25%
Bad description	40%	40%	41%	43%	45%	38%	37%	21%	45%	41%	42%	45%	33%	41%	43%	43%
Very bad description	23%	23%	21%	23%	21%	26%	25%	23%	27%	23%	26%	18%	26%	24%	23%	22%
Don't know	4%	2%	2%	4%	2%	3%	7%	3%	2%	6%	3%	2%	5%	3%	2%	3%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(23.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Confusing

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	1%	1%	1%	1%	0%	0%	6%	1%	0%	1%	1%	1%	2%	0%	2%	0%
Good description	6%	6%	6%	6%	5%	5%	7%	13%	0%	6%	6%	6%	7%	8%	5%	0%
Neither a good nor bad description	25%	27%	23%	25%	21%	28%	21%	24%	31%	25%	25%	22%	26%	30%	23%	0%
Bad description	40%	37%	43%	43%	47%	36%	39%	43%	35%	41%	40%	41%	41%	38%	42%	31%
Very bad description	23%	24%	23%	24%	22%	24%	25%	17%	34%	23%	23%	26%	21%	21%	25%	69%
Don't know	4%	4%	4%	2%	5%	7%	2%	2%	0%	4%	4%	4%	4%	3%	4%	0%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(24.A) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Misleading

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Very good description	2%	5%	2%	3%	2%	0%	1%	3%	0%	1%	1%	3%	0%	2%	1%	2%
Good description	6%	11%	8%	6%	5%	5%	5%	8%	6%	4%	9%	5%	7%	9%	4%	5%
Neither a good nor bad description	25%	22%	32%	26%	26%	29%	19%	27%	20%	22%	29%	30%	27%	25%	23%	24%
Bad description	41%	45%	45%	44%	44%	34%	37%	39%	43%	42%	39%	40%	40%	38%	40%	42%
Very bad description	23%	15%	12%	18%	22%	27%	33%	18%	29%	25%	22%	18%	21%	24%	29%	24%
Don't know	3%	2%	2%	3%	1%	4%	6%	5%	3%	5%	1%	4%	6%	1%	2%	3%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(24.B) When thinking about your experience with Google Search, are the following phrases good or bad descriptions of your experience?: Misleading

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Very good description	2%	2%	1%	2%	3%	1%	0%	3%	0%	1%	2%	1%	2%	0%	3%	0%
Good description	6%	5%	7%	6%	7%	4%	8%	12%	0%	6%	6%	5%	6%	8%	5%	31%
Neither a good nor bad description	25%	25%	26%	26%	25%	22%	23%	30%	41%	25%	25%	22%	26%	27%	26%	0%
Bad description	41%	43%	39%	42%	40%	38%	47%	41%	34%	40%	41%	39%	39%	38%	46%	0%
Very bad description	23%	23%	23%	21%	23%	29%	20%	12%	25%	24%	23%	28%	24%	22%	19%	69%
Don't know	3%	3%	4%	2%	3%	6%	1%	2%	0%	3%	3%	5%	3%	5%	1%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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



(25.A) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Fast

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	139	15	19	20	28	23	34	15	10	48	42	23	30	44	18	35
Weighted	141	19	20	22	22	21	36	16	10	43	41	29	28	45	18	38
Very good description	16%	29%	8%	15%	25%	18%	5%	7%	26%	20%	2%	26%	24%	9%	25%	18%
Good description	50%	53%	56%	69%	38%	47%	44%	75%	7%	43%	59%	54%	30%	65%	54%	57%
Neither a good nor bad description	27%	15%	32%	16%	31%	19%	42%	12%	51%	36%	31%	11%	38%	22%	21%	20%
Bad description	0%	3%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	2%	0%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	6%	0%	5%	0%	6%	16%	9%	7%	17%	0%	8%	9%	6%	3%	0%	5%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(25.B) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Fast

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	139	81	56	59	11	37	17	12	2	118	137	39	31	47	19	3
Weighted	141	88	51	60	10	37	18	12	2	119	139	32	29	40	35	5
Very good description	16%	13%	20%	23%	7%	6%	14%	17%	0%	15%	16%	21%	15%	10%	10%	69%
Good description	50%	52%	47%	57%	42%	43%	41%	61%	0%	52%	51%	36%	46%	64%	54%	31%
Neither a good nor bad description	27%	31%	21%	14%	34%	45%	41%	9%	100%	27%	27%	33%	35%	17%	32%	0%
Bad description	0%	0%	1%	0%	0%	0%	0%	5%	0%	0%	0%	2%	0%	0%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	6%	4%	10%	6%	17%	6%	4%	8%	0%	5%	6%	7%	4%	9%	5%	0%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(26.A) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Comprehensive

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	139	15	19	20	28	23	34	15	10	48	42	23	30	44	18	35
Weighted	141	19	20	22	22	21	36	16	10	43	41	29	28	45	18	38
Very good description	10%	18%	4%	4%	11%	15%	8%	6%	9%	13%	0%	18%	12%	4%	15%	14%
Good description	42%	67%	48%	39%	41%	26%	36%	70%	34%	38%	42%	35%	39%	41%	60%	40%
Neither a good nor bad description	36%	15%	43%	37%	28%	44%	45%	17%	41%	40%	41%	36%	38%	46%	20%	35%
Bad description	4%	0%	0%	20%	4%	0%	0%	0%	0%	2%	6%	6%	0%	4%	5%	5%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	8%	0%	5%	0%	16%	15%	11%	7%	17%	7%	11%	6%	11%	5%	0%	6%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(26.B) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Comprehensive

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	139	81	56	59	11	37	17	12	2	118	137	39	31	47	19	3
Weighted	141	88	51	60	10	37	18	12	2	119	139	32	29	40	35	5
Very good description	10%	7%	15%	14%	0%	7%	14%	0%	0%	9%	10%	8%	12%	7%	5%	69%
Good description	42%	41%	41%	44%	23%	36%	39%	70%	53%	43%	42%	39%	47%	48%	38%	0%
Neither a good nor bad description	36%	41%	31%	28%	60%	47%	34%	22%	47%	37%	36%	38%	31%	35%	42%	31%
Bad description	4%	5%	2%	7%	0%	0%	4%	0%	0%	3%	4%	3%	3%	0%	10%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	8%	7%	12%	7%	17%	10%	8%	8%	0%	8%	8%	13%	7%	10%	5%	0%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(27.A) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Trustworthy

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	139	15	19	20	28	23	34	15	10	48	42	23	30	44	18	35
Weighted	141	19	20	22	22	21	36	16	10	43	41	29	28	45	18	38
Very good description	11%	27%	4%	4%	8%	18%	8%	7%	10%	14%	7%	13%	16%	10%	21%	8%
Good description	42%	39%	47%	49%	41%	39%	39%	65%	36%	42%	34%	44%	28%	41%	66%	47%
Neither a good nor bad description	33%	30%	17%	26%	41%	28%	45%	12%	37%	35%	41%	28%	36%	34%	9%	38%
Bad description	7%	0%	27%	12%	0%	0%	3%	5%	0%	4%	12%	7%	3%	9%	5%	5%
Very bad description	1%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	6%	0%	4%	0%	0%
Don't know	7%	4%	5%	0%	10%	15%	6%	12%	17%	5%	6%	2%	17%	2%	0%	3%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(27.B) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Trustworthy

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	139	81	56	59	11	37	17	12	2	118	137	39	31	47	19	3
Weighted	141	88	51	60	10	37	18	12	2	119	139	32	29	40	35	5
Very good description	11%	11%	12%	15%	7%	5%	10%	17%	0%	12%	11%	20%	16%	2%	5%	43%
Good description	42%	41%	43%	49%	35%	38%	40%	37%	0%	43%	42%	36%	37%	53%	36%	57%
Neither a good nor bad description	33%	34%	30%	24%	48%	47%	21%	24%	47%	33%	32%	36%	35%	32%	33%	0%
Bad description	7%	8%	4%	4%	0%	3%	22%	7%	53%	6%	7%	3%	6%	3%	16%	0%
Very bad description	1%	2%	0%	3%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	5%	0%
Don't know	7%	4%	11%	4%	10%	7%	8%	14%	0%	6%	7%	5%	7%	10%	5%	0%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(28.A) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Accurate

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	139	15	19	20	28	23	34	15	10	48	42	23	30	44	18	35
Weighted	141	19	20	22	22	21	36	16	10	43	41	29	28	45	18	38
Very good description	11%	31%	8%	4%	8%	7%	11%	16%	19%	12%	2%	13%	19%	0%	26%	15%
Good description	41%	29%	44%	46%	40%	54%	36%	52%	21%	38%	39%	51%	21%	52%	45%	43%
Neither a good nor bad description	38%	40%	34%	42%	46%	24%	42%	25%	43%	47%	49%	18%	49%	36%	29%	40%
Bad description	1%	0%	10%	0%	0%	0%	0%	0%	0%	0%	0%	7%	0%	4%	0%	0%
Very bad description	2%	0%	0%	8%	0%	0%	3%	0%	0%	0%	2%	6%	0%	6%	0%	0%
Don't know	6%	0%	5%	0%	6%	15%	8%	7%	17%	3%	6%	6%	11%	2%	0%	3%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(28.B) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Accurate

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	139	81	56	59	11	37	17	12	2	118	137	39	31	47	19	3
Weighted	141	88	51	60	10	37	18	12	2	119	139	32	29	40	35	5
Very good description	11%	10%	13%	12%	0%	8%	18%	17%	0%	11%	11%	12%	19%	2%	12%	27%
Good description	41%	40%	41%	50%	42%	36%	33%	39%	0%	43%	42%	39%	30%	50%	36%	73%
Neither a good nor bad description	38%	42%	33%	31%	48%	45%	34%	36%	100%	38%	38%	41%	47%	37%	36%	0%
Bad description	1%	2%	0%	0%	0%	0%	11%	0%	0%	2%	1%	0%	0%	0%	6%	0%
Very bad description	2%	2%	2%	3%	0%	3%	0%	0%	0%	1%	2%	0%	0%	3%	5%	0%
Don't know	6%	3%	12%	4%	10%	9%	4%	8%	0%	5%	6%	8%	4%	8%	5%	0%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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



(29.A) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Reliable

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	139	15	19	20	28	23	34	15	10	48	42	23	30	44	18	35
Weighted	141	19	20	22	22	21	36	16	10	43	41	29	28	45	18	38
Very good description	7%	0%	8%	0%	8%	7%	14%	16%	0%	10%	5%	0%	16%	2%	15%	2%
Good description	48%	65%	62%	50%	38%	54%	30%	52%	50%	43%	33%	73%	31%	56%	62%	51%
Neither a good nor bad description	36%	31%	25%	42%	38%	27%	45%	25%	27%	40%	49%	21%	45%	34%	19%	41%
Bad description	3%	3%	0%	8%	4%	0%	3%	0%	6%	4%	4%	0%	0%	4%	5%	2%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	7%	0%	5%	0%	13%	12%	9%	7%	17%	3%	8%	6%	8%	3%	0%	4%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(29.B) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Reliable

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	139	81	56	59	11	37	17	12	2	118	137	39	31	47	19	3
Weighted	141	88	51	60	10	37	18	12	2	119	139	32	29	40	35	5
Very good description	7%	3%	14%	6%	0%	8%	18%	0%	0%	7%	7%	5%	12%	7%	5%	0%
Good description	48%	54%	36%	59%	35%	35%	46%	59%	0%	49%	47%	40%	35%	46%	60%	100%
Neither a good nor bad description	36%	37%	33%	29%	48%	47%	24%	34%	47%	35%	36%	40%	43%	36%	31%	0%
Bad description	3%	2%	5%	1%	0%	3%	8%	0%	53%	4%	3%	5%	6%	3%	0%	0%
Very bad description	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	7%	4%	12%	5%	17%	7%	4%	8%	0%	6%	7%	10%	4%	8%	5%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(30.A) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Relevant

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	139	15	19	20	28	23	34	15	10	48	42	23	30	44	18	35
Weighted	141	19	20	22	22	21	36	16	10	43	41	29	28	45	18	38
Very good description	7%	5%	12%	0%	11%	7%	8%	22%	7%	12%	0%	0%	18%	0%	21%	4%
Good description	41%	51%	27%	41%	38%	42%	44%	52%	33%	40%	29%	57%	21%	50%	55%	43%
Neither a good nor bad description	39%	34%	49%	39%	38%	36%	36%	14%	27%	39%	57%	32%	39%	37%	19%	47%
Bad description	6%	9%	4%	12%	0%	4%	5%	6%	16%	4%	6%	3%	10%	6%	5%	2%
Very bad description	2%	0%	4%	8%	0%	0%	0%	0%	0%	2%	0%	6%	3%	4%	0%	0%
Don't know	6%	0%	5%	0%	13%	12%	6%	7%	17%	3%	8%	2%	9%	3%	0%	4%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(30.B) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Relevant

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	139	81	56	59	11	37	17	12	2	118	137	39	31	47	19	3
Weighted	141	88	51	60	10	37	18	12	2	119	139	32	29	40	35	5
Very good description	7%	6%	10%	5%	0%	5%	18%	16%	0%	8%	7%	13%	12%	2%	5%	0%
Good description	41%	37%	47%	53%	14%	47%	5%	47%	0%	41%	41%	29%	43%	55%	25%	100%
Neither a good nor bad description	39%	45%	28%	31%	61%	39%	59%	21%	0%	38%	38%	30%	35%	34%	60%	0%
Bad description	6%	5%	7%	3%	8%	5%	9%	9%	53%	7%	6%	16%	6%	3%	0%	0%
Very bad description	2%	3%	0%	3%	0%	0%	0%	0%	47%	1%	2%	3%	0%	0%	5%	0%
Don't know	6%	5%	8%	5%	17%	3%	8%	8%	0%	6%	6%	10%	4%	6%	5%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(31.A) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Helpful

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	139	15	19	20	28	23	34	15	10	48	42	23	30	44	18	35
Weighted	141	19	20	22	22	21	36	16	10	43	41	29	28	45	18	38
Very good description	19%	18%	25%	11%	21%	12%	25%	21%	16%	22%	17%	16%	22%	14%	20%	23%
Good description	49%	57%	49%	61%	52%	46%	38%	56%	34%	43%	51%	58%	36%	61%	62%	43%
Neither a good nor bad description	23%	22%	17%	17%	21%	31%	28%	16%	27%	31%	21%	17%	31%	17%	14%	30%
Bad description	2%	3%	4%	4%	0%	0%	3%	0%	6%	2%	4%	0%	3%	2%	5%	2%
Very bad description	1%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	6%	0%	4%	0%	0%
Don't know	5%	0%	5%	0%	6%	12%	6%	7%	17%	2%	6%	2%	8%	2%	0%	3%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(31.B) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Helpful

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	139	81	56	59	11	37	17	12	2	118	137	39	31	47	19	3
Weighted	141	88	51	60	10	37	18	12	2	119	139	32	29	40	35	5
Very good description	19%	15%	27%	21%	0%	19%	35%	13%	0%	19%	20%	12%	32%	17%	10%	69%
Good description	49%	51%	43%	51%	58%	40%	44%	68%	0%	51%	49%	55%	38%	52%	52%	31%
Neither a good nor bad description	23%	27%	18%	20%	32%	34%	14%	12%	53%	23%	23%	20%	25%	23%	28%	0%
Bad description	2%	2%	3%	1%	0%	3%	4%	0%	47%	3%	2%	7%	0%	3%	0%	0%
Very bad description	1%	2%	0%	3%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	5%	0%
Don't know	5%	3%	8%	4%	10%	5%	4%	8%	0%	4%	5%	5%	4%	6%	5%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(32.A) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Easy to use

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	139	15	19	20	28	23	34	15	10	48	42	23	30	44	18	35
Weighted	141	19	20	22	22	21	36	16	10	43	41	29	28	45	18	38
Very good description	16%	23%	19%	0%	22%	7%	22%	22%	7%	16%	13%	19%	24%	11%	26%	17%
Good description	49%	46%	51%	75%	38%	51%	39%	60%	33%	43%	53%	53%	27%	62%	65%	42%
Neither a good nor bad description	24%	20%	26%	12%	23%	27%	31%	6%	23%	34%	30%	10%	31%	21%	10%	31%
Bad description	5%	11%	4%	4%	14%	0%	0%	6%	21%	5%	0%	6%	13%	0%	0%	7%
Very bad description	1%	0%	0%	8%	0%	0%	0%	0%	0%	0%	0%	6%	0%	4%	0%	0%
Don't know	5%	0%	0%	0%	3%	15%	8%	7%	17%	2%	4%	6%	5%	2%	0%	3%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(32.B) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Easy to use

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	139	81	56	59	11	37	17	12	2	118	137	39	31	47	19	3
Weighted	141	88	51	60	10	37	18	12	2	119	139	32	29	40	35	5
Very good description	16%	11%	25%	17%	0%	18%	18%	16%	0%	18%	16%	21%	22%	11%	5%	69%
Good description	49%	52%	43%	51%	34%	38%	61%	64%	0%	49%	49%	39%	39%	58%	58%	31%
Neither a good nor bad description	24%	26%	19%	20%	46%	34%	12%	12%	53%	25%	24%	26%	29%	23%	23%	0%
Bad description	5%	6%	3%	5%	10%	2%	4%	9%	47%	5%	5%	6%	6%	4%	5%	0%
Very bad description	1%	2%	0%	3%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	5%	0%
Don't know	5%	2%	10%	4%	10%	8%	4%	0%	0%	4%	5%	8%	4%	4%	5%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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



(33.A) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Saves me time

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	139	15	19	20	28	23	34	15	10	48	42	23	30	44	18	35
Weighted	141	19	20	22	22	21	36	16	10	43	41	29	28	45	18	38
Very good description	18%	25%	21%	4%	28%	7%	22%	18%	14%	20%	16%	19%	23%	14%	20%	20%
Good description	46%	36%	48%	51%	38%	58%	43%	43%	17%	43%	54%	50%	37%	58%	61%	33%
Neither a good nor bad description	26%	25%	28%	32%	19%	23%	29%	32%	25%	33%	24%	17%	31%	22%	15%	36%
Bad description	4%	11%	4%	0%	11%	0%	0%	0%	21%	4%	0%	6%	7%	0%	0%	7%
Very bad description	2%	3%	0%	12%	0%	0%	0%	0%	6%	0%	2%	6%	0%	4%	5%	2%
Don't know	4%	0%	0%	0%	3%	12%	6%	7%	17%	0%	4%	2%	3%	2%	0%	3%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(33.B) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Saves me time

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	139	81	56	59	11	37	17	12	2	118	137	39	31	47	19	3
Weighted	141	88	51	60	10	37	18	12	2	119	139	32	29	40	35	5
Very good description	18%	15%	26%	19%	0%	19%	36%	6%	0%	19%	19%	10%	30%	17%	10%	69%
Good description	46%	42%	51%	49%	58%	43%	18%	66%	0%	46%	46%	58%	34%	60%	29%	31%
Neither a good nor bad description	26%	34%	13%	18%	32%	36%	34%	20%	53%	28%	26%	16%	29%	18%	46%	0%
Bad description	4%	5%	2%	5%	0%	0%	4%	9%	47%	3%	4%	6%	3%	3%	5%	0%
Very bad description	2%	3%	1%	4%	0%	0%	4%	0%	0%	1%	2%	5%	0%	0%	5%	0%
Don't know	4%	2%	7%	4%	10%	3%	4%	0%	0%	3%	4%	5%	4%	2%	5%	0%

*Note:*

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(34.A) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Confusing

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	139	15	19	20	28	23	34	15	10	48	42	23	30	44	18	35
Weighted	141	19	20	22	22	21	36	16	10	43	41	29	28	45	18	38
Very good description	6%	5%	8%	8%	14%	0%	3%	16%	0%	6%	0%	9%	17%	4%	11%	0%
Good description	14%	28%	21%	8%	21%	8%	5%	11%	27%	16%	12%	12%	23%	15%	0%	16%
Neither a good nor bad description	29%	25%	30%	34%	24%	19%	37%	31%	33%	33%	36%	12%	34%	31%	40%	19%
Bad description	28%	23%	33%	39%	24%	18%	30%	35%	9%	26%	35%	26%	16%	21%	35%	38%
Very bad description	17%	18%	4%	11%	14%	44%	13%	0%	15%	20%	6%	38%	6%	24%	13%	24%
Don't know	6%	0%	5%	0%	3%	12%	11%	7%	17%	0%	11%	3%	3%	5%	0%	3%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(34.B) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Confusing

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	139	81	56	59	11	37	17	12	2	118	137	39	31	47	19	3
Weighted	141	88	51	60	10	37	18	12	2	119	139	32	29	40	35	5
Very good description	6%	5%	8%	3%	0%	4%	22%	9%	0%	5%	6%	6%	6%	4%	10%	0%
Good description	14%	19%	7%	14%	18%	7%	15%	31%	47%	14%	14%	17%	12%	18%	10%	0%
Neither a good nor bad description	29%	29%	28%	20%	31%	40%	34%	35%	53%	29%	29%	37%	32%	20%	33%	0%
Bad description	28%	28%	28%	34%	7%	28%	23%	18%	0%	28%	28%	22%	31%	32%	27%	31%
Very bad description	17%	15%	21%	26%	27%	13%	5%	0%	0%	18%	17%	9%	12%	21%	15%	69%
Don't know	6%	4%	9%	4%	17%	8%	0%	8%	0%	6%	6%	7%	7%	5%	5%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(35.A) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Misleading

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	139	15	19	20	28	23	34	15	10	48	42	23	30	44	18	35
Weighted	141	19	20	22	22	21	36	16	10	43	41	29	28	45	18	38
Very good description	3%	5%	8%	0%	8%	0%	0%	16%	0%	4%	0%	0%	12%	0%	6%	0%
Good description	6%	12%	18%	4%	10%	0%	0%	5%	17%	5%	5%	7%	11%	9%	0%	5%
Neither a good nor bad description	32%	22%	29%	44%	35%	23%	37%	36%	17%	36%	39%	23%	29%	32%	45%	28%
Bad description	34%	27%	27%	40%	34%	34%	36%	22%	19%	36%	43%	29%	21%	35%	29%	42%
Very bad description	18%	28%	14%	8%	11%	31%	19%	8%	21%	19%	6%	35%	14%	23%	20%	22%
Don't know	7%	5%	5%	4%	3%	12%	9%	13%	27%	0%	6%	6%	13%	2%	0%	3%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(35.B) When thinking about your experience with Google Assistant, are the following phrases good or bad descriptions of your experience?: Misleading

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	139	81	56	59	11	37	17	12	2	118	137	39	31	47	19	3
Weighted	141	88	51	60	10	37	18	12	2	119	139	32	29	40	35	5
Very good description	3%	3%	3%	0%	0%	0%	18%	9%	0%	4%	3%	3%	6%	0%	5%	0%
Good description	6%	8%	3%	6%	0%	4%	11%	7%	47%	7%	6%	7%	3%	9%	6%	0%
Neither a good nor bad description	32%	35%	29%	29%	32%	42%	26%	35%	53%	30%	32%	28%	37%	23%	48%	0%
Bad description	34%	36%	30%	34%	29%	37%	25%	33%	0%	33%	33%	38%	34%	44%	18%	31%
Very bad description	18%	13%	26%	27%	19%	12%	15%	0%	0%	20%	18%	15%	13%	17%	19%	69%
Don't know	7%	5%	9%	4%	20%	6%	4%	16%	0%	6%	7%	9%	7%	7%	5%	0%

Note:

BASE: Google Assistant users

Fieldwork: 6th Jun - 30th Jun 2023

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

(36.A) Which of the following have you used Google Search or Google Shopping to do in the last month?: Find a local business

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Have done this	72%	70%	81%	73%	68%	69%	70%	64%	63%	71%	75%	77%	66%	74%	76%	76%
Have not done this	28%	30%	19%	27%	32%	31%	30%	36%	37%	29%	25%	23%	34%	26%	24%	24%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(36.B) Which of the following have you used Google Search or Google Shopping to do in the last month?: Find a local business

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Have done this	72%	70%	73%	75%	74%	68%	69%	71%	83%	72%	72%	71%	69%	76%	71%	69%
Have not done this	28%	30%	27%	25%	26%	32%	31%	29%	17%	28%	28%	29%	31%	24%	29%	31%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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



(37.A) Which of the following have you used Google Search or Google Shopping to do in the last month?: Compare the prices of products or services

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Have done this	72%	76%	80%	69%	70%	68%	71%	71%	71%	75%	69%	72%	72%	71%	74%	74%
Have not done this	28%	24%	20%	31%	30%	32%	29%	29%	29%	25%	31%	28%	28%	29%	26%	26%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(37.B) Which of the following have you used Google Search or Google Shopping to do in the last month?: Compare the prices of products or services

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Have done this	72%	70%	74%	70%	72%	72%	79%	77%	72%	73%	72%	68%	78%	71%	71%	69%
Have not done this	28%	30%	26%	30%	28%	28%	21%	23%	28%	27%	28%	32%	22%	29%	29%	31%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(38.A) Which of the following have you used Google Search or Google Shopping to do in the last month?: Look for deals or discounts

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Have done this	69%	73%	76%	67%	70%	67%	67%	68%	70%	72%	68%	68%	67%	70%	71%	71%
Have not done this	31%	27%	24%	33%	30%	33%	33%	32%	30%	28%	32%	32%	33%	30%	29%	29%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(38.B) Which of the following have you used Google Search or Google Shopping to do in the last month?: Look for deals or discounts

	Gender		Work Status					Android User	Google Search User	Region						
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Have done this	69%	66%	73%	67%	74%	68%	74%	76%	68%	70%	69%	69%	73%	67%	69%	69%
Have not done this	31%	34%	27%	33%	26%	32%	26%	24%	32%	30%	31%	31%	27%	33%	31%	31%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(39.A) You said that you had used Google Search or Google Shopping to compare the prices of products or services. Overall, how helpful or unhelpful would you say you find the ability to do this?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	710	64	118	109	116	117	186	64	78	296	167	104	143	204	109	160
Weighted	710	72	128	109	101	104	196	66	77	276	174	117	139	206	104	164
Very helpful	34%	42%	29%	32%	37%	32%	36%	28%	35%	37%	30%	37%	31%	34%	39%	39%
Somewhat helpful	55%	47%	60%	58%	50%	60%	53%	54%	58%	52%	62%	50%	58%	56%	55%	49%
Neither helpful nor unhelpful	9%	6%	10%	8%	12%	7%	8%	15%	5%	9%	7%	10%	7%	10%	5%	9%
Somewhat unhelpful	1%	0%	1%	1%	1%	0%	2%	2%	0%	1%	0%	2%	1%	0%	0%	3%
Very unhelpful	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	5%	1%	1%	0%	1%	0%	0%	2%	1%	1%	1%	3%	0%	1%	0%

*Note:*

BASE: Have used Shopping or Search to compare the prices of products or services

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(39.B) You said that you had used Google Search or Google Shopping to compare the prices of products or services. Overall, how helpful or unhelpful would you say you find the ability to do this?

	Gender		Work Status							Android User	Google Search User	Region				
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	710	320	386	265	67	227	78	55	15	547	710	181	188	217	122	2
Weighted	710	344	361	265	63	230	74	60	14	539	710	142	177	177	211	3
Very helpful	34%	32%	37%	38%	31%	34%	28%	36%	25%	37%	34%	28%	35%	35%	37%	100%
Somewhat helpful	55%	55%	55%	53%	63%	56%	62%	42%	62%	54%	55%	61%	52%	57%	53%	0%
Neither helpful nor unhelpful	9%	11%	6%	9%	6%	8%	8%	12%	12%	8%	9%	9%	11%	7%	8%	0%
Somewhat unhelpful	1%	1%	1%	0%	0%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%
Very unhelpful	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	0%	1%	0%	0%	0%	1%	8%	0%	1%	1%	1%	0%	1%	1%	0%

*Note:*

BASE: Have used Shopping or Search to compare the prices of products or services

Fieldwork: 6th Jun - 30th Jun 2023

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

(40.A) How often, on average, would you say that you used Google Search to learn the following?: Learn a new skill in your personal life

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Multiple times a day	4%	10%	2%	3%	4%	5%	1%	0%	4%	3%	3%	6%	5%	1%	4%	5%
Every day	4%	12%	2%	6%	6%	4%	1%	3%	8%	4%	4%	5%	6%	4%	3%	5%
Multiple times a week	10%	18%	12%	14%	6%	4%	8%	7%	14%	9%	11%	10%	13%	11%	8%	8%
Every week	10%	10%	11%	16%	10%	9%	7%	10%	9%	10%	12%	10%	10%	11%	12%	9%
Multiple times a month	12%	10%	16%	10%	11%	12%	13%	13%	10%	13%	12%	11%	7%	14%	12%	17%
Every month	12%	5%	20%	12%	15%	9%	10%	8%	5%	14%	11%	18%	10%	11%	12%	17%
Multiple times a year	19%	21%	14%	20%	18%	20%	20%	20%	25%	18%	20%	15%	18%	20%	24%	14%
Less often, or never	24%	5%	17%	16%	26%	30%	33%	28%	21%	24%	24%	21%	24%	26%	21%	21%
Don't know	5%	8%	6%	2%	4%	6%	6%	11%	5%	5%	4%	3%	8%	3%	4%	5%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(40.B) How often, on average, would you say that you used Google Search to learn the following?: Learn a new skill in your personal life

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Multiple times a day	4%	3%	4%	4%	6%	2%	7%	6%	0%	4%	4%	3%	4%	4%	3%	27%
Every day	4%	5%	4%	5%	8%	2%	6%	4%	0%	4%	4%	3%	4%	4%	6%	43%
Multiple times a week	10%	8%	12%	8%	14%	7%	11%	27%	0%	9%	10%	11%	10%	10%	10%	0%
Every week	10%	11%	9%	10%	8%	9%	10%	17%	9%	10%	10%	9%	12%	10%	10%	0%
Multiple times a month	12%	11%	13%	14%	9%	12%	9%	9%	16%	12%	12%	12%	12%	10%	14%	0%
Every month	12%	13%	11%	16%	7%	10%	12%	10%	13%	12%	12%	13%	10%	14%	12%	31%
Multiple times a year	19%	18%	20%	17%	22%	20%	23%	17%	9%	19%	19%	15%	20%	21%	20%	0%
Less often, or never	24%	25%	22%	23%	23%	31%	14%	5%	39%	23%	24%	26%	23%	22%	24%	0%
Don't know	5%	5%	6%	2%	4%	7%	7%	6%	14%	6%	5%	8%	5%	6%	2%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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



(41.A) How often, on average, would you say that you used Google Search to learn the following?: Look for a new job

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	985	85	142	159	166	168	265	94	108	398	237	146	203	285	149	218
Weighted	983	95	159	158	144	152	275	93	108	369	250	161	193	292	140	222
Multiple times a day	2%	6%	1%	2%	3%	1%	1%	1%	2%	2%	1%	3%	1%	1%	2%	3%
Every day	2%	6%	3%	2%	2%	0%	0%	1%	2%	2%	0%	2%	2%	1%	2%	1%
Multiple times a week	3%	8%	7%	3%	6%	1%	0%	5%	5%	3%	4%	3%	6%	3%	2%	2%
Every week	4%	4%	9%	4%	5%	3%	1%	2%	1%	4%	6%	4%	5%	3%	6%	3%
Multiple times a month	6%	10%	9%	8%	6%	6%	1%	4%	8%	5%	8%	3%	8%	5%	5%	3%
Every month	6%	10%	12%	6%	4%	6%	1%	2%	7%	6%	6%	7%	6%	7%	6%	4%
Multiple times a year	13%	24%	20%	19%	14%	9%	3%	12%	18%	10%	11%	17%	14%	13%	12%	14%
Less often, or never	61%	28%	34%	51%	57%	73%	88%	66%	54%	63%	59%	58%	52%	61%	65%	67%
Don't know	5%	5%	5%	6%	5%	2%	5%	6%	3%	5%	5%	4%	6%	4%	2%	3%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(41.B) How often, on average, would you say that you used Google Search to learn the following?: Look for a new job

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	985	459	519	373	95	323	98	71	19	751	985	263	241	306	172	3
Weighted	983	490	487	377	88	321	93	77	19	738	983	207	226	248	297	5
Multiple times a day	2%	1%	2%	2%	1%	0%	5%	2%	0%	2%	2%	2%	2%	2%	1%	0%
Every day	2%	1%	2%	2%	0%	0%	5%	4%	7%	2%	2%	1%	1%	2%	1%	43%
Multiple times a week	3%	3%	4%	2%	10%	0%	11%	8%	0%	3%	3%	3%	4%	4%	3%	0%
Every week	4%	4%	4%	5%	10%	1%	4%	1%	0%	4%	4%	3%	4%	3%	5%	0%
Multiple times a month	6%	5%	5%	7%	7%	1%	12%	9%	0%	5%	6%	5%	4%	5%	8%	0%
Every month	6%	6%	5%	7%	9%	2%	8%	11%	9%	7%	6%	7%	6%	6%	5%	27%
Multiple times a year	13%	14%	12%	17%	17%	3%	16%	23%	4%	12%	13%	9%	10%	13%	17%	0%
Less often, or never	61%	61%	61%	55%	42%	88%	32%	35%	66%	61%	61%	66%	63%	60%	57%	31%
Don't know	5%	4%	5%	3%	3%	5%	8%	5%	14%	4%	5%	5%	5%	5%	3%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(42.A) How often, on average, would you say that you used Google Search to learn the following?: Learn a technical or digital skill for your job

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	468	36	95	116	106	92	23	25	47	167	135	94	38	148	76	158
Weighted	465	40	106	116	95	84	23	24	45	147	144	105	35	151	66	161
Multiple times a day	4%	16%	2%	1%	2%	3%	8%	0%	4%	3%	3%	5%	0%	2%	3%	7%
Every day	5%	8%	6%	5%	2%	4%	0%	0%	14%	2%	2%	8%	5%	3%	2%	6%
Multiple times a week	9%	21%	11%	7%	5%	7%	7%	7%	11%	6%	10%	10%	21%	8%	8%	5%
Every week	8%	6%	9%	9%	8%	8%	0%	6%	11%	8%	9%	5%	11%	7%	15%	6%
Multiple times a month	9%	6%	10%	7%	12%	9%	15%	7%	5%	11%	11%	7%	5%	15%	10%	6%
Every month	15%	21%	11%	13%	21%	14%	16%	6%	8%	17%	14%	21%	14%	12%	10%	19%
Multiple times a year	12%	0%	9%	18%	8%	16%	8%	3%	2%	5%	16%	20%	0%	14%	12%	12%
Less often, or never	36%	18%	37%	37%	36%	39%	45%	70%	40%	45%	29%	23%	39%	36%	39%	35%
Don't know	3%	4%	5%	2%	6%	1%	0%	0%	5%	4%	5%	1%	5%	3%	1%	3%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(42.B) How often, on average, would you say that you used Google Search to learn the following?: Learn a technical or digital skill for your job

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	468	204	261	373	95	0	0	0	0	352	468	121	93	153	98	3
Weighted	465	227	234	377	88	0	0	0	0	341	465	93	82	119	166	5
Multiple times a day	4%	4%	3%	4%	1%	*	*	*	*	4%	4%	3%	5%	4%	1%	43%
Every day	5%	4%	5%	4%	6%	*	*	*	*	4%	5%	4%	3%	5%	4%	27%
Multiple times a week	9%	9%	8%	7%	15%	*	*	*	*	8%	9%	9%	8%	7%	10%	0%
Every week	8%	9%	7%	8%	7%	*	*	*	*	9%	8%	7%	8%	8%	8%	0%
Multiple times a month	9%	8%	10%	9%	10%	*	*	*	*	10%	9%	9%	7%	14%	7%	0%
Every month	15%	17%	14%	16%	13%	*	*	*	*	18%	15%	15%	11%	11%	20%	31%
Multiple times a year	12%	12%	12%	13%	6%	*	*	*	*	8%	12%	8%	8%	11%	16%	0%
Less often, or never	36%	36%	36%	36%	35%	*	*	*	*	35%	36%	40%	42%	34%	33%	0%
Don't know	3%	2%	4%	2%	7%	*	*	*	*	4%	3%	3%	7%	4%	1%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(43.A) How often, on average, would you say that you used Google Search to learn the following?: Learn soft skills for your job (eg time management, communication skills etc)

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	468	36	95	116	106	92	23	25	47	167	135	94	38	148	76	158
Weighted	465	40	106	116	95	84	23	24	45	147	144	105	35	151	66	161
Multiple times a day	2%	3%	2%	1%	1%	4%	8%	0%	2%	3%	3%	1%	3%	1%	6%	3%
Every day	4%	21%	3%	6%	0%	0%	0%	0%	8%	4%	3%	5%	8%	4%	0%	6%
Multiple times a week	7%	21%	9%	8%	5%	3%	0%	6%	6%	4%	8%	11%	9%	10%	8%	4%
Every week	4%	2%	6%	3%	5%	6%	0%	3%	3%	4%	5%	4%	7%	5%	8%	2%
Multiple times a month	6%	11%	4%	7%	6%	7%	0%	10%	5%	4%	7%	6%	8%	5%	2%	9%
Every month	11%	5%	7%	12%	12%	17%	8%	3%	11%	11%	11%	11%	12%	9%	15%	10%
Multiple times a year	12%	8%	14%	11%	14%	10%	19%	4%	4%	12%	11%	21%	9%	14%	6%	16%
Less often, or never	48%	29%	46%	49%	53%	50%	58%	73%	50%	52%	46%	39%	38%	48%	49%	45%
Don't know	5%	2%	11%	2%	5%	3%	7%	0%	12%	5%	6%	2%	7%	4%	5%	5%

*Note:*

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(43.B) How often, on average, would you say that you used Google Search to learn the following?: Learn soft skills for your job (eg time management, communication skills etc)

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	468	204	261	373	95	0	0	0	0	352	468	121	93	153	98	3
Weighted	465	227	234	377	88	0	0	0	0	341	465	93	82	119	166	5
Multiple times a day	2%	1%	3%	2%	2%	*	*	*	*	3%	2%	4%	1%	4%	1%	0%
Every day	4%	5%	3%	4%	6%	*	*	*	*	4%	4%	2%	5%	1%	7%	27%
Multiple times a week	7%	7%	7%	8%	6%	*	*	*	*	7%	7%	4%	8%	9%	7%	43%
Every week	4%	4%	4%	4%	6%	*	*	*	*	5%	4%	5%	2%	7%	3%	0%
Multiple times a month	6%	6%	6%	6%	7%	*	*	*	*	6%	6%	9%	10%	6%	2%	0%
Every month	11%	11%	10%	12%	6%	*	*	*	*	11%	11%	9%	12%	12%	11%	0%
Multiple times a year	12%	14%	10%	12%	13%	*	*	*	*	11%	12%	11%	9%	6%	19%	0%
Less often, or never	48%	46%	51%	49%	45%	*	*	*	*	48%	48%	50%	48%	50%	46%	31%
Don't know	5%	4%	6%	4%	9%	*	*	*	*	5%	5%	7%	5%	4%	4%	0%

Note:

BASE: Google Search users

Fieldwork: 6th Jun - 30th Jun 2023

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

(44.A) Which of the following comes closest to your experience?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
I learn better through reading than watching a video	17%	11%	8%	12%	24%	17%	23%	17%	15%	18%	15%	20%	13%	18%	12%	21%
I learn equally well through reading and watching a video	43%	42%	37%	38%	41%	42%	53%	31%	41%	43%	48%	47%	41%	45%	55%	38%
I learn better through watching a video than reading	32%	42%	50%	43%	29%	28%	15%	45%	34%	33%	29%	23%	39%	29%	27%	32%
Don't know	8%	5%	5%	7%	6%	12%	9%	8%	10%	6%	8%	10%	7%	9%	5%	8%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(44.B) Which of the following comes closest to your experience?

		Gender		Work Status						Android User	Google Search User	Region				
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
I learn better through reading than watching a video	17%	15%	19%	16%	14%	22%	13%	14%	12%	18%	17%	18%	15%	17%	17%	69%
I learn equally well through reading and watching a video	43%	43%	44%	40%	38%	51%	44%	39%	31%	43%	44%	48%	45%	42%	41%	31%
I learn better through watching a video than reading	32%	33%	31%	37%	45%	18%	36%	39%	49%	31%	32%	26%	32%	35%	33%	0%
Don't know	8%	9%	6%	7%	3%	10%	7%	8%	9%	8%	7%	8%	7%	7%	9%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(45.A) Which of the following have you used Google Maps to do in the last month?: Find a local business

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	872	84	138	141	150	149	210	71	93	351	219	137	165	257	130	202
Weighted	877	94	156	142	131	135	219	72	94	327	230	152	160	265	122	206
Have done this	69%	63%	78%	66%	68%	64%	70%	58%	57%	68%	72%	80%	64%	67%	75%	72%
Have not done this	29%	32%	20%	31%	30%	35%	28%	40%	39%	30%	27%	18%	34%	30%	25%	27%
Don't know	2%	4%	2%	3%	2%	1%	1%	2%	4%	2%	2%	2%	2%	3%	0%	1%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(45.B) Which of the following have you used Google Maps to do in the last month?: Find a local business

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	872	406	459	357	86	254	85	70	15	673	860	224	206	277	162	3
Weighted	877	440	430	362	81	253	83	76	16	665	865	176	192	224	279	5
Have done this	69%	70%	68%	72%	58%	69%	70%	65%	51%	70%	69%	68%	64%	71%	71%	100%
Have not done this	29%	29%	29%	27%	37%	29%	26%	31%	49%	28%	29%	29%	35%	27%	27%	0%
Don't know	2%	1%	3%	1%	5%	2%	4%	3%	0%	2%	2%	3%	0%	2%	2%	0%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(46.A) Which of the following have you used Google Maps to do in the last month?: Find out if a local shop or business is open

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	872	84	138	141	150	149	210	71	93	351	219	137	165	257	130	202
Weighted	877	94	156	142	131	135	219	72	94	327	230	152	160	265	122	206
Have done this	76%	76%	81%	68%	74%	76%	79%	70%	74%	77%	77%	77%	78%	73%	80%	77%
Have not done this	22%	20%	18%	29%	26%	24%	20%	26%	23%	22%	22%	22%	21%	24%	20%	22%
Don't know	2%	4%	2%	3%	0%	1%	1%	4%	2%	1%	1%	2%	1%	3%	0%	0%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(46.B) Which of the following have you used Google Maps to do in the last month?: Find out if a local shop or business is open

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	872	406	459	357	86	254	85	70	15	673	860	224	206	277	162	3
Weighted	877	440	430	362	81	253	83	76	16	665	865	176	192	224	279	5
Have done this	76%	76%	76%	76%	74%	78%	79%	74%	47%	77%	76%	76%	76%	74%	77%	100%
Have not done this	22%	22%	22%	24%	23%	20%	20%	19%	53%	21%	22%	22%	23%	25%	21%	0%
Don't know	2%	2%	2%	0%	3%	1%	2%	7%	0%	2%	2%	2%	1%	1%	2%	0%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(47.A) Which of the following have you used Google Maps to do in the last month?: Get directions while traveling

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	872	84	138	141	150	149	210	71	93	351	219	137	165	257	130	202
Weighted	877	94	156	142	131	135	219	72	94	327	230	152	160	265	122	206
Have done this	81%	86%	85%	82%	81%	76%	77%	69%	82%	78%	84%	85%	74%	75%	85%	93%
Have not done this	19%	14%	14%	18%	19%	23%	23%	29%	17%	22%	16%	15%	25%	24%	15%	7%
Don't know	0%	0%	1%	1%	0%	1%	0%	2%	2%	0%	0%	0%	1%	1%	0%	0%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(47.B) Which of the following have you used Google Maps to do in the last month?: Get directions while traveling

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	872	406	459	357	86	254	85	70	15	673	860	224	206	277	162	3
Weighted	877	440	430	362	81	253	83	76	16	665	865	176	192	224	279	5
Have done this	81%	78%	83%	86%	77%	76%	72%	85%	53%	81%	80%	84%	73%	83%	81%	100%
Have not done this	19%	21%	17%	14%	23%	23%	27%	15%	47%	18%	19%	14%	27%	16%	19%	0%
Don't know	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(48.A) Which of the following have you used Google Maps to do in the last month?: Avoid traffic congestion or public transport delays

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	872	84	138	141	150	149	210	71	93	351	219	137	165	257	130	202
Weighted	877	94	156	142	131	135	219	72	94	327	230	152	160	265	122	206
Have done this	13%	27%	16%	13%	13%	12%	6%	7%	15%	12%	12%	19%	12%	9%	18%	16%
Have not done this	85%	71%	82%	82%	86%	87%	92%	88%	84%	86%	85%	79%	86%	88%	81%	81%
Don't know	2%	2%	3%	5%	2%	1%	1%	5%	1%	2%	3%	2%	2%	3%	1%	3%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(48.B) Which of the following have you used Google Maps to do in the last month?: Avoid traffic congestion or public transport delays

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	872	406	459	357	86	254	85	70	15	673	860	224	206	277	162	3
Weighted	877	440	430	362	81	253	83	76	16	665	865	176	192	224	279	5
Have done this	13%	18%	9%	18%	13%	5%	11%	19%	5%	13%	13%	14%	6%	12%	17%	69%
Have not done this	85%	80%	89%	79%	80%	93%	88%	78%	95%	85%	85%	84%	92%	87%	79%	31%
Don't know	2%	2%	3%	2%	6%	2%	1%	3%	0%	2%	2%	2%	1%	1%	4%	0%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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



(49.A) Which of the following have you used Google Maps to do in the last month?: For walking or cycling routes

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	872	84	138	141	150	149	210	71	93	351	219	137	165	257	130	202
Weighted	877	94	156	142	131	135	219	72	94	327	230	152	160	265	122	206
Have done this	46%	68%	68%	54%	41%	33%	26%	44%	48%	34%	56%	56%	52%	42%	40%	53%
Have not done this	53%	32%	31%	44%	58%	65%	73%	49%	52%	65%	43%	43%	47%	57%	60%	46%
Don't know	1%	0%	1%	2%	1%	1%	1%	7%	0%	1%	1%	1%	1%	1%	1%	1%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(49.B) Which of the following have you used Google Maps to do in the last month?: For walking or cycling routes

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	872	406	459	357	86	254	85	70	15	673	860	224	206	277	162	3
Weighted	877	440	430	362	81	253	83	76	16	665	865	176	192	224	279	5
Have done this	46%	45%	46%	54%	52%	28%	52%	63%	6%	46%	46%	42%	44%	43%	51%	100%
Have not done this	53%	53%	53%	45%	47%	71%	47%	37%	94%	53%	53%	57%	54%	56%	48%	0%
Don't know	1%	1%	1%	2%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	0%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(50.A) Which of the following have you used Google Maps to do in the last month?: For public transport routes/times

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	872	84	138	141	150	149	210	71	93	351	219	137	165	257	130	202
Weighted	877	94	156	142	131	135	219	72	94	327	230	152	160	265	122	206
Have done this	46%	55%	48%	43%	47%	47%	40%	43%	44%	39%	51%	53%	53%	46%	40%	42%
Have not done this	53%	43%	51%	55%	53%	52%	58%	55%	54%	60%	47%	46%	46%	52%	60%	57%
Don't know	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	0%	1%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(50.B) Which of the following have you used Google Maps to do in the last month?: For public transport routes/times

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	872	406	459	357	86	254	85	70	15	673	860	224	206	277	162	3
Weighted	877	440	430	362	81	253	83	76	16	665	865	176	192	224	279	5
Have done this	46%	42%	49%	42%	66%	41%	56%	49%	35%	46%	45%	49%	38%	40%	53%	69%
Have not done this	53%	57%	49%	56%	34%	58%	43%	48%	65%	53%	53%	50%	61%	59%	46%	31%
Don't know	1%	1%	1%	1%	0%	2%	1%	3%	0%	1%	1%	1%	1%	2%	1%	0%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(51.A) Which of the following have you used Google Maps to do in the last month?: Search for the most fuel efficient route to a destination

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	872	84	138	141	150	149	210	71	93	351	219	137	165	257	130	202
Weighted	877	94	156	142	131	135	219	72	94	327	230	152	160	265	122	206
Have done this	22%	26%	26%	21%	20%	25%	19%	18%	21%	22%	23%	25%	20%	19%	27%	31%
Have not done this	77%	71%	72%	79%	80%	73%	81%	78%	77%	77%	77%	74%	78%	80%	72%	69%
Don't know	1%	3%	2%	0%	0%	2%	0%	4%	1%	1%	0%	0%	2%	1%	1%	1%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(51.B) Which of the following have you used Google Maps to do in the last month?: Search for the most fuel efficient route to a destination

	Gender		Work Status							Android User	Google Search User	Region				
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	872	406	459	357	86	254	85	70	15	673	860	224	206	277	162	3
Weighted	877	440	430	362	81	253	83	76	16	665	865	176	192	224	279	5
Have done this	22%	26%	20%	28%	19%	18%	21%	15%	28%	22%	22%	23%	18%	26%	22%	69%
Have not done this	77%	74%	79%	71%	80%	81%	78%	82%	72%	77%	77%	75%	81%	73%	78%	31%
Don't know	1%	1%	1%	1%	1%	1%	1%	3%	0%	1%	1%	3%	1%	1%	0%	0%

*Note:*

BASE: Google Maps users

Fieldwork: 6th Jun - 30th Jun 2023

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

(52.A) Which, if any, of the following Google tools or services do you use regularly as part of your job?: Google Search

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Regularly use this	70%	78%	70%	70%	66%	72%	61%	43%	71%	61%	74%	81%	67%	64%	70%	76%
Do not regularly use this	30%	20%	29%	30%	34%	28%	39%	57%	29%	38%	26%	19%	33%	36%	29%	24%
Don't know	0%	3%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	2%	1%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(52.B) Which, if any, of the following Google tools or services do you use regularly as part of your job?: Google Search

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Regularly use this	70%	71%	68%	72%	60%	*	*	*	*	69%	71%	74%	55%	72%	73%	69%
Do not regularly use this	30%	29%	32%	28%	40%	*	*	*	*	30%	29%	25%	43%	28%	27%	31%
Don't know	0%	1%	0%	1%	0%	*	*	*	*	1%	0%	1%	1%	0%	0%	0%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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



(53.A) Which, if any, of the following Google tools or services do you use regularly as part of your job?: Google Workspace (eg Google Docs, Sheets, Slides and/or Drive)

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Regularly use this	21%	40%	24%	17%	22%	15%	18%	0%	14%	10%	28%	36%	25%	17%	20%	27%
Do not regularly use this	76%	60%	74%	78%	76%	83%	79%	90%	84%	86%	71%	63%	75%	80%	80%	69%
Don't know	2%	0%	2%	5%	1%	2%	3%	10%	1%	3%	2%	1%	0%	3%	0%	4%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(53.B) Which, if any, of the following Google tools or services do you use regularly as part of your job?: Google Workspace (eg Google Docs, Sheets, Slides and/or Drive)

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Regularly use this	21%	18%	24%	20%	25%	*	*	*	*	22%	21%	17%	25%	16%	24%	69%
Do not regularly use this	76%	80%	73%	77%	72%	*	*	*	*	76%	76%	80%	71%	82%	74%	31%
Don't know	2%	2%	3%	2%	3%	*	*	*	*	3%	3%	4%	3%	2%	2%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(54.A) Which, if any, of the following Google tools or services do you use regularly as part of your job?: Gmail

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Regularly use this	37%	58%	29%	36%	34%	44%	28%	16%	37%	37%	34%	46%	60%	37%	44%	32%
Do not regularly use this	62%	40%	70%	64%	65%	55%	72%	84%	62%	62%	65%	53%	40%	63%	55%	66%
Don't know	1%	2%	2%	0%	1%	1%	0%	0%	2%	0%	1%	1%	0%	0%	1%	1%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(54.B) Which, if any, of the following Google tools or services do you use regularly as part of your job?: Gmail

	Gender		Work Status						Android User	Google Search User	Region				
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	345	465	95	84	119	171	5
Regularly use this	37%	36%	38%	35%	45%	*	*	*	38%	37%	35%	47%	43%	27%	100%
Do not regularly use this	62%	63%	61%	64%	54%	*	*	*	62%	62%	64%	53%	56%	72%	0%
Don't know	1%	0%	1%	1%	1%	*	*	*	1%	1%	1%	0%	1%	1%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(55.A) Which, if any, of the following Google tools or services do you use regularly as part of your job?: Google Maps

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Regularly use this	34%	44%	32%	38%	25%	37%	30%	10%	39%	32%	33%	39%	33%	30%	40%	36%
Do not regularly use this	66%	56%	68%	62%	75%	63%	70%	90%	59%	68%	66%	61%	67%	69%	60%	63%
Don't know	1%	0%	1%	1%	0%	1%	0%	0%	2%	0%	1%	0%	0%	1%	0%	1%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(55.B) Which, if any, of the following Google tools or services do you use regularly as part of your job?: Google Maps

	Gender		Work Status						Android User	Google Search User	Region				
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	345	465	95	84	119	171	5
Regularly use this	34%	38%	29%	35%	28%	*	*	*	35%	34%	34%	28%	38%	31%	100%
Do not regularly use this	66%	61%	70%	65%	71%	*	*	*	65%	65%	66%	71%	61%	69%	0%
Don't know	1%	1%	0%	0%	1%	*	*	*	0%	1%	1%	1%	1%	0%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(56.A) Which, if any, of the following Google tools or services do you use regularly as part of your job?: Google Translate

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Regularly use this	35%	42%	41%	34%	32%	31%	22%	16%	36%	20%	38%	54%	27%	27%	41%	41%
Do not regularly use this	64%	56%	58%	65%	65%	68%	78%	84%	60%	77%	61%	46%	73%	71%	59%	58%
Don't know	1%	2%	1%	1%	2%	1%	0%	0%	4%	3%	1%	0%	0%	2%	0%	1%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(56.B) Which, if any, of the following Google tools or services do you use regularly as part of your job?: Google Translate

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Regularly use this	35%	43%	27%	37%	23%	*	*	*	*	34%	35%	41%	17%	31%	42%	69%
Do not regularly use this	64%	57%	70%	61%	76%	*	*	*	*	65%	64%	59%	79%	67%	58%	31%
Don't know	1%	0%	2%	1%	1%	*	*	*	*	1%	1%	1%	4%	2%	0%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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



(57.A) Imagine you were unable to use any search engine. On average, how would this impact your ability to perform your job?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Would have no impact on my ability to do my job	21%	12%	20%	16%	24%	27%	34%	60%	27%	32%	12%	6%	24%	23%	21%	18%
Would have a minor impact on my ability to do my job	39%	47%	39%	46%	38%	32%	25%	25%	41%	40%	43%	35%	35%	41%	43%	32%
Would have a major impact on my ability to do my job	34%	39%	35%	31%	34%	36%	33%	15%	31%	23%	38%	51%	37%	29%	29%	46%
Would be impossible to do my job without a search engine	4%	3%	6%	4%	3%	4%	8%	0%	0%	4%	6%	6%	2%	6%	4%	4%
Don't know	1%	0%	0%	3%	1%	2%	0%	0%	2%	2%	1%	2%	2%	2%	2%	0%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(57.B) Imagine you were unable to use any search engine. On average, how would this impact your ability to perform your job?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Would have no impact on my ability to do my job	21%	19%	24%	19%	28%	*	*	*	*	22%	20%	20%	33%	17%	19%	31%
Would have a minor impact on my ability to do my job	39%	37%	41%	40%	35%	*	*	*	*	37%	39%	41%	31%	43%	41%	0%
Would have a major impact on my ability to do my job	34%	38%	31%	35%	29%	*	*	*	*	35%	34%	33%	33%	37%	32%	69%
Would be impossible to do my job without a search engine	4%	4%	4%	4%	6%	*	*	*	*	4%	4%	6%	2%	1%	7%	0%
Don't know	1%	2%	1%	1%	2%	*	*	*	*	1%	1%	1%	2%	1%	1%	0%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(58.A) Imagine you were unable to use Google Workspace specifically. On average, how would this impact your ability to perform your job? Google Workspace includes tools such as Google Docs, Google Sheets, Google Drive, and Google Meet.

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Would have no impact on my ability to do my job	56%	40%	55%	62%	55%	55%	57%	87%	58%	64%	50%	42%	46%	52%	64%	53%
Would have a minor impact on my ability to do my job	25%	40%	24%	21%	25%	22%	28%	10%	20%	20%	28%	32%	39%	26%	16%	27%
Would have a major impact on my ability to do my job	10%	16%	8%	9%	11%	12%	4%	0%	5%	5%	11%	19%	11%	9%	9%	12%
Would be impossible to do my job without Google Workspace	2%	4%	3%	1%	0%	3%	0%	0%	4%	0%	2%	3%	0%	3%	3%	1%
Don't know	8%	0%	9%	7%	9%	8%	11%	3%	14%	10%	8%	3%	4%	9%	8%	7%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(58.B) Imagine you were unable to use Google Workspace specifically. On average, how would this impact your ability to perform your job? Google Workspace includes tools such as Google Docs, Google Sheets, Google Drive, and Google Meet.

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Would have no impact on my ability to do my job	56%	57%	54%	56%	52%	*	*	*	*	54%	55%	55%	55%	51%	59%	31%
Would have a minor impact on my ability to do my job	25%	25%	24%	24%	29%	*	*	*	*	26%	25%	26%	23%	29%	23%	0%
Would have a major impact on my ability to do my job	10%	8%	12%	10%	11%	*	*	*	*	11%	10%	10%	11%	7%	10%	69%
Would be impossible to do my job without Google Workspace	2%	2%	2%	2%	0%	*	*	*	*	2%	2%	3%	2%	1%	2%	0%
Don't know	8%	8%	8%	8%	8%	*	*	*	*	8%	8%	7%	8%	12%	6%	0%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(59.A) How important in your personal life would you say that environmental sustainability is when making decisions?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very important	10%	16%	9%	15%	9%	7%	9%	9%	8%	8%	11%	19%	10%	11%	10%	11%
Somewhat important	47%	49%	46%	44%	41%	39%	55%	40%	50%	44%	53%	43%	42%	46%	54%	47%
Neither important or unimportant	22%	17%	21%	21%	22%	29%	22%	26%	22%	23%	19%	21%	22%	24%	21%	22%
Somewhat unimportant	11%	11%	14%	11%	13%	14%	7%	11%	14%	13%	9%	10%	15%	11%	9%	12%
Not at all important	8%	6%	6%	7%	14%	9%	5%	10%	5%	9%	7%	5%	10%	5%	6%	7%
Don't know	2%	2%	3%	2%	1%	2%	2%	4%	1%	3%	1%	3%	1%	3%	0%	0%
Total Important:	57%	65%	55%	59%	50%	46%	64%	49%	58%	52%	64%	62%	52%	56%	64%	58%
Net:	-55%	-64%	-51%	-57%	-49%	-44%	-62%	-45%	-57%	-49%	-63%	-59%	-51%	-53%	-63%	-58%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(59.B) How important in your personal life would you say that environmental sustainability is when making decisions?

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very important	10%	8%	12%	10%	10%	10%	8%	16%	18%	10%	10%	8%	6%	12%	13%	69%
Somewhat important	47%	40%	54%	44%	45%	52%	45%	45%	20%	47%	47%	49%	48%	43%	48%	0%
Neither important or unimportant	22%	25%	19%	20%	25%	24%	21%	22%	22%	24%	22%	22%	22%	26%	18%	31%
Somewhat unimportant	11%	14%	9%	14%	8%	7%	14%	11%	26%	10%	11%	12%	13%	13%	8%	0%
Not at all important	8%	12%	4%	10%	10%	4%	11%	4%	9%	7%	7%	7%	9%	4%	10%	0%
Don't know	2%	2%	3%	2%	2%	3%	1%	2%	5%	2%	2%	2%	2%	2%	3%	0%
Total Important:	57%	48%	66%	54%	55%	62%	54%	62%	38%	57%	57%	57%	54%	55%	61%	69%
Net:	-55%	-46%	-63%	-52%	-53%	-59%	-53%	-60%	-33%	-54%	-55%	-55%	-52%	-53%	-58%	-69%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(60.A) Google tools offer multiple features to help make it easier to make more sustainable choices. Which, if any, of these features were you aware of? Please select all that apply.

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Find suggestions for more energy-efficient appliances in Google Shopping	8%	11%	6%	8%	4%	8%	9%	5%	9%	9%	6%	8%	7%	6%	9%	11%
Find flights with lower carbon emissions through Google Flights	6%	12%	5%	10%	3%	5%	3%	3%	8%	5%	8%	3%	5%	6%	7%	7%
Advice on how to make your own applications more sustainable when they are made on Google Cloud	6%	12%	9%	6%	5%	7%	3%	6%	5%	8%	5%	5%	8%	7%	7%	6%
Eco-friendly routing on Google Maps, showing you a route optimized for lower fuel consumption	43%	46%	55%	41%	48%	36%	38%	41%	45%	44%	43%	43%	39%	38%	46%	50%
Find accurate information on climate change using Google Search	28%	57%	44%	31%	23%	19%	16%	18%	41%	24%	31%	31%	30%	27%	28%	28%
Don't know	14%	2%	9%	11%	10%	19%	23%	18%	8%	18%	13%	10%	16%	18%	14%	8%
Eco-certified hotels through Google Travel	10%	10%	7%	12%	6%	10%	11%	3%	10%	11%	10%	9%	10%	9%	13%	10%
None of the above	27%	19%	17%	32%	33%	34%	27%	31%	27%	26%	27%	31%	27%	28%	25%	27%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(60.B) Google tools offer multiple features to help make it easier to make more sustainable choices. Which, if any, of these features were you aware of? Please select all that apply.

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Find suggestions for more energy-efficient appliances in Google Shopping	8%	8%	7%	9%	6%	8%	3%	8%	4%	8%	8%	7%	7%	10%	6%	43%
Find flights with lower carbon emissions through Google Flights	6%	6%	6%	6%	10%	3%	3%	8%	4%	6%	6%	5%	4%	7%	6%	0%
Advice on how to make your own applications more sustainable when they are made on Google Cloud	6%	8%	5%	8%	6%	2%	8%	10%	4%	6%	6%	2%	4%	7%	9%	0%
Eco-friendly routing on Google Maps, showing your a route optimized for lower fuel consumption	43%	45%	42%	48%	43%	37%	40%	57%	26%	44%	44%	41%	42%	48%	41%	100%
Find accurate information on climate change using Google Search	28%	29%	27%	32%	44%	15%	32%	48%	12%	27%	29%	25%	26%	27%	32%	57%
Don't know	14%	11%	17%	8%	15%	25%	10%	3%	23%	15%	14%	17%	19%	16%	8%	0%
Eco-certified hotels through Google Travel	10%	9%	10%	10%	12%	9%	6%	13%	9%	10%	10%	9%	11%	11%	8%	31%
None of the above	27%	28%	27%	28%	22%	27%	32%	20%	34%	27%	27%	27%	24%	24%	33%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(61.A) How likely do you think it is that the existence of these features makes it easier to make more informed, sustainable choices?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very likely	7%	17%	8%	4%	3%	5%	8%	8%	8%	8%	4%	9%	10%	4%	11%	8%
Somewhat likely	40%	46%	44%	39%	38%	37%	39%	32%	43%	38%	44%	42%	31%	43%	48%	38%
Neither likely or unlikely	29%	16%	24%	34%	35%	30%	31%	31%	26%	28%	34%	27%	32%	30%	28%	33%
Somewhat unlikely	8%	11%	12%	12%	7%	6%	5%	7%	15%	9%	4%	10%	11%	8%	5%	9%
Very unlikely	6%	2%	4%	5%	10%	9%	6%	8%	4%	7%	5%	6%	6%	6%	3%	8%
Don't know	9%	7%	8%	5%	7%	12%	12%	15%	4%	10%	9%	7%	11%	9%	6%	5%
Total Likely:	47%	63%	52%	44%	42%	42%	47%	39%	51%	46%	49%	50%	41%	47%	59%	45%
Total Unlikely:	14%	14%	16%	17%	17%	15%	10%	15%	19%	16%	9%	16%	17%	15%	8%	16%
Net:	33%	49%	36%	27%	25%	27%	37%	24%	31%	30%	40%	34%	24%	32%	51%	29%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(61.B) How likely do you think it is that the existence of these features makes it easier to make more informed, sustainable choices?

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very likely	7%	8%	7%	6%	5%	8%	5%	13%	9%	7%	7%	4%	6%	9%	8%	69%
Somewhat likely	40%	39%	42%	40%	43%	38%	41%	44%	30%	41%	40%	42%	38%	41%	40%	0%
Neither likely or unlikely	29%	30%	29%	29%	30%	32%	28%	22%	28%	30%	29%	33%	33%	26%	26%	31%
Somewhat unlikely	8%	9%	7%	11%	6%	4%	11%	9%	19%	8%	8%	5%	7%	7%	12%	0%
Very unlikely	6%	8%	4%	7%	9%	5%	7%	1%	4%	5%	6%	6%	6%	6%	6%	0%
Don't know	9%	6%	12%	6%	6%	13%	8%	10%	9%	9%	9%	9%	10%	11%	7%	0%
Total Likely:	47%	47%	48%	47%	48%	46%	46%	58%	39%	48%	48%	46%	44%	50%	48%	69%
Total Unlikely:	14%	17%	11%	18%	15%	9%	18%	10%	23%	13%	14%	11%	13%	13%	19%	0%
Net:	33%	29%	37%	28%	34%	37%	28%	48%	16%	35%	34%	35%	31%	37%	29%	69%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(62.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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
I know a lot about AI	4%	10%	4%	4%	2%	1%	3%	1%	5%	1%	5%	7%	4%	2%	4%	6%
I know a moderate amount about AI	33%	48%	45%	41%	23%	25%	25%	26%	35%	25%	39%	43%	30%	37%	28%	35%
I know a little about AI	53%	41%	45%	49%	62%	61%	55%	49%	53%	60%	51%	45%	53%	51%	58%	51%
I know nothing at all about AI	9%	1%	6%	4%	11%	11%	16%	22%	7%	13%	4%	4%	13%	9%	9%	6%
Don t Know	1%	0%	0%	2%	1%	2%	2%	2%	1%	1%	1%	2%	0%	1%	2%	1%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(62.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	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
I know a lot about AI	4%	5%	3%	4%	3%	3%	2%	8%	0%	4%	4%	2%	3%	3%	4%	69%
I know a moderate amount about AI	33%	38%	27%	37%	33%	22%	28%	53%	57%	31%	33%	33%	27%	33%	37%	0%
I know a little about AI	53%	50%	57%	52%	50%	58%	64%	38%	35%	53%	53%	51%	59%	54%	50%	31%
I know nothing at all about AI	9%	7%	12%	7%	14%	15%	5%	1%	8%	10%	9%	12%	11%	9%	7%	0%
Don t Know	1%	1%	2%	1%	0%	2%	1%	0%	0%	1%	1%	1%	0%	2%	2%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(63.A) Based on what you know, which of the following comes closest to your view?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Artificial Intelligence (AI) is developing faster than I expected	50%	46%	51%	47%	48%	52%	51%	39%	47%	48%	53%	56%	48%	48%	54%	50%
Artificial Intelligence (AI) is developing about as quickly as I expected	29%	32%	38%	34%	26%	20%	24%	27%	33%	25%	30%	31%	30%	28%	30%	32%
Artificial Intelligence (AI) is developing more slowly than I expected	6%	7%	5%	7%	7%	5%	5%	4%	5%	6%	5%	7%	5%	6%	5%	6%
Don't Know	16%	15%	5%	12%	19%	22%	20%	29%	14%	20%	12%	6%	16%	18%	11%	12%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(63.B) Based on what you know, which of the following comes closest to your view?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Artificial Intelligence (AI) is developing faster than I expected	50%	49%	50%	49%	57%	49%	44%	55%	45%	49%	50%	51%	47%	51%	49%	57%
Artificial Intelligence (AI) is developing about as quickly as I expected	29%	30%	27%	32%	25%	25%	36%	30%	12%	28%	29%	24%	27%	28%	33%	43%
Artificial Intelligence (AI) is developing more slowly than I expected	6%	7%	5%	7%	2%	5%	4%	4%	22%	6%	6%	8%	7%	6%	3%	0%
Don't Know	16%	14%	18%	12%	17%	21%	16%	11%	21%	17%	16%	18%	19%	15%	14%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(64.A) How interested, if at all, would you be personally in using AI to do the following?: Track your medical data to alert you of a potential condition or health risk

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very interested	14%	25%	12%	17%	13%	11%	13%	15%	13%	15%	10%	19%	18%	12%	11%	19%
Somewhat interested	40%	46%	45%	31%	35%	41%	43%	36%	50%	39%	43%	36%	35%	39%	51%	39%
Neither interested or uninterested	16%	9%	20%	22%	18%	17%	13%	15%	16%	16%	18%	17%	19%	19%	12%	13%
Somewhat uninterested	13%	7%	11%	14%	19%	12%	14%	9%	12%	14%	12%	17%	11%	17%	10%	14%
Very uninterested	13%	12%	9%	14%	15%	15%	13%	22%	8%	13%	14%	10%	15%	9%	13%	11%
Don't know	3%	1%	4%	2%	1%	4%	3%	4%	1%	3%	3%	2%	2%	3%	2%	3%
Total Interested:	55%	71%	57%	48%	48%	52%	56%	51%	63%	54%	53%	55%	53%	52%	62%	58%
Total Uninterested:	26%	19%	20%	28%	34%	27%	27%	31%	20%	27%	26%	27%	26%	26%	23%	25%
Net:	28%	52%	37%	20%	14%	25%	29%	20%	44%	27%	27%	28%	27%	25%	39%	33%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(64.B) How interested, if at all, would you be personally in using AI to do the following?: Track your medical data to alert you of a potential condition or health risk

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very interested	14%	16%	13%	12%	12%	15%	15%	22%	17%	15%	15%	14%	15%	12%	15%	69%
Somewhat interested	40%	41%	39%	40%	40%	43%	40%	37%	27%	40%	41%	40%	38%	43%	40%	0%
Neither interested or uninterested	16%	14%	19%	17%	15%	15%	22%	12%	12%	17%	16%	19%	14%	15%	17%	31%
Somewhat uninterested	13%	13%	13%	15%	15%	12%	12%	10%	19%	13%	13%	11%	15%	14%	13%	0%
Very uninterested	13%	13%	13%	13%	15%	12%	8%	17%	18%	12%	12%	13%	14%	12%	13%	0%
Don't know	3%	2%	3%	2%	3%	3%	3%	1%	9%	3%	3%	3%	3%	3%	2%	0%
Total Interested:	55%	57%	52%	53%	52%	57%	55%	59%	43%	55%	55%	54%	52%	56%	55%	69%
Total Uninterested:	26%	27%	26%	28%	30%	24%	20%	28%	37%	25%	26%	25%	30%	26%	26%	0%
Net:	28%	30%	26%	25%	22%	33%	35%	31%	6%	29%	30%	29%	23%	29%	30%	69%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(65.A) How interested, if at all, would you be personally in using AI to do the following?: Help advise you on how to live healthier

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very interested	10%	25%	11%	8%	9%	5%	7%	9%	17%	8%	7%	12%	13%	7%	9%	13%
Somewhat interested	34%	41%	35%	35%	29%	33%	33%	29%	37%	34%	36%	30%	33%	37%	36%	32%
Neither interested or uninterested	23%	14%	23%	22%	28%	23%	24%	19%	18%	25%	23%	24%	22%	22%	21%	25%
Somewhat uninterested	17%	5%	19%	17%	19%	17%	17%	12%	14%	15%	20%	20%	12%	20%	17%	18%
Very uninterested	15%	12%	10%	14%	14%	20%	16%	25%	12%	16%	11%	12%	17%	12%	12%	11%
Don't know	2%	2%	3%	3%	0%	3%	3%	7%	2%	2%	3%	2%	3%	2%	5%	2%
Total Interested:	43%	66%	46%	43%	38%	38%	40%	38%	54%	42%	44%	42%	46%	44%	45%	45%
Total Uninterested:	31%	17%	28%	31%	34%	36%	33%	36%	26%	31%	31%	32%	29%	32%	29%	29%
Net:	12%	49%	18%	12%	5%	1%	7%	1%	29%	11%	13%	10%	17%	11%	17%	16%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(65.B) How interested, if at all, would you be personally in using AI to do the following?: Help advise you on how to live healthier

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very interested	10%	10%	9%	8%	8%	8%	8%	26%	10%	9%	10%	8%	8%	8%	12%	69%
Somewhat interested	34%	35%	33%	33%	39%	35%	34%	29%	29%	34%	34%	36%	33%	36%	32%	0%
Neither interested or uninterested	23%	22%	24%	24%	20%	25%	22%	17%	9%	24%	23%	25%	22%	21%	24%	31%
Somewhat uninterested	17%	17%	16%	20%	11%	15%	21%	7%	19%	15%	17%	14%	18%	15%	19%	0%
Very uninterested	15%	14%	15%	13%	20%	14%	12%	18%	26%	14%	14%	14%	15%	18%	12%	0%
Don't know	2%	2%	3%	1%	3%	4%	3%	2%	9%	3%	2%	3%	3%	3%	1%	0%
Total Interested:	43%	45%	42%	42%	47%	42%	42%	55%	38%	43%	44%	44%	41%	44%	44%	69%
Total Uninterested:	31%	31%	31%	33%	31%	29%	33%	26%	45%	29%	31%	28%	33%	33%	31%	0%
Net:	12%	14%	11%	8%	17%	13%	9%	30%	-7%	14%	14%	16%	7%	11%	14%	69%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(66.A) How interested, if at all, would you be personally in using AI to do the following?: Help reduce your household energy use

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very interested	14%	26%	16%	14%	14%	11%	10%	11%	15%	12%	15%	17%	13%	11%	17%	20%
Somewhat interested	43%	45%	51%	43%	41%	37%	42%	31%	49%	43%	41%	50%	38%	42%	49%	45%
Neither interested or uninterested	19%	10%	13%	18%	21%	23%	22%	20%	12%	19%	23%	16%	23%	20%	13%	17%
Somewhat uninterested	11%	5%	11%	14%	13%	13%	11%	15%	14%	11%	9%	12%	11%	14%	10%	9%
Very uninterested	11%	11%	6%	8%	11%	14%	12%	19%	8%	13%	9%	4%	12%	11%	9%	7%
Don't know	2%	2%	2%	2%	0%	2%	2%	4%	1%	2%	2%	0%	3%	2%	2%	2%
Total Interested:	57%	71%	67%	58%	55%	48%	52%	42%	64%	55%	56%	68%	51%	53%	66%	65%
Total Uninterested:	22%	16%	17%	22%	23%	27%	23%	34%	22%	24%	18%	17%	23%	25%	19%	17%
Net:	35%	55%	50%	36%	31%	21%	29%	8%	42%	31%	38%	51%	28%	28%	46%	48%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(66.B) How interested, if at all, would you be personally in using AI to do the following?: Help reduce your household energy use

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very interested	14%	14%	14%	16%	12%	11%	13%	23%	0%	14%	14%	14%	14%	13%	15%	43%
Somewhat interested	43%	42%	44%	46%	43%	42%	40%	44%	41%	43%	44%	40%	41%	42%	47%	57%
Neither interested or uninterested	19%	18%	20%	17%	19%	23%	19%	16%	11%	19%	19%	20%	19%	19%	18%	0%
Somewhat uninterested	11%	13%	10%	12%	10%	11%	12%	8%	26%	12%	11%	12%	12%	12%	10%	0%
Very uninterested	11%	10%	11%	9%	14%	11%	13%	7%	17%	10%	10%	11%	13%	11%	9%	0%
Don't know	2%	2%	2%	1%	3%	3%	3%	1%	5%	2%	2%	2%	2%	3%	1%	0%
Total Interested:	57%	56%	58%	61%	54%	53%	53%	67%	41%	57%	58%	54%	55%	55%	62%	100%
Total Uninterested:	22%	23%	21%	22%	24%	22%	25%	16%	44%	22%	21%	23%	25%	23%	19%	0%
Net:	35%	33%	37%	40%	30%	31%	29%	52%	-3%	34%	36%	32%	30%	32%	43%	100%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(67.A) How interested, if at all, would you be personally in using AI to do the following?: Helps protect you online (eg. filter out spam and protect from malware)

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very interested	26%	27%	28%	27%	24%	22%	27%	14%	21%	28%	25%	31%	26%	23%	29%	30%
Somewhat interested	44%	40%	45%	38%	46%	45%	46%	42%	46%	44%	46%	41%	40%	45%	44%	43%
Neither interested or uninterested	14%	14%	11%	13%	15%	17%	12%	16%	14%	13%	13%	14%	16%	13%	13%	11%
Somewhat uninterested	8%	9%	10%	12%	7%	6%	7%	11%	13%	6%	8%	9%	8%	10%	6%	9%
Very uninterested	7%	10%	4%	8%	8%	8%	6%	12%	5%	7%	6%	4%	7%	7%	5%	5%
Don't know	2%	1%	1%	2%	0%	2%	2%	4%	1%	2%	2%	1%	2%	1%	2%	1%
Total Interested:	70%	67%	73%	65%	70%	67%	73%	56%	67%	71%	71%	72%	67%	69%	73%	74%
Total Uninterested:	15%	18%	14%	20%	15%	14%	13%	23%	17%	14%	14%	13%	15%	17%	11%	14%
Net:	54%	48%	59%	45%	55%	53%	60%	33%	50%	58%	57%	59%	51%	52%	62%	59%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(67.B) How interested, if at all, would you be personally in using AI to do the following?: Helps protect you online (eg. filter out spam and protect from malware)

	Gender		Work Status						Android User	Google Search User	Region					
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very interested	26%	27%	24%	25%	22%	27%	24%	33%	25%	26%	26%	26%	22%	24%	30%	43%
Somewhat interested	44%	43%	45%	46%	41%	46%	42%	34%	21%	44%	44%	46%	44%	45%	42%	27%
Neither interested or uninterested	14%	13%	14%	12%	15%	14%	14%	20%	16%	13%	13%	12%	16%	15%	12%	31%
Somewhat uninterested	8%	10%	7%	10%	9%	5%	12%	6%	24%	8%	8%	7%	10%	8%	9%	0%
Very uninterested	7%	6%	8%	7%	12%	5%	5%	7%	9%	6%	6%	6%	6%	8%	7%	0%
Don't know	2%	2%	2%	1%	2%	3%	3%	0%	5%	2%	1%	3%	3%	2%	0%	0%
Total Interested:	70%	69%	69%	71%	63%	73%	66%	67%	46%	70%	71%	72%	65%	68%	72%	69%
Total Uninterested:	15%	16%	14%	17%	21%	10%	17%	13%	33%	14%	15%	13%	16%	15%	16%	0%
Net:	54%	53%	55%	54%	42%	63%	49%	55%	13%	56%	56%	59%	50%	53%	56%	69%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(68.A) How interested, if at all, would you be personally in using AI to do the following?: Make it easier for you to make environmentally friendly choices

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very interested	10%	22%	14%	6%	8%	9%	7%	11%	15%	8%	8%	14%	13%	9%	13%	8%
Somewhat interested	34%	35%	32%	39%	31%	33%	34%	23%	35%	31%	42%	35%	27%	36%	32%	35%
Neither interested or uninterested	28%	22%	27%	27%	34%	29%	27%	24%	34%	31%	22%	29%	31%	27%	28%	28%
Somewhat uninterested	13%	4%	14%	14%	11%	12%	16%	17%	7%	13%	13%	14%	10%	13%	12%	17%
Very uninterested	13%	15%	11%	12%	14%	15%	14%	23%	8%	15%	13%	8%	16%	12%	13%	10%
Don't know	2%	3%	3%	2%	2%	2%	2%	3%	2%	2%	3%	1%	3%	2%	2%	2%
Total Interested:	44%	57%	46%	45%	39%	42%	41%	33%	50%	39%	50%	49%	40%	45%	45%	43%
Total Uninterested:	26%	19%	25%	26%	26%	27%	30%	40%	14%	28%	26%	22%	26%	26%	25%	27%
Net:	18%	38%	21%	19%	13%	15%	11%	-7%	35%	10%	24%	27%	13%	19%	20%	16%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(68.B) How interested, if at all, would you be personally in using AI to do the following?: Make it easier for you to make environmentally friendly choices

	Gender		Work Status						Android User	Google Search User	Region					
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very interested	10%	10%	9%	8%	10%	8%	9%	21%	14%	10%	10%	11%	7%	10%	11%	0%
Somewhat interested	34%	29%	39%	36%	32%	35%	32%	30%	16%	35%	35%	34%	32%	33%	36%	69%
Neither interested or uninterested	28%	31%	24%	27%	23%	28%	34%	31%	17%	27%	28%	26%	28%	26%	30%	31%
Somewhat uninterested	13%	14%	12%	15%	10%	15%	7%	6%	30%	12%	13%	13%	14%	15%	11%	0%
Very uninterested	13%	14%	13%	13%	21%	12%	13%	12%	18%	13%	13%	12%	17%	12%	13%	0%
Don't know	2%	2%	2%	1%	4%	2%	5%	1%	5%	3%	2%	3%	3%	3%	0%	0%
Total Interested:	44%	39%	48%	44%	42%	43%	41%	51%	30%	45%	44%	45%	39%	44%	46%	69%
Total Uninterested:	26%	28%	25%	27%	31%	27%	20%	18%	48%	25%	26%	25%	31%	27%	23%	0%
Net:	18%	11%	23%	17%	11%	17%	21%	33%	-18%	20%	19%	20%	8%	17%	23%	69%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(69.A) How interested, if at all, would you be personally in using AI to do the following?: Help process your government and customer service requests

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very interested	12%	11%	13%	9%	13%	13%	11%	11%	10%	12%	11%	14%	15%	9%	11%	14%
Somewhat interested	37%	44%	35%	35%	35%	37%	38%	33%	43%	34%	38%	41%	33%	37%	43%	37%
Neither interested or uninterested	21%	21%	20%	24%	19%	20%	21%	20%	24%	20%	21%	22%	26%	23%	19%	20%
Somewhat uninterested	14%	6%	17%	15%	18%	12%	13%	12%	13%	16%	14%	12%	10%	17%	16%	16%
Very uninterested	12%	16%	11%	13%	11%	15%	11%	19%	9%	13%	12%	10%	13%	10%	9%	11%
Don't know	4%	1%	5%	3%	3%	3%	6%	6%	1%	5%	5%	2%	3%	5%	3%	3%
Total Interested:	49%	55%	48%	44%	48%	51%	49%	45%	52%	46%	49%	54%	48%	45%	53%	51%
Total Uninterested:	26%	22%	27%	28%	30%	26%	24%	30%	22%	29%	26%	22%	23%	27%	25%	27%
Net:	23%	33%	20%	16%	18%	24%	25%	14%	31%	18%	23%	33%	25%	19%	29%	24%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(69.B) How interested, if at all, would you be personally in using AI to do the following?: Help process your government and customer service requests

	Gender		Work Status						Android User	Google Search User	Region					
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very interested	12%	14%	10%	11%	9%	11%	14%	15%	12%	12%	12%	10%	10%	11%	15%	27%
Somewhat interested	37%	37%	38%	37%	48%	40%	29%	29%	12%	38%	38%	39%	37%	38%	35%	43%
Neither interested or uninterested	21%	22%	19%	21%	13%	20%	27%	25%	30%	21%	21%	21%	22%	18%	22%	31%
Somewhat uninterested	14%	13%	14%	15%	13%	12%	15%	13%	32%	15%	14%	13%	15%	17%	11%	0%
Very uninterested	12%	11%	14%	13%	12%	11%	10%	15%	9%	11%	12%	12%	12%	11%	14%	0%
Don't know	4%	3%	5%	2%	6%	6%	4%	3%	5%	4%	4%	4%	3%	5%	4%	0%
Total Interested:	49%	50%	48%	48%	57%	52%	43%	44%	24%	49%	49%	49%	48%	49%	49%	69%
Total Uninterested:	26%	24%	28%	29%	25%	23%	25%	28%	41%	26%	26%	25%	27%	28%	25%	0%
Net:	23%	26%	20%	20%	32%	29%	18%	16%	-17%	24%	23%	24%	21%	20%	24%	69%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(70.A) How interested, if at all, would you be personally in using AI to do the following?: Eliminate mindless or repetitive tasks at work

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very interested	15%	24%	25%	22%	15%	11%	5%	9%	10%	11%	16%	30%	12%	12%	10%	24%
Somewhat interested	30%	44%	45%	29%	32%	21%	20%	15%	42%	24%	38%	30%	31%	28%	33%	32%
Neither interested or uninterested	19%	12%	14%	20%	24%	22%	20%	23%	18%	20%	17%	18%	19%	19%	26%	17%
Somewhat uninterested	11%	8%	8%	13%	15%	12%	11%	10%	10%	12%	11%	10%	8%	17%	7%	10%
Very uninterested	17%	11%	6%	12%	13%	18%	30%	30%	14%	19%	13%	11%	17%	15%	17%	13%
Don't know	8%	1%	2%	4%	2%	16%	15%	14%	5%	13%	5%	1%	13%	9%	7%	4%
Total Interested:	45%	68%	70%	51%	47%	32%	24%	23%	53%	36%	53%	59%	43%	40%	43%	56%
Total Uninterested:	28%	19%	13%	25%	28%	30%	41%	40%	24%	32%	25%	21%	25%	32%	24%	23%
Net:	16%	49%	57%	26%	19%	2%	-16%	-17%	28%	4%	29%	38%	18%	8%	20%	33%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(70.B) How interested, if at all, would you be personally in using AI to do the following?: Eliminate mindless or repetitive tasks at work

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very interested	15%	18%	11%	23%	11%	4%	13%	30%	0%	14%	15%	12%	10%	12%	23%	69%
Somewhat interested	30%	33%	27%	35%	37%	19%	31%	38%	35%	29%	30%	31%	25%	30%	33%	0%
Neither interested or uninterested	19%	17%	21%	19%	15%	21%	20%	14%	26%	20%	19%	19%	20%	20%	17%	31%
Somewhat uninterested	11%	10%	13%	11%	15%	11%	15%	8%	8%	12%	11%	5%	16%	15%	9%	0%
Very uninterested	17%	14%	20%	11%	21%	27%	11%	9%	9%	17%	16%	22%	21%	17%	10%	0%
Don't know	8%	8%	8%	2%	3%	17%	9%	1%	22%	9%	8%	11%	9%	6%	7%	0%
Total Interested:	45%	51%	38%	57%	47%	23%	45%	68%	35%	43%	45%	42%	34%	42%	56%	69%
Total Uninterested:	28%	24%	33%	21%	35%	38%	26%	17%	17%	28%	28%	27%	37%	32%	20%	0%
Net:	16%	27%	5%	36%	12%	-15%	19%	51%	18%	15%	18%	15%	-3%	9%	36%	69%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(71.A) And would you support or oppose AI being used more widely in society to do the following?: Process government and customer service requests faster and more efficiently

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Strongly support	25%	22%	20%	27%	27%	24%	29%	21%	25%	25%	21%	36%	22%	27%	25%	29%
Somewhat support	43%	40%	45%	36%	40%	41%	48%	36%	40%	45%	45%	40%	44%	41%	51%	40%
Neither support nor oppose	17%	19%	20%	17%	13%	22%	13%	22%	25%	14%	20%	9%	17%	20%	14%	13%
Somewhat oppose	6%	10%	5%	10%	8%	3%	5%	10%	5%	6%	6%	7%	8%	5%	5%	10%
Strongly oppose	5%	5%	6%	8%	7%	7%	2%	6%	2%	6%	5%	5%	4%	5%	4%	6%
Don't know	4%	3%	4%	2%	5%	4%	3%	6%	3%	4%	2%	3%	5%	2%	1%	2%
Total Support:	68%	62%	65%	63%	67%	65%	77%	57%	65%	69%	66%	76%	66%	68%	76%	69%
Total Oppose:	12%	15%	11%	18%	15%	10%	7%	15%	7%	12%	11%	12%	12%	10%	9%	16%
Net:	56%	47%	54%	45%	53%	55%	71%	42%	58%	57%	55%	64%	53%	58%	68%	53%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(71.B) And would you support or oppose AI being used more widely in society to do the following?: Process government and customer service requests faster and more efficiently

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Strongly support	25%	27%	24%	24%	25%	29%	21%	31%	5%	25%	26%	25%	28%	26%	23%	43%
Somewhat support	43%	43%	43%	41%	44%	45%	46%	35%	49%	44%	43%	49%	37%	39%	46%	27%
Neither support nor oppose	17%	15%	18%	18%	15%	15%	15%	19%	32%	17%	17%	14%	17%	20%	17%	0%
Somewhat oppose	6%	7%	6%	7%	6%	4%	8%	6%	10%	6%	6%	5%	7%	6%	7%	31%
Strongly oppose	5%	5%	6%	8%	5%	3%	5%	2%	0%	5%	5%	3%	6%	6%	5%	0%
Don't know	4%	3%	4%	2%	5%	3%	5%	7%	5%	3%	3%	4%	5%	3%	2%	0%
Total Support:	68%	70%	66%	65%	69%	74%	67%	66%	54%	69%	69%	74%	66%	64%	68%	69%
Total Oppose:	12%	12%	11%	15%	12%	7%	13%	9%	10%	11%	11%	8%	13%	12%	12%	31%
Net:	56%	58%	55%	51%	57%	67%	54%	57%	44%	58%	58%	67%	53%	52%	56%	39%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(72.A) And would you support or oppose AI being used more widely in society to do the following?: Increase the productivity of workers and businesses

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Strongly support	14%	17%	18%	14%	14%	11%	13%	9%	17%	13%	11%	22%	13%	11%	12%	21%
Somewhat support	35%	37%	45%	36%	30%	26%	35%	29%	38%	30%	41%	37%	31%	34%	42%	39%
Neither support nor oppose	28%	20%	20%	24%	26%	33%	35%	33%	29%	29%	29%	18%	28%	31%	29%	20%
Somewhat oppose	10%	10%	7%	14%	18%	11%	6%	9%	8%	11%	9%	14%	8%	12%	10%	11%
Strongly oppose	7%	7%	6%	9%	9%	8%	6%	11%	3%	9%	6%	6%	9%	7%	5%	6%
Don't know	6%	8%	5%	3%	5%	10%	6%	9%	6%	8%	4%	3%	10%	6%	3%	3%
Total Support:	49%	54%	62%	51%	43%	37%	47%	39%	55%	43%	52%	59%	44%	45%	54%	60%
Total Oppose:	18%	18%	13%	23%	26%	20%	12%	20%	11%	20%	15%	20%	17%	19%	14%	17%
Net:	31%	37%	49%	28%	17%	18%	35%	19%	44%	23%	37%	40%	27%	26%	39%	43%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(72.B) And would you support or oppose AI being used more widely in society to do the following?: Increase the productivity of workers and businesses

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Strongly support	14%	17%	11%	15%	12%	13%	13%	20%	14%	13%	14%	13%	14%	13%	15%	69%
Somewhat support	35%	38%	32%	37%	35%	32%	33%	37%	26%	34%	35%	38%	31%	32%	38%	0%
Neither support nor oppose	28%	24%	31%	23%	29%	35%	25%	16%	40%	27%	28%	30%	33%	26%	24%	0%
Somewhat oppose	10%	9%	11%	13%	12%	6%	11%	9%	11%	11%	10%	6%	9%	15%	10%	31%
Strongly oppose	7%	8%	7%	7%	6%	6%	10%	8%	0%	7%	7%	5%	8%	8%	7%	0%
Don't know	6%	4%	8%	3%	6%	8%	8%	10%	8%	7%	6%	8%	5%	6%	6%	0%
Total Support:	49%	55%	43%	52%	47%	45%	46%	57%	40%	47%	49%	50%	45%	45%	53%	69%
Total Oppose:	18%	17%	18%	21%	18%	12%	21%	17%	11%	19%	17%	12%	17%	23%	17%	31%
Net:	31%	38%	26%	31%	30%	33%	25%	40%	29%	29%	32%	39%	28%	22%	36%	39%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(73.A) And would you support or oppose AI being used more widely in society to do the following?: Better managing road traffic to reduce congestion

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Strongly support	25%	27%	26%	26%	29%	25%	23%	16%	30%	25%	26%	28%	23%	24%	25%	31%
Somewhat support	45%	41%	43%	41%	41%	53%	47%	41%	39%	44%	50%	44%	45%	48%	51%	42%
Neither support nor oppose	18%	20%	19%	20%	18%	11%	21%	24%	23%	19%	13%	19%	20%	20%	16%	16%
Somewhat oppose	4%	7%	3%	4%	4%	3%	2%	6%	4%	3%	4%	2%	4%	3%	4%	4%
Strongly oppose	4%	2%	4%	6%	5%	4%	2%	5%	0%	4%	4%	3%	2%	3%	2%	4%
Don't know	4%	3%	5%	3%	4%	4%	5%	8%	3%	5%	2%	4%	6%	2%	2%	3%
Total Support:	70%	68%	69%	67%	70%	78%	70%	57%	69%	69%	76%	72%	68%	72%	76%	73%
Total Oppose:	7%	9%	8%	10%	9%	6%	4%	11%	4%	7%	8%	6%	6%	6%	5%	8%
Net:	63%	58%	61%	57%	61%	71%	66%	47%	65%	62%	68%	66%	62%	66%	71%	65%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(73.B) And would you support or oppose AI being used more widely in society to do the following?: Better managing road traffic to reduce congestion

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Strongly support	25%	30%	21%	26%	30%	23%	26%	30%	19%	26%	26%	25%	25%	23%	29%	0%
Somewhat support	45%	44%	46%	47%	42%	48%	41%	32%	55%	46%	45%	49%	43%	43%	45%	69%
Neither support nor oppose	18%	15%	21%	18%	11%	20%	21%	22%	17%	17%	19%	17%	21%	20%	16%	0%
Somewhat oppose	4%	5%	3%	2%	10%	3%	4%	5%	5%	3%	4%	2%	4%	3%	5%	31%
Strongly oppose	4%	4%	3%	5%	3%	1%	5%	2%	0%	4%	3%	2%	4%	5%	3%	0%
Don't know	4%	3%	6%	2%	5%	6%	3%	8%	5%	4%	4%	5%	4%	5%	3%	0%
Total Support:	70%	74%	67%	73%	72%	70%	68%	62%	74%	71%	71%	74%	67%	66%	74%	69%
Total Oppose:	7%	8%	6%	7%	12%	4%	9%	8%	5%	7%	7%	4%	7%	9%	7%	31%
Net:	63%	66%	61%	65%	60%	67%	59%	54%	69%	64%	64%	70%	60%	57%	66%	39%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(74.A) And would you support or oppose AI being used more widely in society to do the following?: Providing personalised AI tutors and education at school

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Strongly support	11%	15%	10%	10%	10%	9%	11%	10%	12%	9%	10%	14%	11%	10%	11%	13%
Somewhat support	30%	45%	37%	27%	27%	29%	25%	24%	35%	28%	36%	26%	34%	31%	34%	29%
Neither support nor oppose	29%	20%	26%	24%	29%	30%	36%	29%	32%	30%	28%	26%	26%	27%	31%	29%
Somewhat oppose	13%	6%	14%	24%	19%	12%	8%	12%	11%	14%	11%	19%	13%	17%	13%	12%
Strongly oppose	8%	11%	7%	8%	8%	9%	8%	12%	4%	8%	9%	9%	8%	7%	6%	9%
Don't know	9%	4%	6%	6%	8%	11%	12%	12%	5%	12%	6%	6%	7%	8%	5%	7%
Total Support:	41%	60%	47%	38%	37%	38%	36%	35%	47%	37%	47%	40%	45%	41%	45%	42%
Total Oppose:	22%	17%	21%	33%	26%	21%	16%	24%	16%	22%	19%	28%	22%	24%	19%	21%
Net:	19%	43%	26%	5%	11%	17%	20%	11%	31%	15%	27%	12%	24%	17%	26%	21%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(74.B) And would you support or oppose AI being used more widely in society to do the following?: Providing personalised AI tutors and education at school

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Strongly support	11%	12%	9%	10%	12%	12%	8%	13%	5%	11%	11%	10%	11%	12%	9%	27%
Somewhat support	30%	34%	26%	29%	28%	27%	32%	44%	44%	30%	30%	31%	24%	26%	36%	73%
Neither support nor oppose	29%	26%	31%	29%	27%	35%	28%	16%	0%	29%	29%	30%	32%	30%	26%	0%
Somewhat oppose	13%	14%	13%	17%	14%	9%	16%	11%	39%	13%	14%	10%	13%	15%	15%	0%
Strongly oppose	8%	7%	9%	9%	10%	7%	7%	9%	0%	8%	8%	6%	9%	9%	8%	0%
Don't know	9%	6%	11%	6%	10%	11%	9%	7%	13%	9%	8%	12%	12%	7%	5%	0%
Total Support:	41%	46%	36%	39%	40%	38%	41%	57%	49%	41%	41%	42%	35%	39%	46%	100%
Total Oppose:	22%	21%	22%	26%	24%	15%	22%	20%	39%	21%	21%	16%	22%	24%	23%	0%
Net:	19%	25%	14%	13%	16%	23%	19%	37%	10%	20%	20%	25%	13%	15%	22%	100%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(75.A) And would you support or oppose AI being used more widely in society to do the following?: Make advancements in medicine development

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Strongly support	33%	38%	29%	30%	29%	31%	38%	21%	30%	36%	28%	41%	28%	39%	33%	33%
Somewhat support	39%	32%	41%	36%	41%	38%	42%	33%	41%	37%	45%	38%	42%	37%	43%	38%
Neither support nor oppose	16%	18%	17%	21%	15%	17%	13%	25%	22%	15%	16%	12%	18%	13%	14%	19%
Somewhat oppose	5%	3%	6%	4%	7%	6%	4%	9%	3%	5%	4%	5%	6%	5%	4%	4%
Strongly oppose	4%	3%	4%	6%	5%	4%	1%	5%	1%	4%	4%	3%	2%	3%	3%	4%
Don't know	3%	5%	3%	3%	3%	4%	2%	8%	3%	4%	3%	1%	4%	3%	3%	1%
Total Support:	72%	70%	70%	66%	69%	69%	80%	54%	71%	73%	74%	79%	70%	75%	76%	71%
Total Oppose:	9%	6%	10%	10%	12%	9%	5%	14%	4%	9%	8%	8%	8%	8%	7%	9%
Net:	63%	64%	60%	56%	57%	60%	75%	40%	67%	63%	66%	71%	61%	67%	69%	63%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(75.B) And would you support or oppose AI being used more widely in society to do the following?: Make advancements in medicine development

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Strongly support	33%	38%	27%	31%	30%	36%	35%	32%	32%	34%	33%	34%	32%	30%	35%	43%
Somewhat support	39%	37%	41%	38%	37%	43%	36%	41%	26%	39%	39%	41%	38%	40%	38%	27%
Neither support nor oppose	16%	15%	18%	18%	19%	12%	16%	17%	24%	16%	17%	16%	17%	16%	17%	31%
Somewhat oppose	5%	3%	7%	5%	5%	5%	4%	4%	13%	4%	5%	2%	6%	6%	6%	0%
Strongly oppose	4%	3%	4%	6%	3%	1%	4%	2%	0%	4%	3%	3%	4%	5%	2%	0%
Don't know	3%	3%	3%	2%	6%	3%	5%	4%	5%	3%	3%	4%	4%	3%	2%	0%
Total Support:	72%	75%	68%	69%	67%	79%	71%	73%	58%	73%	72%	75%	70%	69%	73%	69%
Total Oppose:	9%	7%	11%	10%	8%	7%	8%	6%	13%	8%	8%	6%	9%	11%	8%	0%
Net:	63%	69%	58%	59%	59%	72%	63%	67%	45%	65%	64%	69%	61%	58%	66%	69%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(76.A) And would you support or oppose AI being used more widely in society to do the following?: Monitor the health of certain crops and foods to protect food supplies

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Strongly support	23%	29%	27%	19%	23%	20%	23%	17%	26%	22%	21%	31%	26%	19%	23%	28%
Somewhat support	43%	45%	45%	43%	41%	44%	43%	37%	46%	39%	48%	48%	40%	47%	46%	40%
Neither support nor oppose	19%	13%	18%	18%	19%	22%	22%	26%	20%	22%	16%	14%	20%	22%	19%	18%
Somewhat oppose	5%	3%	4%	6%	6%	4%	6%	4%	3%	6%	6%	3%	7%	5%	6%	6%
Strongly oppose	5%	5%	3%	9%	6%	4%	2%	8%	2%	5%	5%	3%	2%	5%	2%	5%
Don't know	4%	5%	3%	5%	5%	5%	4%	8%	3%	6%	3%	1%	5%	2%	4%	3%
Total Support:	67%	74%	72%	62%	64%	65%	66%	54%	73%	61%	69%	79%	66%	66%	69%	68%
Total Oppose:	10%	8%	8%	15%	12%	8%	8%	12%	4%	12%	11%	6%	9%	10%	8%	11%
Net:	57%	66%	64%	47%	51%	57%	58%	42%	68%	49%	58%	73%	57%	56%	61%	56%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(76.B) And would you support or oppose AI being used more widely in society to do the following?: Monitor the health of certain crops and foods to protect food supplies

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Strongly support	23%	24%	23%	21%	24%	23%	24%	35%	19%	24%	24%	26%	22%	23%	22%	43%
Somewhat support	43%	43%	44%	45%	43%	44%	42%	38%	21%	43%	44%	41%	41%	42%	48%	27%
Neither support nor oppose	19%	18%	20%	19%	17%	22%	18%	16%	31%	19%	19%	22%	20%	19%	18%	31%
Somewhat oppose	5%	6%	4%	5%	5%	5%	4%	6%	14%	5%	5%	4%	6%	5%	5%	0%
Strongly oppose	5%	5%	4%	7%	6%	1%	4%	2%	7%	5%	4%	2%	5%	5%	5%	0%
Don't know	4%	4%	5%	3%	6%	4%	8%	3%	8%	4%	4%	5%	6%	5%	2%	0%
Total Support:	67%	67%	66%	66%	67%	67%	66%	73%	39%	68%	67%	66%	63%	65%	70%	69%
Total Oppose:	10%	11%	9%	12%	10%	7%	8%	8%	21%	9%	9%	7%	11%	11%	10%	0%
Net:	57%	56%	58%	54%	56%	60%	58%	65%	18%	58%	58%	60%	52%	55%	60%	69%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(77.A) And would you support or oppose AI being used more widely in society to do the following?: Reduce the risks people face from extreme weather events (e.g. wildfires, flooding, heatwaves)

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Strongly support	34%	32%	35%	31%	32%	30%	41%	24%	32%	34%	31%	47%	30%	36%	29%	41%
Somewhat support	42%	48%	46%	42%	40%	37%	41%	37%	49%	41%	47%	34%	42%	44%	49%	36%
Neither support nor oppose	15%	12%	12%	17%	17%	22%	13%	24%	16%	15%	16%	11%	18%	14%	17%	15%
Somewhat oppose	2%	1%	1%	3%	3%	1%	2%	6%	1%	2%	0%	3%	2%	2%	1%	3%
Strongly oppose	3%	3%	3%	4%	4%	5%	1%	2%	1%	4%	3%	3%	2%	4%	2%	3%
Don't know	3%	5%	3%	2%	4%	5%	2%	6%	0%	4%	2%	2%	5%	1%	2%	2%
Total Support:	76%	80%	80%	73%	72%	67%	82%	62%	81%	75%	78%	81%	72%	80%	79%	77%
Total Oppose:	5%	4%	4%	8%	7%	6%	3%	8%	3%	6%	4%	5%	5%	5%	2%	6%
Net:	71%	76%	76%	65%	65%	61%	79%	53%	79%	69%	75%	76%	67%	74%	76%	71%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(77.B) And would you support or oppose AI being used more widely in society to do the following?: Reduce the risks people face from extreme weather events (e.g. wildfires, flooding, heatwaves)

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Strongly support	34%	34%	35%	31%	35%	38%	34%	39%	27%	35%	35%	36%	34%	33%	35%	43%
Somewhat support	42%	41%	42%	43%	42%	42%	39%	41%	42%	41%	42%	46%	38%	41%	43%	27%
Neither support nor oppose	15%	16%	15%	17%	13%	14%	15%	15%	27%	15%	15%	12%	17%	16%	16%	0%
Somewhat oppose	2%	3%	1%	3%	2%	2%	2%	0%	0%	2%	2%	1%	2%	2%	2%	31%
Strongly oppose	3%	3%	3%	5%	3%	1%	5%	1%	0%	3%	3%	2%	4%	5%	2%	0%
Don't know	3%	3%	4%	2%	6%	3%	5%	3%	5%	3%	3%	3%	5%	3%	2%	0%
Total Support:	76%	75%	77%	73%	77%	80%	73%	80%	68%	76%	77%	82%	72%	74%	78%	69%
Total Oppose:	5%	6%	4%	7%	5%	3%	7%	1%	0%	6%	5%	3%	6%	7%	4%	31%
Net:	71%	69%	73%	66%	72%	77%	67%	79%	68%	70%	72%	79%	65%	67%	74%	39%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(78.A) And would you support or oppose AI being used more widely in society to do the following?: Reduce carbon emissions by managing energy use

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Strongly support	23%	28%	25%	21%	22%	21%	23%	15%	28%	19%	22%	37%	20%	25%	23%	27%
Somewhat support	40%	39%	41%	42%	34%	38%	42%	29%	36%	37%	47%	43%	36%	41%	40%	40%
Neither support nor oppose	23%	17%	23%	20%	26%	27%	22%	30%	29%	25%	19%	15%	25%	24%	25%	19%
Somewhat oppose	4%	5%	2%	4%	4%	3%	4%	11%	1%	5%	2%	1%	6%	2%	5%	5%
Strongly oppose	5%	4%	6%	6%	8%	6%	4%	9%	1%	7%	5%	3%	5%	5%	4%	6%
Don't know	5%	7%	4%	7%	6%	5%	4%	7%	5%	7%	4%	1%	8%	4%	3%	4%
Total Support:	63%	67%	66%	63%	56%	59%	66%	43%	65%	56%	69%	79%	56%	65%	63%	67%
Total Oppose:	9%	10%	8%	10%	12%	9%	7%	20%	1%	11%	7%	5%	11%	7%	8%	10%
Net:	54%	57%	58%	53%	44%	50%	58%	23%	63%	45%	62%	75%	45%	58%	55%	57%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(78.B) And would you support or oppose AI being used more widely in society to do the following?: Reduce carbon emissions by managing energy use

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Strongly support	23%	24%	22%	20%	23%	25%	18%	35%	14%	22%	23%	26%	17%	21%	27%	27%
Somewhat support	40%	38%	42%	43%	36%	40%	40%	37%	13%	42%	40%	40%	40%	41%	39%	43%
Neither support nor oppose	23%	24%	22%	23%	24%	23%	28%	15%	42%	21%	23%	21%	24%	23%	23%	31%
Somewhat oppose	4%	4%	3%	3%	5%	4%	4%	2%	8%	4%	4%	4%	5%	4%	2%	0%
Strongly oppose	5%	6%	5%	7%	5%	3%	5%	5%	9%	5%	5%	3%	7%	7%	5%	0%
Don't know	5%	3%	7%	4%	7%	5%	5%	7%	13%	5%	5%	7%	8%	4%	4%	0%
Total Support:	63%	63%	63%	64%	59%	65%	58%	73%	27%	65%	63%	66%	57%	62%	66%	69%
Total Oppose:	9%	10%	8%	10%	10%	7%	9%	6%	18%	9%	8%	7%	12%	11%	7%	0%
Net:	54%	53%	55%	54%	49%	58%	50%	66%	9%	56%	55%	59%	45%	51%	59%	69%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(79.A) And would you support or oppose AI being used more widely in society to do the following?: Manage water quality to ensure a safe supply of water

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Strongly support	29%	32%	26%	26%	24%	25%	35%	18%	25%	29%	28%	38%	26%	30%	27%	34%
Somewhat support	40%	37%	40%	38%	42%	41%	40%	33%	43%	38%	41%	43%	39%	43%	40%	38%
Neither support nor oppose	18%	18%	20%	17%	18%	16%	17%	24%	24%	17%	18%	10%	20%	17%	19%	14%
Somewhat oppose	5%	6%	4%	8%	3%	6%	2%	9%	4%	4%	5%	2%	5%	3%	6%	7%
Strongly oppose	5%	2%	6%	7%	7%	6%	2%	6%	1%	6%	6%	4%	5%	4%	3%	4%
Don't know	5%	5%	5%	4%	5%	5%	4%	10%	2%	6%	3%	3%	5%	4%	4%	3%
Total Support:	69%	68%	65%	65%	66%	66%	75%	50%	68%	68%	69%	81%	65%	73%	68%	72%
Total Oppose:	9%	9%	10%	14%	11%	13%	4%	16%	5%	10%	10%	6%	9%	6%	9%	11%
Net:	59%	60%	55%	50%	55%	53%	72%	35%	63%	58%	59%	75%	55%	67%	59%	60%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(79.B) And would you support or oppose AI being used more widely in society to do the following?: Manage water quality to ensure a safe supply of water

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Strongly support	29%	31%	27%	26%	20%	34%	25%	34%	23%	30%	29%	31%	26%	25%	32%	43%
Somewhat support	40%	37%	43%	42%	46%	38%	43%	33%	25%	40%	40%	41%	43%	40%	36%	27%
Neither support nor oppose	18%	17%	18%	16%	19%	18%	19%	18%	18%	16%	18%	17%	16%	18%	19%	0%
Somewhat oppose	5%	6%	3%	6%	2%	3%	2%	4%	23%	4%	5%	4%	3%	5%	6%	31%
Strongly oppose	5%	5%	4%	7%	4%	2%	6%	6%	7%	5%	5%	3%	5%	6%	4%	0%
Don't know	5%	4%	5%	3%	9%	4%	6%	6%	5%	4%	4%	5%	5%	5%	4%	0%
Total Support:	69%	68%	70%	68%	67%	72%	68%	67%	48%	70%	69%	72%	70%	66%	68%	69%
Total Oppose:	9%	12%	7%	12%	5%	5%	8%	10%	30%	9%	9%	7%	9%	11%	10%	31%
Net:	59%	56%	63%	56%	61%	68%	60%	57%	18%	61%	60%	65%	61%	55%	58%	39%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

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

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very likely	14%	23%	23%	14%	14%	11%	7%	12%	13%	10%	13%	28%	12%	13%	10%	20%
Somewhat likely	32%	39%	34%	33%	29%	33%	28%	11%	42%	32%	34%	31%	29%	29%	34%	35%
Neither likely or unlikely	25%	17%	20%	27%	31%	25%	26%	24%	21%	25%	29%	21%	25%	24%	31%	26%
Somewhat unlikely	15%	12%	13%	15%	11%	11%	21%	24%	13%	15%	13%	12%	13%	19%	18%	10%
Very unlikely	12%	8%	7%	8%	13%	17%	15%	26%	9%	14%	9%	5%	17%	12%	6%	7%
Don't know	3%	1%	5%	3%	2%	4%	4%	5%	1%	4%	2%	2%	4%	3%	1%	2%
Total Likely:	46%	62%	57%	47%	43%	44%	35%	22%	55%	42%	47%	59%	41%	42%	44%	55%
Total Unlikely:	26%	19%	19%	23%	24%	27%	35%	49%	22%	29%	22%	17%	30%	31%	24%	17%
Net:	19%	43%	37%	24%	20%	16%	0%	-27%	33%	13%	25%	42%	11%	11%	20%	38%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

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

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very likely	14%	18%	10%	19%	12%	8%	10%	26%	0%	14%	14%	9%	10%	14%	19%	69%
Somewhat likely	32%	35%	28%	32%	46%	26%	36%	36%	21%	31%	32%	35%	30%	31%	32%	0%
Neither likely or unlikely	25%	23%	27%	25%	16%	28%	26%	19%	34%	27%	25%	27%	26%	22%	24%	31%
Somewhat unlikely	15%	12%	17%	13%	14%	19%	12%	8%	22%	14%	15%	15%	16%	16%	13%	0%
Very unlikely	12%	9%	14%	10%	11%	15%	11%	7%	17%	11%	11%	11%	14%	11%	11%	0%
Don't know	3%	3%	4%	2%	2%	4%	4%	4%	5%	4%	3%	3%	3%	6%	1%	0%
Total Likely:	46%	52%	39%	51%	57%	34%	47%	62%	21%	45%	46%	43%	41%	45%	51%	69%
Total Unlikely:	26%	22%	31%	23%	25%	33%	23%	14%	40%	25%	26%	26%	30%	27%	24%	0%
Net:	19%	30%	8%	28%	33%	1%	24%	48%	-18%	20%	21%	17%	11%	18%	27%	69%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(81.A) If you were to guess, which of the following tools make use of AI?: Google Search

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
I think this is AI powered	74%	74%	80%	80%	74%	68%	71%	62%	72%	73%	79%	80%	70%	75%	77%	79%
I do not think this is AI powered	11%	18%	11%	10%	9%	11%	9%	12%	16%	9%	12%	11%	12%	11%	10%	12%
Don't know	15%	8%	9%	10%	16%	21%	19%	26%	11%	19%	9%	9%	18%	14%	13%	10%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(81.B) If you were to guess, which of the following tools make use of AI?: Google Search

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
I think this is AI powered	74%	76%	72%	78%	81%	71%	76%	73%	57%	74%	75%	75%	74%	75%	73%	100%
I do not think this is AI powered	11%	13%	9%	11%	8%	9%	10%	21%	23%	11%	11%	10%	11%	7%	15%	0%
Don't know	15%	11%	19%	12%	11%	21%	15%	6%	21%	15%	14%	15%	16%	18%	11%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(82.A) If you were to guess, which of the following tools make use of AI?: YouTube

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
I think this is AI powered	43%	50%	60%	56%	38%	32%	32%	35%	52%	37%	45%	53%	36%	45%	41%	50%
I do not think this is AI powered	33%	34%	23%	29%	38%	37%	35%	31%	34%	33%	33%	31%	38%	34%	32%	30%
Don't know	24%	16%	17%	15%	24%	31%	33%	34%	15%	30%	22%	15%	26%	21%	27%	20%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(82.B) If you were to guess, which of the following tools make use of AI?: YouTube

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
I think this is AI powered	43%	46%	40%	49%	50%	34%	37%	51%	39%	42%	43%	42%	36%	44%	48%	69%
I do not think this is AI powered	33%	33%	32%	32%	26%	33%	36%	38%	40%	33%	33%	33%	34%	31%	33%	31%
Don't know	24%	21%	28%	19%	23%	33%	27%	11%	21%	25%	24%	26%	30%	26%	18%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(83.A) If you were to guess, which of the following tools make use of AI?: Google Maps

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
I think this is AI powered	70%	68%	76%	80%	68%	64%	65%	50%	73%	70%	76%	69%	66%	71%	70%	74%
I do not think this is AI powered	14%	21%	13%	9%	16%	15%	13%	20%	12%	12%	14%	15%	12%	15%	13%	15%
Don't know	17%	11%	11%	11%	17%	21%	23%	30%	14%	18%	10%	16%	22%	14%	17%	11%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(83.B) If you were to guess, which of the following tools make use of AI?: Google Maps

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
I think this is AI powered	70%	69%	70%	74%	76%	65%	64%	71%	69%	69%	70%	66%	72%	68%	71%	100%
I do not think this is AI powered	14%	17%	11%	13%	11%	12%	15%	23%	19%	14%	14%	15%	11%	14%	15%	0%
Don't know	17%	15%	19%	13%	13%	23%	21%	6%	13%	17%	16%	19%	17%	18%	14%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(84.A) If you were to guess, which of the following tools make use of AI?: Google Workspace (Google Docs, Sheets, Slides and Drive)

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
I think this is AI powered	42%	50%	41%	50%	41%	38%	40%	33%	45%	41%	44%	46%	37%	43%	45%	46%
I do not think this is AI powered	24%	31%	37%	25%	28%	16%	17%	20%	22%	19%	31%	29%	25%	25%	23%	25%
Don't know	33%	20%	21%	25%	31%	46%	44%	47%	33%	39%	25%	25%	38%	32%	32%	29%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(84.B) If you were to guess, which of the following tools make use of AI?: Google Workspace (Google Docs, Sheets, Slides and Drive)

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
I think this is AI powered	42%	40%	44%	44%	41%	39%	40%	55%	31%	43%	43%	48%	41%	44%	37%	69%
I do not think this is AI powered	24%	28%	20%	28%	30%	16%	25%	31%	28%	25%	24%	18%	26%	21%	30%	31%
Don't know	33%	31%	36%	28%	29%	45%	35%	14%	42%	32%	33%	34%	33%	34%	33%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(85.A) If you were to guess, which of the following tools make use of AI?: Gmail

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
I think this is AI powered	39%	43%	40%	44%	38%	29%	40%	31%	44%	37%	40%	45%	33%	42%	34%	43%
I do not think this is AI powered	38%	46%	42%	35%	39%	41%	33%	34%	43%	37%	41%	34%	41%	39%	44%	38%
Don't know	23%	12%	17%	21%	23%	30%	27%	35%	14%	26%	19%	21%	27%	19%	23%	19%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(85.B) If you were to guess, which of the following tools make use of AI?: Gmail

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
I think this is AI powered	39%	39%	39%	41%	36%	40%	29%	46%	27%	39%	39%	40%	42%	38%	36%	69%
I do not think this is AI powered	38%	41%	35%	38%	41%	33%	47%	45%	39%	38%	38%	37%	38%	34%	43%	31%
Don't know	23%	20%	26%	21%	24%	28%	24%	9%	33%	23%	23%	23%	21%	28%	21%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(86.A) If you were to guess, which of the following tools make use of AI?: Google Translate

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
I think this is AI powered	72%	75%	80%	77%	80%	64%	64%	55%	72%	69%	80%	78%	63%	79%	72%	76%
I do not think this is AI powered	13%	18%	14%	13%	7%	14%	12%	15%	17%	11%	11%	15%	17%	10%	12%	15%
Don't know	15%	7%	6%	10%	13%	22%	24%	30%	11%	21%	8%	7%	20%	11%	16%	9%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(86.B) If you were to guess, which of the following tools make use of AI?: Google Translate

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
I think this is AI powered	72%	75%	69%	78%	79%	64%	75%	78%	49%	72%	73%	70%	70%	72%	74%	100%
I do not think this is AI powered	13%	13%	12%	11%	12%	11%	11%	18%	35%	12%	12%	12%	11%	11%	16%	0%
Don't know	15%	12%	19%	11%	9%	25%	14%	4%	16%	16%	15%	19%	19%	17%	9%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(87.A) If you were to guess, which of the following tools make use of AI?: Google Assistant

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
I think this is AI powered	65%	73%	74%	74%	66%	59%	54%	49%	68%	59%	74%	70%	60%	67%	64%	70%
I do not think this is AI powered	9%	7%	11%	5%	9%	8%	11%	12%	6%	9%	8%	10%	9%	7%	13%	9%
Don't know	27%	20%	15%	21%	26%	34%	35%	39%	25%	32%	19%	19%	32%	25%	24%	21%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(87.B) If you were to guess, which of the following tools make use of AI?: Google Assistant

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
I think this is AI powered	65%	68%	61%	68%	66%	56%	69%	82%	58%	66%	65%	60%	66%	66%	66%	69%
I do not think this is AI powered	9%	9%	8%	9%	9%	9%	7%	8%	14%	9%	9%	9%	10%	6%	9%	31%
Don't know	27%	22%	31%	23%	26%	35%	24%	10%	29%	25%	26%	32%	24%	28%	25%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(88.A) How worried are you that AI powered tools will be able to do your job better than you in the future?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very worried	8%	10%	11%	10%	7%	5%	7%	9%	9%	9%	9%	4%	13%	7%	10%	5%
Somewhat worried	23%	36%	26%	23%	27%	17%	17%	25%	27%	23%	22%	19%	23%	24%	24%	17%
Neither worried or unworried	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not that worried	36%	39%	39%	36%	40%	31%	33%	27%	45%	32%	39%	37%	35%	33%	32%	45%
Not at all worried	30%	12%	21%	29%	25%	43%	38%	29%	18%	33%	27%	39%	23%	33%	30%	33%
Don't know	4%	3%	3%	2%	0%	5%	6%	10%	1%	4%	3%	2%	5%	3%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(88.B) How worried are you that AI powered tools will be able to do your job better than you in the future?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very worried	8%	7%	10%	10%	11%	7%	8%	7%	0%	8%	8%	8%	8%	9%	8%	0%
Somewhat worried	23%	23%	23%	22%	25%	18%	30%	33%	18%	21%	23%	23%	23%	21%	24%	0%
Neither worried or unworried	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not that worried	36%	36%	34%	37%	37%	30%	43%	41%	24%	37%	36%	33%	34%	37%	38%	31%
Not at all worried	30%	31%	29%	31%	23%	38%	18%	15%	53%	30%	30%	31%	32%	28%	29%	69%
Don't know	4%	3%	4%	1%	4%	7%	2%	3%	5%	4%	3%	4%	3%	6%	2%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(89.A) In the last year, AI tools that are used to generate text or images ( 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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very familiar	2%	13%	5%	0%	3%	0%	0%	1%	5%	1%	2%	6%	4%	1%	0%	5%
Somewhat familiar	13%	25%	29%	23%	10%	5%	2%	8%	16%	8%	18%	20%	8%	15%	13%	16%
Neither familiar or unfamiliar	15%	20%	19%	21%	16%	10%	9%	11%	24%	12%	18%	12%	16%	13%	18%	14%
Somewhat unfamiliar	21%	22%	15%	22%	22%	23%	21%	16%	22%	22%	20%	23%	20%	24%	25%	20%
Very unfamiliar	46%	17%	31%	33%	47%	60%	65%	59%	31%	56%	40%	37%	51%	45%	43%	44%
Don't know	2%	3%	1%	1%	2%	2%	3%	3%	2%	3%	2%	1%	1%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(89.B) In the last year, AI tools that are used to generate text or images ( 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	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very familiar	2%	4%	1%	4%	3%	0%	1%	9%	0%	2%	2%	2%	2%	2%	3%	69%
Somewhat familiar	13%	19%	8%	20%	13%	2%	11%	31%	12%	13%	13%	11%	5%	13%	21%	0%
Neither familiar or unfamiliar	15%	17%	12%	13%	24%	10%	21%	23%	31%	14%	15%	11%	18%	15%	15%	0%
Somewhat unfamiliar	21%	23%	18%	21%	18%	22%	24%	15%	18%	21%	21%	20%	19%	22%	22%	0%
Very unfamiliar	46%	35%	58%	41%	39%	64%	41%	19%	39%	47%	46%	52%	53%	46%	38%	31%
Don't know	2%	2%	3%	2%	3%	2%	2%	3%	0%	2%	2%	3%	3%	2%	1%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(90.A) When, if ever, do you plan to use generative AI tools as part of your job?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Already use generative AI tools as part of my job	7%	2%	11%	13%	4%	2%	0%	7%	2%	2%	10%	11%	2%	6%	3%	7%
In the next year	7%	5%	9%	6%	11%	4%	0%	0%	5%	4%	9%	12%	4%	7%	2%	8%
In the next 2-5 years	13%	19%	14%	13%	10%	18%	4%	3%	14%	11%	11%	23%	16%	13%	13%	17%
Over 5 years away	5%	11%	7%	5%	4%	1%	3%	0%	6%	5%	5%	7%	3%	7%	7%	5%
Unlikely to ever use AI tools as part of my job	36%	30%	26%	31%	37%	44%	81%	68%	43%	41%	32%	23%	41%	40%	36%	32%
Don't know	32%	32%	33%	32%	34%	32%	11%	22%	31%	37%	34%	24%	34%	27%	38%	31%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(90.B) When, if ever, do you plan to use generative AI tools as part of your job?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Already use generative AI tools as part of my job	7%	9%	5%	7%	6%	*	*	*	*	5%	7%	3%	2%	5%	13%	0%
In the next year	7%	9%	5%	7%	6%	*	*	*	*	6%	7%	7%	5%	7%	7%	0%
In the next 2-5 years	13%	18%	9%	14%	13%	*	*	*	*	14%	14%	10%	6%	12%	18%	69%
Over 5 years away	5%	7%	3%	6%	2%	*	*	*	*	6%	5%	7%	4%	4%	6%	0%
Unlikely to ever use AI tools as part of my job	36%	32%	40%	34%	44%	*	*	*	*	36%	36%	37%	49%	39%	26%	31%
Don't know	32%	25%	39%	32%	29%	*	*	*	*	33%	32%	36%	33%	32%	30%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(91.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 0.50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	203	21	21	33	31	37	60	16	22	76	52	36	48	51	36	47
Weighted	202	25	26	33	27	32	60	16	21	65	58	40	46	50	33	52
I would give up access to Google Search and get paid 0.50	13%	25%	8%	17%	9%	13%	11%	46%	14%	10%	9%	11%	9%	10%	26%	14%
I would keep access to Google Search	75%	70%	82%	74%	80%	72%	75%	42%	78%	77%	83%	73%	73%	85%	55%	80%
Don't know	11%	5%	11%	9%	11%	15%	14%	12%	8%	13%	8%	15%	18%	5%	19%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(91.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 0.50?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	203	99	104	70	18	70	24	15	4	156	194	60	52	60	30	1
Weighted	202	105	97	74	17	68	22	15	3	155	190	48	48	50	54	1
I would give up access to Google Search and get paid 0.50	13%	18%	8%	12%	5%	12%	11%	26%	0%	12%	12%	18%	8%	6%	21%	0%
I would keep access to Google Search	75%	70%	81%	79%	81%	71%	77%	74%	100%	75%	77%	67%	77%	81%	75%	100%
Don't know	11%	11%	12%	9%	14%	17%	12%	0%	0%	12%	11%	15%	15%	13%	4%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(92.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 1?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	201	14	33	35	29	37	53	16	17	84	54	30	43	65	31	35
Weighted	206	16	41	33	23	35	57	17	14	80	60	35	42	67	30	37
I would give up access to Google Search and get paid 1	9%	14%	7%	9%	10%	13%	6%	19%	6%	13%	7%	0%	15%	3%	17%	12%
I would keep access to Google Search	81%	86%	85%	89%	80%	66%	81%	66%	87%	77%	81%	93%	77%	84%	80%	86%
Don't know	10%	0%	9%	2%	10%	21%	13%	16%	7%	10%	12%	7%	8%	14%	3%	2%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(92.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 1?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	201	93	107	68	29	65	20	16	2	155	194	50	59	55	36	1
Weighted	206	100	105	69	28	65	21	17	3	155	200	38	56	44	65	2
I would give up access to Google Search and get paid 1	9%	13%	5%	6%	0%	8%	21%	0%	69%	6%	8%	8%	6%	9%	12%	0%
I would keep access to Google Search	81%	78%	83%	90%	83%	75%	63%	100%	31%	83%	81%	78%	83%	76%	82%	100%
Don't know	10%	10%	11%	4%	17%	16%	17%	0%	0%	12%	10%	14%	10%	15%	6%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(93.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 2.50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	217	22	28	37	35	43	52	25	24	80	53	34	51	61	31	55
Weighted	213	25	27	37	30	39	55	23	24	70	56	39	49	60	26	57
I would give up access to Google Search and get paid 2.50	17%	14%	22%	27%	15%	15%	12%	21%	10%	17%	22%	14%	18%	14%	10%	22%
I would keep access to Google Search	71%	86%	64%	71%	77%	64%	70%	76%	83%	74%	61%	69%	69%	74%	63%	72%
Don't know	12%	0%	14%	2%	8%	21%	19%	3%	7%	10%	18%	16%	13%	12%	26%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(93.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 2.50?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	217	95	121	82	21	71	21	16	6	171	215	66	53	61	35	2
Weighted	213	99	113	81	17	71	21	17	6	163	211	52	49	50	58	4
I would give up access to Google Search and get paid 2.50	17%	22%	13%	15%	29%	13%	20%	27%	30%	16%	16%	15%	21%	20%	12%	42%
I would keep access to Google Search	71%	65%	76%	76%	62%	68%	66%	73%	70%	71%	72%	74%	66%	73%	72%	58%
Don't know	12%	13%	11%	9%	9%	19%	14%	0%	0%	13%	12%	12%	13%	7%	16%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(94.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 5?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	193	12	26	38	35	32	50	21	18	87	36	31	34	57	32	42
Weighted	185	14	27	35	29	27	53	20	20	77	39	29	31	54	32	40
I would give up access to Google Search and get paid 5	22%	16%	29%	27%	18%	17%	22%	32%	23%	17%	18%	35%	33%	17%	26%	25%
I would keep access to Google Search	68%	75%	65%	66%	70%	64%	69%	49%	77%	75%	63%	59%	57%	69%	64%	67%
Don't know	10%	8%	7%	7%	13%	19%	8%	18%	0%	8%	19%	5%	10%	15%	9%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(94.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 5?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	193	94	98	77	22	64	19	5	6	158	189	55	54	58	26	0
Weighted	185	98	86	72	19	64	16	8	6	150	180	44	49	46	47	0
I would give up access to Google Search and get paid 5	22%	19%	26%	18%	29%	28%	20%	11%	15%	22%	21%	19%	22%	25%	23%	*
I would keep access to Google Search	68%	69%	65%	72%	62%	60%	64%	89%	85%	68%	69%	76%	62%	64%	69%	*
Don't know	10%	11%	9%	10%	9%	12%	16%	0%	0%	10%	10%	5%	16%	11%	8%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(95.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 10?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	209	11	38	24	39	36	61	28	18	79	54	29	46	55	31	50
Weighted	211	11	42	27	34	33	64	29	19	72	60	31	43	60	32	48
I would give up access to Google Search and get paid 10	29%	39%	52%	48%	20%	15%	17%	51%	28%	23%	28%	27%	32%	19%	31%	32%
I would keep access to Google Search	58%	48%	43%	42%	72%	70%	64%	40%	67%	62%	53%	71%	54%	73%	60%	51%
Don't know	12%	13%	4%	10%	8%	15%	19%	9%	5%	15%	18%	3%	14%	8%	8%	17%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(95.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 10?

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	209	100	108	73	19	76	21	13	5	161	204	50	56	64	38	1
Weighted	211	109	102	73	18	78	21	14	5	159	205	39	54	51	67	1
I would give up access to Google Search and get paid 10	29%	34%	23%	32%	15%	18%	60%	44%	47%	30%	30%	22%	36%	18%	37%	0%
I would keep access to Google Search	58%	54%	64%	59%	80%	65%	32%	43%	53%	60%	60%	66%	57%	66%	49%	100%
Don't know	12%	12%	13%	9%	5%	17%	8%	13%	0%	10%	10%	12%	7%	16%	14%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(96.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 20?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	190	15	30	30	37	37	41	7	20	81	56	26	34	55	28	39
Weighted	189	14	35	31	31	34	43	6	20	77	56	31	31	61	23	37
I would give up access to Google Search and get paid 20	30%	17%	33%	47%	22%	38%	17%	0%	20%	26%	36%	39%	35%	31%	41%	26%
I would keep access to Google Search	58%	73%	61%	42%	66%	52%	61%	53%	69%	64%	52%	50%	60%	49%	55%	68%
Don't know	12%	10%	5%	11%	12%	10%	22%	47%	11%	10%	12%	11%	6%	20%	4%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(96.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 20?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	190	82	106	82	13	53	19	16	5	146	185	54	37	62	37	0
Weighted	189	84	102	83	12	53	16	18	5	146	184	42	35	50	62	0
I would give up access to Google Search and get paid 20	30%	35%	25%	37%	27%	23%	41%	10%	32%	33%	29%	32%	31%	23%	33%	*
I would keep access to Google Search	58%	52%	64%	56%	40%	57%	55%	86%	68%	58%	59%	56%	58%	61%	56%	*
Don't know	12%	13%	12%	7%	33%	20%	5%	4%	0%	9%	12%	12%	10%	15%	11%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



## Public First Poll for Google Finland (Consumer)

(97.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	213	28	25	28	34	36	62	22	25	81	60	25	41	61	34	45
Weighted	215	31	30	29	29	33	63	24	23	76	65	26	38	62	33	50
I would give up access to Google Search and get paid 50	47%	57%	61%	55%	43%	33%	41%	43%	41%	42%	55%	50%	34%	47%	46%	54%
I would keep access to Google Search	42%	41%	34%	41%	48%	47%	42%	41%	53%	47%	33%	43%	57%	39%	40%	41%
Don't know	11%	2%	5%	3%	9%	21%	17%	15%	6%	10%	13%	7%	8%	14%	14%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(97.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 50?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	213	102	108	71	21	74	19	24	3	150	208	58	40	75	40	0
Weighted	215	106	107	74	19	72	20	26	3	153	209	46	38	62	68	0
I would give up access to Google Search and get paid 50	47%	49%	46%	49%	46%	41%	53%	49%	54%	49%	47%	45%	41%	40%	58%	*
I would keep access to Google Search	42%	44%	39%	46%	36%	40%	43%	42%	46%	41%	43%	52%	47%	40%	36%	*
Don't know	11%	7%	15%	5%	19%	18%	4%	9%	0%	10%	10%	4%	12%	20%	6%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(98.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 100?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	227	22	34	37	42	35	57	19	31	92	48	36	48	72	26	54
Weighted	224	25	35	35	37	32	59	18	33	87	48	37	46	71	22	55
I would give up access to Google Search and get paid 100	47%	73%	47%	47%	53%	35%	37%	51%	60%	42%	46%	45%	52%	42%	51%	44%
I would keep access to Google Search	39%	21%	40%	48%	39%	45%	37%	27%	25%	43%	39%	44%	32%	43%	34%	48%
Don't know	15%	6%	13%	6%	8%	20%	26%	21%	15%	15%	15%	11%	16%	15%	16%	9%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(98.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 100?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	227	109	116	92	21	70	24	16	3	165	222	57	58	73	38	1
Weighted	224	119	103	90	20	69	24	16	4	162	220	44	55	58	65	2
I would give up access to Google Search and get paid 100	47%	49%	43%	51%	41%	39%	51%	54%	77%	45%	47%	48%	38%	45%	56%	0%
I would keep access to Google Search	39%	40%	39%	40%	43%	38%	40%	31%	23%	39%	39%	36%	44%	39%	34%	100%
Don't know	15%	11%	19%	9%	16%	23%	9%	16%	0%	17%	14%	16%	18%	15%	11%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(99.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 200?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	184	11	26	33	28	30	56	21	21	78	39	25	32	51	31	43
Weighted	187	13	31	32	26	27	58	22	21	75	40	30	30	55	29	46
I would give up access to Google Search and get paid 200	68%	82%	89%	81%	80%	50%	50%	60%	76%	67%	64%	77%	69%	66%	65%	76%
I would keep access to Google Search	21%	18%	9%	14%	14%	41%	26%	21%	24%	23%	19%	16%	25%	22%	19%	17%
Don't know	11%	0%	2%	5%	6%	9%	24%	19%	0%	10%	16%	7%	7%	12%	16%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(99.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 200?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	184	86	96	73	17	64	15	12	2	136	180	45	41	60	38	0
Weighted	187	94	90	78	16	62	14	14	2	131	183	35	38	48	66	0
I would give up access to Google Search and get paid 200	68%	79%	56%	78%	55%	54%	77%	85%	51%	69%	68%	59%	58%	70%	77%	*
I would keep access to Google Search	21%	18%	25%	16%	36%	26%	17%	15%	49%	22%	21%	32%	29%	18%	13%	*
Don't know	11%	4%	19%	7%	9%	20%	6%	0%	0%	9%	11%	9%	13%	12%	9%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(100.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 500?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	193	18	29	25	30	29	62	23	22	78	46	24	43	52	32	42
Weighted	197	19	33	24	29	27	65	21	22	77	49	28	42	58	30	44
I would give up access to Google Search and get paid 500	67%	85%	76%	75%	71%	48%	61%	60%	74%	64%	72%	68%	65%	69%	59%	70%
I would keep access to Google Search	24%	15%	22%	13%	15%	40%	29%	20%	17%	29%	18%	32%	23%	24%	37%	20%
Don't know	9%	0%	2%	12%	14%	12%	10%	20%	9%	7%	10%	0%	12%	7%	4%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(100.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Search or go without access to Google Search for one month and get paid 500?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	193	94	98	72	11	69	22	15	2	140	187	47	44	64	38	0
Weighted	197	101	95	75	11	70	21	15	2	140	190	37	41	54	65	0
I would give up access to Google Search and get paid 500	67%	72%	62%	66%	90%	59%	81%	84%	0%	66%	67%	73%	65%	67%	65%	*
I would keep access to Google Search	24%	19%	30%	28%	10%	29%	15%	10%	0%	24%	24%	15%	22%	23%	32%	*
Don't know	9%	9%	8%	7%	0%	12%	4%	6%	100%	11%	9%	12%	13%	10%	3%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



## Public First Poll for Google Finland (Consumer)

(101.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 0.50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	205	16	32	23	33	38	63	21	31	70	54	28	43	48	35	49
Weighted	211	21	39	21	30	35	66	20	32	65	60	33	41	53	33	55
I would give up access to Google Maps and get paid 0.50	7%	0%	10%	7%	9%	0%	11%	9%	6%	7%	6%	7%	8%	6%	6%	8%
I would keep access to Google Maps	80%	97%	88%	87%	89%	75%	68%	74%	92%	81%	75%	85%	82%	83%	77%	81%
Don't know	13%	3%	2%	7%	3%	25%	21%	17%	2%	12%	19%	8%	11%	10%	17%	11%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(101.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 0.50?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	205	99	105	69	10	86	20	16	2	153	199	49	48	69	38	1
Weighted	211	113	98	74	12	84	22	16	2	155	204	39	47	55	68	2
I would give up access to Google Maps and get paid 0.50	7%	10%	4%	6%	0%	9%	13%	0%	0%	5%	7%	8%	6%	6%	8%	0%
I would keep access to Google Maps	80%	80%	81%	85%	94%	71%	83%	90%	100%	84%	82%	73%	82%	83%	81%	100%
Don't know	13%	10%	15%	9%	6%	19%	4%	10%	0%	11%	11%	19%	12%	11%	11%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(102.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 1?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	209	25	28	38	38	29	51	19	21	89	45	33	41	61	30	54
Weighted	211	27	32	36	33	27	55	20	20	84	45	39	40	64	25	60
I would give up access to Google Maps and get paid 1	12%	18%	12%	14%	11%	16%	7%	44%	4%	11%	9%	6%	16%	10%	3%	16%
I would keep access to Google Maps	81%	82%	88%	84%	80%	82%	74%	56%	96%	81%	77%	91%	81%	82%	80%	81%
Don't know	7%	0%	0%	2%	9%	3%	19%	0%	0%	8%	14%	2%	2%	8%	17%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(102.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 1?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	209	95	112	85	21	59	23	17	3	157	203	57	48	65	39	0
Weighted	211	107	102	85	20	60	22	19	3	155	205	43	45	54	69	0
I would give up access to Google Maps and get paid 1	12%	15%	9%	12%	7%	9%	11%	9%	52%	7%	11%	13%	9%	12%	14%	*
I would keep access to Google Maps	81%	80%	81%	85%	84%	74%	86%	91%	48%	86%	82%	76%	84%	82%	81%	*
Don't know	7%	4%	10%	2%	9%	17%	3%	0%	0%	7%	7%	11%	7%	6%	6%	*

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(103.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 2.50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	180	14	26	35	34	31	40	18	18	77	45	22	35	55	21	43
Weighted	182	16	30	34	29	27	46	19	18	71	49	25	32	61	21	41
I would give up access to Google Maps and get paid 2.50	18%	20%	24%	31%	13%	13%	12%	24%	9%	11%	15%	49%	31%	16%	21%	13%
I would keep access to Google Maps	69%	71%	59%	64%	69%	65%	80%	62%	86%	74%	69%	48%	56%	70%	71%	79%
Don't know	13%	9%	18%	5%	17%	22%	8%	14%	5%	15%	16%	4%	12%	14%	8%	8%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(103.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 2.50?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	180	90	89	79	15	54	18	10	2	140	177	40	39	66	35	0
Weighted	182	98	83	77	13	59	18	12	3	142	180	32	35	53	62	0
I would give up access to Google Maps and get paid 2.50	18%	21%	14%	20%	13%	13%	38%	13%	29%	20%	18%	22%	21%	9%	23%	*
I would keep access to Google Maps	69%	66%	73%	72%	63%	77%	45%	81%	0%	69%	69%	68%	63%	76%	66%	*
Don't know	13%	12%	13%	8%	24%	10%	18%	6%	71%	12%	13%	10%	15%	15%	11%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(104.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 5?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	213	9	34	33	31	32	74	25	24	86	53	25	44	63	35	43
Weighted	209	10	39	32	26	27	76	25	23	78	57	26	42	64	30	45
I would give up access to Google Maps and get paid 5	24%	53%	31%	26%	20%	21%	19%	37%	21%	22%	25%	23%	35%	17%	31%	27%
I would keep access to Google Maps	65%	47%	67%	62%	75%	71%	62%	52%	65%	69%	68%	58%	54%	73%	60%	65%
Don't know	11%	0%	2%	12%	5%	9%	19%	10%	14%	10%	8%	19%	11%	9%	8%	8%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(104.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 5?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	213	91	121	76	24	82	15	12	3	146	209	63	46	68	36	0
Weighted	209	90	118	77	21	81	13	12	3	141	205	49	44	55	61	0
I would give up access to Google Maps and get paid 5	24%	31%	19%	24%	15%	22%	39%	37%	0%	23%	24%	22%	32%	27%	17%	*
I would keep access to Google Maps	65%	60%	69%	73%	73%	58%	51%	63%	100%	66%	65%	69%	55%	61%	73%	*
Don't know	11%	9%	13%	4%	12%	20%	10%	0%	0%	11%	11%	9%	13%	12%	10%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



## Public First Poll for Google Finland (Consumer)

(105.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 10?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	174	12	13	31	33	32	53	16	13	77	46	21	34	48	29	35
Weighted	169	12	14	29	29	31	54	14	12	73	45	22	32	46	26	33
I would give up access to Google Maps and get paid 10	29%	44%	28%	36%	21%	39%	20%	50%	29%	25%	26%	34%	30%	28%	22%	25%
I would keep access to Google Maps	61%	56%	66%	49%	73%	50%	67%	44%	50%	67%	60%	59%	56%	66%	68%	65%
Don't know	10%	0%	7%	15%	5%	10%	13%	6%	21%	7%	14%	7%	13%	5%	10%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(105.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 10?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	174	87	87	68	16	61	16	9	3	137	171	42	54	52	25	1
Weighted	169	87	82	66	14	60	14	10	3	134	165	33	51	42	42	1
I would give up access to Google Maps and get paid 10	29%	29%	29%	24%	33%	25%	27%	59%	100%	30%	28%	29%	35%	28%	23%	0%
I would keep access to Google Maps	61%	58%	64%	67%	62%	62%	68%	22%	0%	59%	61%	62%	58%	59%	64%	100%
Don't know	10%	13%	7%	9%	5%	13%	5%	18%	0%	11%	10%	9%	7%	12%	13%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(106.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 20?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	225	18	32	31	43	44	57	17	17	102	42	47	48	63	38	48
Weighted	226	17	38	32	39	41	59	16	17	94	44	55	44	65	34	52
I would give up access to Google Maps and get paid 20	36%	48%	40%	44%	38%	43%	18%	54%	39%	25%	47%	37%	43%	29%	30%	43%
I would keep access to Google Maps	54%	52%	60%	49%	50%	44%	63%	35%	47%	65%	36%	59%	46%	55%	64%	54%
Don't know	10%	0%	0%	7%	12%	13%	19%	11%	14%	10%	17%	4%	11%	16%	5%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(106.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 20?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	225	105	118	74	27	68	33	16	7	169	218	57	64	61	41	2
Weighted	226	114	110	79	25	67	30	17	9	165	218	45	60	49	70	3
I would give up access to Google Maps and get paid 20	36%	41%	31%	40%	17%	27%	41%	42%	80%	34%	34%	24%	33%	43%	39%	53%
I would keep access to Google Maps	54%	49%	59%	53%	63%	56%	54%	58%	20%	56%	55%	66%	55%	45%	53%	47%
Don't know	10%	10%	10%	6%	20%	18%	5%	0%	0%	10%	11%	11%	12%	12%	7%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(107.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	206	16	33	32	34	28	63	16	21	78	61	30	43	64	36	41
Weighted	203	17	36	31	28	25	67	17	20	69	64	33	40	62	35	38
I would give up access to Google Maps and get paid 50	51%	62%	53%	63%	52%	49%	41%	39%	59%	43%	63%	43%	50%	53%	46%	48%
I would keep access to Google Maps	43%	38%	47%	35%	42%	45%	47%	42%	41%	54%	30%	50%	45%	39%	51%	49%
Don't know	6%	0%	0%	2%	5%	7%	12%	18%	0%	4%	6%	7%	5%	8%	3%	2%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(107.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 50?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	206	93	111	78	18	71	18	13	6	165	203	60	51	62	33	0
Weighted	203	96	106	75	15	73	17	14	6	162	199	46	48	50	58	0
I would give up access to Google Maps and get paid 50	51%	52%	49%	55%	44%	41%	45%	79%	58%	49%	51%	41%	53%	46%	60%	*
I would keep access to Google Maps	43%	45%	43%	43%	52%	46%	51%	21%	42%	44%	44%	56%	36%	43%	40%	*
Don't know	6%	3%	8%	2%	4%	12%	4%	0%	0%	7%	5%	3%	10%	11%	0%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(108.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 100?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	219	18	43	38	32	38	50	22	25	82	55	35	52	69	27	43
Weighted	220	19	48	40	27	34	53	19	26	73	63	40	49	72	26	44
I would give up access to Google Maps and get paid 100	69%	64%	78%	87%	64%	68%	54%	62%	78%	64%	77%	65%	62%	64%	82%	73%
I would keep access to Google Maps	21%	36%	16%	9%	25%	20%	28%	13%	10%	30%	16%	24%	25%	24%	12%	23%
Don't know	9%	0%	6%	4%	11%	12%	18%	25%	11%	6%	7%	11%	13%	12%	6%	4%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(108.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 100?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	219	97	120	75	24	70	31	13	4	165	214	60	45	73	41	0
Weighted	220	103	115	79	24	69	29	14	3	163	216	46	44	59	71	0
I would give up access to Google Maps and get paid 100	69%	76%	63%	79%	79%	56%	74%	56%	77%	68%	70%	68%	61%	71%	74%	*
I would keep access to Google Maps	21%	17%	26%	18%	14%	26%	21%	31%	23%	22%	21%	22%	27%	19%	19%	*
Don't know	9%	8%	11%	3%	7%	18%	5%	13%	0%	10%	8%	10%	12%	10%	7%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



## Public First Poll for Google Finland (Consumer)

(109.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 200?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	216	28	25	31	32	45	55	25	27	82	51	31	48	59	31	46
Weighted	217	34	28	32	27	42	53	25	29	78	54	30	47	62	30	45
I would give up access to Google Maps and get paid 200	71%	81%	72%	73%	82%	63%	62%	59%	92%	66%	72%	69%	68%	76%	54%	75%
I would keep access to Google Maps	23%	19%	28%	14%	15%	35%	21%	32%	8%	22%	23%	28%	24%	19%	34%	20%
Don't know	7%	0%	0%	13%	3%	2%	17%	9%	0%	12%	5%	3%	8%	5%	11%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(109.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 200?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	216	101	113	81	21	69	19	22	4	166	212	58	58	61	37	2
Weighted	217	108	107	84	21	65	18	25	4	161	212	47	53	51	63	4
I would give up access to Google Maps and get paid 200	71%	75%	67%	69%	77%	64%	80%	82%	59%	68%	70%	75%	69%	70%	72%	42%
I would keep access to Google Maps	23%	18%	26%	26%	11%	23%	20%	18%	41%	25%	23%	14%	21%	22%	28%	58%
Don't know	7%	7%	7%	5%	11%	13%	0%	0%	0%	7%	7%	11%	10%	8%	0%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(110.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 500?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	183	18	24	28	30	35	48	19	21	73	46	24	32	50	30	50
Weighted	181	20	24	30	27	31	49	20	20	70	48	23	31	47	31	52
I would give up access to Google Maps and get paid 500	79%	94%	85%	87%	80%	67%	73%	86%	89%	70%	79%	96%	76%	82%	83%	79%
I would keep access to Google Maps	11%	6%	10%	8%	14%	14%	13%	0%	3%	21%	8%	4%	11%	9%	15%	12%
Don't know	9%	0%	5%	5%	6%	19%	15%	14%	8%	9%	13%	0%	13%	9%	3%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(110.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Maps or go without access to Google Maps for one month and get paid 500?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	183	96	86	75	16	56	11	20	4	140	172	56	41	55	31	0
Weighted	181	100	80	75	13	55	12	20	3	134	168	46	38	44	53	0
I would give up access to Google Maps and get paid 500	79%	75%	85%	78%	89%	73%	86%	90%	75%	79%	81%	79%	76%	86%	77%	*
I would keep access to Google Maps	11%	14%	8%	17%	0%	12%	7%	0%	0%	12%	12%	13%	12%	8%	13%	*
Don't know	9%	11%	7%	5%	11%	14%	7%	10%	25%	9%	7%	9%	12%	7%	10%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(111.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 0.50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	215	24	29	36	29	35	62	27	27	87	44	30	60	53	32	47
Weighted	221	25	33	39	25	32	66	26	27	83	50	34	58	58	29	50
I would give up access to YouTube and get paid 0.50	11%	10%	10%	12%	11%	17%	8%	17%	3%	10%	12%	12%	15%	6%	7%	17%
I would keep access to YouTube	81%	90%	90%	86%	77%	78%	74%	78%	89%	84%	78%	76%	79%	88%	87%	74%
Don't know	8%	0%	0%	2%	11%	5%	19%	5%	7%	6%	11%	12%	6%	6%	6%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(111.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 0.50?

	Gender		Work Status						Android User	Google Search User	Region					
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	215	106	108	74	17	78	21	19	6	160	211	58	58	57	41	1
Weighted	221	113	106	79	15	81	22	19	6	162	217	46	55	48	70	2
I would give up access to YouTube and get paid 0.50	11%	8%	14%	9%	12%	11%	15%	14%	0%	11%	11%	7%	18%	11%	7%	0%
I would keep access to YouTube	81%	85%	77%	90%	83%	70%	82%	86%	100%	81%	81%	85%	78%	84%	79%	100%
Don't know	8%	7%	9%	1%	5%	19%	3%	0%	0%	8%	8%	8%	3%	5%	14%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(112.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 1?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	189	12	22	38	35	30	52	19	14	67	54	35	30	74	27	37
Weighted	193	14	25	36	32	29	57	18	12	64	58	41	28	75	27	38
I would give up access to YouTube and get paid 1	17%	23%	21%	17%	12%	9%	22%	28%	13%	13%	18%	20%	18%	7%	20%	21%
I would keep access to YouTube	74%	77%	67%	81%	78%	88%	62%	46%	80%	84%	68%	78%	69%	83%	72%	75%
Don't know	9%	0%	12%	2%	10%	3%	16%	26%	7%	3%	14%	2%	13%	10%	7%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(112.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 1?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	189	93	96	72	17	60	22	13	3	152	183	37	57	59	35	1
Weighted	193	101	92	75	15	63	23	14	2	158	186	29	53	48	62	2
I would give up access to YouTube and get paid 1	17%	17%	18%	14%	18%	21%	18%	25%	0%	15%	17%	17%	18%	19%	17%	0%
I would keep access to YouTube	74%	74%	73%	86%	70%	64%	68%	68%	100%	76%	76%	80%	72%	73%	73%	100%
Don't know	9%	8%	9%	0%	12%	15%	14%	8%	0%	9%	7%	3%	11%	9%	10%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(113.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 2.50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	205	16	32	23	24	48	62	23	25	81	47	29	38	58	34	52
Weighted	211	18	39	23	21	42	67	24	23	79	51	33	35	63	34	55
I would give up access to YouTube and get paid 2.50	18%	16%	10%	24%	14%	16%	24%	33%	10%	18%	14%	19%	31%	14%	17%	15%
I would keep access to YouTube	72%	84%	88%	76%	72%	62%	64%	64%	90%	69%	69%	75%	60%	75%	73%	80%
Don't know	10%	0%	2%	0%	15%	22%	12%	3%	0%	13%	17%	5%	9%	11%	11%	5%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(113.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 2.50?

	Gender		Work Status					Android User	Google Search User	Region						
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	205	96	107	73	21	72	21	12	6	154	198	59	40	65	41	0
Weighted	211	103	105	80	19	74	20	12	6	153	203	47	38	53	73	0
I would give up access to YouTube and get paid 2.50	18%	17%	20%	13%	21%	26%	21%	6%	0%	17%	17%	20%	29%	16%	12%	*
I would keep access to YouTube	72%	73%	70%	77%	74%	60%	75%	88%	100%	72%	74%	71%	63%	73%	76%	*
Don't know	10%	10%	10%	11%	5%	14%	4%	6%	0%	11%	9%	9%	8%	11%	11%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(114.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 5?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	224	15	25	33	41	51	59	21	23	95	61	24	53	52	37	44
Weighted	227	15	28	31	37	52	65	21	22	89	67	28	52	56	36	46
I would give up access to YouTube and get paid 5	25%	14%	37%	27%	29%	31%	16%	41%	21%	21%	30%	21%	18%	27%	27%	28%
I would keep access to YouTube	60%	65%	63%	66%	67%	52%	56%	30%	66%	69%	52%	64%	63%	61%	51%	58%
Don't know	15%	21%	0%	7%	4%	18%	28%	28%	14%	10%	18%	15%	19%	12%	22%	14%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(114.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 5?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	224	97	127	74	19	83	24	15	8	163	219	60	52	65	47	0
Weighted	227	102	125	73	18	85	24	16	8	160	221	46	48	52	80	0
I would give up access to YouTube and get paid 5	25%	23%	28%	28%	26%	21%	47%	14%	11%	23%	26%	15%	32%	29%	25%	*
I would keep access to YouTube	60%	65%	55%	64%	65%	53%	47%	82%	89%	64%	61%	66%	54%	58%	60%	*
Don't know	15%	12%	17%	8%	9%	26%	6%	4%	0%	13%	13%	18%	14%	13%	15%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(115.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 10?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	184	20	27	29	30	27	51	16	15	68	49	34	37	60	29	35
Weighted	172	22	26	26	25	23	50	14	15	60	49	32	33	56	26	35
I would give up access to YouTube and get paid 10	30%	16%	29%	54%	35%	28%	22%	27%	24%	32%	27%	35%	26%	22%	19%	42%
I would keep access to YouTube	59%	75%	71%	46%	56%	46%	59%	53%	71%	53%	61%	65%	61%	66%	72%	48%
Don't know	12%	10%	0%	0%	9%	25%	19%	20%	5%	15%	11%	0%	13%	12%	8%	10%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(115.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 10?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	184	78	104	65	24	64	18	10	1	148	181	62	40	61	19	2
Weighted	172	80	90	61	20	61	16	9	1	140	170	49	39	48	32	3
I would give up access to YouTube and get paid 10	30%	31%	29%	37%	29%	23%	26%	29%	0%	29%	30%	33%	32%	29%	26%	0%
I would keep access to YouTube	59%	58%	59%	58%	63%	57%	69%	63%	100%	61%	60%	59%	52%	57%	64%	100%
Don't know	12%	11%	13%	6%	8%	19%	5%	8%	0%	10%	11%	8%	16%	13%	10%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(116.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 20?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	178	12	22	25	27	39	53	22	16	74	36	30	34	41	30	49
Weighted	174	14	24	25	24	36	52	22	16	66	38	32	31	38	27	52
I would give up access to YouTube and get paid 20	50%	55%	47%	67%	41%	49%	49%	49%	43%	39%	67%	60%	50%	56%	40%	53%
I would keep access to YouTube	37%	28%	53%	30%	56%	36%	29%	24%	34%	51%	26%	34%	34%	31%	56%	35%
Don't know	12%	16%	0%	3%	3%	16%	22%	27%	22%	10%	7%	6%	16%	12%	4%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(116.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 20?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	178	85	93	80	10	60	19	8	0	136	170	50	43	56	29	0
Weighted	174	87	88	79	11	56	18	7	0	130	165	39	40	45	49	0
I would give up access to YouTube and get paid 20	50%	50%	51%	55%	33%	50%	44%	61%	*	46%	50%	54%	46%	53%	49%	*
I would keep access to YouTube	37%	37%	38%	38%	53%	29%	52%	39%	*	42%	38%	34%	39%	37%	39%	*
Don't know	12%	13%	12%	6%	14%	21%	4%	0%	*	12%	12%	12%	16%	9%	11%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(117.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	212	17	30	35	35	40	55	14	28	83	58	29	36	65	32	48
Weighted	211	18	36	38	31	35	54	13	28	73	63	34	35	66	29	51
I would give up access to YouTube and get paid 50	66%	62%	63%	73%	60%	70%	67%	72%	67%	61%	72%	66%	57%	65%	59%	74%
I would keep access to YouTube	26%	32%	30%	27%	40%	16%	19%	21%	24%	35%	20%	23%	35%	25%	35%	22%
Don't know	8%	6%	8%	0%	0%	14%	14%	8%	9%	5%	9%	11%	8%	10%	7%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(117.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 50?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	212	106	106	84	22	65	21	16	1	162	209	58	51	67	35	1
Weighted	211	111	100	85	20	61	20	19	2	161	209	46	48	55	60	1
I would give up access to YouTube and get paid 50	66%	66%	67%	66%	75%	68%	44%	72%	100%	65%	66%	71%	68%	59%	69%	0%
I would keep access to YouTube	26%	27%	25%	27%	25%	20%	46%	24%	0%	26%	26%	25%	28%	28%	22%	100%
Don't know	8%	8%	8%	7%	0%	12%	10%	4%	0%	8%	7%	4%	4%	13%	9%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(118.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 100?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	199	20	36	32	31	30	50	24	26	79	46	24	46	52	28	51
Weighted	201	23	39	33	26	26	54	24	29	78	46	24	45	58	26	47
I would give up access to YouTube and get paid 100	75%	65%	70%	80%	73%	81%	76%	75%	79%	70%	76%	82%	77%	70%	76%	85%
I would keep access to YouTube	22%	35%	27%	20%	24%	15%	17%	25%	21%	23%	23%	18%	21%	25%	24%	13%
Don't know	3%	0%	3%	0%	3%	4%	6%	0%	0%	7%	2%	0%	2%	5%	0%	2%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(118.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 100?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	199	95	99	82	22	56	15	21	3	143	190	49	48	63	39	0
Weighted	201	105	91	81	21	57	15	24	4	141	190	38	44	52	67	0
I would give up access to YouTube and get paid 100	75%	74%	77%	78%	86%	75%	55%	61%	100%	73%	74%	70%	77%	78%	73%	*
I would keep access to YouTube	22%	21%	22%	20%	14%	19%	38%	39%	0%	25%	23%	25%	18%	20%	25%	*
Don't know	3%	5%	1%	2%	0%	6%	7%	0%	0%	3%	3%	4%	4%	2%	3%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(119.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 200?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	208	18	38	35	40	23	54	15	24	89	52	28	47	58	29	47
Weighted	207	21	42	34	35	19	56	16	25	81	54	32	43	58	28	50
I would give up access to YouTube and get paid 200	74%	76%	85%	66%	78%	62%	70%	74%	76%	73%	73%	73%	70%	69%	76%	81%
I would keep access to YouTube	15%	13%	6%	27%	7%	12%	21%	16%	14%	18%	13%	9%	18%	17%	22%	10%
Don't know	12%	11%	9%	7%	15%	26%	9%	10%	9%	9%	14%	18%	12%	14%	3%	9%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(119.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 200?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	208	95	111	72	20	70	21	19	4	157	205	51	56	65	36	0
Weighted	207	103	102	74	19	69	18	22	4	154	204	39	54	52	62	0
I would give up access to YouTube and get paid 200	74%	68%	79%	77%	63%	71%	81%	77%	43%	73%	74%	71%	66%	80%	77%	*
I would keep access to YouTube	15%	17%	13%	18%	13%	17%	0%	7%	39%	15%	15%	18%	15%	13%	14%	*
Don't know	12%	15%	8%	6%	24%	11%	19%	15%	18%	12%	11%	10%	19%	7%	10%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(120.A) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 500?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	216	20	29	34	48	29	56	17	20	93	51	33	39	67	34	42
Weighted	211	21	36	32	39	27	56	16	20	84	55	34	38	68	31	42
I would give up access to YouTube and get paid 500	86%	96%	92%	84%	90%	75%	80%	85%	91%	82%	85%	95%	86%	87%	76%	92%
I would keep access to YouTube	9%	4%	2%	14%	6%	22%	7%	0%	9%	12%	10%	3%	12%	5%	21%	4%
Don't know	6%	0%	6%	2%	4%	3%	13%	15%	0%	6%	5%	2%	2%	8%	3%	3%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(120.B) Imagine you had to choose between the following options. Would you prefer to keep access to YouTube or go without access to YouTube for one month and get paid 500?

	Gender		Work Status						Android User	Google Search User	Region					
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	216	103	111	84	20	68	22	15	6	163	212	58	49	74	34	1
Weighted	211	109	101	85	19	67	18	16	5	153	208	47	45	59	59	2
I would give up access to YouTube and get paid 500	86%	89%	82%	91%	78%	85%	82%	90%	45%	85%	86%	84%	82%	89%	86%	100%
I would keep access to YouTube	9%	5%	12%	8%	9%	6%	13%	10%	40%	9%	8%	7%	10%	7%	11%	0%
Don't know	6%	6%	6%	1%	13%	9%	5%	0%	15%	7%	5%	9%	8%	4%	3%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(121.A) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 0.50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	210	17	31	32	31	37	62	18	25	92	49	25	50	68	33	38
Weighted	210	16	36	32	27	34	64	16	24	90	52	27	50	71	30	38
I would give up access to Gmail and get paid 0.50	12%	9%	25%	17%	10%	3%	10%	5%	8%	9%	16%	26%	7%	8%	10%	27%
I would keep access to Gmail	77%	78%	75%	83%	78%	76%	76%	90%	92%	74%	78%	71%	83%	79%	83%	66%
Don't know	10%	14%	0%	0%	11%	22%	14%	5%	0%	17%	6%	3%	10%	13%	7%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(121.B) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 0.50?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	210	93	116	77	22	72	21	12	3	148	207	56	41	71	41	1
Weighted	210	98	111	78	21	72	21	12	3	144	206	45	38	55	70	1
I would give up access to Gmail and get paid 0.50	12%	12%	13%	18%	8%	10%	0%	23%	0%	13%	12%	9%	8%	12%	17%	0%
I would keep access to Gmail	77%	80%	75%	72%	89%	77%	92%	77%	100%	80%	78%	81%	84%	83%	66%	100%
Don't know	10%	8%	13%	11%	3%	13%	8%	0%	0%	8%	10%	11%	8%	4%	16%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(122.A) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 1?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	209	20	33	31	32	39	54	20	27	78	56	27	48	64	23	50
Weighted	203	24	34	29	26	37	53	20	25	68	61	28	47	62	21	47
I would give up access to Gmail and get paid 1	7%	7%	4%	3%	11%	14%	5%	13%	12%	6%	4%	9%	6%	4%	9%	11%
I would keep access to Gmail	83%	86%	93%	91%	82%	73%	80%	73%	78%	86%	84%	88%	86%	81%	91%	88%
Don't know	9%	6%	3%	6%	7%	13%	16%	14%	11%	8%	12%	3%	8%	15%	0%	2%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(122.B) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 1?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	209	105	101	74	26	69	23	14	2	156	205	63	55	60	30	1
Weighted	203	108	90	71	24	66	21	17	3	150	198	49	51	50	50	2
I would give up access to Gmail and get paid 1	7%	8%	7%	6%	3%	8%	13%	10%	0%	8%	7%	13%	5%	11%	0%	0%
I would keep access to Gmail	83%	81%	86%	88%	82%	80%	87%	79%	100%	83%	83%	82%	87%	83%	80%	100%
Don't know	9%	12%	7%	6%	14%	12%	0%	11%	0%	10%	9%	5%	7%	6%	20%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(123.A) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 2.50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	198	17	29	32	31	36	53	21	25	69	46	36	41	56	30	46
Weighted	197	19	34	28	29	33	54	20	27	65	46	39	37	57	28	47
I would give up access to Gmail and get paid 2.50	15%	11%	19%	22%	16%	20%	5%	13%	18%	12%	15%	17%	26%	16%	0%	18%
I would keep access to Gmail	75%	89%	78%	76%	82%	60%	72%	70%	72%	75%	76%	78%	66%	75%	88%	71%
Don't know	11%	0%	3%	2%	3%	20%	22%	17%	10%	13%	8%	5%	7%	10%	12%	11%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(123.B) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 2.50?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	198	87	110	78	20	66	15	13	6	150	195	58	55	51	33	1
Weighted	197	93	103	81	18	63	13	15	7	148	195	46	50	42	57	2
I would give up access to Gmail and get paid 2.50	15%	15%	14%	12%	29%	9%	30%	16%	25%	13%	14%	14%	8%	16%	19%	0%
I would keep access to Gmail	75%	73%	76%	80%	63%	74%	63%	77%	75%	77%	75%	72%	80%	76%	71%	100%
Don't know	11%	12%	10%	8%	8%	17%	6%	7%	0%	10%	10%	14%	12%	8%	10%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(124.A) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 5?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	218	17	31	32	35	39	64	16	21	89	52	40	36	50	36	58
Weighted	215	20	32	31	30	35	67	18	23	86	48	40	34	50	34	60
I would give up access to Gmail and get paid 5	18%	30%	33%	25%	26%	5%	7%	20%	10%	22%	19%	12%	28%	15%	9%	20%
I would keep access to Gmail	76%	67%	67%	70%	70%	93%	81%	80%	90%	70%	76%	81%	70%	78%	91%	73%
Don't know	6%	4%	0%	5%	3%	2%	13%	0%	0%	8%	6%	7%	2%	7%	0%	6%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(124.B) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 5?

	Gender		Work Status						Android User	Google Search User	Region					
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	218	102	115	76	19	77	24	15	5	167	214	58	55	71	33	1
Weighted	215	108	107	74	17	77	21	18	5	161	210	46	52	58	58	2
I would give up access to Gmail and get paid 5	18%	18%	18%	20%	20%	7%	44%	18%	0%	19%	17%	23%	13%	22%	15%	0%
I would keep access to Gmail	76%	77%	75%	78%	69%	83%	49%	82%	100%	76%	77%	71%	81%	73%	79%	100%
Don't know	6%	5%	7%	2%	11%	10%	7%	0%	0%	5%	6%	6%	7%	4%	6%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(125.A) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 10?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	174	14	26	35	34	27	38	24	17	72	34	27	40	44	32	38
Weighted	169	15	28	34	28	24	41	27	18	63	35	26	35	51	28	37
I would give up access to Gmail and get paid 10	23%	32%	32%	25%	30%	16%	11%	29%	13%	15%	43%	17%	25%	15%	17%	38%
I would keep access to Gmail	71%	68%	68%	75%	56%	81%	75%	58%	87%	79%	55%	76%	67%	77%	83%	58%
Don't know	6%	0%	0%	0%	14%	3%	14%	13%	0%	6%	2%	7%	8%	8%	0%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(125.B) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 10?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	174	82	91	67	12	51	23	15	4	133	166	44	39	60	31	0
Weighted	169	87	82	60	12	52	21	15	5	130	162	33	36	46	54	0
I would give up access to Gmail and get paid 10	23%	28%	17%	26%	51%	11%	30%	10%	19%	21%	22%	30%	10%	27%	24%	*
I would keep access to Gmail	71%	69%	73%	69%	41%	78%	67%	90%	81%	74%	72%	65%	80%	70%	70%	*
Don't know	6%	3%	9%	5%	7%	11%	3%	0%	0%	5%	6%	5%	11%	4%	6%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(126.A) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 20?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	201	19	22	29	42	28	61	19	22	82	54	23	43	59	30	43
Weighted	208	26	27	26	37	26	66	21	25	74	60	27	43	64	28	48
I would give up access to Gmail and get paid 20	25%	46%	16%	42%	21%	36%	12%	43%	37%	18%	21%	33%	24%	26%	18%	37%
I would keep access to Gmail	64%	54%	67%	53%	75%	48%	70%	38%	61%	70%	66%	60%	63%	57%	80%	56%
Don't know	11%	0%	16%	5%	4%	16%	18%	19%	3%	12%	12%	7%	13%	17%	3%	7%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(126.B) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 20?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	201	102	98	73	19	70	19	17	3	158	192	51	54	55	41	0
Weighted	208	114	94	78	18	73	17	20	2	162	198	40	49	45	74	0
I would give up access to Gmail and get paid 20	25%	30%	19%	38%	30%	14%	19%	21%	0%	23%	26%	23%	26%	21%	29%	*
I would keep access to Gmail	64%	62%	66%	56%	52%	70%	67%	75%	100%	65%	64%	66%	63%	63%	63%	*
Don't know	11%	8%	15%	6%	18%	16%	14%	4%	0%	12%	10%	11%	12%	16%	8%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(127.A) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	211	14	35	30	41	36	55	20	19	83	54	35	35	60	35	47
Weighted	216	15	41	32	37	33	58	18	17	76	63	42	32	61	34	53
I would give up access to Gmail and get paid 50	43%	32%	56%	48%	32%	47%	37%	58%	57%	37%	42%	41%	46%	36%	36%	42%
I would keep access to Gmail	50%	68%	42%	46%	64%	35%	52%	37%	43%	53%	53%	48%	46%	55%	61%	45%
Don't know	8%	0%	2%	6%	4%	18%	11%	5%	0%	10%	6%	11%	8%	8%	3%	13%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(127.B) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 50?

	Gender		Work Status						Android User	Google Search User	Region					
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	211	102	107	84	14	69	24	17	2	165	203	50	53	68	39	1
Weighted	216	112	102	91	11	68	23	19	2	167	207	39	50	57	68	1
I would give up access to Gmail and get paid 50	43%	42%	43%	45%	34%	38%	46%	47%	100%	42%	43%	42%	46%	33%	49%	0%
I would keep access to Gmail	50%	47%	54%	46%	66%	50%	54%	53%	0%	51%	51%	50%	46%	59%	43%	100%
Don't know	8%	12%	3%	9%	0%	12%	0%	0%	0%	8%	7%	8%	8%	8%	8%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(128.A) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 100?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	222	24	28	40	42	34	54	22	18	90	60	32	53	58	32	49
Weighted	224	26	31	44	38	30	55	21	18	83	65	37	50	58	30	53
I would give up access to Gmail and get paid 100	48%	82%	41%	50%	56%	53%	26%	30%	54%	45%	52%	57%	41%	43%	55%	66%
I would keep access to Gmail	42%	18%	52%	40%	39%	39%	52%	51%	42%	47%	40%	29%	49%	45%	34%	31%
Don't know	10%	0%	7%	9%	4%	8%	21%	18%	4%	8%	8%	14%	11%	12%	11%	3%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(128.B) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 100?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	222	98	123	87	21	71	18	21	2	172	216	55	51	74	41	1
Weighted	224	101	122	92	19	68	19	22	2	170	218	43	49	61	69	2
I would give up access to Gmail and get paid 100	48%	53%	45%	54%	54%	32%	65%	53%	70%	48%	48%	37%	42%	50%	58%	100%
I would keep access to Gmail	42%	40%	43%	41%	42%	51%	27%	36%	30%	43%	43%	55%	48%	38%	34%	0%
Don't know	10%	7%	12%	5%	4%	17%	8%	10%	0%	10%	10%	9%	10%	13%	8%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



## Public First Poll for Google Finland (Consumer)

(129.A) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 200?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	200	16	26	29	28	40	61	16	22	85	53	24	35	68	32	41
Weighted	201	15	32	29	22	35	67	15	21	79	59	27	32	69	33	41
I would give up access to Gmail and get paid 200	56%	72%	60%	68%	55%	52%	48%	37%	75%	52%	59%	56%	49%	55%	67%	67%
I would keep access to Gmail	38%	28%	34%	32%	45%	39%	41%	52%	21%	39%	38%	41%	40%	39%	31%	29%
Don't know	6%	0%	6%	0%	0%	9%	11%	11%	4%	9%	3%	3%	11%	7%	2%	4%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(129.B) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 200?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	200	93	106	79	21	64	15	13	7	148	197	60	43	62	35	0
Weighted	201	99	100	78	22	67	15	12	6	142	197	47	41	50	62	0
I would give up access to Gmail and get paid 200	56%	52%	61%	64%	58%	45%	68%	59%	42%	55%	56%	53%	52%	60%	58%	*
I would keep access to Gmail	38%	42%	33%	32%	38%	44%	25%	41%	58%	37%	38%	40%	39%	33%	39%	*
Don't know	6%	6%	6%	4%	4%	11%	7%	0%	0%	8%	6%	7%	9%	7%	3%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(130.A) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 500?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	187	16	29	30	24	36	52	22	22	76	40	27	39	53	29	42
Weighted	186	16	33	31	21	33	52	20	20	72	42	32	38	54	26	43
I would give up access to Gmail and get paid 500	71%	88%	86%	69%	72%	66%	59%	73%	86%	64%	71%	74%	66%	72%	75%	76%
I would keep access to Gmail	23%	12%	12%	27%	28%	23%	29%	20%	14%	26%	24%	24%	30%	24%	19%	19%
Don't know	6%	0%	2%	4%	0%	10%	13%	7%	0%	10%	6%	3%	4%	4%	6%	5%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(130.B) Imagine you had to choose between the following options. Would you prefer to keep access to Gmail or go without access to Gmail for one month and get paid 500?

	Gender		Work Status						Android User	Google Search User	Region					
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	187	90	95	65	18	67	22	11	4	141	183	47	48	60	32	0
Weighted	186	95	90	68	16	65	22	10	4	140	183	37	47	48	54	0
I would give up access to Gmail and get paid 500	71%	78%	64%	83%	69%	57%	75%	61%	83%	68%	71%	71%	68%	63%	80%	*
I would keep access to Gmail	23%	17%	28%	12%	26%	32%	25%	33%	17%	24%	23%	15%	26%	33%	18%	*
Don't know	6%	5%	7%	5%	5%	11%	0%	6%	0%	8%	6%	14%	7%	4%	3%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(131.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 0.50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	197	11	32	34	34	28	58	18	19	79	56	25	37	56	36	53
Weighted	207	13	39	34	32	25	63	19	21	74	64	29	39	63	32	57
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 0.50	24%	54%	22%	30%	22%	34%	13%	39%	47%	25%	9%	27%	25%	14%	19%	33%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	48%	46%	61%	50%	47%	28%	50%	36%	39%	43%	59%	53%	41%	54%	58%	46%
Don't know	28%	0%	17%	20%	32%	39%	38%	25%	14%	32%	32%	20%	34%	33%	22%	21%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(131.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 0.50?

	Gender		Work Status							Android User	Google Search User	Region				
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	197	106	90	86	15	67	11	12	5	151	189	49	44	61	42	1
Weighted	207	118	89	88	15	70	10	17	5	156	198	38	42	50	75	2
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 0.50	24%	30%	16%	33%	24%	10%	17%	33%	53%	22%	23%	24%	24%	21%	24%	100%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	48%	47%	51%	46%	65%	49%	40%	51%	19%	52%	50%	48%	56%	50%	45%	0%
Don't know	28%	24%	33%	21%	11%	41%	43%	16%	29%	26%	27%	27%	20%	29%	31%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(132.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 1?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	207	21	27	36	27	43	53	20	23	92	47	25	34	65	39	44
Weighted	199	22	33	32	22	36	54	19	23	83	50	24	31	66	34	42
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 1	25%	32%	23%	22%	27%	39%	17%	47%	30%	22%	24%	18%	32%	19%	13%	46%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	52%	64%	68%	54%	60%	40%	41%	22%	60%	49%	56%	68%	44%	62%	55%	38%
Don't know	23%	4%	9%	24%	13%	21%	43%	31%	11%	28%	19%	14%	25%	19%	32%	16%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(132.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 1?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	207	102	105	74	23	71	19	15	4	153	200	59	49	72	27	0
Weighted	199	105	94	72	20	69	17	15	4	143	192	46	47	59	47	0
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 1	25%	29%	21%	25%	22%	20%	50%	25%	38%	24%	25%	34%	25%	25%	19%	*
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	52%	51%	53%	62%	66%	41%	35%	57%	62%	55%	53%	36%	48%	56%	66%	*
Don't know	23%	20%	26%	13%	12%	39%	15%	18%	0%	21%	22%	31%	28%	18%	15%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(133.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 2.50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	181	14	28	16	29	34	60	13	14	84	40	30	40	52	28	35
Weighted	175	13	27	16	28	29	62	13	12	79	38	33	38	49	27	35
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 2.50	33%	57%	41%	46%	34%	36%	20%	38%	62%	26%	19%	55%	36%	25%	20%	53%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	42%	43%	41%	40%	46%	43%	41%	31%	38%	43%	59%	29%	39%	46%	62%	29%
Don't know	24%	0%	18%	14%	20%	21%	39%	30%	0%	31%	23%	16%	25%	28%	17%	18%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(133.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 2.50?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	181	82	97	55	20	76	16	10	2	143	178	47	54	56	24	0
Weighted	175	82	92	56	19	74	14	10	2	139	172	37	51	46	41	0
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 2.50	33%	34%	33%	45%	41%	23%	27%	51%	0%	29%	33%	24%	30%	36%	42%	*
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	42%	45%	39%	46%	38%	38%	47%	49%	100%	45%	43%	53%	42%	45%	31%	*
Don't know	24%	21%	28%	9%	22%	40%	26%	0%	0%	27%	25%	23%	28%	20%	27%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(134.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 5?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	211	16	37	33	42	31	52	19	26	85	48	33	45	60	26	49
Weighted	210	18	40	33	37	29	53	19	25	78	52	36	44	64	23	44
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 5	40%	57%	52%	48%	39%	31%	25%	56%	51%	36%	36%	37%	44%	35%	20%	48%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	34%	39%	37%	44%	40%	30%	21%	19%	29%	24%	46%	49%	27%	33%	50%	38%
Don't know	27%	4%	11%	8%	21%	39%	54%	25%	20%	41%	18%	13%	30%	32%	30%	14%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(134.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 5?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	211	100	111	81	21	59	22	20	6	157	208	58	56	60	35	2
Weighted	210	106	103	79	21	59	21	20	6	157	205	45	53	48	60	3
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 5	40%	47%	32%	44%	47%	24%	49%	46%	75%	39%	40%	42%	28%	52%	40%	0%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	34%	28%	39%	38%	33%	27%	33%	41%	0%	36%	34%	38%	30%	24%	38%	100%
Don't know	27%	25%	28%	18%	21%	49%	19%	13%	25%	25%	26%	21%	42%	24%	21%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(135.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 10?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	191	16	32	31	32	31	49	23	17	71	50	30	37	55	30	41
Weighted	192	19	36	30	27	27	53	22	18	65	52	34	35	59	27	43
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 10	51%	52%	59%	58%	49%	59%	37%	49%	54%	44%	59%	49%	49%	47%	51%	55%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	29%	40%	39%	26%	28%	21%	25%	8%	21%	33%	30%	38%	28%	27%	24%	33%
Don't know	20%	8%	2%	16%	23%	20%	38%	43%	25%	23%	11%	13%	23%	27%	25%	12%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(135.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 10?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	191	77	113	77	19	58	18	13	3	142	187	50	53	53	33	2
Weighted	192	83	107	80	17	58	16	14	4	140	188	39	49	43	57	3
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 10	51%	62%	41%	50%	37%	48%	65%	49%	100%	51%	50%	53%	51%	43%	54%	53%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	29%	23%	34%	36%	43%	20%	11%	46%	0%	30%	29%	23%	26%	40%	27%	47%
Don't know	20%	15%	25%	14%	19%	32%	24%	5%	0%	19%	21%	24%	23%	17%	19%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(136.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 20?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	200	21	29	35	26	34	55	25	24	68	52	30	45	56	30	42
Weighted	203	22	37	35	23	32	55	24	23	63	56	35	43	54	30	49
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 20	60%	62%	69%	68%	63%	57%	47%	56%	47%	65%	68%	49%	61%	55%	49%	70%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	26%	38%	31%	28%	14%	26%	21%	21%	38%	18%	22%	43%	19%	31%	30%	23%
Don't know	15%	0%	0%	4%	23%	17%	32%	23%	15%	17%	11%	8%	21%	14%	22%	7%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(136.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 20?

	Gender		Work Status							Android User	Google Search User	Region				
	Total	Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	200	99	100	71	18	65	22	20	3	152	197	54	46	61	38	1
Weighted	203	107	95	78	15	65	22	17	4	150	200	43	42	50	66	2
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 20	60%	61%	58%	63%	65%	48%	71%	60%	74%	57%	60%	59%	47%	62%	68%	0%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	26%	24%	28%	28%	35%	23%	15%	32%	26%	28%	25%	19%	37%	25%	21%	100%
Don't know	15%	16%	14%	9%	0%	28%	14%	8%	0%	15%	15%	22%	16%	13%	11%	0%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(137.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 50?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	217	14	26	36	31	43	67	19	24	81	61	31	45	56	31	59
Weighted	212	15	25	35	28	40	68	16	22	74	64	35	41	55	28	57
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 50	64%	68%	70%	78%	77%	65%	49%	59%	82%	59%	72%	57%	51%	69%	70%	62%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	17%	32%	12%	16%	11%	15%	19%	14%	14%	13%	19%	23%	10%	16%	21%	20%
Don't know	19%	0%	18%	6%	12%	20%	32%	27%	4%	28%	9%	20%	39%	15%	9%	17%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(137.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 50?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	217	107	109	73	14	86	27	13	4	166	208	64	54	66	33	0
Weighted	212	106	105	71	11	85	27	15	3	160	201	52	51	54	56	0
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 50	64%	70%	59%	79%	43%	55%	59%	64%	100%	64%	64%	64%	62%	72%	60%	*
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	17%	13%	21%	16%	27%	15%	12%	36%	0%	16%	17%	15%	15%	17%	20%	*
Don't know	19%	18%	20%	5%	30%	30%	29%	0%	0%	20%	19%	22%	23%	11%	20%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(138.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 100?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	213	21	21	31	34	40	66	26	22	94	47	24	46	58	36	42
Weighted	219	24	24	34	30	39	69	25	22	93	52	27	44	59	35	49
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 100	72%	85%	74%	79%	77%	62%	67%	71%	63%	65%	84%	81%	71%	72%	66%	75%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	13%	15%	18%	4%	13%	13%	14%	15%	17%	11%	10%	17%	13%	11%	20%	6%
Don't know	15%	0%	8%	16%	11%	26%	19%	13%	20%	24%	7%	2%	16%	17%	15%	19%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(138.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 100?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	213	107	104	78	19	73	23	17	3	157	205	58	49	61	45	0
Weighted	219	117	100	82	18	74	22	19	4	159	212	45	46	50	78	0
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 100	72%	70%	74%	70%	81%	66%	79%	81%	100%	70%	73%	69%	67%	81%	71%	*
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	13%	9%	18%	14%	14%	13%	4%	19%	0%	15%	13%	11%	16%	7%	16%	*
Don't know	15%	22%	8%	16%	4%	21%	18%	0%	0%	15%	14%	21%	16%	13%	13%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(139.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 200?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	211	20	24	47	37	36	47	17	29	82	45	37	46	64	32	43
Weighted	210	22	28	46	30	33	51	17	30	73	50	39	42	70	29	44
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 200	77%	88%	91%	79%	87%	61%	68%	67%	81%	73%	84%	80%	70%	79%	71%	85%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	8%	12%	9%	7%	5%	13%	7%	5%	9%	7%	10%	11%	14%	9%	20%	0%
Don't know	14%	0%	0%	14%	8%	26%	25%	28%	9%	21%	6%	9%	16%	12%	9%	15%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(139.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 200?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	211	90	120	81	24	60	28	12	5	161	210	49	48	74	40	0
Weighted	210	95	114	84	23	59	26	13	4	157	209	39	45	58	68	0
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 200	77%	72%	81%	84%	81%	68%	75%	66%	81%	77%	77%	82%	68%	81%	77%	*
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	8%	10%	7%	7%	16%	6%	9%	21%	0%	7%	8%	6%	11%	6%	11%	*
Don't know	14%	18%	12%	9%	3%	26%	16%	13%	19%	16%	14%	12%	21%	13%	13%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(140.A) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 500?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	202	20	34	21	48	32	47	18	20	80	52	31	45	58	24	44
Weighted	202	26	38	22	39	29	48	21	21	74	53	32	41	57	27	46
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 500	82%	89%	83%	94%	91%	79%	65%	85%	80%	79%	82%	85%	73%	83%	91%	84%
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	4%	9%	11%	0%	2%	3%	2%	0%	5%	5%	4%	6%	10%	5%	0%	2%
Don't know	14%	3%	6%	6%	7%	18%	33%	15%	14%	16%	14%	9%	17%	12%	9%	14%

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(140.B) Imagine you had to choose between the following options. Would you prefer to keep access to Google Workspace (Google Docs, Sheets, Slides and Drive) or go without access to Google Workspace (Google Docs, Sheets, Slides and Drive) for one month and get paid 500?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	202	84	113	84	19	61	18	16	3	156	196	54	41	68	39	0
Weighted	202	96	101	81	19	60	19	18	2	152	196	42	38	55	68	0
I would give up access to Google Workspace (Google Docs, Sheets, Slides and Drive) and get paid 500	82%	81%	83%	86%	88%	74%	88%	75%	63%	83%	82%	77%	79%	80%	87%	*
I would keep access to Google Workspace (Google Docs, Sheets, Slides and Drive)	4%	5%	2%	4%	4%	1%	4%	17%	0%	5%	4%	8%	0%	3%	5%	*
Don't know	14%	14%	15%	10%	8%	25%	8%	8%	37%	12%	13%	15%	21%	17%	8%	*

*Note:*

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(141.A) Which of the following types of content do you or your household currently have paid subscriptions for? Please select all that apply

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
General News	8%	15%	4%	7%	10%	6%	8%	5%	6%	6%	8%	15%	6%	5%	12%	13%
Computer games	8%	18%	15%	11%	8%	2%	3%	9%	11%	7%	7%	8%	6%	8%	10%	11%
Short form video (eg YouTube, Tiktok, Facebook Video)	7%	7%	8%	8%	10%	6%	5%	6%	6%	9%	6%	4%	7%	5%	9%	10%
Podcasts	6%	13%	18%	6%	3%	3%	1%	3%	6%	4%	10%	7%	4%	6%	6%	10%
Email newsletters	5%	7%	3%	5%	6%	5%	7%	4%	2%	7%	4%	8%	3%	4%	7%	8%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	48%	68%	72%	69%	54%	38%	18%	40%	59%	44%	51%	51%	40%	47%	46%	62%
Music	24%	54%	49%	30%	20%	10%	7%	19%	34%	22%	27%	20%	21%	18%	23%	35%
TV	24%	20%	17%	15%	23%	25%	33%	15%	23%	24%	25%	25%	17%	21%	30%	31%
Magazines	16%	4%	3%	14%	19%	17%	26%	10%	9%	15%	19%	22%	8%	16%	17%	23%
Reading or books	16%	11%	22%	16%	15%	17%	16%	11%	11%	15%	21%	19%	11%	15%	15%	26%
None of the above	26%	10%	13%	22%	23%	36%	35%	30%	19%	29%	23%	21%	34%	24%	28%	14%
Don't know	1%	0%	1%	0%	0%	0%	2%	2%	0%	1%	1%	1%	1%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(141.B) Which of the following types of content do you or your household currently have paid subscriptions for? Please select all that apply

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
General News	8%	9%	7%	8%	4%	8%	8%	11%	0%	7%	8%	8%	4%	8%	10%	69%
Computer games	8%	11%	5%	11%	6%	3%	8%	10%	17%	8%	8%	7%	4%	7%	13%	0%
Short form video (eg YouTube, Tiktok, Facebook Video)	7%	8%	6%	6%	3%	6%	13%	10%	7%	7%	7%	5%	5%	5%	11%	0%
Podcasts	6%	6%	7%	8%	15%	1%	8%	11%	0%	5%	6%	5%	3%	5%	10%	69%
Email newsletters	5%	6%	5%	5%	4%	6%	5%	2%	5%	5%	5%	4%	5%	4%	6%	69%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	48%	48%	47%	67%	49%	23%	49%	62%	47%	49%	48%	43%	43%	45%	57%	57%
Music	24%	23%	25%	32%	27%	9%	23%	50%	16%	21%	24%	18%	17%	20%	37%	43%
TV	24%	25%	22%	22%	21%	29%	24%	13%	26%	24%	24%	26%	26%	23%	21%	27%
Magazines	16%	14%	18%	15%	13%	23%	9%	1%	9%	15%	15%	17%	20%	14%	14%	27%
Reading or books	16%	12%	21%	17%	13%	15%	20%	21%	9%	16%	17%	16%	17%	13%	19%	27%
None of the above	26%	27%	24%	19%	21%	36%	32%	13%	18%	26%	25%	28%	28%	29%	20%	0%
Don't know	1%	1%	1%	0%	0%	2%	1%	0%	0%	1%	1%	1%	0%	1%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(142.A) And which of the following types of content would you or your household definitely NOT pay for? Please select all that apply.

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Email newsletters	63%	72%	79%	66%	63%	56%	52%	59%	67%	61%	66%	59%	61%	64%	56%	67%
Short form video (eg YouTube, Tiktok, Facebook Video)	55%	47%	63%	58%	54%	53%	52%	55%	51%	54%	59%	52%	49%	56%	54%	59%
General News	47%	40%	63%	52%	55%	42%	36%	50%	44%	49%	47%	42%	46%	52%	45%	48%
Podcasts	44%	43%	24%	42%	52%	46%	53%	61%	36%	46%	42%	41%	46%	40%	51%	45%
Computer games	36%	13%	19%	23%	37%	45%	54%	39%	21%	40%	36%	34%	34%	37%	36%	32%
Magazines	32%	42%	37%	27%	27%	32%	30%	50%	34%	32%	28%	23%	42%	33%	30%	27%
TV	25%	27%	26%	30%	23%	28%	20%	28%	23%	24%	28%	22%	31%	23%	24%	23%
Music	22%	7%	6%	12%	21%	33%	35%	28%	17%	23%	22%	17%	24%	23%	24%	16%
Reading or books	21%	25%	8%	16%	24%	24%	26%	31%	16%	24%	20%	13%	25%	21%	20%	17%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	17%	5%	6%	6%	15%	19%	35%	26%	8%	19%	15%	18%	19%	18%	17%	12%
None of the above	9%	2%	3%	7%	7%	14%	15%	10%	7%	12%	7%	7%	11%	9%	10%	5%
Don't know	6%	3%	5%	7%	7%	5%	6%	6%	4%	4%	8%	7%	7%	7%	4%	4%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(142.B) And which of the following types of content would you or your household definitely NOT pay for? Please select all that apply.

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Email newsletters	63%	62%	63%	67%	69%	52%	67%	71%	69%	63%	63%	61%	64%	63%	63%	31%
Short form video (eg YouTube, Tiktok, Facebook Video)	55%	55%	55%	57%	58%	50%	54%	60%	57%	55%	55%	55%	57%	53%	54%	31%
General News	47%	49%	44%	54%	51%	36%	51%	47%	73%	49%	47%	45%	51%	46%	47%	0%
Podcasts	44%	47%	42%	42%	39%	50%	46%	33%	56%	45%	45%	48%	48%	47%	37%	31%
Computer games	36%	30%	42%	26%	35%	51%	35%	19%	43%	35%	36%	43%	41%	38%	25%	0%
Magazines	32%	32%	32%	31%	32%	31%	34%	35%	44%	32%	32%	31%	32%	34%	30%	43%
TV	25%	28%	22%	25%	24%	21%	25%	37%	29%	26%	25%	23%	21%	24%	30%	43%
Music	22%	24%	20%	15%	17%	33%	20%	10%	44%	23%	22%	26%	29%	22%	13%	0%
Reading or books	21%	23%	19%	18%	17%	24%	25%	17%	36%	21%	21%	22%	24%	23%	15%	0%
Video streaming (eg Netflix, Amazon Prime Video, Disney+)	17%	19%	16%	8%	12%	32%	20%	6%	17%	17%	17%	21%	23%	18%	9%	43%
None of the above	9%	7%	11%	7%	10%	15%	4%	1%	14%	8%	9%	10%	8%	10%	8%	27%
Don't know	6%	7%	5%	5%	1%	6%	6%	8%	0%	6%	6%	5%	5%	6%	6%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(143.A) Which, if any, of the following products do you think have been the most helpful innovations of the last thirty years? Please select up to ten.

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
World Wide Web	76%	65%	73%	80%	78%	77%	76%	60%	84%	79%	73%	75%	76%	76%	77%	74%
iPad	7%	5%	2%	5%	5%	8%	15%	5%	6%	9%	7%	6%	4%	6%	10%	11%
Tesla Model S or 3	7%	5%	7%	6%	7%	6%	8%	1%	6%	8%	6%	8%	6%	5%	7%	9%
Wi-Fi	67%	67%	64%	69%	65%	65%	69%	53%	73%	67%	70%	67%	59%	65%	73%	73%
Google Search	63%	68%	60%	64%	58%	57%	67%	57%	65%	65%	60%	66%	63%	66%	62%	62%
Google Workspace (e.g. Google Docs, Sheets, etc.)	6%	9%	7%	8%	5%	3%	4%	3%	6%	4%	8%	6%	7%	5%	6%	4%
CRISPR gene editing	6%	12%	14%	7%	4%	5%	2%	2%	15%	3%	8%	10%	7%	7%	5%	7%
Zoom	6%	6%	5%	7%	2%	9%	6%	6%	3%	5%	8%	6%	4%	7%	5%	7%
Google Maps	53%	52%	51%	51%	52%	52%	57%	49%	49%	56%	52%	54%	50%	55%	56%	55%
WhatsApp	51%	53%	50%	53%	47%	45%	53%	52%	46%	53%	48%	51%	46%	49%	56%	55%
Apple Pay	5%	11%	8%	3%	2%	4%	5%	6%	8%	7%	3%	5%	7%	5%	4%	6%
Internet browser	42%	32%	45%	42%	47%	46%	40%	32%	52%	40%	45%	44%	44%	47%	41%	40%
Bluetooth	42%	56%	49%	41%	41%	42%	34%	39%	45%	43%	42%	38%	45%	36%	47%	47%
Android	40%	33%	27%	37%	45%	41%	50%	41%	39%	45%	37%	33%	47%	38%	47%	37%
Bitcoin	4%	2%	7%	5%	6%	4%	2%	5%	6%	5%	4%	3%	6%	4%	4%	4%
Wikipedia	34%	44%	40%	37%	28%	29%	30%	28%	50%	28%	33%	41%	34%	34%	36%	33%
YouTube	33%	44%	28%	42%	33%	35%	27%	35%	33%	37%	32%	26%	44%	31%	33%	31%
Facebook	25%	21%	10%	22%	28%	20%	38%	35%	22%	26%	23%	23%	32%	23%	25%	23%
AI / Machine learning	25%	34%	42%	28%	18%	24%	15%	24%	31%	16%	30%	35%	22%	27%	19%	29%
3D printing	24%	24%	23%	21%	26%	28%	23%	13%	24%	25%	29%	19%	23%	25%	23%	25%
Uber	2%	3%	1%	4%	2%	2%	1%	2%	1%	1%	2%	5%	1%	1%	1%	4%
Siri	2%	5%	0%	3%	2%	2%	2%	5%	1%	2%	3%	2%	1%	2%	2%	4%
Apple Watch	2%	1%	4%	2%	2%	1%	2%	0%	1%	3%	2%	2%	2%	2%	2%	3%
Spotify	18%	47%	32%	17%	16%	9%	8%	17%	28%	18%	19%	12%	22%	16%	16%	21%
iPhone	18%	30%	14%	19%	19%	12%	19%	12%	19%	20%	15%	21%	15%	19%	19%	21%
Netflix	16%	32%	22%	21%	15%	12%	8%	21%	17%	19%	13%	13%	18%	13%	15%	20%
Instagram	11%	20%	13%	8%	9%	11%	11%	7%	9%	15%	9%	11%	16%	8%	19%	8%
Airbnb	10%	11%	17%	9%	6%	8%	8%	7%	12%	6%	13%	12%	9%	11%	9%	9%
iPod	1%	0%	3%	2%	0%	1%	1%	0%	1%	3%	1%	1%	2%	1%	2%	1%
Slack	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Amazon Echo	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Oculus / Meta Quest	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Other (Please specify)	1%	0%	1%	1%	3%	1%	0%	29%	0%	1%	1%	2%	1%	1%	1%	1%
None of the above	1%	2%	0%	0%	0%	3%	1%	0%	0%	1%	1%	0%	1%	1%	1%	1%

# Public First Poll for Google Finland (Consumer)

(143.B) Which, if any, of the following products do you think have been the most helpful innovations of the last thirty years? Please select up to ten.

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
World Wide Web	76%	74%	76%	74%	78%	75%	79%	81%	71%	78%	76%	78%	74%	77%	75%	0%
iPad	7%	6%	9%	6%	4%	13%	0%	4%	9%	5%	7%	8%	7%	9%	6%	0%
Tesla Model S or 3	7%	8%	5%	6%	7%	7%	6%	4%	12%	6%	7%	6%	8%	5%	7%	0%
Wi-Fi	67%	66%	68%	70%	64%	66%	63%	66%	69%	69%	68%	66%	64%	65%	72%	31%
Google Search	63%	58%	68%	61%	62%	65%	67%	60%	62%	64%	64%	61%	63%	59%	67%	43%
Google Workspace (e.g. Google Docs, Sheets, etc.)	6%	3%	8%	6%	7%	4%	8%	9%	8%	6%	6%	5%	5%	8%	5%	0%
CRISPR gene editing	6%	8%	5%	7%	3%	4%	5%	19%	4%	6%	6%	3%	5%	6%	10%	0%
Zoom	6%	3%	9%	7%	7%	4%	6%	7%	0%	5%	6%	6%	4%	5%	8%	0%
Google Maps	53%	48%	59%	53%	48%	54%	57%	58%	31%	55%	54%	53%	54%	51%	55%	0%
WhatsApp	51%	42%	59%	53%	48%	52%	51%	49%	25%	53%	51%	50%	48%	54%	50%	57%
Apple Pay	5%	4%	7%	5%	6%	5%	6%	10%	4%	2%	5%	5%	2%	4%	9%	0%
Internet browser	42%	44%	41%	42%	42%	41%	45%	43%	70%	43%	43%	39%	42%	39%	48%	0%
Bluetooth	42%	43%	41%	45%	45%	35%	42%	54%	41%	43%	42%	42%	38%	44%	44%	0%
Android	40%	39%	42%	36%	37%	49%	47%	22%	48%	51%	41%	45%	45%	41%	33%	57%
Bitcoin	4%	6%	2%	6%	6%	2%	5%	2%	9%	5%	4%	3%	3%	3%	6%	0%
Wikipedia	34%	34%	33%	34%	21%	30%	41%	49%	42%	34%	34%	34%	29%	30%	40%	0%
YouTube	33%	36%	31%	31%	32%	29%	51%	38%	53%	36%	34%	33%	33%	35%	33%	0%
Facebook	25%	21%	30%	18%	22%	36%	26%	16%	48%	26%	26%	26%	29%	25%	21%	100%
AI / Machine learning	25%	30%	20%	30%	25%	16%	26%	39%	23%	25%	25%	26%	24%	21%	29%	0%
3D printing	24%	29%	19%	21%	24%	26%	23%	32%	17%	25%	24%	25%	27%	23%	22%	0%
Uber	2%	2%	2%	4%	3%	0%	2%	1%	0%	2%	2%	4%	0%	1%	3%	0%
Siri	2%	2%	2%	1%	2%	3%	2%	6%	0%	1%	2%	3%	1%	2%	2%	0%
Apple Watch	2%	2%	2%	2%	2%	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%	0%
Spotify	18%	15%	21%	21%	19%	9%	22%	38%	14%	18%	19%	16%	12%	18%	25%	0%
iPhone	18%	17%	20%	20%	22%	16%	10%	26%	12%	9%	18%	20%	12%	17%	22%	0%
Netflix	16%	13%	20%	19%	17%	10%	21%	23%	29%	18%	17%	18%	18%	14%	15%	43%
Instagram	11%	7%	16%	10%	18%	11%	14%	12%	0%	12%	12%	9%	12%	14%	11%	0%
Airbnb	10%	7%	12%	11%	20%	7%	8%	7%	5%	9%	10%	7%	9%	10%	12%	0%
iPod	1%	1%	1%	1%	3%	1%	2%	0%	7%	1%	1%	3%	0%	1%	2%	0%
Slack	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Amazon Echo	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Oculus / Meta Quest	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Other (Please specify)	1%	1%	1%	1%	2%	0%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%
None of the above	1%	1%	1%	1%	2%	1%	0%	0%	0%	0%	1%	1%	0%	1%	1%	0%
Don't know	3%	2%	4%	2%	4%	6%	1%	0%	0%	3%	3%	5%	4%	4%	1%	0%

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

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very familiar	2%	9%	2%	1%	2%	1%	0%	1%	1%	2%	1%	4%	1%	1%	1%	3%
Somewhat familiar	8%	9%	14%	14%	6%	5%	4%	8%	9%	4%	11%	12%	7%	7%	8%	10%
Neither familiar nor unfamiliar	23%	30%	31%	22%	21%	20%	19%	24%	30%	20%	22%	25%	22%	23%	27%	22%
Somewhat unfamiliar	31%	28%	31%	33%	40%	29%	28%	22%	30%	35%	32%	28%	28%	36%	32%	30%
Very unfamiliar	34%	20%	20%	28%	30%	44%	47%	43%	28%	37%	31%	31%	39%	31%	29%	33%
Don t know	2%	4%	3%	1%	2%	1%	2%	2%	3%	2%	3%	1%	2%	2%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

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

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very familiar	2%	2%	1%	4%	1%	0%	1%	1%	0%	2%	2%	2%	2%	1%	1%	69%
Somewhat familiar	8%	12%	4%	12%	5%	3%	6%	12%	14%	7%	8%	6%	4%	8%	13%	0%
Neither familiar nor unfamiliar	23%	27%	18%	22%	34%	18%	25%	31%	25%	23%	23%	24%	23%	23%	22%	0%
Somewhat unfamiliar	31%	30%	32%	31%	29%	29%	38%	36%	26%	33%	31%	32%	30%	37%	28%	0%
Very unfamiliar	34%	26%	42%	30%	26%	47%	27%	18%	35%	33%	34%	37%	38%	29%	34%	31%
Don't know	2%	1%	3%	2%	4%	2%	3%	2%	0%	2%	2%	0%	2%	3%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(145.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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very good description	7%	15%	9%	7%	7%	4%	4%	5%	13%	7%	6%	5%	9%	4%	10%	7%
Good description	30%	32%	31%	29%	30%	27%	30%	23%	28%	31%	30%	32%	27%	33%	32%	32%
Neither a good nor bad description	29%	21%	32%	29%	28%	33%	28%	41%	26%	27%	31%	27%	28%	27%	34%	32%
Bad description	5%	4%	4%	10%	6%	5%	2%	2%	5%	6%	4%	7%	5%	6%	4%	5%
Very bad description	2%	2%	3%	2%	1%	4%	2%	1%	3%	2%	2%	3%	4%	2%	1%	3%
Don t know	27%	26%	21%	23%	27%	27%	33%	30%	25%	27%	27%	26%	28%	28%	18%	21%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(145.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	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very good description	7%	8%	5%	8%	8%	5%	6%	8%	10%	7%	7%	7%	9%	5%	6%	69%
Good description	30%	30%	30%	29%	37%	29%	27%	34%	33%	31%	30%	30%	31%	31%	29%	0%
Neither a good nor bad description	29%	31%	27%	31%	26%	30%	27%	22%	23%	28%	30%	30%	29%	30%	28%	0%
Bad description	5%	7%	3%	7%	5%	3%	4%	8%	4%	5%	5%	4%	5%	6%	5%	0%
Very bad description	2%	2%	2%	3%	0%	3%	2%	1%	5%	2%	2%	4%	2%	2%	2%	31%
Don t know	27%	22%	33%	23%	24%	31%	34%	27%	26%	27%	26%	26%	26%	26%	30%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(146.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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very good description	3%	3%	1%	3%	6%	3%	4%	4%	2%	4%	2%	4%	4%	2%	6%	3%
Good description	25%	41%	33%	27%	20%	17%	22%	25%	31%	26%	24%	24%	29%	25%	25%	26%
Neither a good nor bad description	30%	22%	30%	28%	29%	38%	32%	32%	28%	31%	31%	29%	26%	30%	36%	32%
Bad description	8%	5%	8%	8%	13%	9%	5%	9%	5%	7%	9%	8%	10%	9%	7%	7%
Very bad description	3%	2%	2%	4%	3%	5%	3%	0%	5%	2%	5%	3%	5%	2%	2%	4%
Don t know	30%	27%	26%	29%	30%	29%	35%	30%	29%	29%	30%	31%	26%	31%	25%	27%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(146.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	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very good description	3%	4%	3%	4%	2%	4%	3%	1%	0%	3%	3%	3%	5%	4%	2%	43%
Good description	25%	26%	25%	25%	23%	21%	32%	32%	30%	25%	26%	23%	26%	21%	29%	27%
Neither a good nor bad description	30%	32%	29%	30%	37%	34%	20%	30%	13%	31%	31%	38%	27%	35%	24%	31%
Bad description	8%	10%	6%	9%	4%	5%	13%	6%	26%	9%	8%	5%	10%	9%	7%	0%
Very bad description	3%	4%	2%	4%	2%	2%	3%	4%	0%	3%	3%	2%	3%	3%	4%	0%
Don t know	30%	24%	36%	28%	32%	33%	29%	28%	30%	29%	30%	29%	28%	28%	34%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(147.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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very good description	5%	11%	4%	3%	9%	4%	4%	2%	9%	8%	3%	3%	6%	4%	8%	5%
Good description	32%	40%	41%	34%	30%	28%	27%	27%	35%	32%	35%	30%	39%	30%	32%	33%
Neither a good nor bad description	30%	24%	27%	31%	28%	35%	31%	36%	25%	29%	30%	31%	24%	33%	34%	30%
Bad description	3%	2%	5%	3%	2%	3%	3%	4%	3%	4%	3%	3%	3%	3%	3%	4%
Very bad description	1%	0%	0%	2%	2%	3%	1%	0%	2%	1%	1%	2%	2%	1%	1%	2%
Don t know	28%	22%	23%	26%	29%	27%	33%	31%	27%	26%	28%	29%	25%	28%	22%	26%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(147.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	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very good description	5%	7%	4%	5%	5%	5%	4%	11%	0%	5%	5%	5%	7%	6%	4%	43%
Good description	32%	31%	34%	35%	37%	26%	43%	29%	31%	34%	33%	30%	34%	34%	32%	27%
Neither a good nor bad description	30%	34%	26%	28%	31%	33%	25%	24%	34%	30%	30%	34%	28%	30%	27%	31%
Bad description	3%	4%	3%	4%	4%	3%	1%	4%	9%	3%	3%	4%	4%	2%	3%	0%
Very bad description	1%	2%	1%	2%	0%	1%	1%	0%	0%	1%	1%	1%	0%	1%	2%	0%
Don t know	28%	23%	33%	26%	23%	32%	26%	31%	25%	27%	27%	26%	26%	27%	32%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(148.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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very good description	5%	4%	4%	5%	4%	4%	6%	3%	4%	6%	3%	5%	5%	3%	6%	6%
Good description	24%	34%	27%	23%	25%	19%	23%	29%	29%	26%	20%	21%	29%	26%	22%	23%
Neither a good nor bad description	31%	27%	34%	29%	25%	37%	31%	35%	31%	32%	32%	25%	28%	32%	38%	30%
Bad description	9%	6%	8%	10%	13%	9%	7%	2%	5%	8%	11%	14%	9%	8%	9%	11%
Very bad description	3%	1%	1%	6%	4%	5%	3%	2%	4%	3%	5%	3%	3%	5%	2%	3%
Don t know	28%	27%	25%	27%	29%	26%	31%	30%	27%	25%	29%	33%	26%	26%	23%	27%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(148.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	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very good description	5%	6%	3%	6%	3%	5%	4%	1%	0%	5%	5%	5%	6%	4%	3%	43%
Good description	24%	23%	25%	22%	26%	23%	31%	32%	12%	24%	25%	21%	28%	24%	24%	27%
Neither a good nor bad description	31%	31%	30%	31%	36%	32%	18%	26%	57%	31%	31%	38%	25%	33%	28%	31%
Bad description	9%	12%	6%	10%	7%	8%	13%	4%	0%	10%	9%	5%	11%	10%	9%	0%
Very bad description	3%	4%	3%	5%	1%	3%	3%	1%	5%	3%	3%	2%	3%	4%	4%	0%
Don t know	28%	24%	32%	26%	27%	28%	30%	36%	26%	27%	27%	28%	27%	25%	32%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(149.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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very good description	4%	7%	2%	3%	4%	4%	4%	2%	6%	5%	2%	5%	5%	2%	7%	4%
Good description	21%	37%	22%	24%	23%	11%	19%	25%	27%	24%	18%	15%	21%	23%	20%	22%
Neither a good nor bad description	31%	21%	31%	26%	22%	42%	34%	34%	28%	30%	31%	29%	30%	29%	35%	32%
Bad description	12%	9%	16%	13%	15%	10%	8%	6%	9%	12%	12%	15%	14%	13%	13%	11%
Very bad description	6%	4%	7%	10%	6%	8%	3%	3%	4%	4%	9%	9%	7%	6%	3%	6%
Don t know	27%	22%	21%	25%	30%	24%	32%	31%	26%	25%	27%	26%	23%	26%	22%	25%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(149.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	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very good description	4%	4%	4%	4%	3%	5%	3%	2%	0%	4%	4%	3%	6%	4%	2%	69%
Good description	21%	20%	23%	21%	29%	19%	23%	23%	8%	20%	22%	21%	25%	22%	18%	0%
Neither a good nor bad description	31%	32%	29%	29%	28%	35%	26%	30%	31%	32%	31%	36%	28%	32%	27%	31%
Bad description	12%	14%	9%	14%	11%	8%	13%	9%	23%	12%	12%	10%	9%	11%	15%	0%
Very bad description	6%	7%	5%	7%	8%	4%	5%	8%	17%	5%	6%	2%	7%	6%	8%	0%
Don t know	27%	22%	31%	25%	21%	30%	29%	28%	21%	26%	26%	27%	25%	24%	30%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(150.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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very good description	4%	10%	2%	3%	5%	3%	4%	3%	4%	5%	2%	5%	4%	2%	5%	6%
Good description	18%	27%	17%	15%	18%	15%	20%	23%	22%	20%	14%	17%	26%	17%	19%	15%
Neither a good nor bad description	31%	24%	37%	38%	25%	33%	27%	29%	29%	30%	34%	29%	21%	33%	38%	34%
Bad description	9%	12%	14%	6%	11%	9%	6%	9%	11%	6%	11%	11%	12%	11%	6%	10%
Very bad description	5%	2%	3%	8%	4%	6%	5%	3%	5%	4%	7%	5%	6%	5%	4%	4%
Don t know	33%	25%	27%	30%	37%	34%	38%	33%	28%	35%	32%	32%	30%	32%	27%	32%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(150.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	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very good description	4%	5%	3%	5%	3%	4%	4%	2%	0%	4%	4%	2%	4%	4%	4%	69%
Good description	18%	17%	19%	16%	22%	19%	22%	18%	21%	19%	18%	19%	23%	19%	14%	0%
Neither a good nor bad description	31%	35%	26%	34%	30%	28%	26%	31%	31%	30%	31%	36%	27%	31%	29%	31%
Bad description	9%	11%	7%	9%	13%	6%	9%	12%	23%	9%	9%	6%	10%	11%	10%	0%
Very bad description	5%	7%	3%	6%	3%	5%	5%	2%	5%	4%	5%	3%	5%	6%	5%	0%
Don t know	33%	25%	41%	30%	29%	38%	35%	34%	21%	33%	32%	34%	30%	30%	38%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(151.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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very good description	4%	10%	3%	2%	5%	3%	5%	1%	4%	6%	3%	5%	5%	3%	8%	3%
Good description	21%	31%	22%	22%	17%	16%	22%	24%	28%	22%	17%	19%	24%	24%	18%	23%
Neither a good nor bad description	29%	19%	33%	27%	29%	33%	28%	29%	30%	27%	32%	27%	27%	26%	34%	30%
Bad description	8%	6%	9%	9%	9%	7%	6%	3%	6%	8%	6%	14%	8%	9%	9%	7%
Very bad description	4%	2%	3%	7%	3%	7%	3%	5%	4%	3%	7%	2%	4%	5%	3%	5%
Don t know	34%	32%	30%	32%	36%	35%	36%	38%	28%	34%	35%	33%	33%	33%	28%	32%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(151.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	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very good description	4%	6%	3%	5%	3%	5%	2%	3%	0%	5%	4%	3%	5%	5%	4%	43%
Good description	21%	22%	21%	20%	26%	20%	26%	17%	27%	21%	22%	20%	26%	20%	19%	27%
Neither a good nor bad description	29%	30%	27%	30%	26%	28%	25%	33%	22%	29%	29%	36%	27%	30%	24%	31%
Bad description	8%	10%	5%	9%	5%	7%	8%	8%	12%	8%	7%	5%	8%	9%	8%	0%
Very bad description	4%	5%	3%	6%	5%	3%	4%	0%	9%	4%	4%	3%	5%	5%	5%	0%
Don t know	34%	27%	41%	30%	35%	36%	36%	39%	30%	33%	33%	33%	29%	32%	40%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(152.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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very good description	5%	9%	5%	1%	5%	5%	4%	2%	4%	5%	4%	8%	4%	5%	7%	5%
Good description	16%	23%	16%	17%	14%	8%	18%	15%	21%	17%	14%	12%	18%	15%	16%	18%
Neither a good nor bad description	31%	29%	29%	31%	27%	38%	31%	31%	34%	30%	33%	29%	31%	30%	36%	30%
Bad description	11%	10%	13%	11%	14%	10%	8%	10%	9%	10%	12%	13%	8%	13%	14%	10%
Very bad description	6%	7%	5%	9%	6%	9%	4%	5%	7%	6%	7%	7%	9%	6%	3%	5%
Don t know	31%	22%	32%	31%	33%	30%	35%	37%	26%	32%	30%	32%	29%	31%	25%	32%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(152.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	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very good description	5%	5%	4%	6%	4%	5%	3%	2%	0%	5%	5%	3%	4%	5%	5%	69%
Good description	16%	16%	16%	17%	16%	17%	14%	11%	17%	15%	16%	16%	19%	18%	12%	0%
Neither a good nor bad description	31%	32%	30%	29%	37%	32%	32%	33%	22%	32%	32%	39%	30%	33%	25%	31%
Bad description	11%	14%	8%	13%	7%	9%	11%	9%	12%	11%	11%	9%	13%	9%	13%	0%
Very bad description	6%	8%	4%	7%	7%	4%	6%	8%	28%	6%	6%	4%	7%	6%	7%	0%
Don't know	31%	24%	39%	29%	29%	34%	34%	37%	21%	31%	31%	29%	28%	30%	38%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(153.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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very good description	2%	5%	2%	1%	2%	2%	0%	1%	1%	2%	2%	3%	2%	1%	1%	2%
Good description	7%	12%	10%	8%	5%	6%	4%	6%	9%	5%	9%	6%	10%	6%	8%	7%
Neither a good nor bad description	26%	27%	28%	29%	24%	30%	23%	33%	28%	25%	27%	25%	24%	27%	33%	22%
Bad description	24%	25%	25%	25%	25%	21%	23%	20%	24%	23%	25%	26%	21%	28%	21%	28%
Very bad description	13%	6%	7%	9%	12%	14%	19%	8%	14%	15%	10%	12%	15%	13%	14%	11%
Don t know	29%	25%	28%	29%	30%	27%	31%	32%	26%	29%	28%	28%	28%	25%	22%	30%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(153.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	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very good description	2%	2%	1%	2%	4%	0%	3%	2%	0%	1%	2%	2%	3%	1%	1%	43%
Good description	7%	8%	5%	9%	5%	4%	8%	6%	10%	7%	7%	5%	8%	8%	5%	27%
Neither a good nor bad description	26%	31%	22%	25%	29%	25%	29%	32%	39%	25%	27%	28%	26%	26%	27%	31%
Bad description	24%	23%	24%	25%	26%	22%	20%	22%	16%	24%	24%	25%	26%	24%	22%	0%
Very bad description	13%	11%	14%	12%	8%	18%	6%	6%	18%	14%	13%	14%	13%	9%	13%	0%
Don t know	29%	24%	34%	27%	28%	30%	34%	31%	17%	29%	28%	26%	25%	31%	33%	0%

Note:

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(154.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	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Very good description	1%	5%	1%	0%	1%	0%	0%	0%	0%	0%	1%	3%	1%	0%	0%	2%
Good description	4%	5%	8%	4%	5%	3%	3%	8%	1%	5%	3%	6%	6%	4%	5%	4%
Neither a good nor bad description	26%	24%	28%	24%	26%	29%	24%	33%	26%	26%	27%	21%	25%	27%	30%	24%
Bad description	29%	38%	29%	32%	30%	24%	27%	21%	39%	26%	32%	30%	28%	31%	29%	32%
Very bad description	11%	4%	7%	9%	10%	14%	15%	9%	7%	14%	9%	11%	11%	13%	12%	11%
Don t know	29%	24%	26%	31%	28%	30%	31%	30%	26%	29%	28%	29%	28%	26%	23%	27%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(154.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	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Very good description	1%	2%	0%	1%	1%	0%	3%	0%	0%	1%	1%	1%	1%	0%	1%	0%
Good description	4%	6%	2%	5%	4%	3%	6%	5%	4%	4%	4%	5%	4%	5%	4%	0%
Neither a good nor bad description	26%	28%	23%	26%	22%	26%	24%	29%	36%	25%	26%	29%	27%	25%	24%	31%
Bad description	29%	29%	29%	30%	37%	25%	30%	35%	24%	29%	29%	31%	30%	32%	25%	27%
Very bad description	11%	11%	11%	11%	7%	16%	7%	0%	12%	12%	11%	9%	12%	8%	13%	43%
Don t know	29%	23%	34%	27%	29%	30%	30%	31%	25%	29%	28%	26%	25%	30%	33%	0%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(155.A) To what extent do you agree or disagree with the following?: Google services help me to stay safe when using the internet

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	1011	87	145	160	170	176	273	99	109	408	245	148	210	290	152	226
Weighted	1011	97	164	159	148	160	285	98	109	378	262	163	199	299	142	233
Strongly agree	10%	15%	5%	6%	12%	8%	13%	11%	8%	13%	6%	11%	10%	9%	11%	11%
Somewhat agree	39%	40%	44%	36%	42%	35%	37%	34%	44%	39%	40%	35%	40%	38%	44%	42%
Neither agree nor disagree	31%	24%	31%	33%	30%	34%	32%	42%	30%	29%	30%	32%	31%	35%	27%	26%
Somewhat disagree	9%	7%	10%	14%	10%	9%	5%	4%	10%	8%	11%	10%	7%	6%	11%	11%
Strongly disagree	3%	5%	3%	6%	1%	6%	1%	2%	4%	3%	5%	3%	4%	3%	1%	3%
Don't know	8%	8%	7%	5%	4%	8%	12%	8%	4%	8%	9%	8%	8%	9%	5%	7%
Total Agree:	49%	56%	49%	42%	54%	43%	51%	45%	53%	52%	45%	46%	50%	47%	55%	53%
Total Disagree:	12%	11%	13%	20%	12%	15%	6%	5%	13%	10%	16%	13%	11%	9%	12%	14%
Net:	37%	44%	36%	21%	42%	28%	45%	39%	40%	42%	29%	33%	39%	38%	43%	39%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(155.B) To what extent do you agree or disagree with the following?: Google services help me to stay safe when using the internet

	Total	Gender		Work Status					Android User	Google Search User	Region					
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	1011	473	531	380	96	334	102	74	19	765	985	271	247	312	178	3
Weighted	1011	504	500	385	89	333	97	79	19	753	983	213	232	253	308	5
Strongly agree	10%	10%	10%	9%	10%	13%	11%	8%	9%	11%	10%	9%	11%	8%	11%	69%
Somewhat agree	39%	38%	39%	39%	38%	38%	42%	40%	28%	40%	39%	44%	39%	40%	35%	0%
Neither agree nor disagree	31%	31%	31%	32%	29%	31%	31%	28%	44%	32%	31%	31%	29%	33%	31%	0%
Somewhat disagree	9%	10%	8%	12%	10%	5%	6%	12%	10%	8%	9%	6%	9%	8%	11%	31%
Strongly disagree	3%	5%	1%	4%	3%	2%	5%	4%	9%	3%	3%	3%	3%	4%	4%	0%
Don't know	8%	5%	11%	5%	10%	11%	5%	8%	0%	7%	8%	6%	9%	8%	9%	0%
Total Agree:	49%	49%	49%	48%	48%	51%	53%	48%	38%	51%	49%	53%	49%	48%	46%	69%
Total Disagree:	12%	15%	9%	16%	13%	7%	11%	16%	19%	11%	12%	9%	12%	12%	14%	31%
Net:	37%	34%	40%	32%	35%	44%	41%	32%	19%	40%	38%	44%	37%	36%	32%	39%

*Note:*

BASE: All Respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

(156.A) To what extent do you agree or disagree with the following?: Google Maps helps me to make more sustainable travel choices

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	872	84	138	141	150	149	210	71	93	351	219	137	165	257	130	202
Weighted	877	94	156	142	131	135	219	72	94	327	230	152	160	265	122	206
Strongly agree	14%	18%	9%	15%	10%	6%	21%	15%	5%	20%	8%	14%	16%	13%	16%	15%
Somewhat agree	44%	37%	49%	36%	48%	50%	44%	40%	54%	42%	48%	41%	37%	45%	50%	45%
Neither agree nor disagree	25%	24%	24%	23%	27%	25%	25%	28%	25%	24%	24%	25%	26%	25%	24%	23%
Somewhat disagree	9%	13%	7%	19%	10%	8%	4%	10%	11%	6%	10%	15%	11%	11%	5%	11%
Strongly disagree	3%	1%	4%	3%	3%	4%	1%	4%	2%	3%	3%	2%	3%	3%	2%	2%
Don't know	5%	7%	7%	3%	3%	7%	5%	4%	2%	6%	7%	5%	7%	4%	4%	5%
Total Agree:	58%	55%	58%	52%	58%	56%	64%	55%	59%	62%	56%	54%	53%	57%	66%	60%
Total Disagree:	12%	15%	11%	22%	13%	12%	5%	13%	14%	8%	13%	16%	14%	14%	7%	12%
Net:	46%	40%	47%	30%	45%	44%	59%	41%	45%	53%	43%	38%	39%	44%	59%	48%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(156.B) To what extent do you agree or disagree with the following?: Google Maps helps me to make more sustainable travel choices

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	872	406	459	357	86	254	85	70	15	673	860	224	206	277	162	3
Weighted	877	440	430	362	81	253	83	76	16	665	865	176	192	224	279	5
Strongly agree	14%	14%	14%	10%	12%	18%	19%	16%	6%	15%	14%	12%	14%	10%	16%	69%
Somewhat agree	44%	42%	47%	47%	40%	45%	41%	42%	32%	44%	44%	42%	45%	48%	43%	0%
Neither agree nor disagree	25%	24%	26%	25%	31%	26%	17%	21%	33%	27%	25%	29%	24%	25%	22%	31%
Somewhat disagree	9%	12%	6%	10%	12%	6%	11%	10%	14%	8%	9%	8%	9%	8%	12%	0%
Strongly disagree	3%	3%	2%	3%	3%	1%	4%	4%	5%	2%	3%	3%	2%	3%	2%	0%
Don't know	5%	5%	5%	5%	3%	4%	7%	7%	11%	5%	5%	6%	6%	6%	5%	0%
Total Agree:	58%	56%	61%	57%	52%	63%	60%	58%	38%	58%	58%	54%	59%	58%	59%	69%
Total Disagree:	12%	15%	8%	13%	15%	7%	15%	13%	19%	10%	12%	11%	11%	11%	14%	0%
Net:	46%	40%	53%	44%	36%	56%	45%	44%	19%	48%	46%	43%	48%	48%	44%	69%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 6th Jun - 30th Jun 2023

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



(157.A) You said that you expect to use AI tools at your job in the future, or already use AI tools for your job. Do you think this will make you more or less productive?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	138	13	34	40	29	20	2	2	12	33	44	47	10	41	17	58
Weighted	154	15	44	43	29	21	2	3	12	32	51	56	9	49	17	62
Much more productive	15%	30%	18%	13%	11%	11%	0%	0%	6%	14%	11%	22%	22%	14%	4%	15%
A little more productive	61%	66%	66%	60%	58%	52%	100%	100%	72%	58%	60%	60%	42%	60%	73%	64%
Make no difference	19%	0%	15%	25%	21%	32%	0%	0%	16%	21%	24%	16%	27%	24%	14%	16%
A little less productive	1%	5%	0%	2%	2%	0%	0%	0%	6%	2%	2%	0%	0%	1%	9%	0%
Much less productive	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%	0%	8%	0%	0%	0%
Don't know	2%	0%	0%	0%	8%	5%	0%	0%	0%	5%	1%	2%	0%	0%	0%	5%

*Note:*

BASE: Question displayed when the Question "When, if ever, do you plan to use generative AI tools as part of your job?" is one of the following answers ("Already use generative AI tools as part of my job", "In the next year", "In the next 2-5 years", "Over 5 years away")

Fieldwork: 6th Jun - 30th Jun 2023

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

(157.B) You said that you expect to use AI tools at your job in the future, or already use AI tools for your job. Do you think this will make you more or less productive?

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	138	82	54	116	22	0	0	0	0	97	137	33	17	43	43	2
Weighted	154	102	49	130	24	0	0	0	0	107	152	26	15	34	75	3
Much more productive	15%	15%	15%	15%	18%	*	*	*	*	15%	15%	10%	6%	7%	19%	100%
A little more productive	61%	64%	57%	62%	58%	*	*	*	*	57%	61%	68%	74%	62%	59%	0%
Make no difference	19%	17%	23%	19%	23%	*	*	*	*	24%	20%	17%	13%	25%	20%	0%
A little less productive	1%	1%	3%	2%	0%	*	*	*	*	1%	1%	0%	0%	7%	0%	0%
Much less productive	0%	0%	2%	1%	0%	*	*	*	*	1%	0%	3%	0%	0%	0%	0%
Don't know	2%	3%	0%	3%	0%	*	*	*	*	2%	2%	3%	7%	0%	2%	0%

Note:

BASE: Question displayed when the Question "When, if ever, do you plan to use generative AI tools as part of your job?" is one of the following answers ("Already use generative AI tools as part of my job", "In the next year", "In the next 2-5 years", "Over 5 years away")

Fieldwork: 6th Jun - 30th Jun 2023

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

(158.A) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Writing or reading email

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
I didn't do this	3%	10%	2%	1%	2%	3%	0%	3%	7%	4%	1%	1%	5%	2%	2%	3%
Under 10 minutes	37%	33%	41%	40%	36%	37%	20%	65%	49%	51%	31%	15%	59%	41%	34%	30%
10-30 minutes	29%	48%	26%	30%	23%	21%	49%	18%	26%	19%	36%	35%	27%	30%	33%	29%
30-60 minutes	15%	7%	12%	14%	18%	20%	27%	13%	9%	9%	16%	27%	4%	10%	14%	22%
1 - 2 hours	9%	3%	9%	7%	16%	10%	0%	0%	3%	8%	9%	15%	3%	10%	10%	10%
2 - 4 hours	3%	0%	2%	5%	1%	4%	4%	0%	2%	3%	4%	3%	2%	3%	2%	4%
Over 4 hours	2%	0%	6%	1%	1%	1%	0%	0%	0%	4%	1%	1%	0%	3%	2%	2%
Don't Know	2%	0%	1%	2%	1%	4%	0%	0%	3%	2%	1%	3%	0%	1%	4%	1%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(158.B) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Writing or reading email

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
I didn't do this	3%	4%	2%	3%	3%	*	*	*	*	2%	2%	4%	2%	4%	1%	0%
Under 10 minutes	37%	35%	39%	34%	52%	*	*	*	*	41%	38%	30%	57%	37%	34%	0%
10-30 minutes	29%	28%	29%	29%	29%	*	*	*	*	26%	28%	31%	21%	34%	28%	27%
30-60 minutes	15%	18%	13%	17%	8%	*	*	*	*	16%	16%	19%	10%	13%	16%	73%
1 - 2 hours	9%	8%	10%	11%	1%	*	*	*	*	10%	9%	8%	5%	7%	14%	0%
2 - 4 hours	3%	3%	3%	3%	3%	*	*	*	*	2%	3%	4%	2%	1%	4%	0%
Over 4 hours	2%	2%	2%	2%	0%	*	*	*	*	2%	2%	2%	0%	1%	3%	0%
Don't Know	2%	2%	2%	1%	3%	*	*	*	*	1%	2%	2%	3%	2%	1%	0%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(159.A) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Researching a topic online

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
I didn't do this	6%	6%	8%	4%	7%	9%	0%	6%	11%	9%	6%	1%	8%	9%	2%	6%
Under 10 minutes	24%	26%	21%	28%	22%	22%	20%	38%	18%	22%	29%	17%	28%	20%	27%	27%
10-30 minutes	35%	42%	41%	30%	35%	33%	29%	43%	41%	38%	32%	30%	41%	40%	39%	25%
30-60 minutes	20%	13%	16%	20%	18%	26%	27%	3%	17%	20%	23%	19%	14%	20%	20%	22%
1 - 2 hours	8%	11%	9%	6%	11%	3%	24%	6%	3%	4%	7%	20%	5%	6%	8%	12%
2 - 4 hours	2%	2%	5%	0%	2%	1%	0%	0%	5%	1%	0%	6%	2%	1%	0%	4%
Over 4 hours	1%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%
Don't Know	4%	0%	1%	9%	4%	5%	0%	3%	5%	6%	3%	4%	2%	5%	5%	2%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(159.B) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Researching a topic online

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
I didn't do this	6%	6%	6%	6%	7%	*	*	*	*	7%	6%	6%	2%	7%	9%	0%
Under 10 minutes	24%	22%	26%	24%	21%	*	*	*	*	24%	23%	22%	25%	23%	24%	31%
10-30 minutes	35%	34%	36%	34%	40%	*	*	*	*	36%	36%	39%	42%	34%	31%	0%
30-60 minutes	20%	21%	18%	20%	16%	*	*	*	*	20%	20%	20%	18%	22%	18%	27%
1 - 2 hours	8%	9%	8%	8%	10%	*	*	*	*	7%	9%	7%	7%	8%	9%	43%
2 - 4 hours	2%	3%	1%	2%	1%	*	*	*	*	2%	2%	0%	2%	1%	4%	0%
Over 4 hours	1%	1%	0%	1%	0%	*	*	*	*	1%	1%	0%	0%	1%	1%	0%
Don't Know	4%	4%	5%	4%	5%	*	*	*	*	4%	4%	5%	4%	4%	4%	0%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(160.A) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Writing or editing a document

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
I didn't do this	18%	23%	17%	12%	17%	25%	11%	37%	31%	26%	10%	5%	24%	20%	17%	12%
Under 10 minutes	21%	16%	20%	23%	24%	17%	25%	22%	21%	26%	24%	11%	12%	25%	23%	19%
10-30 minutes	25%	29%	19%	25%	26%	24%	35%	27%	19%	24%	30%	21%	30%	24%	27%	24%
30-60 minutes	18%	22%	16%	20%	12%	22%	25%	6%	14%	11%	23%	27%	16%	14%	17%	24%
1 - 2 hours	10%	3%	16%	11%	9%	7%	0%	0%	7%	4%	9%	23%	4%	10%	6%	14%
2 - 4 hours	3%	4%	6%	2%	5%	1%	4%	0%	0%	4%	2%	7%	4%	2%	3%	4%
Over 4 hours	1%	2%	2%	0%	3%	0%	0%	0%	0%	3%	0%	1%	0%	2%	1%	1%
Don't Know	4%	3%	4%	6%	4%	4%	0%	9%	9%	3%	2%	5%	9%	3%	5%	2%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(160.B) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Writing or editing a document

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
I didn't do this	18%	19%	15%	17%	20%	*	*	*	*	17%	17%	18%	15%	16%	20%	0%
Under 10 minutes	21%	21%	21%	21%	22%	*	*	*	*	22%	21%	15%	30%	22%	20%	0%
10-30 minutes	25%	27%	23%	25%	25%	*	*	*	*	26%	25%	30%	26%	27%	17%	100%
30-60 minutes	18%	16%	21%	19%	16%	*	*	*	*	19%	19%	17%	15%	18%	21%	0%
1 - 2 hours	10%	11%	9%	10%	9%	*	*	*	*	7%	10%	11%	5%	9%	12%	0%
2 - 4 hours	3%	1%	6%	3%	4%	*	*	*	*	3%	4%	3%	1%	4%	5%	0%
Over 4 hours	1%	1%	2%	1%	0%	*	*	*	*	1%	1%	1%	1%	1%	2%	0%
Don't Know	4%	4%	4%	4%	6%	*	*	*	*	4%	4%	5%	6%	3%	3%	0%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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



(161.A) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Creating or analysing a spreadsheet

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
I didn't do this	40%	39%	40%	32%	43%	45%	39%	68%	49%	51%	30%	25%	46%	46%	37%	31%
Under 10 minutes	17%	26%	16%	22%	14%	12%	19%	10%	21%	13%	20%	19%	11%	18%	20%	18%
10-30 minutes	14%	10%	10%	19%	14%	15%	5%	7%	8%	14%	20%	9%	20%	13%	20%	11%
30-60 minutes	12%	13%	12%	10%	9%	15%	30%	3%	10%	8%	14%	19%	11%	11%	11%	13%
1 - 2 hours	6%	12%	5%	8%	9%	2%	0%	0%	2%	3%	9%	10%	7%	4%	3%	12%
2 - 4 hours	2%	0%	2%	2%	2%	2%	4%	0%	3%	1%	2%	3%	0%	2%	0%	4%
Over 4 hours	2%	0%	6%	1%	0%	1%	0%	0%	0%	1%	0%	6%	0%	3%	1%	2%
Don't Know	7%	0%	9%	6%	10%	8%	3%	13%	7%	9%	4%	9%	5%	5%	8%	9%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(161.B) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Creating or analysing a spreadsheet

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
I didn't do this	40%	38%	41%	38%	45%	*	*	*	*	39%	39%	42%	45%	34%	41%	0%
Under 10 minutes	17%	21%	13%	17%	17%	*	*	*	*	17%	17%	16%	19%	20%	15%	27%
10-30 minutes	14%	12%	16%	13%	15%	*	*	*	*	15%	14%	10%	12%	18%	14%	0%
30-60 minutes	12%	12%	13%	12%	13%	*	*	*	*	11%	13%	13%	13%	11%	10%	73%
1 - 2 hours	6%	8%	5%	7%	4%	*	*	*	*	7%	6%	9%	3%	4%	8%	0%
2 - 4 hours	2%	2%	2%	2%	1%	*	*	*	*	1%	2%	2%	1%	2%	2%	0%
Over 4 hours	2%	2%	2%	2%	1%	*	*	*	*	2%	2%	1%	0%	1%	3%	0%
Don't Know	7%	7%	8%	8%	4%	*	*	*	*	8%	7%	5%	7%	10%	7%	0%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(162.A) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Writing or editing a slide show

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
I didn't do this	52%	41%	52%	48%	54%	59%	56%	78%	57%	64%	49%	31%	64%	55%	47%	45%
Under 10 minutes	9%	13%	10%	10%	9%	4%	12%	6%	10%	7%	10%	10%	10%	8%	9%	11%
10-30 minutes	9%	11%	8%	11%	9%	9%	4%	3%	6%	8%	12%	9%	11%	13%	12%	5%
30-60 minutes	11%	19%	12%	12%	5%	8%	21%	0%	5%	5%	13%	21%	2%	8%	10%	15%
1 - 2 hours	9%	14%	6%	11%	9%	7%	4%	0%	12%	6%	9%	14%	9%	6%	10%	11%
2 - 4 hours	2%	2%	1%	1%	2%	2%	3%	6%	0%	1%	1%	3%	0%	1%	1%	3%
Over 4 hours	1%	0%	3%	1%	1%	1%	0%	0%	0%	0%	1%	4%	0%	1%	2%	2%
Don't Know	8%	0%	8%	8%	10%	11%	0%	6%	10%	9%	6%	9%	4%	7%	9%	9%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(162.B) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Writing or editing a slide show

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
I didn't do this	52%	51%	53%	50%	58%	*	*	*	*	53%	51%	49%	58%	51%	53%	0%
Under 10 minutes	9%	12%	6%	9%	8%	*	*	*	*	8%	9%	9%	9%	8%	9%	0%
10-30 minutes	9%	9%	8%	9%	8%	*	*	*	*	11%	9%	7%	10%	11%	8%	31%
30-60 minutes	11%	11%	11%	12%	7%	*	*	*	*	9%	11%	12%	7%	7%	13%	69%
1 - 2 hours	9%	9%	8%	8%	10%	*	*	*	*	8%	9%	14%	7%	7%	8%	0%
2 - 4 hours	2%	2%	1%	2%	2%	*	*	*	*	1%	2%	2%	2%	2%	1%	0%
Over 4 hours	1%	0%	2%	1%	1%	*	*	*	*	1%	1%	1%	1%	2%	1%	0%
Don't Know	8%	6%	10%	8%	6%	*	*	*	*	9%	8%	7%	7%	12%	7%	0%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(163.A) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Attending meetings

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
I didn't do this	32%	29%	28%	23%	39%	42%	42%	75%	37%	47%	21%	17%	57%	36%	29%	24%
Under 10 minutes	7%	12%	6%	11%	5%	2%	5%	0%	8%	7%	7%	8%	4%	10%	3%	7%
10-30 minutes	12%	15%	12%	15%	10%	7%	18%	10%	19%	11%	13%	11%	11%	11%	15%	15%
30-60 minutes	16%	11%	21%	21%	11%	15%	4%	3%	13%	12%	26%	12%	10%	14%	19%	16%
1 - 2 hours	19%	27%	14%	18%	20%	21%	24%	6%	8%	14%	21%	32%	9%	18%	24%	23%
2 - 4 hours	6%	4%	9%	3%	8%	5%	4%	0%	5%	4%	6%	11%	4%	4%	6%	8%
Over 4 hours	1%	0%	0%	3%	3%	0%	0%	0%	0%	1%	2%	3%	0%	0%	3%	2%
Don't Know	6%	3%	9%	5%	4%	8%	3%	6%	11%	5%	5%	7%	5%	7%	2%	5%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(163.B) Thinking back to your last full day of work, how long did you have to spend doing the following types of task?: Attending meetings

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
I didn't do this	32%	32%	34%	30%	42%	*	*	*	*	36%	32%	34%	36%	34%	30%	0%
Under 10 minutes	7%	8%	6%	6%	10%	*	*	*	*	6%	7%	7%	11%	6%	6%	0%
10-30 minutes	12%	14%	10%	12%	11%	*	*	*	*	11%	12%	8%	9%	12%	16%	0%
30-60 minutes	16%	16%	16%	18%	7%	*	*	*	*	15%	16%	15%	17%	15%	16%	27%
1 - 2 hours	19%	17%	21%	19%	19%	*	*	*	*	19%	20%	22%	19%	19%	16%	73%
2 - 4 hours	6%	6%	6%	7%	4%	*	*	*	*	6%	6%	7%	3%	5%	8%	0%
Over 4 hours	1%	1%	2%	2%	0%	*	*	*	*	2%	2%	1%	1%	1%	2%	0%
Don't Know	6%	7%	5%	6%	6%	*	*	*	*	5%	6%	6%	4%	7%	6%	0%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(164.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Basic digital skills (e.g. basic word processing/spreadsheets/presentation software)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Reading a book on the skill	7%	23%	3%	5%	6%	8%	3%	0%	8%	6%	5%	12%	7%	6%	6%	8%
A digital course (e.g. on EdX)	5%	19%	2%	2%	6%	5%	3%	0%	3%	3%	5%	9%	6%	3%	5%	7%
Self-directed internet research	25%	23%	30%	31%	26%	14%	19%	0%	17%	23%	26%	37%	16%	26%	27%	27%
Formal education (e.g. college course)	22%	25%	22%	30%	20%	16%	17%	0%	11%	10%	36%	30%	11%	26%	25%	21%
Formal on-the-job training (e.g. a training session or an employer-paid course)	18%	20%	15%	22%	12%	19%	33%	13%	15%	15%	24%	18%	17%	12%	16%	25%
N/A I have never learned this	17%	25%	14%	15%	13%	22%	36%	34%	25%	19%	13%	15%	14%	13%	17%	16%
Taught by family and friends	13%	15%	21%	13%	8%	9%	9%	3%	11%	11%	14%	17%	5%	11%	14%	17%
None of the above	28%	15%	31%	21%	38%	31%	11%	49%	33%	31%	26%	17%	33%	31%	25%	22%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(164.B) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Basic digital skills (e.g. basic word processing/spreadsheets/presentation software)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Reading a book on the skill	7%	8%	6%	6%	10%	*	*	*	*	7%	7%	8%	5%	5%	7%	43%
A digital course (e.g. on EdX)	5%	5%	4%	5%	3%	*	*	*	*	6%	5%	9%	4%	5%	2%	27%
Self-directed internet research	25%	31%	20%	25%	26%	*	*	*	*	22%	25%	18%	19%	19%	35%	57%
Formal education (e.g. college course)	22%	21%	24%	22%	24%	*	*	*	*	22%	22%	20%	22%	23%	24%	0%
Formal on-the-job training (e.g. a training session or an employer-paid course)	18%	17%	20%	18%	19%	*	*	*	*	17%	18%	16%	18%	21%	18%	0%
N/A I have never learned this	17%	16%	19%	18%	15%	*	*	*	*	15%	17%	23%	16%	17%	16%	0%
Taught by family and friends	13%	12%	14%	12%	14%	*	*	*	*	12%	13%	8%	11%	11%	17%	43%
None of the above	28%	25%	29%	28%	27%	*	*	*	*	30%	27%	29%	26%	30%	27%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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



## Public First Poll for Google Finland (Consumer)

(165.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Advanced word processing/spreadsheet/presentation software skills  
By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
A digital course (e.g. on EdX)	6%	13%	7%	3%	5%	6%	0%	0%	3%	5%	7%	7%	13%	5%	6%	6%
Reading a book on the skill	5%	10%	5%	3%	5%	5%	3%	0%	2%	4%	5%	8%	10%	4%	7%	5%
Self-directed internet research	25%	17%	30%	31%	27%	19%	8%	4%	21%	14%	32%	38%	20%	22%	23%	30%
N/A I have never learned this	21%	25%	15%	23%	19%	23%	39%	37%	28%	24%	16%	20%	29%	18%	22%	20%
Formal education (e.g. college course)	18%	27%	23%	23%	11%	12%	13%	3%	8%	12%	23%	29%	7%	19%	19%	23%
Formal on-the-job training (e.g. a training session or an employer-paid course)	18%	14%	14%	16%	21%	23%	28%	7%	8%	16%	23%	22%	7%	10%	18%	27%
Taught by family and friends	10%	10%	16%	5%	10%	11%	8%	0%	13%	10%	12%	9%	9%	10%	10%	13%
None of the above	27%	21%	28%	21%	34%	20%	19%	53%	32%	31%	23%	17%	24%	32%	22%	22%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(165.B) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Advanced word processing/spreadsheet/presentation software skills  
By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
A digital course (e.g. on EdX)	6%	5%	6%	5%	7%	*	*	*	*	6%	6%	8%	3%	9%	3%	0%
Reading a book on the skill	5%	6%	4%	4%	9%	*	*	*	*	4%	5%	6%	4%	3%	5%	43%
Self-directed internet research	25%	30%	20%	26%	23%	*	*	*	*	25%	26%	12%	18%	24%	37%	27%
N/A I have never learned this	21%	17%	26%	21%	24%	*	*	*	*	20%	21%	23%	23%	21%	20%	0%
Formal education (e.g. college course)	18%	19%	18%	19%	17%	*	*	*	*	18%	18%	20%	15%	17%	19%	73%
Formal on-the-job training (e.g. a training session or an employer-paid course)	18%	18%	19%	20%	10%	*	*	*	*	19%	18%	17%	18%	22%	16%	27%
Taught by family and friends	10%	9%	11%	10%	13%	*	*	*	*	9%	10%	11%	9%	10%	11%	0%
None of the above	27%	26%	27%	27%	27%	*	*	*	*	28%	26%	28%	25%	28%	27%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(166.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Project management software (e.g. SAP, Microsoft Project) By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Formal education (e.g. college course)	9%	19%	11%	3%	7%	10%	12%	0%	4%	4%	16%	9%	7%	7%	13%	10%
Self-directed internet research	8%	11%	10%	9%	4%	9%	3%	10%	5%	5%	9%	12%	2%	6%	15%	6%
A digital course (e.g. on EdX)	6%	16%	7%	4%	1%	7%	8%	0%	6%	4%	10%	4%	5%	5%	9%	7%
Taught by family and friends	5%	11%	7%	2%	2%	6%	8%	0%	4%	4%	7%	5%	4%	5%	6%	6%
N/A I have never learned this	42%	32%	41%	43%	41%	44%	45%	50%	46%	42%	37%	43%	39%	44%	37%	41%
Reading a book on the skill	4%	13%	2%	4%	0%	8%	0%	0%	5%	3%	4%	6%	12%	2%	9%	4%
Formal on-the-job training (e.g. a training session or an employer-paid course)	15%	19%	16%	18%	10%	17%	8%	0%	9%	13%	20%	19%	7%	13%	11%	20%
None of the above	29%	22%	24%	27%	42%	25%	36%	40%	29%	36%	26%	21%	33%	30%	33%	27%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(166.B) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Project management software (e.g. SAP, Microsoft Project)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Formal education (e.g. college course)	9%	11%	6%	8%	13%	*	*	*	*	8%	9%	12%	10%	8%	8%	0%
Self-directed internet research	8%	9%	7%	9%	5%	*	*	*	*	6%	8%	10%	0%	7%	11%	0%
A digital course (e.g. on EdX)	6%	8%	3%	6%	5%	*	*	*	*	6%	6%	8%	2%	3%	6%	69%
Taught by family and friends	5%	5%	5%	4%	7%	*	*	*	*	5%	5%	5%	3%	3%	7%	0%
N/A I have never learned this	42%	39%	45%	42%	41%	*	*	*	*	42%	41%	39%	46%	43%	40%	31%
Reading a book on the skill	4%	4%	4%	4%	6%	*	*	*	*	3%	4%	8%	2%	1%	4%	27%
Formal on-the-job training (e.g. a training session or an employer-paid course)	15%	16%	14%	17%	6%	*	*	*	*	16%	16%	17%	10%	15%	16%	43%
None of the above	29%	29%	30%	29%	31%	*	*	*	*	30%	29%	26%	35%	30%	29%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(167.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Programming (e.g in Java, SQL, Python)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
A digital course (e.g. on EdX)	6%	9%	9%	10%	2%	3%	3%	7%	2%	2%	10%	10%	7%	6%	7%	4%
Reading a book on the skill	6%	20%	4%	5%	6%	4%	8%	0%	8%	5%	6%	11%	7%	9%	1%	7%
Formal on-the-job training (e.g. a training session or an employer-paid course)	6%	15%	10%	4%	6%	2%	4%	4%	9%	3%	8%	8%	10%	4%	5%	7%
Taught by family and friends	5%	11%	7%	3%	2%	5%	4%	0%	4%	4%	8%	2%	5%	4%	6%	5%
N/A I have never learned this	39%	25%	30%	49%	38%	41%	44%	37%	38%	43%	36%	36%	32%	38%	41%	41%
Formal education (e.g. college course)	14%	10%	24%	16%	9%	7%	11%	3%	13%	4%	23%	19%	9%	14%	9%	15%
Self-directed internet research	13%	17%	19%	10%	12%	9%	14%	7%	10%	10%	17%	14%	14%	14%	10%	11%
None of the above	30%	20%	29%	23%	38%	35%	33%	49%	31%	35%	25%	25%	30%	31%	33%	28%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(167.B) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Programming (e.g in Java, SQL, Python)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
A digital course (e.g. on EdX)	6%	8%	4%	6%	7%	*	*	*	*	6%	6%	4%	4%	5%	10%	0%
Reading a book on the skill	6%	9%	4%	6%	9%	*	*	*	*	7%	7%	6%	5%	4%	7%	69%
Formal on-the-job training (e.g. a training session or an employer-paid course)	6%	8%	5%	7%	5%	*	*	*	*	6%	6%	6%	5%	5%	8%	27%
Taught by family and friends	5%	5%	5%	4%	7%	*	*	*	*	5%	5%	6%	3%	7%	4%	0%
N/A I have never learned this	39%	40%	37%	40%	34%	*	*	*	*	39%	39%	43%	42%	39%	34%	31%
Formal education (e.g. college course)	14%	14%	13%	14%	14%	*	*	*	*	13%	14%	13%	12%	9%	19%	0%
Self-directed internet research	13%	17%	9%	12%	17%	*	*	*	*	12%	13%	11%	8%	11%	16%	43%
None of the above	30%	25%	35%	29%	34%	*	*	*	*	30%	30%	27%	31%	32%	31%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(168.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Networking support  
By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Formal on-the-job training (e.g. a training session or an employer-paid course)	8%	8%	7%	7%	9%	8%	13%	0%	5%	12%	8%	8%	0%	9%	9%	11%
Formal education (e.g. college course)	6%	15%	8%	5%	3%	7%	0%	0%	7%	4%	9%	7%	9%	7%	9%	5%
Taught by family and friends	6%	24%	6%	3%	2%	8%	4%	0%	4%	7%	7%	7%	7%	7%	7%	7%
A digital course (e.g. on EdX)	5%	13%	3%	3%	6%	4%	5%	0%	3%	6%	4%	7%	0%	3%	10%	7%
N/A I have never learned this	38%	35%	34%	48%	32%	37%	43%	47%	39%	33%	38%	43%	46%	34%	36%	40%
Reading a book on the skill	3%	10%	1%	3%	3%	3%	0%	3%	3%	4%	3%	1%	2%	3%	5%	2%
Self-directed internet research	15%	19%	17%	12%	13%	17%	17%	3%	10%	9%	22%	19%	11%	15%	17%	17%
None of the above	35%	18%	38%	31%	47%	34%	24%	47%	38%	38%	35%	27%	31%	38%	33%	30%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(168.B) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Networking supportBy from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Formal on-the-job training (e.g. a training session or an employer-paid course)	8%	8%	8%	8%	9%	*	*	*	*	7%	8%	7%	12%	11%	6%	0%
Formal education (e.g. college course)	6%	8%	4%	6%	5%	*	*	*	*	7%	6%	7%	5%	7%	6%	0%
Taught by family and friends	6%	6%	7%	7%	5%	*	*	*	*	8%	7%	5%	7%	10%	3%	43%
A digital course (e.g. on EdX)	5%	6%	3%	6%	1%	*	*	*	*	5%	5%	4%	1%	8%	3%	69%
N/A I have never learned this	38%	35%	42%	38%	38%	*	*	*	*	38%	38%	40%	41%	39%	35%	31%
Reading a book on the skill	3%	3%	3%	3%	3%	*	*	*	*	4%	3%	3%	1%	4%	2%	27%
Self-directed internet research	15%	20%	10%	16%	12%	*	*	*	*	16%	15%	11%	9%	17%	20%	0%
None of the above	35%	35%	35%	35%	38%	*	*	*	*	35%	35%	33%	33%	29%	42%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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



## Public First Poll for Google Finland (Consumer)

(169.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Big data analysis (e.g. in R, Stata and other data science tools)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to 40,000	EUR 40,000 to 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Formal on-the-job training (e.g. a training session or an employer-paid course)	7%	3%	8%	5%	10%	6%	4%	0%	0%	4%	8%	14%	2%	5%	4%	11%
Formal education (e.g. college course)	6%	14%	9%	8%	2%	4%	0%	0%	0%	0%	10%	14%	0%	5%	11%	8%
N/A I have never learned this	49%	40%	49%	50%	46%	50%	65%	40%	64%	51%	48%	45%	41%	47%	53%	50%
A digital course (e.g. on EdX)	4%	8%	3%	5%	4%	1%	0%	7%	3%	3%	3%	5%	2%	5%	0%	4%
Reading a book on the skill	3%	7%	3%	3%	1%	5%	0%	0%	2%	1%	5%	4%	4%	4%	4%	2%
Taught by family and friends	3%	10%	3%	2%	2%	6%	0%	0%	0%	2%	5%	5%	7%	5%	4%	2%
Self-directed internet research	10%	19%	11%	11%	8%	6%	0%	7%	5%	3%	11%	19%	11%	8%	11%	9%
None of the above	31%	27%	27%	32%	37%	28%	31%	47%	30%	37%	29%	20%	35%	34%	28%	28%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(169.B) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Big data analysis (e.g. in R, Stata and other data science tools)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Formal on-the-job training (e.g. a training session or an employer-paid course)	7%	8%	6%	8%	3%	*	*	*	*	6%	7%	6%	4%	7%	8%	27%
Formal education (e.g. college course)	6%	7%	5%	7%	3%	*	*	*	*	6%	6%	2%	4%	10%	8%	0%
N/A I have never learned this	49%	48%	50%	49%	48%	*	*	*	*	50%	49%	52%	47%	53%	46%	31%
A digital course (e.g. on EdX)	4%	4%	3%	3%	5%	*	*	*	*	4%	4%	4%	3%	2%	5%	0%
Reading a book on the skill	3%	2%	3%	3%	4%	*	*	*	*	3%	3%	3%	2%	3%	3%	0%
Taught by family and friends	3%	3%	4%	3%	5%	*	*	*	*	4%	3%	1%	2%	4%	4%	43%
Self-directed internet research	10%	15%	5%	10%	7%	*	*	*	*	9%	10%	8%	7%	6%	13%	69%
None of the above	31%	28%	32%	29%	35%	*	*	*	*	31%	30%	31%	36%	29%	29%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(170.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Digital creative design (e.g. Photoshop, Final Cut)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
A digital course (e.g. on EdX)	5%	15%	5%	3%	5%	4%	0%	0%	0%	2%	6%	12%	5%	6%	6%	6%
Reading a book on the skill	4%	14%	2%	2%	4%	7%	3%	0%	4%	2%	5%	8%	7%	3%	7%	5%
N/A I have never learned this	30%	31%	27%	24%	26%	37%	57%	35%	29%	34%	23%	32%	29%	25%	28%	34%
Self-directed internet research	21%	18%	26%	22%	26%	13%	11%	7%	17%	15%	24%	32%	19%	20%	22%	21%
Formal education (e.g. college course)	12%	13%	17%	17%	3%	10%	9%	3%	7%	7%	20%	12%	11%	15%	13%	11%
Formal on-the-job training (e.g. a training session or an employer-paid course)	10%	11%	7%	13%	9%	9%	13%	3%	5%	7%	14%	13%	4%	9%	10%	14%
Taught by family and friends	10%	14%	13%	10%	8%	11%	0%	6%	11%	7%	13%	12%	11%	15%	12%	7%
None of the above	27%	19%	22%	25%	36%	30%	23%	46%	35%	34%	22%	16%	30%	26%	25%	26%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(170.B) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Digital creative design (e.g. Photoshop, Final Cut)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands	
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
A digital course (e.g. on EdX)	5%	6%	4%	5%	6%	*	*	*	*	5%	5%	5%	2%	3%	8%	27%
Reading a book on the skill	4%	4%	5%	4%	4%	*	*	*	*	5%	4%	7%	3%	5%	2%	43%
N/A I have never learned this	30%	28%	31%	32%	21%	*	*	*	*	27%	30%	32%	35%	31%	26%	0%
Self-directed internet research	21%	26%	16%	21%	21%	*	*	*	*	23%	21%	17%	17%	18%	28%	27%
Formal education (e.g. college course)	12%	11%	14%	11%	18%	*	*	*	*	10%	12%	11%	13%	7%	16%	0%
Formal on-the-job training (e.g. a training session or an employer-paid course)	10%	8%	11%	11%	7%	*	*	*	*	11%	10%	8%	6%	12%	12%	0%
Taught by family and friends	10%	9%	11%	10%	13%	*	*	*	*	10%	11%	10%	8%	12%	10%	43%
None of the above	27%	27%	27%	27%	29%	*	*	*	*	29%	27%	30%	27%	29%	24%	31%

Note:

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(171.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Client relationship management software (e.g. Salesforce)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Self-directed internet research	6%	11%	3%	6%	7%	6%	3%	0%	2%	7%	5%	8%	9%	4%	5%	7%
N/A I have never learned this	49%	46%	56%	51%	49%	41%	45%	43%	64%	46%	47%	52%	50%	50%	43%	50%
Formal education (e.g. college course)	4%	12%	3%	2%	2%	7%	3%	0%	7%	3%	4%	6%	5%	3%	6%	4%
Reading a book on the skill	4%	20%	4%	1%	0%	5%	0%	0%	0%	2%	5%	7%	6%	2%	5%	5%
Taught by family and friends	4%	12%	5%	3%	2%	5%	4%	3%	3%	4%	4%	6%	2%	5%	8%	5%
A digital course (e.g. on EdX)	3%	9%	4%	1%	0%	4%	8%	0%	0%	1%	6%	3%	2%	4%	3%	4%
Formal on-the-job training (e.g. a training session or an employer-paid course)	13%	16%	11%	16%	11%	13%	12%	3%	8%	10%	17%	16%	7%	12%	16%	15%
None of the above	30%	15%	26%	28%	34%	38%	32%	51%	17%	36%	29%	23%	35%	29%	33%	27%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(171.B) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Client relationship management software (e.g. Salesforce)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Self-directed internet research	6%	6%	6%	6%	5%	*	*	*	*	6%	6%	7%	3%	6%	6%	0%
N/A I have never learned this	49%	52%	46%	50%	47%	*	*	*	*	51%	49%	47%	54%	46%	52%	31%
Formal education (e.g. college course)	4%	4%	4%	4%	6%	*	*	*	*	4%	4%	5%	4%	4%	4%	0%
Reading a book on the skill	4%	5%	3%	4%	3%	*	*	*	*	4%	4%	4%	0%	3%	4%	69%
Taught by family and friends	4%	4%	5%	4%	5%	*	*	*	*	3%	4%	3%	5%	2%	5%	43%
A digital course (e.g. on EdX)	3%	3%	2%	2%	5%	*	*	*	*	3%	3%	5%	3%	3%	2%	0%
Formal on-the-job training (e.g. a training session or an employer-paid course)	13%	12%	14%	14%	9%	*	*	*	*	12%	13%	13%	5%	14%	16%	27%
None of the above	30%	28%	32%	29%	32%	*	*	*	*	30%	29%	29%	31%	30%	30%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(172.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Digital marketing and analytics (e.g. Google analytics) By from scratch, we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University under-graduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Formal on-the-job training (e.g. a training session or an employer-paid course)	7%	2%	5%	7%	9%	7%	13%	0%	2%	7%	5%	12%	7%	4%	8%	10%
Taught by family and friends	6%	11%	12%	2%	2%	6%	0%	3%	4%	2%	6%	11%	9%	6%	5%	6%
Formal education (e.g. college course)	5%	8%	8%	7%	3%	4%	0%	0%	2%	2%	9%	8%	2%	3%	10%	8%
A digital course (e.g. on EdX)	5%	23%	2%	5%	5%	4%	0%	0%	2%	3%	7%	9%	9%	2%	6%	8%
Reading a book on the skill	5%	23%	3%	3%	1%	6%	0%	0%	3%	4%	5%	6%	12%	4%	6%	4%
N/A I have never learned this	39%	33%	32%	42%	39%	42%	56%	32%	41%	42%	34%	43%	26%	39%	43%	39%
Self-directed internet research	13%	9%	16%	14%	17%	7%	7%	3%	14%	8%	15%	18%	12%	10%	11%	15%
None of the above	33%	20%	33%	32%	38%	37%	24%	61%	34%	37%	35%	18%	30%	39%	31%	27%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(172.B) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Digital marketing and analytics (e.g. Google analytics)By from scratch , we mean that before learning you had no or limited ability in these areas

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Formal on-the-job training (e.g. a training session or an employer-paid course)	7%	3%	10%	7%	5%	*	*	*	*	6%	7%	5%	7%	3%	10%	0%
Taught by family and friends	6%	5%	6%	4%	11%	*	*	*	*	5%	6%	2%	4%	4%	9%	27%
Formal education (e.g. college course)	5%	4%	7%	6%	4%	*	*	*	*	5%	5%	10%	4%	4%	5%	0%
A digital course (e.g. on EdX)	5%	5%	5%	6%	5%	*	*	*	*	6%	6%	7%	3%	6%	4%	69%
Reading a book on the skill	5%	6%	3%	4%	6%	*	*	*	*	5%	5%	6%	1%	3%	6%	43%
N/A I have never learned this	39%	42%	36%	41%	31%	*	*	*	*	38%	39%	43%	44%	40%	34%	31%
Self-directed internet research	13%	13%	13%	12%	18%	*	*	*	*	12%	13%	10%	9%	11%	18%	0%
None of the above	33%	33%	33%	33%	32%	*	*	*	*	36%	33%	32%	32%	36%	33%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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



## Public First Poll for Google Finland (Consumer)

(173.A) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Manufacturing and physical design (e.g. Computer Aided Design (CAD) software)  
By from scratch, we mean that before learning you had no or limited ability in these areas

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	476	36	96	117	109	95	23	26	47	170	138	95	39	148	77	163
Weighted	474	40	108	117	99	87	23	25	45	150	148	106	36	151	67	168
Formal on-the-job training (e.g. a training session or an employer-paid course)	9%	11%	7%	13%	7%	8%	13%	7%	2%	8%	10%	13%	2%	7%	15%	10%
A digital course (e.g. on EdX)	5%	8%	5%	4%	2%	5%	8%	0%	0%	3%	9%	4%	4%	4%	5%	4%
Taught by family and friends	5%	8%	7%	4%	2%	6%	4%	3%	3%	5%	5%	5%	6%	6%	4%	5%
N/A I have never learned this	42%	41%	43%	44%	38%	43%	44%	38%	53%	39%	41%	45%	40%	38%	38%	48%
Reading a book on the skill	4%	15%	3%	4%	2%	6%	0%	0%	2%	2%	7%	7%	12%	3%	5%	5%
Formal education (e.g. college course)	13%	24%	13%	13%	13%	9%	4%	6%	6%	9%	15%	20%	14%	11%	20%	12%
Self-directed internet research	10%	10%	9%	14%	12%	6%	8%	10%	5%	7%	14%	13%	4%	9%	16%	8%
None of the above	31%	19%	32%	25%	40%	34%	31%	46%	35%	39%	26%	21%	30%	37%	28%	25%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(173.B) When learning new skills for work, which of the following tools have you ever used to learn the following from scratch? Manufacturing and physical design (e.g. Computer Aided Design (CAD) software) By from scratch, we mean that before learning you had no or limited ability in these areas

	Total	Gender		Work Status						Android User	Google Search User	Region				
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	476	210	263	380	96	0	0	0	0	356	468	124	95	153	101	3
Weighted	474	235	236	385	89	0	0	0	0	345	465	95	84	119	171	5
Formal on-the-job training (e.g. a training session or an employer-paid course)	9%	12%	7%	10%	7%	*	*	*	*	10%	9%	7%	9%	7%	12%	0%
A digital course (e.g. on EdX)	5%	6%	4%	5%	5%	*	*	*	*	4%	5%	4%	4%	4%	5%	27%
Taught by family and friends	5%	4%	5%	4%	9%	*	*	*	*	6%	5%	3%	4%	4%	7%	0%
N/A I have never learned this	42%	38%	46%	45%	32%	*	*	*	*	40%	42%	47%	40%	44%	40%	31%
Reading a book on the skill	4%	4%	5%	4%	6%	*	*	*	*	5%	5%	4%	3%	1%	6%	69%
Formal education (e.g. college course)	13%	18%	8%	12%	17%	*	*	*	*	14%	13%	14%	12%	12%	13%	43%
Self-directed internet research	10%	14%	7%	10%	12%	*	*	*	*	11%	10%	7%	6%	10%	15%	0%
None of the above	31%	28%	34%	30%	34%	*	*	*	*	33%	31%	29%	32%	31%	32%	0%

*Note:*

BASE: Workers

Fieldwork: 6th Jun - 30th Jun 2023

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

(174.A) You said you used self-directed internet research to learn a skill from scratch. Which tools were important to you for this?

	Total	Age Group						Education level					Grouped Income			
		18-24	25-34	35-44	45-54	55-64	65+	Below upper secondary education	Upper secondary education	Vocational education	University undergraduate education	University postgraduate education	Less than EUR 20,000	EUR 20,000 to EUR 40,000	EUR 40,000 to EUR 60,000	More than EUR 60,000
Unweighted	224	19	51	63	48	36	7	5	21	63	69	66	21	62	31	88
Weighted	235	21	59	66	47	35	7	5	18	59	78	75	18	69	29	94
Google Search	87%	77%	94%	85%	85%	88%	84%	100%	87%	88%	88%	83%	86%	82%	87%	91%
Youtube	64%	67%	67%	70%	62%	55%	40%	48%	65%	66%	63%	66%	53%	62%	75%	61%
Bing search	4%	0%	8%	0%	3%	7%	0%	0%	9%	1%	2%	7%	0%	4%	0%	4%
Wikipedia	39%	41%	46%	34%	30%	46%	41%	0%	56%	43%	30%	44%	43%	44%	45%	34%
A tech/IT forum such as Stack Overflow	20%	10%	38%	20%	15%	2%	11%	0%	27%	8%	28%	20%	5%	23%	18%	17%
AI chat (e.g. ChatGPT, Google Bard)	15%	35%	19%	14%	8%	14%	0%	0%	18%	10%	20%	15%	18%	20%	2%	13%
Reddit	12%	26%	18%	12%	7%	5%	0%	0%	23%	10%	18%	7%	10%	14%	15%	8%
Other (please specify)	3%	0%	0%	3%	7%	5%	0%	0%	0%	2%	0%	8%	5%	3%	3%	4%
Don't know	0%	0%	0%	0%	2%	0%	0%	0%	0%	1%	0%	0%	4%	0%	0%	0%

*Note:*

BASE: Already use or plan to use AI as part of their job in next five years

Fieldwork: 6th Jun - 30th Jun 2023

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

## Public First Poll for Google Finland (Consumer)

(174.B) You said you used self-directed internet research to learn a skill from scratch. Which tools were important to you for this?

	Total	Gender		Work Status						Android User		Google Search User		Region		
		Male	Female	Full Time Work	Part Time Work	Retired	Unemployed	Student	Not working and not seeking work	Android User	Google Search User	South Finland	North & East Finland	Western Finland	Helsinki-Uusimaa	Aland Islands
Unweighted	224	115	108	177	47	0	0	0	0	168	221	50	38	76	57	3
Weighted	235	134	101	191	44	0	0	0	0	174	232	39	33	60	98	5
Google Search	87%	84%	91%	87%	87%	*	*	*	*	88%	87%	87%	89%	89%	86%	69%
Youtube	64%	64%	65%	65%	64%	*	*	*	*	65%	64%	64%	68%	61%	67%	31%
Bing search	4%	3%	5%	4%	5%	*	*	*	*	4%	4%	6%	3%	4%	4%	0%
Wikipedia	39%	35%	44%	38%	43%	*	*	*	*	40%	38%	42%	55%	39%	33%	31%
A tech/IT forum such as Stack Overflow	20%	26%	11%	19%	23%	*	*	*	*	14%	19%	11%	19%	9%	29%	43%
AI chat (e.g. ChatGPT, Google Bard)	15%	17%	14%	14%	19%	*	*	*	*	13%	15%	14%	5%	10%	22%	27%
Reddit	12%	15%	9%	11%	17%	*	*	*	*	11%	13%	9%	8%	11%	17%	0%
Other (please specify)	3%	5%	0%	3%	2%	*	*	*	*	3%	3%	0%	3%	1%	5%	0%
Don't know	0%	1%	0%	0%	2%	*	*	*	*	0%	0%	0%	0%	1%	0%	0%

*Note:*

BASE: Already use or plan to use AI as part of their job in next five years

Fieldwork: 6th Jun - 30th Jun 2023

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